In New York, America’s richest market, only three TV stations—three high-priced, network stations—draw more nighttime audience than WOR-tv channel 9.

New York’s youngest telecaster, WOR-tv, continues to pull the city’s fourth largest nighttime audiences...topping a key network station and drawing more viewers than any other independent TV station in New York.*

One channel 9 show, “Trapped”—a low-cost, live, mystery drama—draws more New York audience than 46 sponsored nighttime shows aired on 4 network stations! And 28 of these shows are carried nationally. (Telepulse—Jan. 1952)

Everything about channel 9 is bigger and better than ever. Audiences are bigger...power is greater...studios are the best in television. Only rates have remained the same—still the lowest in television.

*Telepulse—Jan. 1952. Based on channel 9’s nighttime operating hours.
CHECK WLS TODAY FOR

8 Great Selling Opportunities

News—stepped up by two giant political conventions coming up, by a lingering war situation—is more in demand than ever before!

And in the WLS-blanketed Chicago-Midwest, that demand results in larger and larger WLS listening audiences—in two more news broadcasts added to the already fast-selling WLS schedule.

Check today on availabilities adjacent to or within one or more of these WLS newcasts. Some are sold but you'll find a profitable opening for your product somewhere in these eight great sales opportunities:

**NEWS ON WLS AT**

5:45 A.M.  10:15 A.M.
6:45 A.M.  11:30 A.M.
7:30 A.M.  12:30 P.M.
7:45 A.M.  6:00 P.M.
(and 9:45 P.M. on Saturdays)

Watch for News About "OPERATION GROCER 1952"

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY
1 Delivers the Most Coverage
Four stations are in the combined market. WSAR is the only 5,000 watt station. All others are 250 watts or less.

2 Delivers the Highest Ratings
WSAR is the only station of the four which delivers large audiences in each city of the combined market.

3 Delivers Lowest Cost Per M Listeners
Factual proof that you pay less and get more listeners on WSAR than any other Fall River-New Bedford Station.

For Full Information About WSAR in the 49 Largest U.S. Market Contact Headley-Reed Company.

WSAR
Fall River - New Bedford
5000 Watts Are Affiliated

Represented Nationally by Headley-Reed Company
Steinman Stations proudly salute...

J. Gorman Walsh, manager of WDEL, Wilmington, Delaware, winner of the Chamber of Commerce, Delaware, 1951 Josiah Marvel Cup Award

The Marvel Cup is presented annually to the citizen of Delaware "who has, by selection of his fellow citizens, given outstanding service to the state, the community, society, or his fellow man and has performed something worthy to be remembered."

We are proud of this tribute to our associate, Gorman Walsh. A quotation from the Column of William Penn Frank in the February 4, 1952 issue of the Wilmington Morning News expresses the feelings of all his associates. "... the guy is always working in and for the public interest ... There is something very honest about his approach to community problems and his integrity is a shining example for us ... He has given both his radio and television station a policy that these media are more than commercial ventures but rather are dedicated to the good and the welfare of the people in the area."

Clair R. McCollough
General Manager
STEINMAN STATIONS

Represented by
ROBERT MEEKER ASSOCIATES  Chicago  •  Los Angeles  •  San Francisco  •  New York
CLOSED CIRCUIT

LONG-RANGE prognosis: When FCC finally hands down its TV allocation (target date still mid-March), line-up could well be 4-2. Expected to dissent: Comm. Robert F. Jones, who has favored complete flexibility on legal grounds (i.e., no city-by-city allocations) and control by FCC Chairman Joseph J. Johnson's permanent commission. Acting Chairman Paul A. Walker would concur with majority, but might express concern over educational allotments.

DPA's Electronics Production Board has recommended that NPA color TV equipment freeze be retained because of technical limitations. Retention of ban was urged by military, it's learned. NPA will issue decision within fortnight.

NEXT major move in unsettled radio research field may be launching of NBC-Nielsen network audience study, possibly paralleling OBS-Standard Audit & Measurement Services project.

REPORTED ACTIVELY urging appointment of acting Chairman Paul A. Walker to permanent FCC Chairmanship is Sen. Robert S. Kerr (D-Okla). his close friend and fellow. Soon. Sen. Kerr is owner of KKM Tulsa, and has application pending for acquisition of control of KTOK Oklahoma City. Sen. Kerr is dark horse in Democratic Presidential sweepstakes, if Truman does not run.

SIDELIGHT in Coy resignation is upsetting of NARB convention agenda, with ex-Chairman now off Wednesday luncheon billing. NARB hopes to book new Chairman for spot. Significant to note that with 30 broadcasting field is fact that he advised an NARB official he probably would attend convention and, if called upon, would make few remarks.

NARTS beginning to schedule group showings of its new presentation on advantages of national spot broadcasting—radio and television—as an advertising medium, to advertisers and agencies. Preview to some 28 station representatives in New York last week reportedly evoked enthusiastic approval of presentation.

WHEN NEW NARTB TV Review Board holds its organization meeting here next Thursday, one of topics may be proposed revision of code in relation to hard liquor advertising. In order to assure Congress, notably Sen. Johnson's Interstate & Foreign Commerce Committee, that there will be no quick permitting liquor advertising, Review Board may recommend stipulation that no change be made in that provision unless ample notice—possibly six months—issu. Given presumably this would assuage fears and soften attitude of Senators on Johnson-Case Bill, which would ban liquor advertising on radio and TV.

SEN. ED. C. JOHNSON (D-Col.), chairman, Senate Interstate and Foreign Commerce Com.

(Continued on page 6)

BROADCASTING • TELECASTING

RCA SEES VAST FUTURE FOR NEW TRANSISTOR

NEW transistor was scheduled for unveiling today (Monday) by RCA, first disclosure coming in the form of a glass transistor amplifier. Greater reliability and ruggedness are claimed for RCA's version of transistor. Dr. E. W. Engstrom, vice president in charge, RCA Labs Div., said, "The vacuum tube made possible the modern miracles of radio, television and radar, so will this new tool open vast new horizons in the electronics art." He said RCA does not expect transistor to supplant electron tube, predicting market for tubes will increase under full impact of commercial transistors.

He added that transistor will allow development of entirely electronic devices, many of them also requiring tubes. RCA embeds elements of transistor in resistor to provide protective case. The RCA point-contact transistor resembles corn kernel. Transistors harness electrons in piece of solid matter whereas tube filaments boil off electrons in vacuum.

BETTER PICTURE TUBES

IMPROVED performance from TV picture tube screens, due principally to development of screen materials with better balanced chemical properties, announced Friday by Radio-TV Picture Tube Div., Sylvania Electric Products Inc. Process being used in all picture tubes produced by Sylvania, to bring greater brightness and to eliminate discoloration during entire tube life. Screens are said to be especially effective when operated with anode voltages lower than 14,000 volts.

WGN-TV RATE BOOST

WGN-TV Chicago ups its basic rates 20% March 1, increasing its Class A hour rate from $1,000 to $1,200. Current rates were effective one year. Station estimates city has 60% TV circulation.

BUSINESS BRIEFLY

L&M PICKS UP OPTION • Liggett & Myers (Fatima cigarettes) understood to have picked up option on NBC radio recorded symphony—midnight to 6 a.m.—being considered by network for all six of its O&O stations. Agency: Cunningham & Walsh, N. Y.

CHAIN BREAKS FOR NABISCO • Nabisco Shredded Wheat contemplating schedule of chain breaks on CBS Radio stations following its portion of Arthur Godfrey show (Mon. through Fri., 10:45-11 a.m.). McCann-Erickson is agency.

SPOTS FOR LEVER • Lever Bros. (Silver Dust) planning radio spot schedule to start in April with 13 and 28-week contracts. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.

ALAN YOUNG SHOW • Lever Brothers (Pepsi), N. Y., through McCann-Erickson, N. Y., reportedly interested in Alan Young Show, on CBS-TV but being dropped by present sponsor (Esso). Additionally, PepsiCo. said to be considering possible radio-TV spot announcement campaign for this spring in about 150 markets.

AMERICAN TOBACCO OPTION • American Tobacco Co., through BBDO, N. Y., understood to have optioned Wednesday 9:30-10 p.m. period on CBS-TV for next season. Advertiser probably would shift its This Is Show Business into that spot from Sunday 7:30 p. m. and put Jack Benny program in Sunday segment, provided comedian willing to do weekly show.

SATURATION CAMPAIGN • For second year Baltimore Desoto dealers bought saturation campaign, on WBAL Baltimore Feb. 16, to announce 1952 models. Success last year induced dealers to spend 65% of total budget (Continued on page 106).

Exhibitors to Unveil New UHF Gear

NEWEST developments in broadcast and TV transmitting, studio and antenna equipment, including recently perfected UHF gear, to be shown for first time at NARTB convention in Chicago March 20-April 2.

Manufacturers planning to exhibit many heavy items, including cameras, transmitters and radiators. Show will include Exposition Hall in lower lobby of Conrad Hilton Hotel (ex-Stevens) plus entire fifth floor area.

Feature of 1952 show will be joint NARTB-Broadcast Music Inc. display of Americanas. Historical musical documents and signatures of signers of Declaration of Independence and Constitution are included in valuable collection, which will be protected day and night by armed guards. Arrangements for feature made by Carl Haverlin, BMI president, and Robert K. Richards, NARTB public affairs director. Group of manufacturers will include reproduction of original "Star Spangled Banner.

Arrangements for equipment displays are nearly complete as of Arthur C. Stringer, retained by NARTB as exposition manager. Convention delegates will attend buffet luncheon in Exposition Hall March 31, opening day of formal proceedings.

Representatives and other industry groups will have suites at hotel. List of NARTB associate members who have signed for convention participation follows:


Transcription Co.'s, Program & Film Serv.

(Continued on page 6)

February 25, 1952 • Page 5
In this Issue—
Appointment of permanent successor to Wayne Cox, who quit FCC chairmanship last Thursday then took job with Time Inc., is up in the air. Vice Chairman Paul A. Walker will take over for time being, but whether he or someone else the permanent appointment isn’t settled. If Mr. Walker is moved up, chances are that Robert T. Bartley, nephew of Speaker of the House Sam Rayburn, will be named to the Commissionship that would be vacant. If not, the choice of permanent chairman may lie among three men well known to industry: Philip G. Loucks, attorney and one-time managing director of NAB; Neville Miller, attorney and onetime president of NAB, and J. Leonard Reinach, managing director of Cox stations. Pages 23, 24, 50, 52.

Two of radio’s biggest clients have begun new assaults on radio rates. P&G, the biggest, wants CBS Radio to cut its nighttime rates to daytime levels. General Mills is working up a spot proposal to pay stations half their one-time daytime rates for nighttime spots. Page 55.

Advertisers bought $217 million worth of television time in 1951—140% more than in 1950. A preview of an article that will appear in the Telecasting Yearbook for 1952, out the end of this month. Page 71.

Liberty Broadcasting System claims it was spiked, sue 13 of 16 big-league baseball teams for $12 million damages for violating anti-trust laws. Page 27.

CBS and NBC have revived the big-name talent working process of several years ago. The names are the same: Jack Benny, Phil Harris and Red Skelton. In Mr. Harris’ case, NBC won out, but Messrs. Benny and Skelton still are being wooed violently by both networks. Page 99.

Industrialists are finding it pays off to solicit the good will of the communities in which their plants are situated. And radio is the instrument that does that job best. Page 96.

When TV comes in the house, does radio go out the window? Definitely not, according to a survey by WSYR-AM-TV Syracuse. TV owners average better than three hours a day listening to radio. Page 95.

Upcoming


(Other Upcomings page 34)
WITHOUT GIMMICKS, GADGETS OR GODFREYS . . .

independent WNEB gets and keeps the audience! These ratings prove that WNEB, with good programming of music, news and sports, tops 3 out of 4 competing network stations at night, and delivers

MORE LISTENERS FROM 8 A. M. TO 6 P. M.
THAN 3 OF THESE STATIONS COMBINED!

<table>
<thead>
<tr>
<th>Time</th>
<th>WNEB</th>
<th>Network Station A</th>
<th>Network Station B</th>
<th>Network Station C</th>
<th>Network Station D</th>
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<tbody>
<tr>
<td>Weekday Mornings Mon. thru Fri. 8:00 a.m.-12 Noon</td>
<td>25.1</td>
<td>45.1</td>
<td>18.8</td>
<td>4.6</td>
<td>4.6</td>
</tr>
<tr>
<td>Weekday Afternoons Mon. thru Fri. 12 Noon-6:00 p.m.</td>
<td>30.9</td>
<td>52.3</td>
<td>8.7</td>
<td>4.5</td>
<td>2.7</td>
</tr>
<tr>
<td>Sunday Afternoons 12 Noon-6:00 p.m.</td>
<td>34.7</td>
<td>29.8</td>
<td>9.3</td>
<td>13.8</td>
<td>8.9</td>
</tr>
<tr>
<td>Evenings Sun. thru Sat. 6:00 p.m.-10:30 p.m.</td>
<td>20.3</td>
<td>45.0</td>
<td>13.4</td>
<td>10.8</td>
<td>9.3</td>
</tr>
<tr>
<td>TOTAL RATED TIME PERIODS</td>
<td>25.7</td>
<td>46.6</td>
<td>13.0</td>
<td>7.4</td>
<td>6.0</td>
</tr>
</tbody>
</table>

AN OUTSTANDING BUY . . . MADE EVEN BETTER

Once again WNEB will carry the
COMPLETE HOME AND AWAY SCHEDULE
Of New England’s favorite baseball team . . .
THE BOSTON RED SOX!

Yes, in Worcester, independent WNEB gives you consistently good ratings! Most important of all, they’re ratings you can buy . . . in time periods that are available to you!

WORCESTER MASSACHUSETTS

Represented by: THE BOLLING COMPANY, INC.
HERE'S PROOF of pulling power:

**WIBC**—promoted corn picking contest pulls 35,000!

Here's part of the crowd that turned out for the Indiana Mechanical Corn Picking Contest which WIBC conducted at Rushville on October 13th... 35,000 people, representing all of Indiana's 92 counties and every adjoining state!

Representatives of every major farm equipment manufacturer were there, too. Said one: "We talked to more prospects in one day than we usually do during a ten-day fair. Sold more merchandise, too!"

Here again is proof that Indiana's first and only 50 KW radio station enjoys top place in the affections of the 1,077,356 radio families in its 0.5 MV contour area, a loyalty won through intelligent programming and a friendly interest in farm affairs.

That's why one minute announcement at 6 A.M. (Nov. 13, 1951) drew 915 pieces of mail for one advertiser. That's why WIBC can help you, too. See your John Blair man immediately!

**JOHN BLAIR & CO.**

National Representatives

**WIBC**, Inc. • 30 West Washington Street • Indianapolis 6, Indiana
Official government figures* show that over the years people have put down on the counter for meat a remarkably constant percentage of the money they have to spend. The average for meat is around 51 per cent of the total.

In the boom year of 1929 consumers spent, out of each dollar of spendable income, 53 cents for meat. In the depression year of 1933 this figure was 51/2 cents. In the prewar year of 1939 it was 53/10 cents. In 1950, the latest year for which figures are available, it was 51/2 cents.

During this time, of course, meat prices fluctuated widely...but well in tempo with changes in the level of general prosperity of the country.

**Do Meat Packers' Profits Influence Prices?**

The answer is...they do not. Again, official government figures* (plus a recent Dun and Bradstreet survey) show that out of the average 53/4 cents spent at the store for meat, the retailer uses 1 cent to cover all overhead costs and a modest profit, and pays 43/4 cents to the packer for meat.

Of this 43/4 cents, the packer pays out 3/4 cents for livestock, 19/20ths of a cent for all of his costs of doing business...labor, freight, taxes and many other expenses...and earns 1/20th of a cent as profit. This may be paid to investors for use of their money, or for improvements, or both. The figures include the value of by-products as well as meat.

The profit obtained by meat packers is so small that it has virtually no effect on the price of meat at retail.

As a matter of fact, if packers made no profit at all, consumers would be unable to see any difference in the cost of living—either in good times or bad.


AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.
ANY ADVERTISER CAN AND
MOST ADVERTISERS SHOULD ...USE
Spot Radio
REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
Like the Mountain Goat...

who leaps from crag to crag, who finds sure footing wherever he goes—is sure-footed Spot radio.

Do you, as an advertiser, want to watch your footwork in certain markets? Want to skip some open crevices, want to scale some craggy peaks? Easy. Just pick out where you want to go with SPOT RADIO.

And, it's easiest of all when you start your picking on peak stations like these.

### SPOT RADIO LIST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>WFAA</td>
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<tr>
<td>KSO</td>
<td>Des Moines</td>
<td>ABC</td>
</tr>
<tr>
<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>ABC</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>ABC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
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</tr>
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<td>NBC</td>
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<td>ABC</td>
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<td>ABC</td>
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<td>NBC</td>
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<td>Richmond</td>
<td>ABC</td>
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<tr>
<td>WOAI</td>
<td>San Antonio</td>
<td>NBC</td>
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<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>ABC</td>
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<td>NBC</td>
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<td>WMAS</td>
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<td>CBS</td>
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<td>KVOO</td>
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</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
</tbody>
</table>

TEXAS QUALITY NETWORK

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488 MADISON AVE. NEW YORK CITY 22

CHICAGO • LOS ANGELES DETROIT • ST. LOUIS • DALLAS SAN FRANCISCO

BROADCASTING • Telecasting
HARRY W. BENNETT Jr., account executive, Compton Adv., N. Y., to Sherman & Marquette, that city, as vice president and supervisor in charge of Colgate-Palmolive-Peet account.

CHARLES W. HOYT Co., N. Y., announces following staff changes: R. H. DINGWELL named assistant to president succeeding A. W. FARGO Jr., elected vice president. F. J. BECKER elected treasurer.

ROBERT S. AITCHISON, editor of Industrial Marketing magazine, Chicago, has purchased an interest in Shroft Assoc., Chicago agency.

ALEX COLEMAN elected vice president of R. J. Potta, Calkins & Holden, Kansas City, where he is account executive.


GERTRUDE VAN HOODYNCK of J. M. Matthes Inc. to the copy department of N. W. Ayer & Sons, Phila. Mr. Aitchison.

M. PATRICK COYLE, director of product and style research at Opinion Research Corp., Princeton, N. J., to Campbell-Ewald Co., N. Y., as vice president in charge of merchandising, research and marketing.

WE'VE
BLAZED THE TRAIL TO
150,000
NORTHWESTERN OHIO
HOMES!

FACTS PROVE—over 90% of the 150,000 TV set owners in Toledo and a 10 County area prefer WSPD-TV. This was established by the Research Department of Toledo University in a recent comprehensive area survey. And, 98% of the total sets are in use every evening . . . 50% in the afternoon . . . almost 20% in the morning after only 5 weeks of morning operation. YOU CAN BUY TIME NOW to reach THIS CAPTIVE AUDIENCE in a market over One Billion Dollar Buying Potential. FACTS PROVE—YOUR BEST BUY FOR SPEEDY SALES in Northwestern Ohio is WSPD-TV . . . The Trail Blazer For Your Product.

Mr. MURDOCK comes naturally by his electronic convictions, having sold radio and TV time in Washington for two decades prior to his entry in the agency side of advertising just a year-and-a-half ago.

One of that rare breed of native Washingtonians (born June 6, 1906), he has never left the city for any length of time and wants to stay there. After graduation from Southeastern U.—in Washington, of course—he went into the banking business, standing in a teller's cage. In this capacity he came to know one of the bank's clients, Harry Butcher, then general manager of WJSV (now WTOP) Washington. That's how he became a salesman at WJSV, working under A. D. Willard Jr., sales manager and later general manager of the then CBS-owned outlet. Along in the early '50s, WJSV hired Arthur Godfrey and put him on instead of Bob Trout as a sunrise disc jockey, moving Mr. Trout into newscasting. The idea clicked and Mr. Murdock had no trouble peddling Godfrey spots at $4 per, soon selling him out. He handled all of the Godfrey selling until the CBS star left for New York.

When Mr. Willard became WJSV general manager, Mr. Murdock succeeded him as sales manager and assistant general manager. After 12 years at WJSV-WTOP he joined WOL Washington under the Cowles regime as sales manager and assistant general manager. About that time Bamberg interests were preparing to launch WOIC (TV) Washington, later given the call letters WTOP-TV when the station was purchased by the Washington Post and CBS.

Mr. Murdock's television debut at WOIC offered a challenge to his sales prowess, the station being the fourth and last to open in the...
here are the CURRENT FACTS on Western New York radio-ratings

99.3% OF THE TIME

there are more listeners, in 16 counties (including Monroe) tuned to WHAM than to any other radio station.*

That means just one thing—more advertising impact... more sales...on WHAM!

Consult HOLLINGBERY regarding availabilities.


The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

February 25, 1952 • Page 13

Bernard C. DuFy, president of BBDO, N. Y., appointed chairman of the Greater New York Chapter of the President's Committee of the U. of Notre Dame to act as counsel and advisor to the president of Notre Dame.

Frank LeCocq, advertising manager of Pacific Northwest Co., Seattle, do Ruthrauff & Ryan, same city, as account executive.

Richard Saunders and Thomas Ford join Young & Rubicam, N. Y., as producer-director. Mr. Saunders joins agency from CBS Television where he was a director. Prior to his Y&R assignment, Mr. Ford was a director at ABC-TV.


William E. Surgner, former contact man with Geare-Marston Inc., Phila., to Gray & Rogers, same city, in similar capacity.

Edward D. Cummings, J. Walter Thompson Co., N. Y., to Robert W. Orr & Assoc., same city, as media director.

Robert A. Shield, Hawaiian Islands broadcaster, to Woodrum, Carney & Staff, Honolulu, as a director of the company.

Robert F. Gerber elected vice president of H. E. Westmoreland Inc., which has re-located at 326 W. Michigan St., Duluth, Minn. William R. Davis joins the agency as manager of media and promotion departments.

George Selgrat to Casler, Hempstead & Hanford, Chicago, as public relations representative.

Bruce K. Stabelfeldt, sales promotion and advertising manager of Edward Valves Inc., East Chicago, Ind., to Waldie & Briggs, Chicago, as member of creative staff.

Peg Harris, Botsford, Constantine & Gardner, S. F., to Guild, Bascom & Bonfigli, S. F., as assistant account executive and media head.

Norton B. Jackson named director of merchandising for Scheideler, Beck & Werner, N. Y.

Hal Starr, general manager, KFGR Forest Grove, Ore., joins Hal Short & Co., Portland, as account executive.

Leonard Kent to Needham, Louis & Broby, Chicago, as chief statistician, same post he had at Alderson & Sessions, Phila.

Sam Jonathan Riklin, account executive with Pittak Adv., San Antonio, Tex., named one of city's outstanding young men in 1951 by Chamber of Commerce.

Fred H. Fidler, vice president and Pacific Coast manager of J. Walter Thompson Co., was speaker at San Francisco Fashion Group meeting last week on "Television in the Fashion Field."

Nan Marquand, actress and manager of her radio-TV package firm, to William H. Weintraub & Co., N. Y., as production assistant for radio and television. Joe Sacco joins agency as copywriter.

Richard I. Clark, research director, Brisacher, Wheeler & Staff, S. F., promoted to radio-TV buyer. Mr. Clark replaces Garrett Hollihan, resigned. Charles H. Roach, assistant director of research, named research director.

William A. Foxen, Benton & Bowles, N. Y., named associate account executive.

Jerry Seaman, radio executive at Bert S. Gittins Adv., Milwaukee, leaves March 2 for month-long tour of 14 Latin American countries. He will help record interviews for Allis-Chalmers Mfg. Co.'s National Farm and Home Hour on NBC.

Weightman Inc., Phila., has announced removal to new offices on the fourth and fifth floors of 1619 Chestnut St.
THEY'RE TOPS in promoting the farm radio advertiser's products to America's most important consumer... THE FARMER.

Merchandising the farm radio advertiser's product to rural consumers requires special "KNOW HOW."

These winning stations in Ralston Purina's Farm Radio Promotion Contest have this know-how. They give the farm advertiser skillful promotion on and off the air... the kind that builds sales... and makes the cash register ring... for the advertiser... and the station!

THE PURINA FARM RADIO PROMOTION CONTEST was open to all stations broadcasting a Purina Chows program. Prizes are awarded to stations that did the most consistent, effective and original promotion on Purina radio programs between October 1 and December 15, 1951.

RALSTON PURINA COMPANY
ST. LOUIS 2, MO.

Farm editor Bob Nance, center, interviewing Purina feeding advisor Johnny De Busk, left, and Purina store manager Walter Korba in Russiaville, Indiana. Station manager John Jeffrey shown in inset.

WIOU, Kokomo, Indiana
FIRST PRIZE WINNER...

Farm Editor Harry Martin
WFBM, Indianapolis, Indiana
TIED FOR SECOND PRIZE...

Manager Howard Stanley
WEAM, Arlington, Virginia
TIED FOR SECOND PRIZE...
Best Farm Radio Merchandisers

WWBZ — Vineland, New Jersey
Fred Wood, General Manager

WDZ — Decatur, Illinois
Frank Schroeder, General Manager

KDET — Center, Texas
Tom E. Foster, Manager

KTUC — Tucson, Arizona
Lee Little, Manager

WAVU — Albertville, Alabama
Jesse Culp, Farm Agent

HONORABLE MENTIONS:
KOLT . . . Scottsbluff, Nebraska
WIBW . . . . Topeka, Kansas
KFAB . . . . Omaha, Nebraska
WJAG . . . Norfolk, Nebraska
WRAG . . . Carrollton, Alabama
WJAY . . . Mullins, Alabama
KSFA . . . Nacogdoches, Texas

Because of the exceptional quality of all entries, the judges' decision was not easy. The judges ask that we congratulate the many other stations entered in the contest.

HELPING RURAL AMERICA PRODUCE MORE . . .
AND LIVE BETTER . . . SINCE 1894
"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

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

SOURCES:
* BMB Study No. 2
† N. C. Dept. of Motor Vehicles
 Va. Dept. of Highways
** Greensboro & High Point Police Dep't.
 Member, High Point Fire Dept.
 Hoge, Middleton & Neal

Represented by Hollingbery

5000 Watts

C B S
Affiliate

Page 16 • February 25, 1952
Arkansas Farmers listen to...

KLRA the station with the greatest daytime coverage in the state of ARKANSAS.

The Arkansas Farm Market is RICH and GROWING!

For the first ten months of 1951 Arkansas farmers received $72,440,000.00 MORE from crops and livestock than they did in 1950. The comparative figures show: For livestock, $172,000,000.00 in 1951 against $139,000,000.00 in 1950; for crops, $241,000,000.00 as against $202,000,000.00. This responsive market—able and willing to buy—is best reached by KLRA... the radio station with the greatest daytime coverage!

KLRA SELLS THESE PRODUCTS TO ARKANSAS FARMERS

ADKINS-PHELPS SEED COMPANY
ALBERS MILLING COMPANY
ARMOUR & CO.—CLOVERBLOOM 99
ASSOCIATED AUTO COMPANY
BALLARD & BALLARD
CAMERON FEED MILLS
DUTCH O'NEAL MOTORS
ESSO-STANDARD OIL COMPANY
FARMERS INSURANCE GROUP
FARMERS MUTUAL INSURANCE CO.
GOFF WHOLESALE GROCERY COMPANY
HARRIS BUTANE GAS COMPANY
KREY PACKING COMPANY
MAGNOLIA PETROLEUM COMPANY
MATHIESON CHEMICAL COMPANY
MID-STATE TRACTOR COMPANY
MILES LABORATORIES
PAT'S SUPER-MARKET
PHILLIPS PETROLEUM COMPANY
RALSTON-PURINA COMPANY
SAFEWAY STORES, INC.
STALEY MILLING COMPANY
SWIFT & CO.—ALL-SWEET MARGARINE
WRIGHT SERVICE COMPANY

For the Complete KLRA Story Ask any O. L. Taylor Office

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC • CBS RADIO
feature of the week

WHEN "Pirate Jose Gasper and his Krewe" sailed into Tampa port, staffmen of WFLA-AM-FM Tampa joined the invaders to give that city the most extensive radio coverage of any special event in Tampa's history.

Six announcers, working with remote control equipment, mobile transmitters and handie talkies covered every important point of the "invasion" and the entire Gasparilla Carnival held in connection with the Florida West Coast pageant.

Listeners heard Announcer Gordon Solie, dressed as a pirate of yore, talk above the shouts and gunshots of businessmen-turned-pirates as he clung, sometimes precariously, from rigging of one of the pirate ships.

George W. Harvey, WFLA general manager, supervised the station's planning, production and operations for the event.

Mr. Solie with handie talkie he used aboard pirate ship.

strictly business

Arthur Bagge

Radio has been hard hit in the household of Arthur Bagge in suburban Wilmette, Ill. That's because Mr. Bagge, a top salesman at Free & Peters' Chicago office, persists in his electrical hobby, and has blown every fuse in the place for the past four weekends.

Nevertheless loyal to the medium which betrayed him, domestically, he sees a bright future for radio even without rose-colored glasses. In his opinion, rising television costs have shown AM as the most economical method of reaching masses of people, the "sell radio" campaign is starting to pay off, and stations' local programming has been materially strengthened.

He attributes a large part of increased spot billings to advertisers who used TV exclusively last year and are now going back into radio with a good portion of their budgets.

Radio, briefly, "has nothing in common with Old Man Madison." Mr. Bagge has been studying broadcasting's competition professionally for two decades. Before that, as a commercially-minded Delta Sigma Pi at Northwestern U., he majored in commerce and advertising and was business-manager of the Daily Northwestern.

One of two students to be chosen after graduation in 1931 by the Dictaphone Co., he took an intensive sales training course at Bridgeport headquarters and returned to Chicago as a salesman, becoming South Chicago district manager before leaving 2½ years later.

Then A. C. Nielsen beckoned Mr. Bagge to sell his food and drug index, and he beat a path from Cumberland, Md., to Denver and from Minnesota to the Gulf for two years, later working directly with Mr. Nielsen in New York as service executive to national advertiser clients. He next joined the Hearst organization, handling the southwest sales territory for the American Weekly, where he stayed 11 years until joining Free & Peters in 1948.

Although he was hired as co-

(Continued on page 90)
To sell Cereal to inland Californians (and western Nevadans)

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

THE MOST LISTENERS  More audience than the eleven other leading local stations needed to cover inland California and western Nevada.

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

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

McClatchy Broadcasting Company

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

KFBK  Sacramento (ABC)  50,000 watts 1530 kc.
KOH  Reno (NBC)  5000 watts, day 1000 watts, night 630 kc.
KERN  Bakersfield (CBS)  1000 watts 1410 kc.
KWG  Stockton (ABC)  250 watts 1220 kc.
KMJ  Fresno (NBC)  5000 watts 580 kc.

A million people listen to the Beeline every day
- Takes 7½ sq. ft. of operating floor space — less than half that of most "1-kw's"

- The only "1-kw" with sliding doors — saves over 12½ sq. ft. of operating floor area

- Uses only 4 different tube types — less than half the number used by most "1-kw's"

- Easiest to tune — only one tuning control in entire transmitter

- Low power consumption (3500 watts input at average program level)

Broadcasting's smallest "1-kw" AM, Type BFA-1M. It is completely self-contained! Note new sliding door construction.
AGAIN, RCA Broadcast Engineering sets the pace—
with a superior "1-kw" that takes less floor space than
any 1-kw AM model now available. Operation is reduced
virtually to "switching on" and "switching off." Run-
ing expense is next to nothing.

Unlike "warmed over" versions of conventional
broadcast transmitters, Type BTA-1M is totally new—
from input to output. For example: New type horizon-
tal sliding doors that never extend beyond the cabinet,
front or rear—save more than 12½ square feet of operat-
ing floor space • One tuning control for the entire trans-
mitter • One power output control • Only 15 tubes
used throughout (just 4 types to stock) • The one and
only 1-kw AM with an all-aluminum cabinet (trans-
mitter weighs less than half as much as other modern
1-kw's).

Type BTA-1M is ready for immediate shipment. Ask
your RCA Sales Representative for complete details!

Matching cabinet(s) are available to house antenna
phasing and branching equipment—If your station
operates with a directional array.

Rear sliding door design gives operator more
earm room.
A Baltimore distributor of home appliances writes: "The brisk movement of our product is attributed to a concentrated series of dealer-sponsored spots on WITH. WITH announcers come in for bouquets for their emphatic selling!"

Yes, local folks know advertising media best. And remember, WITH carries the advertising of more than twice as many local accounts as any other station in town! That's because WITH produces low-cost results.

WITH can do it for you too. Let your Forjoe man give you the whole WITH story.
WALKER FILLS IN FOR COY

By SOL TAISHOFF

UNCERTAINTY, unrest and near pandemonium pervaded broadcast circles last weekend with the sudden resignation of FCC Chairman Wayne Coy, effective with the close of business last Thursday.

The resignation came as the FCC was on the last lap of thawing the 41-month-old TV freeze, to establish nationwide allocations and a national policy for television. There was fear that the resignation of the Commission's "strong man" would result in further delays in processing the allocations which would bring repercussions from members of Congress, goaded by television-hungry constituencies.

Mr. Coy's sudden action was taken to permit him to become a "free agent" in negotiating his return to private industry. He left Washington Thursday afternoon—within four hours of his visit with President Truman—for New York, where on Friday he contracted to become the television consultant of Time, Inc. (see adjacent box).

He was accompanied by Philip G. Loucks, Washington attorney, former managing director of the NAB and personal friend.

Interim chairmanship of the Commission immediately fell to septuagenarian Vice Chairman Paul A. Walker. It was thought possible that he would be named Mr. Coy's successor and that a new appointee would be named to the Commission body. The only other Democrat on the FCC, with Mr. Coy's departure, is Commissioner Frieda B. Hennoch. It was doubted whether Mr. Coy recommended her appointment—in fact the opposite was believed likely—because of differences of philosophy. Miss Hennoch's strong advocacy of generous reservations of television facilities for non-commercial educational stations (she seeks 25% as against the roughly 10% earmarked by the FCC), it is believed, would inveigh against her appointment.

Coy Joins Time, Inc.; Remains 'Free Agent'

ANNOUNCEMENT will be made soon that former FCC Chairman Wayne Coy has been retained by Time, Inc. as television consultant effective April 1. It is understood the retainer is approximately $25,000.

Mr. Coy will continue to live in Washington and will shuttle between his home and New York.

The arrangement does not preclude his engaging in other activities. It is expected he will acquire an interest in a newspaper in Indiana, his home state, and may also enter other consulting activities.

While no announcement was made, it was learned that Time, Inc. (Time, Life, Fortune) intends filing applications for the maximum number of five television stations in strategic markets. Time, Inc. also may seek to purchase existing broadcast properties. This, presumably, will be Mr. Coy's principal activity. Mr. Coy is a UHF booster and that may be the Time, Inc. pitch. The Washington law firm of Pierson and Ball has been retained by Time, Inc. to handle its communications affairs.

Mr. Coy, long desirous of re-entering the newspaper field at a partnership or ownership level, is known to be considering a possible connection with the Lafayette, Ind. Journal & Courier, owned by the family of Henry W. Marshall Jr. This newspaper, with 41,000 circulation, is in Mr. Coy's home state, where he worked on newspapers and held public office. Mr. Coy also might negotiate for acquisition of an interest in broadcast properties, it is thought. Mr. Coy did not enter into negotiations with Time, Inc. until Friday morning—following his surprise resignation of the preceding day. He left for New York Thursday afternoon with Philip G. Loucks, Washington attorney and friend. A number of proposals had been under consideration by Mr. Coy, it is understood.

Strongly backed for the Coy vacancy to fill a term as Commissioner which runs until June 30, 1958, is Robert T. Bartley, executive assistant to his uncle, House Speaker Sam Rayburn. Mr. Bartley, who knows the radio ropes, is in his 43rd year. He served with the FCC in 1934-1937 as director of its then Telegraph Division. Afterward he became a vice president of the Yankee Network and, in 1943, joined NAB as director of war activities, leaving in 1947 after serving as FM department director. In 1946 he was an unsuccessful applicant for a station in Houston.

Mr. Bartley has been mentioned for Democratic vacancies on the FCC for several years with the strong endorsement of his distinguished uncle. He has also rallied considerable Congressional and broadcast support.

Other Names Considered

But there were other names before the President. These were for the chairmanship, however, particularly in the light of Mr. Walker's eligibility for retirement after continuous service on the FCC since its creation in 1934. This list is understood to include:

Mr. Loucks, 62, who served as NAB managing director from 1930 until 1938 and since has been in Washington law practice.

Bartley Likely Appointee

(Continued on page 24)
Walker Fills In

(Continued from page 28)

first paid president of NAB (1938-1946). Understood to have been offered a commissionhip, Mr. Miller several months ago expressed an interest in the chairmanship. 

Leonard Reinsch, 48, managing 
director of the Cox radio and television stations; close personal friend of President Truman; radio director of the Democratic National Committee in the 1944 campaign; radio advisor to the President upon his assumption of office in 1945. Speculation arose in this regard three weeks ago when Mr. Reinsch had a long visit with the Chief Executive.

Another name discussed at the White House, it was said, was that of Telford Taylor, former general counsel of the FCC (1940-42) who recently became head of the Small Defense Plans Administration.

Brig. Gen. Taylor served as 

chief prosecutor of the Nuremberg trials, and two years ago went into private law practice in New York and Washington. It is understood the President wants to keep him at SDB, and that Mr. Taylor, who has returned his law office, intends returning to private practice.

There was talk of the possi-

bility of NAB's Board Chair and 

General Counsel Justin Miller being called to the post. This, however, was regarded as a "long shot." Mr. Miller, whose plan for eventual retirement from NAB was evolved at the Bandera, Tex., 

meeting a fortnight ago, has been offered the Attorney-Generalship by President Truman, only to see the project abandoned.

Another constantly recurring 

name was that of former Senator 

Frank Graham, North Carolina 

New Dealer, and former president of the U. of N. C. This also fell 

in the "dark horse" area.

Mr. Coy's summary resignation—unusual in government annals—was regarded in keeping with his strict sense of ethics. He told Broadcasting * Telecasting that he asked for forthwith acceptance of his resignation to permit him to negotiate as a "free agent." He said the "public interest and the private interest might conflict." This led to the speculation that his planned new employment would place him in the present or potential licensee class and that his dis-

sire was to leave the FCC before final approval had been given to the highly controversial TV allocations. It was evident that he did not wish to be confronted later with the charge that there had been any "tailoring" of the alloca-

tions in anticipation of his future employment.

In terminating his four years as 

FCC chairman, Mr. Coy told Presi-

dent Truman that his meager re-

sources "are much too near the vanishing point for comfort." The President, in his "Dear Wayne" response, cited the "irregular story" of 

inadequacy of government salaries and paid to Mr. Coy highest tribute for his stewardship on a job that "required the patience of Job and the wisdom of Solomon, as well as judicial balance, tact, discretion, integrity and common sense." He acclaimed him for a job "well done." (See text page 30.) It has been an open secret that Mr. Coy contemplated relinquishing the FCC post because of his inability, with a $15,000 salary, to adequately provide for his family. He has one son at Amherst and another in prep school.

Mr. Coy's resignation "was not taken, however, because of the absence from the session of George B. Storer, president of the Fort Industry Co., who, as chairman of an informal committee, was to have discussed the matter with the board. Mr. Storer was in San An-

tonio at the time of the nearby Bandera meeting (Feb. 13-14), but

(Continued on page 30)

THE IRONIC STORY OF COY

WAYNE COY'S resignation as chairman of the FCC was typical of the man. He wanted to free himself from the pressures of holding public office. It was, however, a resignation accepted by President Truman with reluctance, but with the realization that he could no longer ask Mr. Coy to continue in office at great personal sacrifice.

The FCC was and is in the throes of making up a 41-month freeze in TV. Wayne Coy declined to talk terms, while holding office, with any organization or group having a license status or potential. It was, therefore, a deed of courage, to leave without a definite commit-

ment—something almost without precedent in our government. Such is his sense of ethics and fairness.

Mr. Coy joins Time, Inc. as consultant—a transaction closed Friday. Time, Inc. has de-

signs on TV operation and, in the last few years, has made unsuccessful advances at network acquisition. Mr. Coy may also satisfy his ambition and become associated in the ownership of a newspaper in his home state of Indiana, something he is returning to Federal politics. His Time, Inc. arrangement does not preclude this.

There is concern that Mr. Coy's resignation may further delay the lifting of the TV freeze. That isn't necessarily so. Whenever his suc-

cessor is named, and the logistical move would be the temporary elevation of Vice Chair-

man Paul A. Walker), it should have little bearing on the final allocations. It would take a few months, however, for the new man to be brought up to speed. It will be a new job for him.

Mr. Coy's departure gives no succor to the educational TV zealots. They felt there was merit in their cause—to the extent perhaps of 10%, if they could make the final showing. We think he was wrong, but it was his mature judgment.

There's no doubt that Mr. Coy was a stabi-

lizing influence, particularly during consideration of the TV allocations. He kept things moving. He gave the staff direction. The groundwork is laid. There's little likelihood of undoing what has been done.

Mr. Walker's successorship to the chairman-

ship can be regarded as both automatic and temporary. At 71, he cannot be expected to cope with the rigors of that office for long. He has passed retirement age. It can be expected that he, of his own will, will step aside for a younger man before many months elapse.

If Robert Bartley, Sam Rayburn's nephew, receives the appointment to the Commission, it will be well received. He does not aspire to the chairmanship. His background equips him for a commissionship. He is young, experi-

enced radio man. He knows radio and he knows government.

Those names mentioned for the "permanent" chairmanship would meet general acclaim. Neville Miller or Leonard Reinsch or Phil Loucks. They are experienced hands in broad-

casting. They know the regulatory front—from the other side of the fence. They are ma-

ture. Any one of them would be a ten-strike.

Mr. Coy left the FCC with Presidential and Congressional acclaim accorded few men. Presi-

dent Truman lamented the inadequacy of gov-

ernment salaries for key men. He called him an "ideal" public servant. He characterized his administration as memorable for efficiency and protection of the public interest.

Hard-bitten Sen. Ed Johnson, chairman of the Senate Committee which sits as the FCC watch-dog, regretted the resignation. He spoke of Mr. Coy's "torn, brightness, his great courage, his refusal to bow to all sorts of pressures." He knew of his frail health and his obligation to earn more for his family needs.

Those are the words ringing in the ears of former Chairman Coy. Unusual words even for a job well done.

AN EDITORIAL

BROADCASTING * Telecasting
ASSAULTS on radio's rates at both the national spot and network level were being protested last week by two of radio's heaviest spenders—Procter & Gamble and General Mills.

CBS Radio's timebuyer Procter & Gamble sought to push CBS Radio's nighttime rates down to day-time level, General Mills was pitching a national spot campaign which, the latter said, would offer stations one-half their one-time daytime rates as payment for nighttime spots.

The success or failure of the drives could not be foretold late last week. The only thing on which there appeared to be substantial agreement among observers was that if these demands for special concessions are successful, radio rates generally face another downward spiral. There could be no doubt, it was felt, that all advertisers would be pleased and perhaps greater demands.

The all-radio Affiliates Committee under Paul W. Moreno of WTIC Hartford, formed almost a year ago with an eye to the impending network rate cuts, presumably will consider closely the implications of both the P&G and General Mills presentations at its next meeting. This was set last week, independently of news of the two moves, for March 10-11 in New York [B.T. Feb. 18].

Resisting P&G Bid

CBS Radio's move was known to be resisting the Procter & Gamble bid, which involves three across-the-board nighttime shows that last year represented gross billing excelling $38.5 million on the network. P&G's chief argument was that the shows—Lowell Thomas (6:45-7 p.m.), The Beulah Show (7-7:30 p.m.), and The Tide Show (7:15-7:30 p.m.)—have ratings comparable to P&G's daytime strips on CBS Radio and that consequently the time should be priced equivalently.

Though the preliminary discussions were understood to have included at least a tacit threat by P&G to let the three shows drop at the end of current contracts, CBS Radio authorities took the view that in large part the demands constituted jockeying for the best terms possible, rather than an outright threat. As businessmen, P&G officials as well as other advertisers are inclined to discount, and in the case of P&G have done so traditionally, it is said in business.

Since present contracts extend to June 30, it was pointed out, network and client have at least until May 1 to come to terms.

The General Mills plan, described as an unprecedented venture in summertime spot advertising and said to have been developing over a period of several weeks, reportedly would give the client the equivalent of approximately a 60% discount. Briefly, the plan was said to work thus:

For a period of 18 to 17 weeks, General Mills would buy five spots a day, on perhaps five or six days weekly, with four of the spots to fall in Class A time and the other to be placed at a time when entire families might be expected to be listening. Though four of the five would be in Class A time, stations would be able to sell each spot in its own daytime rate, each spot in the nighttime time.

For example, it was said, on a station having regular rates of $30 for a nighttime spot and $16 for a daytime spot—with minimum discount price of $22.50 and 11.60 respectively—an order of this volume normally would produce around $101 per day after all regular spot and discounts. Under the General Mills plan, it was estimated, the yield would be nearer $37.50 per day.

Thus, it was said, the firm has in its preliminary approaches to stations could not be ascertained. It is reported to have met with some turn-downs but in any case drive apparently is just getting under way. Knox- Reeves Adv., of Minneapolis, reportedly was preparing to put a time on the road to take the proposition to stations on behalf of its client, which plans the campaign to promote Wheaties.

Presumably the spot campaign would replace the whirlwind summertime network radio drives which General Mills initiated in 1956 [BWT, March 27, 1956]. Lowry Crites, director of radio and TV programming for the company, said plans call for use of probably 40 to 50 markets, with approximately 900 spots per week per market over a period ranging from about May 4 to Aug. 15. In some cases more than one station per market will be used.

As in the case of its big network summer campaigns, the plan has for stations the attraction of coming in a period when schedules normally are slack and revenues down. But veterans said stations that had such summer nighttime double time buyer strips are remembering leaner days when some outlets yielded to the lure of business at cut prices and found themselves faced with strong competition from other advertisers.

Bids For Reduced Rates

Procter & Gamble's bid for reductions in the rates of its nighttime shows on CBS Radio was made in conferences of advertiser and agency officials with President Howard S. Meighan and other key NBC employees yet President Frank Stanton sat in part-time.

Apparently none of the other radio networks has been approached by P&G with similar demands. Advertisers' arguments for comparable time charges—P&G's daytime programs on CBS Radio had the following ratings: Rosemary (11:45-noon) 8.2; in the 1-2 p.m. block, Big Stater had 6.5, Ma Perkins 7.0, Young Dr. Malone 5.5, and Guiding Light 7.0; while Perry Mason (2:15-2:30 p.m.) recorded a 7.2 and Brighter Days (2:45-3:5 p.m.) a 6.2.

Agency on the nighttime strips are Compton Adv. on Lowell Thomas; Dancer-Fitzgerald-Sample on Beulah and Benton & Bowles on The Tide Show.

But it was coincidence, P&G's and General Mills' moves came only a little less than a year from the time last year's round of reductions in network radio time charges began. P&G was touched off by CBS Radio's announcement that it would cut rates by that much.

It was not known to what extent, if any, P&G or NBC may have influenced in its present bid by network-affiliate negotiations currently being conducted by NBC radio and CBS Radio—NBC's as yet unsuccessful effort to adjust the network rates of its affiliates according to its basic economic plan, and CBS Radio's renegotiation of affiliation contracts to Gamble, year in and year out the top buyer of radio network time, purchased $18,159,695 worth (at gross rates) during 1951, while General Mills was among the top radio network users with purchases totaling $6,490,370 (also at gross rates).

SYRACUSE SURVEY

“While these gentlemen have been letting the fat of long, easy radio profits rush to their heads, instead of having a good, blubbery spare time around their middles; while they've been trying to bury a ‘corpse’ which actually has more living guts and fibre than some of them, while they've been giving too much time to what ase it is; while they've been going through the same old stinking mudmudies as those once indulged in by the people who, a couple of decades ago were selling radio as a great business to kill newspapers and phonograph records; while they have been too preoccupied with wailing because of those it fastens too well; while they've been going on his way, cheerfully en-

(Continued on page 38)
HOW INDUSTRY MAKES FRIENDS BY RADIO

Modern management no longer thinks it wise to not to give a hoot what folks think about the industries in their neighborhoods. In Lawrence, Mass., some enlightened industrialists are using radio to build good will and are finding it pays off in many ways.

By GEO. H. JASPERT
PRESIDENT, WCCM LAWRENCE, MASS.

HERE at WCCM we are doing something that is benefitting the station, local industry and the community at large. We have also opened up a new source of revenue for our 1 kw independent.

We are inducing Lawrence industry to utilize the facilities of the local radio station to cement a closer bond of understanding and good will between itself and the people of the community.

In other words, we sell a community's respect for industry.

We know that many nationally known organizations spend millions annually in pursuit of that intangible known as good will. But only recently has industry become interested in the task of securing the respect and recognition of the local community in which manufacturing plants are located.

And those industries which are using the facilities of WCCM to get their good will message across to the public are enthusiastic over the results.

Here's what A. L. Bolton Jr., treasurer of John W. Bolton & Sons Inc., which makes industrial knives and other machinery for industry, says about the program it sponsors on WCCM:

"...Our seven days a week sports program has repaid us many times in favorable, friendly comment from the people in Greater Lawrence. We don't sell goods to the local consumer; in fact, it is the other way around. We are buying from him his good will for us, through our modest program on WCCM. And that community good will is something that ranks high with the management at Bolton."

The Merrimac Paper Co., a maker of craft paper for industrial users, presents two newscasts daily on our station. Walter West, assistant to the president of that company, said the other day:

"We are an old established firm in Lawrence, and are proud of the many employees who have been with us for years. We are known to many in our city as a long established industry, but we must remember there are growing generations who don't know anything about Merrimac Paper."

"We don't have anything material to sell the listeners on WCCM. What we seek to do is to retain their respect and their good will and to let them know that this industry in their midst is happy to be a part of Lawrence and happy to be an employer of Lawrence labor."

"We like to think that listeners to our WCCM news say, 'Merrimac Paper is a wonderful concern.'"

Pacific Mills, one of the East's largest textile manufacturing plants, has been using our station as well as WLAW Lawrence for several years. On ours, Pacific sponsors a half-hour of choir music Sunday afternoons. Emil J. DesRoches, Pacific Mills' public relations and personnel director, has said:

"We think a great deal of the community where our plant is located, and in sponsoring this church choir program we believe we are making a distinct contribution to the educational and cultural values existing in every community. For this modest effort we have won a favorable response. We like local community radio."

Located in a city which for years has been described as the "Textile Center of the World," WCCM is cognizant of the responsibility it has toward management, labor and the industrial community at large.

Our concern—and we might say, also, our pride—in our community was responsible for our launching early last fall a WCCM public service program which is proving an immense good will builder for the station and the community at large.

The program is titled Greater Lawrence at Work. Presented as a quarter hour Monday through Saturday, this program seeks to keep the people of this industrial community fully informed on the current industrial and employment picture, as well as the trends for the future. We seek to sift fact (Continued on page 31)

ONE of WCCM's industrial sponsors is Pacific Mills Inc., whose personnel director, Emil J. DesRoches, is shown signing 52-week renewal contract. At left is Walter West, assistant to the president, Merrimac Paper Co., who signed a similar renewal just before picture was made. Others in picture are Daniel B. Ruggles III, WCCM commercial manager (second from I), and George H. Jaspert, WCCM president.

Page 26 • February 25, 1952
Brooklyn Dodgers and defendants are major teams for day announced leagues. Also this year, Mr. McLendon included his four major league games for the National League president. William Bolling, former major league baseball broadcasts, was added to the Jamestown News. Also mentioned, the WTJN management feels that the program helped build favorable sentiment for present policies on beer advertising.

Beer Boosts Religion

BROTHEL week gave stations WTJN - AM - FM Jamestown, N. Y., an opportunity to have its sponsored public service minded last week when a priest, a rabbi and a minister were given the time to talk on WTJN's "The Stars Sing," across the board 6:45-7 p.m., show sponsored by Simon Pure beer. Although the WTJN General Manager Si Goldman, the program's time was given for this purpose. Goldman of the Hebrew congregation and Father Toulman of the Lady of Loretto, Chicago, had success in the stations. At close of the program, the sponsor was again credited. While the current interest in the Johnson-CASE Act was being mentioned, the WTJN management feels that the program helped build favorable sentiment for present policies on beer advertising.

Dallas Morning News

BROTHERHOOD week gave stations WTJN - AM - FM Jamestown, N. Y., an opportunity to have its sponsored public service minded last week when a priest, a rabbi and a minister were given the time to talk on WTJN's "The Stars Sing," across the board 6:45-7 p.m., show sponsored by Simon Pure beer. Although the WTJN General Manager Si Goldman, the program's time was given for this purpose. Goldman of the Hebrew congregation and Father Toulman of the Lady of Loretto, Chicago, had success in the stations. At close of the program, the sponsor was again credited. While the current interest in the Johnson-CASE Act was being mentioned, the WTJN management feels that the program helped build favorable sentiment for present policies on beer advertising.

Dallas Morning News

 subjective summary

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TAYLOR FIRM

Venard, Taylor to Top Posts

ELATION of Lloyd George Venard to the presidency of the O. L. Taylor Co., radio station representation firm, is being announced today (Monday) by O. L. (Ted) Taylor, who advances from the presidency to the chairmanship of the board of directors.

Mr. Venard has been vice president in the company's New York office for the past two years.

Describing the moves as part of a long-term expansion program, Mr. Taylor expressed the view that "under the intensively competitive situation in the market today, and with the lifting of the freeze sometime soon for TV, it is necessary to expand and intensify our activities."

He said that "the progress we have made in the past two years leads us to believe that we are on the threshold of greater radio volume and that in order to attain that goal radio has to be sold on an aggressive basis. The expansion of TV, of course, has also been borne in mind in this reinforcement of our sales organization." As recent instances of company expansion, Mr. Taylor noted the appointment of Howard B. (How-dee) Meyers, former WMAQ Chicago sales manager as western sales manager in the Chicago office and the additions of Michael Sweeney and Winston Kirby to the sales staff in New York.

Arkansas Meet Set

ARKANS Broadcasters Assn. will hear an address by NARTB President Harold E. Fellows at its annual spring meeting in Little Rock, March 17-18. Fred Steveson, KGRH Fayetteville, will preside over the sessions at the Marion Hotel. Julian Haas, KARK Little Rock, is in charge of meeting arrangements.

McFARLAND BILL

Passage Prospect Brightens

CAPITOL HILL authorities on the McFarland Bill (S 568) have taken on an optimistic note in the past week, with points to early action on the legislation, perhaps this week or next.

A spot check by Broadcasting + Telecasting on the McFarland Bill's progress—the bill would re-align the functions of the FCC by amending the Communications Act—found these indications:

- Chairman Robert Crosser (D-Ohio), of the House Interstate and Foreign Commerce Committee, which is holding executive sessions on the bill, expects action by the committee "within a few days."
- The committee has become acquainted with nearly every section of the bill.
- Further legislative scheduling by the committee necessitates attention to other legislation on the group's agenda by March 5.

From the various speculative reports taken from Hill sources, here is the way potential action on the McFarland Bill shapes up:

- The bill is expected to be reported out of committee this week or perhaps next week.
- It will not be the same McFarland Bill as passed in the Senate. It will be amended and as such will require, after House passage, a Senate call for joint conference—assuming the Senate will not accept the House version. It will be necessary for the conference to thrash the matter out in conference. Of course, if agreement cannot be reached, the bill can lie on the shelf indefinitely.

The deliberations of the House committee on the McFarland Bill have consumed much of the time of the Congressional unit, beginning a year ago. Study was called off by the committee last October as Congress adjourned for the year but was resumed only a few weeks ago.

This is the bill which has been passed in swift repetition by the Senate during the past year alone.

There was speculation as to how the resignation of Wayne Coy as Chairman of the FCC (see story page 23) may affect the House committee deliberations. The committee, it was understood, was working with the opinions of Mr. Coy in mind. In fact, the members called upon department and fellow Commissioners at least once in their 1951 study to explain aspects of the Communications Act and the changes made in the McFarland Bill.

There are three controversial issues which have served to delay immediate action by the House committee. The sessions on renewals, anti-trust, and relationship of staff to the Commissioners.

Thus far, numerous shades of opinion have been registered during the closed sessions. But the consensus is that the committee members are now ready to "buy" a bill.

"Miss Sherwood, WHO SOLD THAT SPOT?"

TWO RADIOS PER HOME

Hardy Reports

A NATIONAL average of two radio sets per U. S. home was reported Monday by John F. Hardesty, director of local promotion of BAB, in a talk at a dinner given by WTTM Trenton, N. J.

Quoting statistics from a national study which has not yet been released, Mr. Hardesty said that generally "one home in two has a set in the kitchen. Three homes in four have a set in the living room. Three in five have a set in the bedroom, and one home in four has a set in another room. Of all sets in these rooms, 96% are in working order." He said that the complete study will be released in about three weeks.

Dinner Honors WTTM

Occasion for the dinner was to celebrate the winning by WTTM of awards and honorable mentions in the BAB "Radio Gets Results" contest in more categories than any other station entered in the competition. Guests of honor were the sponsors of award winning WTTM campaigns. S. Carl Mark, general manager and executive vice president of the station, presented plaques to the Trenton Beverage Co. for first prize in the food and drug category and to the Hotel Hildebrecht for third prize in the specialized service category.

Mayor Donal J. Connolly of Trenton lauded WTTM for its leadership in this "challenging period" of the city's growth. "You at WTTM have shown the way" he declared.

Principal speaker at the dinner, Mr. Hardesty warned his audience against taking too seriously reports that radio is dying. He pointed out that during 1951 the American public purchased 9,900,-

CREDIT MEETING

Radio-TV to Be Represented

RADIO and television will be represented at the 56th Annual Credit Congress of the National Assn. of Credit Men, May 11-15, in Houston. An all-day workshop meeting will be held by the Adv. Media Credit Group, NACM, of which Arthur E. Gerecke, credit manager, KSD-AM-TV St. Louis, is chairman.

Among other credit managers representing the broadcast media will be Thomas McFarland, WTMJ-AM-TV Milwaukee; Paul F. Bentley, KMO Tacoma and KIT Yakima; Harry E. Hull, WWJ-AM-TV Detroit, and C. D. Scherer, KPRC-AM-TV Houston.
TWELVE directors will start new terms on the NARB Radio Board at the annual association convention to be held March 31-April 2 at the Conrad Hilton Hotel, Chicago. Five of these directors are currently members and were re-elected at the elections that closed last Tuesday.

Twelve directors continue in office, their terms ending with the 1963 convention.

One vacancy exists on the radio board, the directorship for New England (District 1). This vacancy arose recently when Craig Lawrence resigned from WCPQ Boston to join CBS. Nominating procedures to fill the post were set in motion last week by C. E. Arney Jr., secretary-treasurer, with mailing of interest to New England member stations.

The 12 directors elected to two-year terms ending in 1964 were:

- District 6 (Ark., La., Miss., Tenn.)—Henry B. Clay, KWKH Shreveport, La., elected in field of five to succeed Harold Wheelahan, WSBM New Orleans.
- Pratt Replaces Fairbanks

- District 10 (Ia., Mo., Neb.)—E. K. Hartenbower, KCMO Kansas City, Mo., became eligible for re-election after succeeding William B. Quarton, WMT Cedar Rapids, Ia., ineligible to run again because he has served two consecutive terms.


districts

- RCA GETS LOAN

RADIO CORP. OF AMERICA has completed arrangements for a $50 million loan from investment institutions, according to W. A. David Sarnoff, RCA chairman of the board, who announced the transaction Thursday.

The money will be used for working capital and general corporate purposes, he said, including the financing of RCA's "substantially expanded" defense program.

Arrangements call for $50 million of promissory notes to be issued the institutional investors by RCA on or before June 30, 1953, to bear interest at 5% per year and to mature May 1, 1977. Contrary to most industrial loans, repayment will not start until 21 years after the date of the loan, to be completed within 25 years on the May 1 date. It was understood that the sum would be drawn by RCA in segments between June 1953 and December 1961.

RCA's long-term loan accommodations, upon the issuance of the $50 million, will total $150 million, of which $100 million of 3% notes is due May 1, 1974. Arrangements for the new loan were handled for RCA by Lehman Brothers, New York investment bankers.

AT&T Financing

IN ORDER to build large additions to existing telephone facilities, directors of American Telephone & Telegraph Co. voted Wednesday to recommend that the organization seek funding for the issues of convertible debentures not to exceed $550 million. Proposal would increase authorized stock from 45 million to 60 million shares and will be presented to stockholders at the company's annual meeting April 16. The AT&T board also declared a quarterly dividend of $2.25 per share, payable April 15 to holders as of March 14.


telecasting
Walker Fills In (Continued from page 24) was stricken with a virus infection and ordered to his Miami home. While reports of what transpired are meager, it is understood that the illness was serious enough to prompt informally a proposal whereby Mr. Coy might have been retained under a 22-year agreement, 12 years of which would bring full pay (presumably $500,000) for the top TV post, with the remaining 10 years to be on a consulting basis. The Board, however, deferred action, pending further consideration.

What effect the resignation will have on the processing of the TV allocation plan cannot be conjectured in view of the suddenness of Mr. Coy's action. The Commission had reached virtually the final stage of the 800-page document, dealing with procedures and principles. It had completed the city-by-city task, having checked all major cities and had established separation standards so that the remaining work on allocations was largely automatic.

It was doubted whether the successor to Mr. Coy as a commissioner would participate in this final part of the work. The Board, however, announced the task to the six remaining members.

Promptly following Mr. Coy's visit, the President embarked for a holiday weekend cruise on the Williamsburg.

HILL LAUDS COY
Following Resignation News

In Informal Request to HST Precedes Coy Surprise

Radio history was made at breakfast Thursday morning. While President Harry Truman and FCC Chairman Wayne Coy were dining with several hundred fellow members of the Masonic order, the chairman told the Chief Executive he'd like an appointment later in the day.

It was informal, the step that led a short time later to the resignation of the FCC's directing hand. Chairman Coy seated at the head table as the President relaxed at an annual affair that has seen considerable letting down of the Presidential hair.

The breakfast followed normal pattern as Mr. Truman commented on the rigor of government office holding, the same rigors that had convinced Chairman Coy he should be free to look for a job in private industry because the $15,000 FCC salary didn't go very far these days.

In a mellow mood, the President told his lodge brethren at the Statler Hotel that it is the duty of government and military officials to state that the President's judgment is carried on in a manner that will get the best results—an all-day-and-nearly-all-night job.

Soberly an hour later—11:15 a.m.—the announcement of unlisted Presidential appointments—Wayne Coy slipped into the Executive Offices by a side door, a trick he learned during World War II while serving as Franklin D. Roosevelt's special assistant.

A lone reporter—representing BROADCASTING & TELECASTING—maintained a vigil just outside the roped-off entrance to the President's private offices. At 11:40 a.m. Chairman Coy emerged from the inner sanctum, leaving this time via the press room normally used by visitors on the publicly-announced White House allotment list.

The chairman was flagged just as he was about to get into his vehicle. Two press association watchdogs joined the conference.

"Are you going to resign?" Chairman Coy was asked.

"Yes, I'm resigning as of the close of business tonight," he said, after a running patter of queries. "I thought it would be a good thing."

"Why?"

"Well, a lot of licensees think they are getting a license to declaim against the Commission. I brought my letter of resignation today. I handed it to the President. You can quote me on this—the seat in my pants is out. I resigned to negotiate for a job. It's for economic reasons, but I am free to negotiate in industry."

"Do you know where you're going, Mr. Chairman?" he was asked.

"I'm sorry to have to tell you, but I can't afford to continue in the government. It costs money to educate kids. I have a boy in college and one in prep school. People in government have a hard time."

AM-FM-TV Dayton and WIOD-AF Miami. He is also a director of Atlanta Newspapers Inc. and the Birmingham Board of Commerce. Appointment of any one of these individuals, it is believed, would win spontaneous support from both the broadcasting and telecasting fields.

Among the reports which became rampant was one that Mr. Coy resigned because of controversies on the Commission in connection with the TV allocations. This was quickly disabated because Mr. Coy has a record of meeting critical situations. There have been harsh words spoken in the executive sessions, it is known, but they have been taken in stride.

THURSDAY—WHEN THE SEAT WORE THROUGH

THEODORE FISHER Was P&R Executive

THEODORE FISHER, 44, vice president and account executive of Pedlar & Ryerson New York, was suddenly of a heart attack early Thursday morning at his home in Massapequa Park, L. I. Mr. Fisher had been in the radio and television business all of a quarter of a century. He had been associated with Pedlar & Ryan for five years. Prior to that, he was head time buyer of Ruthrauff & Ryan, New York, for some 15 years. Survivors are his wife, Selma Peterson Fisher; a son, Peter, a daughter, Mary Lou, and his parents, Mr. & Mrs. Fred E. Fisher.

Rep. Crosser said Mr. Coy was (Continued on page 32)

BROADCASTING & TELECASTING
ABC Radio gives
all sides of the news

On this page are just a few of ABC Radio’s celebrated corps of news commentators and reporters. None of these men look alike, and none of them sound alike. They are all sizes and shapes, and they come from all over. Some are soft-spoken, others outspoken. Yet whatever they say, the opinions they express are their own. They interpret the news on ABC as they see it. Their varied ideas, varied backgrounds, varied approaches to the headlines give listeners a completely balanced—and completely honest—coverage of the news.

You see, there are so many more than just two sides to everything. There are more like one hundred and fifty million and two—because there are as many sides to today’s news as there are ways of looking at it. Thus, ABC does not censor its newscasters and commentators; instead, the network strives (without bias) to help the public make up its own mind. For the public, this is a very healthy thing. And because the public likes it (and tunes in), it is also a very healthy thing for ABC sponsors and affiliated stations.
Coy: 'Meager Resources'; Truman: 'Well Done'

[TEXT OF WHITE HOUSE ANNOUNCEMENT]

The President has today sent the following letter to the Honorable Wayne Coy, accepting his resignation as Member and Chairman of the Federal Communications Commission:

Dear Wayne:

Yours is the ironic story of so many key civil servants whose abilities and special skills must be lost to government because of the inadequacy of government salaries.

I have read, therefore, with a sense of genuine regret the letter which you sent me this morning. In justice to you I have no alternative. With utmost reluctance I must comply with your request.

And because of the special circumstances which you mention I accept, effective at the close of business today, your resignation as Member and Chairman of the Federal Communications Commission.

It will not be easy to fill your place. You are one of those ideal government servants who place the public interest above every other consideration. You had a career of distinction in many fields of public work before I called you to the Federal Communications Commission than four years ago. You brought to the varied experience gained in posts of high responsibility under appointment of the late President Roosevelt.

The duties which you are now relinquishing were onerous and exacting. They required the patience of Job and the wisdom of Solomon, as well as judicial balance, tact, discretion, integrity and common sense. All these you have exercised in such a way as to make your administration memorable for efficiency and protection of the public interest.

To you I say as you leave office, well done. You have earned the acclaim which faithful performance of duty merits. With every good wish,

Very sincerely yours,

HARRY S. TRUMAN.

Following is the text of Mr. Coy's letter to the President:

Dear Mr. President:

You will recall that I returned to the government in December 1947 at your request. The past four years have been exciting and rewarding for me. I hope that future developments in the various communications fields will support my present belief that the Federal Communications Commission has rendered a constructive service in these past four years.

I have concluded that it was necessary for me to leave the government for private employment. My meager resources are much too near the vanishing point for comfort. I find it necessary to ask that you accept my resignation as a Member and Chairman of the Federal Communications Commission effective immediately.

I cannot write this letter of resignation without including in it a personal note of regret. My association with you for many years and particularly through your appointment of me to membership on the Commission have been of high marks in my public career. I have valued your friendship beyond measure and I treasure above all else the support which you have given me and the Communications Commission in those instances where my decisions have been challenged.

Please be assured of my very great esteem.

Respectfully yours,

WAYNE COY.

When Albert Wayne Coy was appointed to the Chairmanship of the FCC on Dec. 29, 1947, he was acclaimed as the first Commission chairman with practical broadcasting experience.

Mr. Coy went to the FCC chairmanship from the post of radio director of the San Antonio Post's WINX-AM-FM. Before that, he was assistant to Eugene Meyer, then publisher, now chairman of the board of the newspaper.

A native of Indiana, Mr. Coy was appointed to fill the remaining four years of the term of former Chairman Charles R. Denny Jr., now NBC executive vice president.

Mr. Coy was reappointed to a full seven year term last year.

Television was the big activity of the FCC during Mr. Coy's tenure as Chairman. Most notable in that time: The freeze was imposed Sept. 30, 1948, and the CBS field sequential color system was adopted as official. When Mr. Coy began his duties there were 17 TV stations on the air, 77 construction permit holders and 66 applications. As of now, there are 168 stations on the air, no CPs and close to 500 applications pending.

Mr. Coy repeated time after time that he considered that TV would be the dominant medium in broadcasting. During the four years he was Chairman, the Commission established temporary intercity microwave bands for TV stations, established minimum operating hours and forced AT&T to loosen its stranglehold on TV rates.

Among other FCC highlights during Mr. Coy's service as Chairman were: (1) Reorganization of the Commission into bureaus, (2) renewal of Richards' objections to the new NARBA treaty, (4) reversal of the Mayflower decisions prohibiting editorializing, (5) establishment of a hearing on the subject of applications for licenses with unproductive Ôat-lawÔ trust to the airwaves.

Mr. Coy has also indicated that he had given a promise in its interest to a member of Congress that he will not re-negotiate the contract with AT&T.

Wayne Coy has been in government service since 1933 when he served as aide to Indiana Gov. Paul V. McNutt and also on several state commissions.

When Gov. McNutt was appointed High Commissioner to the Philippines in 1937, Mr. Coy accompanied him as his assistant.

Mr. Coy was assistant administrator of the Federal Security Agency in Washington under Gov. McNutt from 1939 to 1941. He was one of President Roosevelt's appointees.

Paul Atlee Walker is the dean of the FCC in point of years served. He was first appointed for a five year term on July 11, 1934 — upon creation of the FCC — and has been reappointed three times thereafter.

Only last year, he was officially exempted from the government's contemplated retirement requirements by Presidential direction. Mr. Walker is 71.

Mr. Walker was graduated from the U. of Chicago in 1909 and the U. of Oklahoma law school in 1912. After private practice in Shawnee, Okla., he was appointed in 1915 to the State Corporation Commission. He served on the Commission for 15 years, as counsel, Commissioner and finally as Chairman.

During his years with the Commission, he represented the State of Oklahoma in rate litigation and proceedings which brought about a reorganization of Oklahoma rates on grain, livestock, petroleum and other important commodities.

While chairman of the Commission, Mr. Walker initiated public utility investigations concerning natural gas, electric light and power, telephone and cotton gin rates.

He was Chairman of the Committee on Cooperation with the Interstate Commerce Commission of the National Assn. of Railroad and Utilities Commissioners from 1925 to 1934. He was also a member of the executive committee and of the committee on legislation.

Mr. Walker served as chairman of the Telephone Division of the FCC before World War II. During that time, he conducted the Commission's investigation into long distance telephone rates, which resulted in a reduction of charges. He has been Vice Chairman of the Commission during the last few years, elected to that post by his fellow commissioners.

Mr. Walker is married to the former Myra Evelyn Williams. He has four children, Myra Julie, Virginia Jane, Paul Atlee Jr. and Robert Williams.

Names Schullinger

Karl Schullinger, manager of TV-radio production and television supervision, Young & Rubicam, Inc., will address an advertising department, headed by Albert B. Stevens, on "anomalous" assistants from 1941 to 1945 and also served as assistant director of the Bureau of the Budget from 1942 to 1944. He joined the Washington Post in that year.

Before getting into government service, Mr. Coy served as reporter, editor and publisher of several Indian newspapers.

During his broadcasting days, Mr. Coy served on the board of FM Broadcasters Inc. He was also small stations director on the board of NABT.

He is married to the former Grace Elizabeth Cady. They have two sons, Stephen Cady and Albert Wayne Jr.

Hill Lauds Coy

(Continued from page 30)

a "faithful public servant" and a "conscientious worker." Radio-TV informed spokesmen on Capitol Hill agreed with President Truman that Mr. Coy would be difficult to replace, particularly "at this time."

Mr. Coy was re-nominated by the President for the chairmanship last May [B&T, May 26, 1951] and was confirmed last month [B&T, June 18, 1951].

It was pointed out that Congress has no jurisdiction of who is to Chairman the FCC. That choice is left up to the President. The Congress—through the Senate's right to confirm—has its primary interest in the matter, rather than the rank the nominee will hold on the Commission.

The 'interim' chairman

Paul A. Walker Has Served Since FCC Inception

...
Washington's BEST BUY

WWDC
IN THE NATION'S CAPITAL
Sells Goods!

National Representatives:
John Blair and Company
How Industry Makes Friends by Radio

(Continued from page 26)

from rumor and, wherever possible, dispel pessimism and replace it with optimism. To many people who tune in daily, Greater Lawrence at Work has become the barometer of the Lawrence present and the Lawrence future.

Shortly after its inauguration on the air, with William F. Mitten, news editor, as commentator, Greater Lawrence at Work was successful in being the first to break the big news that a new industry—Western Electric—was to locate in Lawrence, employing a thousand persons.

When a segment of the local press published with banner headlines a story that Lawrence was in a bad way industrially, Mr. Mitten went on the air with facts and figures to dispel the statement, to show, to the contrary, that the future could really be bright for this community of nearly 100,000 people.

Selling Good Will

Aside from Greater Lawrence at Work which is sponsored by public-spirited retail merchants, with no "plugs" in the show other than a public service mention, WCCM has been experimenting for some time now regular and special programs by leading manufacturers in the Greater Lawrence area, firms which have nothing to sell locally save the sometimes unpurchasable product of good will.

Industrial concerns which used WCCM for public relations broadcasts during 1951 were American Woolen Co., the Boltax Co., Champion-International Co., Emerson Manufacturing Co., Tye Rubber Co., U. S. Bobbin & Shuttle Co., and Watts Regulator Co. In addition to the three already mentioned, John W. Bolton & Sons, Merrimac Paper and Pacific Mills.

On Christmas day, many of our industrial concerns joined together in the presentation of special Christmas programs of fine music and story.

The types of program material selected by industrial time buyers on WCCM vary. Examples are the Pacific Mills sponsorship of a commercial program, Merrimac Paper's presentation of news broadcasts, and the John W. Bolton & Sons' sponsorship of the station's sports commentator, Ernie Labranche, in a seven days per week program aimed to keep the cause of schoolboy sports.

Commercial copy on all these programs is designed to build community good will by describing the operations of the plants of the clients and place the companies strive to fill in the local community. All commercials are delivered in informal, neighbor-to-neighbor style.

We sincerely believe that what we are doing here at WCCM in relation to use of local radio by manufacturers is something that can be duplicated by any other wide awake station in the country.

Personally, I have always been a strong believer that good or bad community attitudes toward a company in its midst have directly and indirectly proportion to that company's participation in community affairs and its conduct of a good community relations program.

I have also believed that there has never been, in the past, a sufficient stress on the importance of public relations through use of local radio by local companies.

I believe such use has a double purpose. It not only better the standing of the company in the community, while adding revenue for the local radio station, such as WCCM, whose own future is closely allied with the industrial health of the community, but it also informs local people of the problems of management, its aims and its troubles. Thus, employees, neighbors and friends, yes, the whole community, share the spirit of going forward.

I have on my desk a creed in which we at WCCM like to believe, and which, many times, I have also pointed out to prospective industrial executives in our territory, for it also applies to them. It is the sentiment of Louis Lundberg, vice president of the Bank of America. It is this:

"Those who identify themselves with the community; who show their concern for the community's welfare; who make all their actions conform with the community interest; who show their friendly interest in the people of the community; who give a hand on community problems and try to make a positive contribution to community welfare—those will tend over a period of time to reap the rewards and benefits which the community has to offer.

Community Awareness

"Those who fail to make themselves a part of the community; who fail to give a hand on community problems; who take something out of a community and put nothing back; who show a lack of concern—or worse, show contempt for the community or the people of the community: who have no regard for the attitude of the community and furnish grounds for unfavorable gossip; who violate, oppose or ignore the community interest as determined by the majority in that community—those will tend, over a period of time, to have adversities at the hands of that community."

Lawrence, in the past, has had its share of labor unrest. However, in the years ahead, with the community moving forward toward a program of diversified industry, and retention of its basic textile industry, WCCM hopes to play, with industry, a major role in the building up and the strengthening of the bond between industrial management and the community.

We earnestly believe that the interchange of public relations effort of local industry and WCCM will achieve the goal our community aims for.
NOW...AND EVERY DAY

WTAD

5000

QUINCY, ILLINOIS

WATTS (NON-DIRECTIONAL)
IN A RADIO-ACTIVE AREA

You reach 'em by radio when you go after buyers in this rich midwestern market. Especially when you use WTAD—No. 1 Hooper-rated station* in the Quincy-Keokuk-Hannibal area. Now, WTAD offers you a daytime coverage greater than ever before! By stepping up its daytime (non-directional) frequency to 5000 watts, WTAD reaches an area where there are twice as many radios...and twice the number of retail sales.

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<td>Retail Sales</td>
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WTAD, Quincy, Illinois
930 KC...5000 Watts Daytime CBS 1000 Watts Night CBS
affiliated with KGLO, Mason City, Iowa
1300 KC...5000 Watts...CBS

For availabilities write or call Walter J. Rothschild, Nat'l Sales Mgr., Lee Stellois, Quincy, Ill. Represented by Weed & Company

* LATEST
HOOPER RADIO AUDIENCE INDEX
NOV.-DEC. 1951

Quincy-Keokuk-Hannibal
WTAD SHARE OF AUDIENCE
MON, thru FRI.—8 A.M. - 12 NOON — 59.7
12 NOON - 6 P.M. — 52.1
SUN. thru SAT. EVE—6 P.M. - 10:30 PM — 41.4
Any system of interconnected lines, spread out in the right places, can serve as a net. The bigger it is, and the stronger its mesh, the better a net works.

Of all the nets serving U.S. advertisers, the biggest and strongest is the radio one called Mutual. Here are 550 connection-points in 48 states (nearly double any other net's) and at each of these points are local-level experts unmatched in ability at catching and holding listeners.

Measured by listeners, the Mutual net is catching a steadily larger share of radio audience than a year ago—day and night, all week long. (N.R.I., Jan.-Nov., '50 vs. Jan.-Nov., '51—latest available.)

Measured by advertisers, the Mutual net is the only one to win a gain in radio billings—up 12%, '51 over '50.

Measured by competitors, the Mutual pattern is now inspiring imitative efforts by all other radio nets.

Measured any way you please, the Mutual net is ready to help you haul in new profits for '52. Come aboard with Mister PLUS... and learn how this net can work for you.

the MUTUAL net of 550 affiliates
Syracuse Survey

(Continued from page 25)

joying his radio set and, unseen but decisive, pumping life into the old boy faster than the mourners could walk it away.

"When we find that, in our areas, radio listening in television homes averages 3.07 hours a day (day and night, at that) against 4.52 hours of television viewing, it looks as though the wake was put on a little early by radio's mourning sad sacks. When we find that combined radio listening and television viewing adds up to 7.69 hours a day in homes with both television and radio, it looks as though some other time-consuming recreation or occupation is suffering at the hands of television, not just radio alone.

"One of the wisest utterances I've ever heard on the subject of radio and television was made nearly two years ago by one of the wisest old heads in the broadcasting industry, William S. Hedges, NBC vice president. He said, almost exactly this: 'Television will not replace radio. The capacity of the American public to absorb new and additional things which they really desire has never been fully tested.'

"This survey seems to indicate that Bill knew what he was talking about."

In non-TV homes Survey No. 1 showed that in the 270 homes there were 2.1 radio sets on an average, with 4.2 hours of daily radio listening.

In Survey No. 2, 211 non-TV homes were contacted. They averaged 2.11 radio sets and 4.7 hours of radio listening.

The monthly check of Niagara-Mohawk Power Co. in Central New York shows a 71% TV saturation. Weighted against the 67% figure of telephone homes having TV sets, WSBYR found that each figure supports the other.

In conducting two separate surveys, under direction of WSBYR's Promotion Manager Caley E. Augustine, the stations completed calls to 763 homes (501 TV homes) in October, 1951, and 704 homes (506 TV homes) in December, 1951. In the October study, the first residence at top of column on each page of the telephone directory was phoned. In the second, the bottom name of each column was called. The calls were placed between 6 p.m. and 8:30 p.m. to insure greatest number of homes being reached with the first call. In all, 1,467 calls were completed, including 986 TV homes.

Calls were made starting on a Monday night and continuing through Friday until all numbers of the sample were called. In the first study, eight refused to answer questions. In the second, 15 refused to answer. Basically the same results were the same except that in the second case interviewers were asked to note the sex of the person giving information as well as the address called. One other question was added in the second study to show what period of the day the listener tuned in the radio.

The survey data deal only with telephone homes in the city of Syracuse, a city with 90% telephone saturation (50,000 out of 67,000 homes).

Caldwell Memorial

FCBA Committee Named

ESTABLISHMENT of a memorial honoring the late Louis G. Caldwell will be arranged by a special committee of the Federal Communications Bar Assn., named Thursday by President Arthur W. Scharfeld. Mr. Caldwell was a founder and first president of the association.

Appointment of the committee was authorized Jan. 11 at FCBA's annual meeting. Paul M. Segal, formerly assistant general counsel of the old Federal Radio Commission, was named chairman. Other members are Bethuel M. Webster, New York, and Duke M. Patrick, Washington, both former FRC general counselors. The committee is to report recommendations at an early date.

REC, ATS Merger Eyed

ADVISABILITY of a merger of the Radio Executives Club of New York and American Television Society is being studied by committees of both organizations, appointed by the presidents of the two groups. ATS committee includes Caroline Burke, NBC; David Hale Halpern, Owen & Chappell; Don McClure, McCann-Ericsson; Jay Benfield, RKO-Pathé Inc.; John Gundell, National Dairy Products Corp. REC committee is composed of William S. Hedges, NBC; Thomas H. Lynch, WMCA New York; Frank Pellegrin, H-R Representatives; Elizabeth Black, Joseph Katz Co., C. H. Cottington, advertising consultant.

TAILORED... to the RICH FLINT MARKET!

A bustling, dynamic market is the rich Flint Market—fashioned from the buying power of record wages, reinforced by 300,824,000 retail dollars spent last year in this greatest of GM Plant Cities. Cut from the same cloth is influential, forceful, WDF, Flint's First Station*—first, too, with over 600 local merchants. Sell your product for sure, over WDF.

WFDE FLINT MICH.

BASIC AMERICAN BROADCASTING COMPANY

One of America's Pioneer Stations—now in its 30th year. Associated with WOOD and WOOD TV Grand Rapids-WFBM and WFBM TV Indianapolis—WOEA Evansville.

*SEE YOUR LATEST HOOPER

REPRESENTED BY THE KATZ AGENCY
CUTBACKS

FURTHER cutbacks in the allocation of copper and aluminum for radio-TV set manufacturers beginning April 1 were announced by the government last week.

Cutbacks on these two vital scarce materials was revealed at a news conference presided over last Wednesday by Henry H. Fowler, National Production Authority administrator.

Mr. Fowler cited a "greater uniformity" in allotments among all consumer goods producers, which he said will minimize the danger of disrupted production and provide "a fairer share" to each industry.

On the basis of second-quarter allotments, household radio and television receivers retain their status as essential products in the Class "A" and "B" priorities listings previously announced by NPA.

These cutbacks in copper and aluminum—steel allocations will remain substantially the same as during the present quarter—also "reflect the ability of producers... to maintain output levels on smaller amounts... through conservation or substitution measures," NPA explained. The extent of substitution is indicated by the cutbacks, it was said.

Thus, the goal of four million monochrome TV receivers set by manufacturers for 1952 should be reached with substitutions for copper and aluminum, the agency implied. NPA also had in mind inventories as another factor within the industry.

Allotments for Sets

Household radio receivers and TV sets will receive 30%, 35%, and 12.5% of base period usage for copper, brass, copper wire and copper foundry allocations during the second quarter. The base quarter is either the last half of 1949 or the first half of 1950. Aluminum will be cut to 30% of base. These percentages reflect a 5% drop for copper brass and wire products and for aluminum off first quarter quotas.

Similar second-quarter quotas were set aside for phonograph needle cutting styli, TV and automobile antennas (excluding replacements) and commercial recording discs.

Key to this principle of equality is seen in other figures which show that thousands of other manufacturers, who were cut to between 10% and 20% of base usage during the first quarter, were raised to the maximum for copper. Even so, they still will derive less aluminum than radio-TV because they are classified as "less essential or replaceable."

Radio-TV receivers won't be curtailed any further for additional cuts in carbon and alloy steel. NPA has allotted 50% for each of base usage, pointing up reports that steel is becoming more plentiful.

The factor of essential and less essential categories is extremely important, NPA pointed out. To have placed all civilian-type products in the same classification "would have required a still deeper cut in allotments of aluminum and copper to many highly essential industries which have already gone very far in stretching materials," Mr. Fowler explained, adding that radio-TV set makers and other manufacturers.

Moreover, such a course of action would have given some industries an excess of these two materials, in proportion to their steel allotments and available supplies of components, in which the electronics industry is playing a large role.

Allowances will be made, of course, for "exceptional hardships" among producers where shortages of essential consumer items may develop at retail or distributive levels.

Lewis Allen Weiss, former board chairman of MBS and former president of Don Lee Network, is making continuing studies of shortages at these levels as assistant administrator in charge of NPA's Office of Civilian Requirements. Measures are being mapped to avert serious shortages should they develop this spring or summer, Mr. Fowler explained.

Provision to Be Asked

As such situations materialize, Mr. Weiss' office will request allotment of NPA industry divisions to set aside larger allotments on an individual footing for each industry.

NPA's equitable distribution policy is designed to "maintain stability of employment and business and meet consumer needs for 'essential products'," Mr. Fowler asserted.

Earlier, the Defense Production Administration earmarked amounts of vital controlled materials previously held in reserve for the April-June quarter. No quotas were tagged for set manufacturers, despite the reported over-allocation of aluminum to the military [CLOSED CIRCUIT, Feb. 13].

Supplemental allotments were made in structural steel for industrial construction and brass and aluminum for consumer goods. The automobile industry was given a million pounds of aluminum. Failure to allow quotas for radio-TV set producers was indicated when NPA's Electronics Division failed to receive extra allocations, either for defense or civilian needs.

...from the nation's top radio and television buying markets

AVERY-KNODEL INTEGRATED
serves its stations, agencies and advertisers

CHICAGO

ATLANTA

LOS ANGELES

SAN FRANCISCO

DALLAS

NEW YORK

808 Fifth Avenue

Judson 6-5536
Ed. C. Johnson
U. S. Senator from Colorado

"...public service
at its best!"

KLZ’s “Let’s Talk It Over” series has won many plaudits. But it remained for Senator Ed. C. Johnson, as quoted in the Congressional Record, to call it “public service at its best.”

Designed to keep listeners informed of AM, FM, and TV news and to provide a forum for the discussion of radio station operation, “Let’s Talk It Over” is a weekly report by the KLZ manager and department heads. The series is typical of the station’s efforts to create new and unusual ways of serving its listeners.

KLZ
5000 WATTS—560 KC
CBS RADIO

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Page 40 • February 25, 1952

COMMR. WALKER

Commends Radio, TV Public Service

STRONG CASE for the public service record of radio and television broadcasters was made by FCC Comr. Paul A. Walker and John F. Patt, president, Goodwill Stations, last week in talks before the Temple Men’s Club of Cleveland.

"By and large it must be said that radio and television stations do a good job in this country," Comr. Walker said in his speech, titled "Broadcasting and Human Relations."

"It is easy to point the finger of criticism and scorn at broadcasters. While, of course, they must accept their share of the responsibility, it is unfair and over-simplifies the problem to put all the blame on them for inferior program service," he said.

Comr. Walker also referred to many letters received by the Commission objecting to crime and horror programs. He also spoke of the lack of religious and educational programs found in checking TV station license renewal applications.

The latter was the reason why the FCC put 26 TV stations on temporary license early this month [B&T, Feb. 4].

Mr. Patt, in his remarks, described radio as part of the social cement that binds people together, and said it has enabled one part of the country and one part of the population to understand others, and "now TV will let them see each other."

Whereas, Mr. Patt said that radio and television were primarily instruments of entertainment, he praised serious discussion programs through which knowledge and culture accrue to the listener.

Speaking of serious programs, he said that "These programs of talk and discussion deal seriously and directly with most of our human relations questions — not merely of race and religion, but those of family, of school and church, of social and economic welfare, of state and nation, of democracy and foreign ideologies — matters vitally affecting the entire world and its survival."

Action of WHAS-TV Louisville in putting 14 hours of educational activities on camera during last year’s American Education Week was commended by Comr. Walker.

He also pointed to the effectiveness of TV’s coverage of the Japanese Peace Treaty and the Reau-faur Crime Hearings. He held out high hopes for the soon-to-be-inaugurated NARTB TV code.

But, it was Comr. Walker’s roster of public service network programs that made up the bulk of his speech. These are the programs which the networks listed for him and which he called attention to:

Church of the Air (CBS), Faith in Our Time (MBC), U. of Chicago Round Table (NBC), Town Meeting of the Air (ABC), People’s Platform (CBS), American Forum (NBC), Northwestern U. Reviewing Stand (MBS), Meet the Press (NBC-TV), American Youth Forum (NBC-TV), Invitation to Learning (CBS), You and the World (CBS), Art of Living (NBC), National Farm & Home Hour (NBC), College Choral Series (MBS), Negro College Choir (ABC), Johns Hopkins Science Review (DuMont).

**N. Y. NEWSMEN**

Form New Organization

RADIO-TV newsmen in New York took first steps Tuesday toward ultimate establishment of a nationwide professional association with election of temporary officers for the new Radio and Television Working Press Assn. of New York Inc.

Chester P. X. Burger of CBS Television news was made temporary chairman at the organizational meeting. Other temporary officers are Fred Dieterich, Telenews Productions, vice chairman; Jack Fern, MBS, secretary; and David B. Tuleen, CBS-TV news, treasurer.

Although organized only in New York so far, the group is preparing for similar units in other major cities where important radio-TV news bureaus operate. Patterned along the lines of other professional associations and fraternities, the newsmen’s group lists its major purpose as promoting and protecting the interest and welfare of radio newsmen, television newsmen and photographers.

A similar group, the Radio-TV Correspondents Assn., has been operating successfully in Washington for some years, being responsible for providing broadcast reporters with the same privileges granted newspaper reporters.
The BIG NEWS in Southern California radio is NEW

K-BIG has radio and advertising people talking because it’s the new 10,000-watt station with 50,000-watt coverage.*

THERE’S A REASON!

Tests of K-BIG’s service area prove something broadcasters have long known but seldom put to practice... salt water speeds radio waves undiminished over amazingly long distances. Santa Catalina Island, lying 22 miles off the center of Southern California’s populous coast, was selected as the transmitter site for K-BIG because it offers a salt water route to the Southland’s greatest population centers from Santa Barbara to San Diego.

There’s another reason for K-BIG’s terrific coverage. The BIG NEW station employs a costly antenna system which acts as a giant reflector, focusing the signal in the direction that counts...WHERE THE PEOPLE LIVE! This is why K-BIG saturates Los Angeles and penetrates inland to the last outposts of population on the Mojave Desert more than 125 miles to the east.

Add to this sensational coverage a dial position between two major network stations (740 k.c.), and a rate card that is really down-to-earth. It totals up to one of the most outstanding buys in radio today! Write, wire or phone K-BIG for full details.

General Offices:
6540 Sunset Blvd., Hollywood 28, Calif.
STUDIOS in Avalon and Hollywood
*Source on request

Testing KBIG
Avalon
Programs Start

Testing KBIG
Avalon
Programs Start

C. H. STERBENS signs for Jenkins Music Co. to sponsor E. J.’s Notebook over KFH Wichita. Looking on are Bryce Benedict, KFH sls. rep. and Ethel Jane King, show star.

JACK CURRAN (c), Sinclair Refining Co., signs one year pact for three daily five-minute sportscasts over WXYZ Detroit. Watching are Don Wettrick (l) WXYZ sports dir., and James G. Riddell, pres., WXYZ Inc.

On All Accounts
(Continued from page 12)

Washington market. As sales manager he worked under Eugene S. Thomas, now with George F. Holladay Co., national representative.

With sale of WOIC, Mr. Murdock contemplated chances to work in New York and Chicago but decided to remain in Washington and open his own agency following conversations with George Burris, president, and C. R. Sanders, advertising director, of Peoples Drug Stores Inc., fourth largest of the national drug chains.

With the Peoples radio-TV account as a foundation he entered the competitive Washington agency field. The chain had always placed all its advertising direct and still places its own white space. Peoples had used very little radio in more than a decade but under the Murdock guidance the chain is constantly increasing its broadcast time because of the results produced.

In Washington the chain buys a heavy package of radio news, along with a growing amount of television, for the 75 stores in the area. Elsewhere the chain buys spots to promote its prescription service. Last year Peoples filled over 2½ million prescriptions—a lot of prescriptions—with the aid of radio promotion.

Close Relationship

Mr. Murdock keeps in close touch with the chain’s business, constantly visiting stores in the marketing area extending as far west as Akron. He knows every Peoples manager in the 75 Washington area stores. Right now Peoples is the largest radio and TV user in Washington, he notes.

Other accounts serviced by the agency include Curtis Bros., large Washington furniture store; Crusty Pie Co., large bakery; Cannon’s, a m e d steak house; Randall Motors; Anastasia Bank, and Washington Garage Properties, operating 15 garages, parking lots and bowling alleys.

Mr. Murdock married Ethel Coulter June 5, 1928, which incidentally was his birthday. The Murdocks have one son, Mike, aged 13.

Transistors Used

SUBSTITUTION of transistors for vacuum tubes has proved an important step in development of small, light military communications equipment, the Dept. of the Army announced. Transistors perform many of the functions of tubes, but require no power for heating filaments and thus use less current. Additionally, use of transistors in miniature converters last much longer than vacuum tubes, the Army reported. The Army Signal Corps is responsible for production of transistors, used by the military with its radio-teleprinter equipment.

HILL DEBATES

Broadcast Procedure Asked

SEN. M A R G A R E T CHASE SMITH (R-Me.), only woman in the U. S. Senate, last Wednesday demanded a Senate Rules subcommittee, of which she is a member, schedule hearings on a proposal that Congressional proceedings be broadcast and telecast.

In urging the hearing, Mrs. Smith reminded the chairman of the subcommittee, Sen. Carl Hayden (D-Ariz.) that “should the Republicans be fortunate enough to win control of the Senate next year,” she would assume the subcommittee’s chairmanship and “it will be my purpose to press for action by the subcommittee on these matters through their introduction and assignment to the subcommittee on rules.”

Other legislation mentioned by Mrs. Smith was concurrent resolutions to establish rules of procedure in congressional investigations, and to set up procedure where a member of Congress makes derogatory remarks in debate about a citizen.

The measure on broadcasts-telecasts (S Res 106) was introduced by Sen. Alexander Wiley (R-Wis.).

In the industry, meanwhile, Dr. W. E. Baker, General Electric Co.’s vice president and general manager of the Electronics Div., called for the removal of restriction on telecasts and broadcasts of legislative proceedings.

His statement was made on the GE Science Forum on WGY Schenectady’s 30th anniversary [B&T, Feb. 18]. Mr. Baker said, “Our electronic age, which broadcast radio ushered in, now has created a means by which the American public may be an interested and informed participant in self-government.”

Press, Radio Forum

NEW WJZ SHOW GUARANTEES PROMOTION IN SUPERMARKETS

Unprecedented bonus offered to participating sponsors on the WJZ Caravan

NEW YORK.—A new radio show on WJZ offers participating sponsors one of the most remarkable bonuses in radio history: guaranteed, concentrated merchandising for their products in Grand Union supermarkets.

The program, the WJZ Caravan (Monday through Friday, 12:30 to 1 p.m., EST) is a housewife-slanted audience participation show starring John Reed King. A daily half hour of games, quizzes, give-aways and surprises, it is produced in a different Grand Union supermarket in the metropolitan New York-New Jersey area each day.

Strongest selling point for the WJZ Caravan is the joint promotional agreement between WJZ and the Grand Union Company. Intensive week-long merchandising promotions of the sponsor participants’ products are conducted each week in the five Grand Union stores from which the program originates during that week.

These special merchandising promotions will consist of:

a) a feature display of each sponsoring product;
b) posting of display material;
c) promotion of the program in Grand Union’s newspaper advertising.

The program will be further promoted via WJZ’s newspaper advertising and on-the-air promotion. ABC stars will appear at new store openings and other special events.

For complete details, contact your ABC representative immediately.

GUARANTEED PROMOTION includes window display like the one above. Also product streamers, point-of-sale cards, and check out, island and dump displays. John Reed King, one of radio’s best-known quiz-masters, emcees the daily half-hour interviews and entertainment.
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Famous stars appear on The Al Jarvis Show

LOS ANGELES. America's Number One disc jockey, Al Jarvis, is now on KECA with his popular program, every weekday afternoon, 1-2 p.m., and every weekday evening 10:30-11 p.m. In his 19 years as a disc jockey, Jarvis has collected a fabulous library of 15,000 recordings, every possible type of modern music.

In addition to musical variety and in addition to Jarvis himself, there are famous stars of the entertainment world in frequent guest appearances on "The Al Jarvis Show." Jarvis is constantly promoting new talent and has been instrumental in furthering the careers of Benny Goodman, Nat King Cole, Stan Kenton, Frankie Laine and other top stars. He delivers his own commercials and has sold almost every type of product or service in his own unique, persuasive style. For complete details about the hottest salesman in Los Angeles, contact your ABC representative today.

SELLINGEST MAN in Los Angeles Radio, platter man Al Jarvis, has moved to ABC station KECA. Jarvis, radio's pioneer disc jockey, will soon celebrate his 20th anniversary on the air.

BULLETIN TO EASTERN ADVERTISERS

ABC key station in New York has announced an unprecedented guaranteed-merchandising bonus on its new WJZ Caravan. For further facts, turn to the front page of this insert.
RALSTON CONTEST

A HARD-HITTING, well-rounded promotion campaign, which supplied store traffic—and sales—for Purina dealers, has had the further result of winning for WIOU Kokomo, Ind., top place in the "Farm Radio Promotion Contest" sponsored last fall by the Chows Division of Ralston Purina Co. Nearly 500 radio stations currently broadcast Purino Chows programs.

Second place honors are shared by WFBM Indianapolis and WEAM Arlington, Va. Other awards for contest excellence go to WWBZ Vineland, N. J.; WZM Decatur, Ill.; KDET Center, Tex.; RTIC Tuscon and WAVU Albertville, Ala.

Honorable mentions are awarded to KOLT Scottsbluff, Neb.; KFAB Omaha; WJZ Norfolk, Neb.; WRAG Carrollton, Ala.; WJAY Mullins, Ala., and KSFA Nacogdoches, Tex.

Awards, announced today by Gardner Adv., Purina agency, were given for the most consistent, effective and original promotion campaign on a Purina Chows radio program to attract farm listeners and to increase the selling power of the program during the period between Oct. 1 and Dec. 15, 1951."

WIOU Planning

WIOU began its prize-winning campaign at a meeting of John Jeffrey, station manager, and Bob Nance, farm director, with Purina salesmen and dealers to plan promotion and merchandising strategy. Resulting promotion schedule was designed to create interest in the "Mike and Ike" demonstrations—two pigs fed in the store to show how Purina Chows add pounds to pigs and profits for their raisers—and the "body and egg" plan for building sturdy, more productive hens through proper feeding.

To get farm families into the stores to see these demonstrations, WIOU staged a drive that included frequent mailings to dealers and their customers and prospects, publicity in local newspapers, dealer-feeder radio interviews, personal appearances at Purina outlets, counter cards for dealers' stores, contests and parades, all centered on Bob Nance's JOU Farm Service broadcasts, sponsored Monday-through-Friday, 12:30-12:45 p.m., by Purina.

Letter Contest of WFBM

Harry Martin, farm editor of WFBM, added a third dimension to the "Mike and Ike" demonstrations by originating a "Checkerboard Sue" contest in which a registered Poland China gilt was given to the writer of the best letter explaining why he should get the pig. (The name ties in with the checkerboard design that dominates the packages of Purina products.) Radio and TV appearances, newspaper ads and special mailings made "Checkerboard Sue" a porcine celebrity whose personal appearances in dealers' stores boosted store traffic and sales. Purina sponsors Harry Martin's Hoosier Farm Circle on

WIOU, WFBM, WEAM Tops

Announces the affiliation with

ABC

Effective March 1st

Mr. Nance Mr. Martin

WFBM each weekday, 12:30-12:45 p.m.

Built around Purina's recorded Eddy Arnold Show on WEAM each Saturday, 8:30-9 p.m., this station's promotion featured an amateur singing contest—"Can You Sing Like Eddy Arnold?"—with the winner offered a WEAM contract. Contest and other WEAM promotions were used to focus attention on green-felt egg demonstrations of Purina dealers, showing the effect of feeding egg content, and succeeded in bringing new customers to Purina dealers.

Eight prizes were offered to stations competing in the contest: A station wagon for the first place winner, Ampex console tape recorders for the second and third place winners, and Ekotape recorders to the next five. Actual prizes, however, are being changed to fit the winners' preferences and to give them prizes "they can use" as "decided by the stations themselves," the agency explained.

Contest Judges

Contest judges were Gordon Philipp, vice president in charge of advertising, Ralston Purina Co.; Sol Taishoff, publisher, BROADCASTING • TELECASTING; Phil Alampi, farm director, WJZ New York and past president of the National Assn. of Radio Farm Directors; Norman Glenn, publisher, Sponsor; Maury Malin, Purina advertising manager, and Jack Leach, Purina account executive of Gardner Adv., were judging coordinators.

Discussing the contest, Mr. Malin commented: "The biggest thing to come out of the contest is the proof we now have of the tremendous plus-power there is in farm radio when the radio station, our salesmen and retail dealers all work together at the local level. Some of the ideas from these contest entries will be incorporated in our fall 1952 promotion plans."

Mrs. J. J. Porter

MRS. J. J. PORTER, 88, mother of Paul A. Porter, former FCC chairman and now member of Washington law firm of Arnold, Fortas & Porter, died Feb. 17 in her home at Winchester, Ky. Funeral services were held Feb. 19 in Winchester.
RECRUITING

THERE will be no discrimination against radio and television in future disbursement of advertising monies for recruiting programs, NARTB was reassured last Monday at a meeting with Defense Dept. officials.

The conference was called by officials of the Military Personnel Procurement Service, who explained allocations for the current interim program which they announced a fortnight ago.

At the same time, MPFS officials promised a review of the U. S. Army and Air Force recruitment advertising program, which will be distributed to the nation’s radio-TV broadcasters by NARTB. The review will be prepared by Col. William Berkeley, chief of the MPFS publicity branch.

Radio is earmarked for 46%—or $511,566—out of a total of $1,109,472 spent or allocated for recruitment since July 1, 1951. About 18%, or $95,000, is slated to be spent before July 1 on a series of Air Force and Army radio spot announcements (BVT, Feb. 11).

Share will be siphoned off from $580,000 previously held in reserve from 1950-51 funds. Media plans for 1951-52, for which Congress has attached funds, are also under study by Grant Adv., which handles the Army and Air Force accounts. A third allotment now pending on Capitol Hill for 1952-53.

Heading the NARTB delegation last Monday was Ralph W. Hardy, government relations director; Howard Bell, television department; Vincent Wasilewski, legal department, and Robert K. Richards, public affairs director.

Noting the 46% tabbed for radio from the leftover reserve, Mr. Hardy explained that the actual expenditures represent only a “very small percentage” of total radio-TV advertising. He pointed out that both media contribute gratuitously for such programs. NARTB has requested a breakdown of monies spent in network and spot for fiscal ‘51 and ‘52 amounting to 46%.

NARTB had requested the meeting, one of a series held at the Pentagon, because of legislation adopted by Congress last fall containing a ban on use of radio and TV. Drive for this prohibition was spearheaded by Sen. Joseph O’Mahoney (D-Wyo.), chairman of a Senate Appropriations subcommittee, who later disclaimed any eminence to both media.

Also attending Monday’s meeting, along with NARTB representatives and Col. Berkeley, were Edward Lewis, head of Grant Advertising’s Washington office, and John Ball and John Holt, Grant account executives for the Air Force and Army, respectively; Maj. Frank McWatters, Maj. Karl Zipf and Capt. Robert Dall’Aqua, aides of the MPFS deputy chief, Col. James H. Banville.

It also was learned last week that military personnel procurement authorities plan to revolve the recruitment advertising issue on Capitol Hill this Thursday. They are scheduled to appear before a House Appropriations subcommittee in connection with fiscal ’53 monies. Col. Banville will appear.

Another move was afoot to thaw the Congressional freeze on ’52 expenditures, perhaps in the form of a deficiency appropriation request calling for the rescinding of language banning use of radio-TV for current funds, it was learned.

The original budget called for $3.1 million for recruiting activities including national and local promotion. A sum of $2.1 million had been tabbed for national advertising, with some $400,000 already spent before the freeze was imposed. A part of this amount was used for radio spot and TV production, it was explained.

Media allocation for remaining $1.7 million of ’53 funds has not yet materialized at Grant Adv. pending Congressional action on the ban. But it was indicated that radio would derive its share, probably for spot broadcasting. Use of network radio will hinge on the tack taken by Congress. TV spots may be utilized, too, but a difficulty here is said to be the lack of available prime time periods adjacent.

The status of the Defense Dept.’s information or “prestige” programs, which were broadly reappraised in light of the recruitment issue and overall Defense Dept. radio-TV policy, also may be brought up in future budget hearings. Public information activities have been limited to $10.5 million under a proviso attached to budget legislation last year.

New England AFA


RATINGS or RESULTS?

Undoubtedly you are a person who uses both—but we both know there are too many people who buy time on ratings alone.

According to BMB, WGN reaches 2,850,000 radio homes per week during the daytime. That’s 260,100 more homes than the next station... and the majority of these homes are located in five states. No rating service gives a picture of five state coverage. Since no station comes close to WGN’s coverage, you can’t compare other stations with WGN on the basis of ratings.

All we ask is that you test WGN’s pulling power as other advertisers have done. One advertiser wrote: “From time to time, we have used all the basic network stations in Chicago. WGN has consistently out-pulled these stations at a ratio of better than five to one.”

Radio reaches and sells more people per dollar spent than any other medium, and WGN reaches and sells more people than any other Chicago station.

A Clear Channel Station...

Serving the Middle West

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

WGN

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee

Eastern Sales Office: 250 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston

Geo. P. Hollingsbery Co.

Advertised Stations for All Other Cities

Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street

Chicago—307 N. Michigan Avenue • San Francisco—499 Montgomery Street

Page 48 • February 25, 1952

BROADCASTING • Telecasting

Fashion Show Benefit


President Jane Ellen Murray, J. Walter Thompson Co., says showings will raise funds for scholarship awards granted yearly to woman majoring in advertising at U. of Illinois.
COMMUNITY RELATIONS:
THE DISTAFF SIDE

Industry must make friends within the family circle. Radio helps!

When a company makes friends of employees, suppliers, union leaders, and local government officials, it makes an effective start at good community relations.

But only a start!


It's vital, for example, that the families of a company's employees understand its aims, policies, problems.

And the way to reach the most families at the lowest cost, in community relations as in sales relations, is via radio. Radio is the longest-reaching of local media. The most flexible. And it has the largest audience—with more than 90 percent of homes radio-equipped, in almost any given community.

In the Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland (Ore.) areas, Westinghouse stations offer 32 years' experience in helping industry make friends with its neighbors. Their skill and facilities are at the call of industrial management, advertising agencies and public relations counselors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - KYW - KOKA - WOWD - KEX - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
WE are sorry, Atlanta, that we reported Memphis as the largest city in the Vital Inside U.S.A.-rea. (shown below), in our ads last month.

We were, then, you know! But since you moved so fast and took all these neighboring folks into your corporate city limits, we at Memphis are happy to accord you the position due you.

Memphis, which has shown a population of 410,726 since the 1950 census, is now second to your 428,299. We are giving you advance notice, however, Atlanta: By May 1, 1952, estimates for the metropolitan area of Memphis indicate a population of 500,000.

WJMO EDITORIALIZES ON MEDIA ISSUE

DAVE BAYLOR, vice president and general manager of WJMO, Cleveland, has begun an editorial counterattack against an American Newspaper Publishers Assn. ad campaign designed to show the superiority of newspapers over radio.

At the outset of the air editorial, an announcer introduced Mr. Baylor after this preface:

"WJMO, as is the case with most radio stations in the United States, is committed to a policy of neutrality in controversial issues. You as listeners are of course familiar with the stock phrase which goes: 'The views of the speaker are his own and do not represent the opinions of this station.'"

"WJMO today makes a departure from that policy, for this is a matter which concerns radio itself. This is a defense of the medium of radio, which is now under direct attack by other media. We feel it is now time to rise to our own defense. So the views of the following do represent the opinion of this station."

Mr. Baylor called listeners' attention to an ANPA ad which implied that newspaper readers lose sleep waiting for the next edition of a newspaper when things of great news or emotional value are happening.

The ad ignored the fact that newspaper readers also are radio listeners and could simply turn on the radio at their elbow to keep abreast with news developments.

With logic as his scalpel, Mr. Baylor dissected the ad. In one paragraph, the ANPA asked: "Why do advertisers spend more of their money in newspapers than in any other form of advertising? Simply because everybody reads the newspapers everyday. So why advertise to only fractions of the people."

To that Mr. Baylor commented, "Well ... first of all, last year, advertisers did not spend more money in newspapers than in any other form of advertising. They spent more in radio and television. But this business of advertising to only fractions of the people ... certainly everybody who reads the newspaper doesn't have 12½ hours to do it, and I don't think anybody has. Then it logically follows that nobody reads all the paper. So if nobody reads all the paper, doesn't the advertisement make a pretty good chance that only a few people will read his ad? Isn't that advertising to fractions of the people?"

Alluding to circulation, Mr. Baylor said, "I'm not sure that many homes read or subscribe to all Cleveland papers, but I do know, and can prove that 98.7% of them can be reached by any one of eight radio stations in Cleveland."

Newspaper 'First' Claims

The ANPA ad stated flatly that only newspapers are first with the most news. Mr. Baylor asked when listeners first heard of the death of King George? He pointed out that if his listeners hadn't heard about it over the air, they didn't get the story until the afternoon papers came out, some six hours after the death occurred.

In closing, Mr. Baylor observed, "Nowadays when a big event occurs people don't gather in groups and anxiously await the coming of the newspaper. They go to the nearest radio, which can't be more than a few steps away, and listen while they go on about their business." "I don't think that any of us have lost any sleep lately, at least in the last few years, counting our nails waiting for the newspaper to come out to find out what's going on in the world. People just don't live like that anymore, no matter what the American Newspaper Publishers Assn. may want us to believe to the contrary."

The announcer concluded the broadcast by repeating that Mr. Baylor's talk was an editorial and that in the future when such talks are given, they'll be so labeled. "This action has been taken by this station," the announcer said, "in the defense of the radio industry in an issue where the effectiveness and influence of radio broadcasting has been brought under what we consider as unjustified criticism."

ON SUNDAY IN CINCINNATI

THey LISTEN TO NEWS & MUSIC

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS

OF SELLING POWER
CAUGHT IN A SQUEEZE...!

for the ASSOCIATION OF AMERICAN RAILROADS
How that seedling grew!

From 1,000 watts to 50,000!

From the world’s first batteryless radio station to the first most powerful independent station in the British Commonwealth! From a handful of listeners in 1927 to Canada’s No.1 Station in Canada’s No.1 market ... with the only CBS affiliation in that market!

We are proud of this record. We are grateful to all our friends who have helped us make it!

Advertisers and public alike! And on this our twenty-fifth anniversary, we pledge to keep CFRB “Canada’s No.1 Station” ... first for service, information and entertainment!

CELEBRATING A QUARTER CENTURY OF BROADCASTING

CFRB
TORONTO

Representatives:
United States: Adam J. Young, Jr., Incorporated
Canada: All-Canada Radio Facilities Limited

FREEDOM AWARDS

duPont, WPIX (TV) Honored
E. I. duPONT de NEMOURS Co., Wilmington, won first prize in the radio class and WPIX (TV), New York, took top honors in the television category in the Freedoms Foundation Awards announced Friday.

Dr. Robert A. Millikan, physicist, announced the annual award winners in special Washington’s Birthday ceremonies at Foundation headquarters at Valley Forge, Pa.

More than 600 American individuals, schools and organizations named in the awards are to share $100,000 for outstanding contributions to freedom during 1951.

The duPont Co. was honored for its “Candle of America,” documentary-type program aired over NBC, Tuesday 8-8:30 p.m. EST.

WPIX was honored for its special series, Branding Crime Report, telecast Wednesday, 8:30-9 p.m.

Radio Honor Medal winners were:

(National) America’s Future Inc., New York, for its LBS program, Americans, Speak Up; America’s Town Meeting of the Air, New York, for its ABC program of the same name; Bank of America, Los Angeles, Top of the Morning, CBS Radio; Bill of Rights Comemorative Society, New York, Our Bill of Rights, ABC; Committee to Proclaim Liberty, Los Angeles, Freedom Under God, CBS Radio; Hallmark Greeting Card Co., Kansas City, Mo., Hallmark Playhouse, CBS Radio; NBC, for The Truth About America, George Sokolosky, New York, Youth asks You; ABC, Twentieth Century Fund and Ford Foundation, The People Act, NBC.

(Local) WPTR Albany and the Junior Leagues of New York State, The Price of Liberty, with Buffalo and the U. of Buffalo, University of Buffalo Round Table, John Franklin, KYW Philadelphia, What We Must Do; Mike Hanna, WIBB Ithaca, Friendship Programs; KSVC Richfield, Utah, Background for Peace and War; WCAU Philadelphia, Freedom Restated; WGAR Cleveland, My Job in America; WJR Detroit, Know Your America; WLS Chicago, Adventures in Freedom; WNAB New York, Seeds of Independence.


TV Honor Medal Awards winners:


In the general category, a second prize was won by the General

AUTO license plate numbers of Charlie Bohn (l), KWK St. Louis staff engineer, corresponds to his "ham's" license obtained as part of the Missouri civil defense programs. Hailing explanation of number is Gil Newsome, KWK performer. Auto plate will easily identify amateur radio operators who have emergency-needed two-way radios.

Electric Co. Lamp Div., Cleveland, for its brochure presentation of expressions on the American way of life. Also in the general category, honor medal awards were won by Charles and Eugene Jones, NBC television cameramen, for their written, photographed and telecast programs on the Korean front, and by the Advertising Council, New York.

JERT ENTRIES

500 Shows Seek Awards

ALMOST 500 shows have been entered by stations and networks in the 16th annual American Exhibition of Educational Radio and Television Programs, which will take place during the annual meeting of the Institute for Education by Radio and Television April 17-20.

Awards of merit, given annually to exhibitors of "outstanding broadcasts for the purpose of stimulating the broadcasting of significant educational programs," will be presented April 14 before the institute convenes at Columbus, Ohio.

Sponsored by Ohio State U., the exhibition features broadcasts from Canadian and U. S. stations and networks and this year for the first time will include local and regional television shows.

Among the entries are 193 programs submitted by individual exhibitors, 90 by commercial stations and networks, 52 by educational institutions and 41 by national and local organizations, according to Dr. I. Keith Tyler of Ohio State U.

Of these, 68 are "cultural" broadcasts, covering art, science, literature and music; 61 concern personal and social problems; 59 are shows concerning public issues, and 55 are "one-time shots."

Cooperative judging centers throughout the country will aid in evaluation of the radio entries, while all video shows will be graded by a committee in Columbus.
In Western Washington, smart time buyers don’t want off “the hook”!

A hook-shaped strip, 10 miles wide and 150 miles long, bordering Puget Sound, is home for 86.9% of the population of the entire 15-county Western Washington market, although only 7% of its land area.

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

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

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

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

KJR
SEATTLE 5000 WATTS

Catches the Sound Market
THE LATEST WCKY STORY

Does Your Product Appeal
to men? to women?

IN CINCINNATI
YOU CAN REACH THEM BOTH
ON
SUNDAY AFTERNOON 12:00 N - 6:00 PM

Per 100 Homes in Cincinnati,
There are*

68 ADULT MALE LISTENERS
31 ADULT FEMALE LISTENERS

* Pulse Nov.-Dec. 51
THE LATEST WCKY STORY

WCKY Reaches More Sunday Afternoon Listeners than any other Cincinnati Station

yes—far more

Sunday 12 Noon to 6:00 PM Share of Audience

<table>
<thead>
<tr>
<th>WCKY</th>
<th>Sta. A</th>
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*Nov.-Dec. Pulse 51  
**Feb. Pulse 51

Invest Your Advertising Dollars WCKY's-ly

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

or

C. H. "Top" Topmiller  
WCKY Cincinnati  
Phone: Cherry 6565  
TWX: CI. 281
IT WAS an act of impecable judgment that the commercial radio stations of Canada cancelled their advertising the days that King George VI died and was entombed. To do otherwise would have been to cheapen a nation's mourning. One cannot find the same good taste displayed among the newspapers of that dominion. The press not only carried the usual volume of advertising but also unhesitatingly accepted quantities of space from commercial firms that bought advertisements of condolence. To find radio according the sad event the proper treatment, and the press indulging in activities which, for vulgarity, would not be outdone by the hawking of black arm bands outside St. George's Chapel, raised anew the question to which of the mass media is characteristically guilty of excess. Let newspapermen who quarrel with radio's commercial practices look first to their own medium for criticism.

Tough Job; Tough Board
IT'S ONE thing to produce a code; quite another to enforce it. Three months ago the NARTB TV board ratified the document that, effective March I, is to guide the destinies and the morality of television in the United States. It does not go beyond that.

It goes straight to the foundations of television advertising, which is getting off to a far different start from that of radio. Possibly the most important difference is that while radio was beginning, nobody thought anything but a "live" show amounted to much. In television, the filmed program corresponding to the radio transcription has been standard from the beginning and promises to occupy even a greater share of program time than it does now.

Another unique thing about TV is that its financial resources grew much faster than its physical facilities, which were limited by the FCC freeze. Even today there are only four markets that have as many stations as there are networks; only eight three-station markets, 11 two-station markets, and 41 that have only one station each.

Naturally, the companies that are primarily interested in spot advertising (station representatives, for instance) make much of the fact that there has been no simultaneous national coverage in TV. No one network can dependably clear enough stations to provide complete coverage in the markets where TV exists, and, of course, in quite a few parts of the nation there is no TV at all.

These matters were thoroughly discussed by The Katz Agency the weekend of Feb. 16-17 [B+T, Feb. 18] at a meeting of the 19 TV stations Katz represents. There are imponderables in the questions raised by the Katz executives, but there is no doubt that the spot-network relationship in television needs to be fully examined right now so that both spot and network business may develop soundly—and side by side.

They must not, however, be planned on the basis of the current physical limitations of television. When TV can expand into new localities and multiply in those it now serves, the structure of the medium will not, as at present, cramp its business practices. Networks will be able to develop their very essential role of supplying vital program service. The opportunities for vast enlargement of spot availabilities will also be provided.

There will be freer interplay of competition, and with it the spot-network relationship will be resolved.

Harvey James Struthers

BOSTON was always in the cards for Harvey James Struthers. General manager of WEEI, Columbia's owned and operated station in the Hub, Mr. Struthers was headed first for Boston and vicinity almost a dozen years ago—as a student. Born and reared in the Midwest, he was preparing to attend the Harvard School of Business Administration when a nonchalant remark by a friend threw him headfirst into radio in Minneapolis.

Mr. Struthers' friend had been offered a job in the sales department of WCCO Minneapolis by Carl Burckland, sales manager of the station, who is now director of station administration for CBS Radio in New York, and WCCO general manager, now CBS vice president in charge of its Washington, D. C., office.

But the friend was unable to accept the job and was asked if he knew anyone else who might qualify. "Yes, I know a nice guy," he replied. "He doesn't say a lot so he must be all right. Anyway, you might be able to make something of him."

Harvey Struthers got the job. But although the job was to postpone his introduction to Boston for more than 10 years, it nevertheless led him there in the end.

Last April Mr. Struthers was named by CBS to the managerial post at WEEI, replacing Harold E. Fellows who was leaving to become president of the NARTB.

In the long-way-around to New England's competitive capital, Mr. Struthers' ability as a sales and administrative strategist had been well tested in the CBS mill. At 34, he had already climbed from the sales and administrative successes, a background admirably suited for the radio know-how required in one of the strongest TV markets.

Success is an old story to Mr. Struthers. Born in Minneapolis April 8, 1917, he attended John Marshall High School there, where he became president of the senior class. Interested in athletics, he joined the football and basketball teams. In the sports category, too, he reached the top spot when he was selected for the all-city football team.

Radio was a far cry from his thoughts when he entered the U. of Minnesota. There his first years of study were in the traditional "science, literature and the arts." Specializing in law in his last two years, Mr. Struthers graduated (Continued on page 88)
WOV, New York, started 1952 with the largest January in its history.

Virtually every second of allotted commercial time is being sponsored from early morning to midnight. Keep an eye on WOV for availabilities as they occur. The big swing to independent stations continues in New York and WOV stands out with a consistently growing audience now 39% above two years ago.

P.S. A few choice participations still available on the popular Ralph Cooper show - midnight to three A.M.
KEITH W. HORTON, commercial manager at WKRT-AM-FM Cortland, N. Y., named assistant sales manager at WENY Elmira, N. Y. FRANK G. KING, sales manager, KTTV (TV) Hollywood, joins KECA-TV Los Angeles in similar capacity effective March 1.

CLEM LOWDEN, account executive with WBBM Chicago, to sales staff of WCBS New York in same capacity.

JOHN BURNS, former salesman at WGN Chicago, joins ABC same city as network radio salesman.

JIM ROHRS, salesman with John E. Pearson Co., Chicago, to Harrington, Righter & Parsons, same city as account executive.

MIDNIGHT SUN BROADCASTING Co., Anchorage, Alaska, owner and operator of KFAI Fairbanks and KENI Anchorage, opens its own sales offices in New York at 60 W. 46th St. JAMES C. FLETCHER, eastern sales manager for the company, will head the office and will handle sales for the stations in all states east of the Mississippi.

FRED R. STUBBINS, account executive, KSDO San Diego, Calif., shifts to newly established Los Angeles office as resident manager in Subway Terminal Bidg.

AMBROSE DOSKOW and SEYMOUR D. LEWIS of the law firm of

(Continued on page 108)

I

If a Tony Wons were to ask that question over a WGR microphone today, he'd have an audience far bigger than the "good old days." One day recently, ONE offer of a sample jar of skin cream brought 3,000 requests flooding in from Buffalo, western New York and Pennsylvania and from our Canadian listeners across the river.

Yes, WGR means We Get Results!

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick

I. R. ("Ike") Lounsberry


talent

WGR

55

CBS Radio

Network

Two Stations Added

TEXAS Quality Network announced last week that the addition of three more stations affords "hole-proof" coverage of the Lone Star State.

New stations were listed as WBAP Fort Worth; KGNC Amarillo and KRGV Weslaco. Other TQN stations are WPAA Dallas; WOAI San Antonio; KPRC Houston and KRIS Corpus Christi. All are NBC affiliates.

TQN programs reportedly are heard regularly also in parts of Oklahoma, Arkansas, Louisiana and New Mexico.

FIRESTONE RENEWS

Signs Again With NBC

FIRESTONE Tire & Rubber Co., Akron, through Sweeney & James, Cleveland, has renewed sponsorship of Voice of Firestone simulcast series on NBC radio and TV, Monday, 8 30-9 p.m. EST, for 52 weeks.

Program made its debut on NBC radio on Dec. 3, 1928, and has been heard on the same night and time since then. Series has been a network simulcast feature since Sept. 5, 1940.

With signing of the renewals, Charles B. Ryan, Firestone advertising manager, stated: "... signing these 52-week contracts is heightened by the fact that I am thus able to reaffirm Firestone's demonstrated belief in the power and scope of network radio and the force and impact of network television. This is particularly pertinent to our sponsorship of the Voice of Firestone on NBC radio and television during the summer months. It has been our experience that the programs have definitely helped maintain our sales at a high level during that period and that they also have improved the level of listening and viewing to our programs in the fall."
FOR YOUR INFORMATION:

Modern oilmen have become quite adept in the fine art of wrestling crude oil from the subterranean depths where it has lain secreted in the sands since the days of the dinosaurs.

Make no mistake about it, it is a fine art, for if oilmen were to depend upon natural forces alone we'd never have the abundance of petroleum products and petroleum power that we have today. In the early years of petroleum history, oilmen produced oil the only way they could — by letting natural underground forces push the oil through the sands to the well bottom, where either the pressure or pumps brought it to the surface. When these underground forces were exhausted, production dropped off to a mere trickle, and many of the wells were abandoned. Recovery of oil ranged from 15 to 25 per cent as a rule; occasionally it went as high as 50 per cent.

Today, as much as 80 per cent of the crude oil is being recovered in some fields, and research to boost this percentage higher and higher is going on constantly. Even bacteria are being studied as possible helpers in the constant battle to coax every drop possible from each oil field, old and new. Oilmen are acutely aware of the increasing importance of petroleum in our oil-powered economy, and of the razor-sharp competition within their industry for supplies and markets.

How is this high rate of productivity being accomplished? One method is re-pressuring. Some of the natural gas (which comes up with the oil) is reinjected into the ground to maintain the subterranean pressure. Another is water-flooding, which has brought many old wells back to life and is adding millions of barrels of oil to our reserves and our annual production. In this type of operation, water is pumped into the oil-bearing formations, and this in turn pushes the oil into the well-bottom.

In the last 25 years, more than 1/4 billion barrels of oil have been recovered through application of secondary recovery techniques. It has been estimated that there are billions of barrels more in old fields which re-pressuring or methods still to be discovered may make available in the future. This, of course, is in addition to our current proved reserves of roughly 30 billion barrels of liquid petroleum, and new fields yet to be discovered.

No where else in the world is there anything really comparable to the American oil industry. Private management and competitive enterprise made it possible. So long as they continue, we can all rest assured that we'll have an abundance of liquid fuels. For further information about the oil industry or its operations, write to:

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.
DOLCIN REPLY

Hits FTC Initial Ruling

DOLCIN Corp., New York, radio, and TV spot advertisers for its medicinal preparation, Dolcin, last week struck back at a Federal Trade Commission examiner's initial ruling against certain Dolcin advertising claims (36, Feb. 11) by announcing that "there will be no let-up in Dolcin's continuing, national advertising."

The company, noting it already had appealed the ruling to the full commission and asserting it would go from there to the courts if necessary, branded the examiner's ruling as 'characteristic of that type of order frequently issued in proceedings of this character. It is based altogether on testimony—only opinion testimony—of the government's witnesses in answering questions put to them by government counsel. It ignores entirely the respondent's evidence and even ignores some of the significant answers, favorable to Dolcin, given by government witnesses to questions put to them on cross-examination.'

Dolcin also asserted it was "denied full opportunity to present its principal evidence" on certain pertinent issues and said it will ask that the record be reopened.

"Dolcin will continue to be marketed as an outstanding drug for relieving arthritis and rheumatic pains and discomfort because its value in this respect has been amply demonstrated," the company said in its announcement.

AFA Tour

ADVERTISING Federation of America has arranged post-convention vacation trip to Bermuda for delegates to its 48th annual convention to be held in New York June 8-11, C. James Proud, assistant to AFA president, announced.

First of its kind since AFA began annual meetings in New York 21 years ago, all-expense tour is available to convention delegates in any of eight "package plan" combinations ranging from six-day trips for $160 to $330 for 12 days. William P. Rolfe Organization, travel agency, 500 Fifth Ave., New York, will handle reservations.

You Don't Have to Know the Language

Blend the King's English and Quebec French and you'll have some idea of the so-called "language problem" in Canada.

But, whereas it might have been a problem fifty years ago, today it is not.

1 out of 4 Canadians speak French. And most of the French-speaking Canadians live in the Province of Quebec—one of Canada's most lucrative markets.

National advertisers take the language difference in stride. Les Canadiens have their own culture, their own literature and their own radio stations paralleling the English. Every advertising agency in Canada, every French radio station, employs the services of experts to translate advertising messages, YOUR messages, from English into French.

But these experts are not mere translators. Their business is to take your message and turn it into colloquial, every-day, idiomatic, SELLING French Canadian. This requires a knowledge not only of the language, but an intimate knowledge of the market. And this sort of translating is being done successfully every day over every French Canadian Radio Station.

Language differences are no problem to Canadians—nor is media. It's true to say that the average French Canadian family is Canada's largest; and an overwhelming number own radios. (94% of all Canadian homes have a radio).

Radio is Quebec's most welcome salesman. Radio, whether it has a French or English accent, SELLS to Canadians, because "In Canada you sell 'em when you tell 'em!"

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

Canadian Association of Broadcasters

108 Sparks St.
Ottawa.

37 Bloor St. West.
Toronto.

TEXANS VOTE

'Ike' Tops KGBS Poll

SOUTH TEXAS citizens favor Gen. Dwight Eisenhower as a Presidential candidate, according to a poll conducted by KGBS Harlingen, Tex., in that state's Rio Grande Valley area.

KGBS tabulated post card ballots from three counties in the lower Rio Grande, whose citizens are mostly alien to Texas and from just about every state in the union, station reported. Such a poll, KGBS felt, might more truly reflect national opinion than could be gained in any such area anywhere. Lower Rio Grande is normally a Democratic stronghold, KGBS observed.

Final results showed Gen. Eisenhower with 60% of the votes, Sen. Robert Taft (R-Ohio) with 17%, President Truman and Sen. Estes Kefauver (D-Tenn.) with 6% each.

Harold Stassen with 5% and Gov. Earl Warren of California, 4%.

CHICAGO DIRECTORS

Fishburn is Re-Elected

ALAN M. FISHBURN, freelance director, has been re-elected president of the Chicago local of the Radio and Television Directors Guild (RATVD) for a two-year term. Serving with him are Dan Schaufman, WENR-TV, as vice president, and Louise Perkins, WENR, as secretary-treasurer. Board members, and the group they represent, include Hope White, CBS, network radio; Bill Joyce, WLS, independent AM; Dave Brown, NBC network TV; Scott Young, WBKB (TV); independent TV; James Jewell, Jewell Radio and TV Productions, freelance, and Phil Bowman, radio and television director of Young & Rubicam, agency.

National board members are Mr. Fishburn and Grover Allen, WENR-TV. The Chicago local has contracts in effect with NBC-AM-TV, ABC-AM-TV, CBS, WLS and WBKB. Renegotiation for four radio and one television contract will begin shortly as they are due to expire, Mr. Fishburn said.

EDDIE ANDERSON, who portrays Rochester on CBS Radio Jack Benny Program, elected chairman of Los Angeles Negro Shrineer benefit show to be held April 31, proceeds of which go to Shrine associated charities.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.
Graybar recommends AMPEX
ADvanced SERIES 400 Tape Recorders

Here are the newest additions to the well-known line of Ampex magnetic tape recording and playback machines:

Model 400-A
— with half-track head

Model 401-A
— with full-track head

Graybar-distributed Ampex units are available in both portable styles or for studio rack-mounted installations. Popularity priced, yet providing complete electronic control of all operations, they offer new highs in both fidelity and economy of operation.

Here are some of the more outstanding features of the new Series 400:

- Push Button Operation — solenoid-operated mechanisms for all mechanical motions.
- Full Remote Control
- Simultaneous Erase Record Playback
- 4 to 1 Savings in Tape Cost
- Uniform Response — up to 15,000 cycles per second.
- Selective Tape Speeds — 15 and 7.5 ips with conveniently-located motor-speed change and equalization switches.

- Low Noise Distortion Levels — signal-to-noise ratio over 65 db at either tape speed.
- Instantaneous Starting
- Interchangeable Tapes — Ampex-recorded tapes can be played back on any other Ampex (of like speed) without sacrifice of fidelity or timing.

GET ALL THE FACTS
on the new Ampex Series 400 recorders


Graybar has everything you need in broadcast equipment...PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative. Graybar's national network of more than 100 offices and warehouses assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4507

CHICAGO
E. H. Taylor, Conant 6-4100

CINCINNATI
W. H. Marshower, Main 6000

CLEVELAND
A. C. Schweiger, Cherry 1-1560

DALLAS
C. C. Ross, Rondolph 6434

DETROIT
Fr. L. Cundy, Temple 1-5500

HOUSTON
K. T. Ashby, Atwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

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

MINNEAPOLIS
C. W. Greer, Geneva 1621

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

PHILADELPHIA
G. I. Jones, Walnut 2-3405

PITTSBURGH
R. F. Goodlett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. O. Morrison, Market 1-8131

SEATTLE
D. L. Craig, Mutual 0123

ST. LOUIS
J. P. Lenhard, Newstead 4700

BROADCASTING • Telecasting

February 25, 1952 • Page 61
Our Respects to
(Continued from page 58)

with a BS degree in law in 1939. It was at this point that he was making plans for graduate work at Harvard, when his friend's chance words changed his future. The sudden opportunity to enter the radio field and learn it under an Earl Gammons and a Carl Burkland was too appealing, and in January 1940 Mr. Struthers cast his lot with the broadcasting industry.

Quickly Proved Worth
A novice, he quickly proved his worth in selling power that paid off in dollars and cents. Shortly after joining the WCCO sales staff, he astonished Mr. Gammons by asking if the station would accept a night-time half-hour transcribed show. The program, Skippy Hollywood Theatre, sponsored by Skippy Peanut Butter, was one of the first 30-minute recorded shows to be aired in that market.

In the next two years, Mr. Struthers' law training served him well as he proceeded to make a file of advertising "cases" which invariably turned into station clients. New and renewed accounts climbed and in 1942 Mr. Struthers was appointed acting sales manager of WCCO.

But two years later, a temporary halt came to his radio career. He went into the Navy as an ensign in the communications division, serving in Pacific waters aboard the USS Joseph M. Auman.

Returning to WCCO in April 1945, Mr. Struthers soon picked up where he had left off in the job of building sales. It was a talent that came naturally to him but, not content with traditional approaches, his ever-active mind was constantly on the experimental trail. He developed his own strategy, based on thorough study and knowledge of each advertiser's product and needs, and individualized programming.

Able to talk the language of his immediate prospect, armed with facts, prepared with concrete ideas for turning the client's potential customers into real ones, Mr. Struthers' personalized approach paid dividends with advertisers.

Among the programs he developed and sold was WCCO's Open House, a Saturday morning half-hour audience participation show. One of the first programs of the Gold Seal Co. (Glass Wax), it proved so successful that its president, Harold Schafer, subsequently turned to wider radio coverage via the CBS network with Arthur Godfrey.

Moves to Chicago
In May 1948, Mr. Struthers transferred to CBS Radio Spot Sales in Chicago where he stayed until August 1950 when he was called to New York as an account executive with CBS Television Spot Sales.

His stay in New York was short-lived, though, for in January of last year he hurried for Boston as assistant general manager of WEEI. He replaced Wilbur S. Edwards, who had been named director of KNX and Columbia Pacific Network operations.

Six months later, when Mr. Fellows took over the presidency of NARTB, Mr. Struthers was at the helm of the station.

In the months since then, the characteristics that brought him to the top of the sales ladder in the Midwest have earned for him the same high esteem in the management field in New England. His personalized approach to all with whom he comes in contact—staff, client, agency executive or civic official—fosters a quick response to his own interest, understanding and sincerity.

A successful radio formula, Mr. Struthers believes, depends upon goodwill, good programming, friendliness, hard selling, civic consciousness and the development of well-established personalities. His record, past and present, bears him out, while his own personality—expressed in a warm handshake and ever-ready smile—carries on the WEEI tradition of "the friendly voice of CBS Radio" in Boston.

Mr. Struthers married the former Helen Gould. They have three children: Harvey Jr., 10; Thomas, 8, and Mary, 6. Between his job, family and civic responsibilities, "there's not much time left for hobbies these days," he says.

He is a member of Chi Psi fraternity and active in the Radio Executives Club of New England, the Ad Club and the Chamber of Commerce.

WILLIAM A. AYRES
Was Member of FTC
FUNERAL services were held last Monday in Washington for William A. Ayres, 84, Federal Trade Commissioner for the past 18 years. Mr. Ayres died of coronary thrombosis in New York Feb. 17. Burial was in Wichita, Kan.

Mr. Ayres served as chairman of the FTC in 1937, 1942 and in 1946. He joined the commission in 1934 after serving 17 years in Congress as a Democratic Representative for the fifth Congressional district of Kansas from 1916 to 1921 and from 1923 to 1934. Previously, he had practiced law in Wichita. In 1928 he was among those nominated for the Presidency but was defeated by the late Gov. Alfred E. Smith of New York.

The death of Mr. Ayres leaves the FTC with four functioning members—Chairman James Mead and Commissioners John Carson, Lowell B. Mason and Stephen Spingarn. No successor was immediately announced.
THE GEORGIA PURCHASE

only a combination of stations can cover Georgia's major markets

THE GEORGIA TRIO

ATLANTA

WAGA
5000w
590kc

CBS

MACON

WMAZ
10,000w
940kc

CBS

SAVANNAH

WTOC
5000w
1290kc

CBS

the TRIO offers advertisers at one low cost:

- concentrated coverage
- merchandising assistance
- listener loyalty built by local programming
- dealer loyalties

... IN THREE MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK - CHICAGO - DETROIT - ATLANTA - DALLAS - KANSAS CITY - LOS ANGELES - SAN FRANCISCO

BROADCASTING - Telecasting

February 25, 1952 - Page 63
open mike

'Yearbook' Readers

EDITOR:

There would be no reason for your knowing the priceless fact that twice in the time I've spent in our favorite business, many hours of eye-tiring effort was devoted to studying trade organs' annuals in several of the better equipped public libraries.

You may be surprised—maybe you won't be—to hear that our industry is blessed with the better efforts, the general trend being to (1) put in endless figures, often of little value; and (2) leaze up the make-up with ill-placed advertising.

Fortunately, the YEARBOOK is not guilty on either count. Your advertising lineage is high but extremely well-spaced and not oppressive.

BROADCASTING • TELECASTING can be proud of itself. My humble congratulations.

Lambert B. Beevokes
General Manager
WHEE Boston

EDITOR:

Now that my thumb prints are on practically every page of the new BROADCASTING YEARBOOK, I am convinced that it is the best annual put together by you and yours.

Those of us who must keep abreast of the many facets of the broadcasting industry are gratified that we have such a comprehensive reference book always at our fingertips.

Congratulations.

Francis X. Zsauko
Manager of Press Information
MBS
New York

Naked Facts

EDITOR:

We have received your 1952 YEARBOOK and would like to make the comment that we are, disappointed about the cover of this book.

For the first time in many, many years your book has a soft instead of hard cover, and ours is already torn to pieces.

Eugmont Sonderling
Manager
WOPA Oak Park, Ill.

[EDITOR'S NOTE: The coated stock used as the YEARBOOK cover was the heaviest we could find in a paper-short market.]

Mr. Sloan's Other Job

EDITOR:

We were glad to see on page 490 of the 1952 edition of BROADCASTING YEARBOOK a listing of the Alfred P. Sloan Awards for Highway Safety. These awards are sponsored by the Alfred P. Sloan Foundation and under an arrangement completed last year are administered by the National Safety Council. Mr. Sloan is, of course, president of the Alfred P. Sloan Foundation, and it is in that capacity, rather than as chairman of General Motors Corp., that he awards the coveted plaques each year to outstanding public service in highway safety by radio and television stations and networks. Would greatly appreciate your filing this information against the time when the next YEARBOOK is prepared, so that the listing may be brought up to date.

John W. Gibbons
Director, Public Relations
Automotive Safety Foundation
Washington, D. C.

[EDITOR'S NOTE: As is unavoidable in compiling such a vast volume of facts as the YEARBOOK, some slips occurred. A list of errors will be published in BROADCASTING • TELECASTING within a few weeks.]

EDITORIAL ENDORSEMENT

EDITOR:

I found your Feb. 4 editorial "Toward a Stronger 'Voice'" constructive and sound. I think it would be well worthwhile to have a joint committee of Congress for psychological warfare which would know all the latest developments and would be in a position to judge the efforts of the program and to criticize whenever necessary. As you know, the Foreign Relations and Foreign Affairs Committees have consultative groups set up to examine various aspects of foreign policy-including the information program. These members of Congress, however, have many other committees and responsibilities and cannot be expected to devote a great deal of time to one program.

Edward W. Barrett
Assistant Secretary of State
Washington, D. C.

Go Roll Your Hooper

EDITOR:

C. E. Hooper's "closed session" talk to the ad men in Chicago (as reported page 42, Feb. 11 B*T) may have been planned to garner some support of his views in the current rating controversies from among the agency people, but I seriously doubt that it will add any

(Continued on page 68)

The boys who have risen to stardom with Milton Berle, Mr. TV himself. They're featured every week as the Texaco Men on the top-rating Texaco Star Theatre. These experts in handlebar harmony are yours with the many great artists in the

SESAC Transcribed Library

which includes Jazz, American Folk, Band Concert, Hawaiian, Novelty, Polka, Religious, and Latin-American Music.

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

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

based on advertising rates

barbershop balladeers

Page 64 • February 25, 1952
Mycalex, the ideal insulation, offers low loss and high dielectric strength. It is impervious to oil or water, free from carbonization, withstands high temperature and humidity. Mycalex remains dimensionally stable permanently and possesses excellent mechanical characteristics. In its present high state of development, Mycalex combines every important insulating advantage — including economy. Mycalex is available in sheets and rods, can be injection or compression molded to close tolerance, is readily machineable, can be tapped, drilled, threaded and ground.

### Injection molded grades

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<thead>
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<th>Mycalex 410</th>
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<tr>
<td>Power Factor, 1 megacycle</td>
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<td>Dielectric Constant, 1 megacycle</td>
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<td>Loss Factor, 1 megacycle</td>
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<tr>
<td>Water Absorption, % in 24 hours</td>
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<tr>
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</table>

### Machineable grades

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<th>Mycalex K-10</th>
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</thead>
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<tr>
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<td>Arc Resistance, seconds</td>
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<tr>
<td>Max. Safe Operating Temp., °C</td>
<td>370</td>
</tr>
<tr>
<td>Water Absorption, % in 24 hours</td>
<td>nil</td>
</tr>
<tr>
<td>Tensile Strength, psi</td>
<td>6000</td>
</tr>
</tbody>
</table>

### Low-loss miniature tube sockets

**ECONOMICAL**—Comparative in cost to ordinary phenolic sockets, but far superior electrically. Dimensional accuracy unexcelled.

**AVAILABLE IN TWO GRADES**—Mycalex 410 fully approved as Grade L-4B under N.M.E.S. JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L." Mycalex 410X offers lower cost with insulating properties exceeding those of general purpose phenolics. Both Mycalex 410 and 410X Tube Sockets are supplied in 7 pin, 9 pin and subminiature. All are precision molded for highest accuracy.

**Mycalex Corporation of America**

Owners of 'MYCALEX' Patents and Trademarks

Executive Offices: 30 Rockefeller Plaza, New York 20 — Plant & General Offices: Clifton, N.J.
Open Mike
(Continued from page 61)
friends or influence any people favorably among broadcasters in the industry which accounts for a great share of Mr. Hooper's worldly goods today.

In challenging radio's tendency to "reverse the trend and substitute total circulation for individual ratings" and in urging agency men to "transfer the burden of report costs to the stations, where it rightfully belongs," Mr. Hooper makes it quite clear that he has joined forces with those who insist on a totally unfair evaluation of radio in comparison to other media.

Mr. Hooper should know that the "reversal of trend" he so deplores has been brought about by the utterly incongruous methods by which some agencies make media comparisons. The unquestioning acceptance of gross circulation figures of newspapers and other printed media by these agencies, while at the same time demanding a highly definitive type of data from radio (based on program popularity ratings) has been most unfair to radio.

As to the costs, I take issue with his statement that "traditional media has paid for its own research." Radio has alone faced up to its responsibilities in this respect. How may newspapers in the nation will furnish a readership study for their clients? Most such studies have been obtained at the advertiser's expense, when the client began to wonder how many people really saw his advertisement, rather than how many copies of paper were delivered on the day in question.

The ratings services have been useful instruments and radio has repeatedly proved its worth by this method (while earning a tidy sum for Mr. Hooper in the process). However, it's high time that radio either insists on the same qualitative analysis of its competitors or else goes to an admittedly rough appraisal of the quantitative or gross circulation type of measurement, which seems to be acceptable from competitive media.

The most that can be said for our use of the ratings method is that we have forged a beautiful set of weapons with which to cut each other's throats within the industry. Should we not drop our intramural battles long enough to recognize that our real competition, the printed media, is handing us a whipping, while we prove that we have more listeners than stations A, B, Q, and Y combined? And they are using our own figures to do it.

"Just think how little you actually get in radio circulation," the seller of black and white space tells the buyer. "Why even the top programs of the nation are heard by fewer than 25% of the people. The broadcasters admit that."

What he fails to say is the readership studies of metropolitan newspapers show many sizable ads with readership so low as to be impossible to measure. Or that a 25% readership rating is also considered to be very high... Process: Have you secretary send us your 25¢ today. We will rush your copy of "100 Checking Points for Salesmen" to you by return mail. This will do two things for you: it will give you information that you can use throughout the year; and it will give you a sample of the kind of material Printers' Ink publishes that radio advertisers tell us they want.

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

Radio Advertisers Buy Printers' Ink Article
Check-list for salesmen gets wide distribution

Ever since we published our December 28 issue, we've been getting hundreds of requests from national, regional and local radio advertisers for reprints of our article, "100 Checking Points for Salesmen." (In fact, as of today, more than 9,000 reprints have already been bought—and the orders are still coming in!)

Many radio executives, who read Printers' Ink regularly to get the advertiser's viewpoint, have also purchased copies of this article.

There are two reasons for this:

One is that "100 Checking Points for Salesmen" is a marketing classic. It was first produced some 23 years ago by the late Mike Wilson of the then Blackman Company (now Compton Advertising Agency). Since then, thousands of reprints have been distributed and hundreds of companies have made it the subject of sales conventions and round-table discussions. And it's just as valuable today.

The other reason is that 1952 seems to be a year of bare-handed selling for radio, as well as for your advertisers.

As you make your sales plans for the months ahead, you will find it worthwhile to have this check-list handy both for yourself and for your associates. It packs a lot of common sense in remarkably small space. And it sells for just 25¢ (Cash with order, please).

Our editors publish material like this throughout the year, because our readers—advertising, management, sales and agency executives—are keenly interested in everything that will help them advertise and sell better.

That's why everything we publish is from the advertiser's viewpoint. (Which makes Printers' Ink, we think, a good place to sell radio advertising.)

Suggestion: Have your secretary send us your 25¢ today. We will rush your copy of "100 Checking Points for Salesmen" to you by return mail. This will do two things for you: it will give you information that you can use throughout the year; and it will give you a sample of the kind of material Printers' Ink publishes that radio advertisers tell us they want.

Bob Kenyon
President
KFXJ Grand Junction, Col.

Hot Copy
EDITOR:
I always knew that BROADCASTING • TELECASTING was the hottest thing in trade papers, but until my copy of Feb. 15 arrived "smoldering" and burnt through in three spots I never had actual proof. I can't get the entire gist of all the stories so please send me another copy.

H. F. Best
Radio Station Representative
Detroit

[EDITOR'S NOTE: Attached are pages of BROADCASTING • TELECASTING which were taken out of the press, brushed, scorched on the front and back by the fire. The scorched pages in Mr. Best's copy must have passed too long on the fire.]

Radio's Good Manners
EDITOR:
There is no question but that broadcasting stations (in Canada) handled the announcement of the death of His Majesty with extreme good taste, dignity and respect.

I am quite certain we will find no other organization in the dis- semination of news and informa- tion field took similar steps. Newspapers exploited the passing of the King by simply selling more advertising to all their customers and some who are not regular customers, expressing condolences, and thereby profiting from His Majesty's death.

The way the broadcast industry behaved deserves notice and commendation. All stations cancelled all commercials and regular programs for at least a 24-hour period following the announcement. Appropriate dignified music was substituted. Some stations carried this policy on for 48 hours. On the day of the funeral, which was a day of national mourning, all stations again cancelled their commercial and regular programs for a period running between 12 and 24 hours, depending upon local circumstances.

T. Allard
General Manager
Canadian Assn. of Broadcasters
Ottawa

Protest Protested
EDITOR:
This is in reply to your Feb. 11 article contributed by one of our ex-employees. It is not our intention or desire to try our case through the press, suffice it to say that the article is far from factual.

If you know where any combative can be found who can perform the duties outlined in the last paragraph (page 48) the radio industry can certainly use them. Common sense rejects such ludicrous ravings. (See next to last paragraph of Feb. 11 article.)

Gilbert M. Hutchinson
General Manager
WBIG Greensboro, N. C.

[D E L I N K E D N O T E] Article "article" to which Mr. Hutchinson objects was a letter in OPEN MIKE from Frank M. Lackey Jr., who defended himself as a WBIG announcer-disc jockey. Mr. Lackey protested an earlier story in BROADCASTING MIKE regarding a labor dispute at the station.

Dimes March On
EDITOR:
The 1952 March of Dimes campaign in Lexington, Ky., exceeded its goal of $48,000 by $17,136, or more than 35%.

This happy result was made possible because of the whole-hearted cooperation of the radio stations of Lexington, WLAP, WKLY, WLEX and WLVK. Henry Allin, program director of WLAP, was the chairman of our radio depart- ment and much of the success of our radio effort is due to him.

The stations here contributed most of their public service spot time to the March of Dimes. One particular feature of our campaign, the solicitation and sale of 18,028 pounds of tobacco, which was contributed by over 5,000 farmers and which sold for $9,567.40, would not have been possible

(Continued on page 88)
COAL PRODUCTION INCREASE OF 24 MILLION TONS—FORECAST FOR '52.

Secretary of the Interior Oscar L. Chapman recently forecast that 1952's coal production will reach 600 million tons—up 24 million tons from 1951's output. Major markets with expanding needs that require the increase are: exports, steel, and electric utilities.

SINCE 1900—TWENTY-THREE BILLION TONS OF BITUMINOUS COAL!

America's bituminous coal industry recently produced its 23rd billionth ton of coal since 1900. This tonnage, produced in 52 years, is greater than the total all-time production of Great Britain—and Great Britain is now in her seventh century of coal mining! This production represents less than 5% of America's known recoverable coal reserves.

A BILLION TONS OF COAL PER YEAR BY 1975?

The nation's energy load has increased four-fold in the past 50 years—and is likely to at least double within the next 25. New industries will be created, present ones expanded. To meet such a demand would call for production of a billion tons of coal a year. In that case, the coal industry will require some 600 million tons of new capacity within the next 25 years. This will involve the commitment of several billions of dollars of new venture capital. More billions will be invested in the development of an important new fuels industry, the production of synthetic liquid fuels from coal.

SHOW TO FEATURE MINING MACHINERY WORTH MILLIONS OF DOLLARS.

Many of the tools that contribute to America's superiority in the production of coal will be on display May 14th, 15th and 16th in Bluefield, W. Va., during the Southern Appalachian Industrial Exhibit. This show will feature millions of dollars worth of mining equipment which, coupled with the engineering genius of the bituminous coal industry, has given this country a per-man-day production capacity three times greater than that of any other nation.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.
HOW TO GET OFF THE "STRANGER LIST" IN THE Quint-City Area

Bendix Aviation Corporation opened its pioneer Central plant in Davenport, December 4, 1950. Eight months later, Bendix began series of two 1-minute announcements, then suddenly on 100 employees. Announcements are recorded statements by firm's employees who tell of advantages they find in working for Bendix. Even in this area of 52,000 industrial employees, the schedule played a part in helping increase Bendix employment from 250 in December 1950 to 1,100 in December 1951. It is doing an even bigger job- an outstanding public relations job- in ACQUainting PEOPLE OF THE QUINt-CITY AREA WITH THIS NEWCOMER TO AREA'S BIG INDUSTRIAL FAMILY.

Says John J. Sullivan, plant director of industrial relations, Thanks to WOC schedule, this locality quickly learned of our work and workers. The WOC announcements took us off the stranger list in a minimum of time ... and they continue to build prestige for us as a member of the community.

If your product or service is a stranger to Quint-City area—nation's 71st largest retail market—WOC can give it a quick and profitable introduction. Get the facts from your F & P man—or get in touch with us direc.

Col. B. J. Palmer, president
Ernest C. Sanders, manager
Davenport, Iowa
Basic NBC Affiliate
5000 W.—1420 Kc.
FREE & PETERS, INC.
Exclusive National Reps.
IN THIS ISSUE:

TV Time in '51: $217 Millions
Page 71

TV Construction Cost Breakdown
Page 73

Viewing Habits In Milwaukee
Page 78

Latest Set Count By Markets
Page 78

FATTENING DIET FOR LEAN TV BUDGETS

Du Mont's lower time costs
Du Mont's lower program costs
Du Mont's lower facility charges
Du Mont's lower production costs
Du Mont's ability to clear stations
Du Mont's pre-built audiences

See how the Du Mont Television Network will stretch your television budget—and your sales—further than you ever thought possible.

Advertisers who find Television Valuable in Selling...

. . . . Use Du Mont for Value in Television

515 Madison Ave., New York 22, N. Y., MU 8-2600 - A Division of the Allen B. Du Mont Laboratories, Inc.
Anyone for football...

Everyone is for football. That's why football is definitely for anyone with anything to sell... *and this is definitely the time to do something about it.* So get set now to make your play for faster sales, bigger audiences with All American Game of the Week... exclusive films of 1952 games between standout teams like these: Army, Michigan, Notre Dame, Navy, Ohio State, Illinois, California, U.S.C., Washington, Alabama, Tulane, Kentucky, Texas, S.M.U., Baylor, Indiana, Michigan State, Northwestern, Oklahoma, Nebraska, Stanford, U.C.L.A., Columbia, Yale, and others. Exclusive? Absolutely. Only Sportsvision can film these games for you. 30-minute wrap-ups of the greatest inter-collegiate football contests for 1952... every play covered by four cameras to catch all of the color, all of the rock-and-sock action with close-up intensity.

* Here is the package All American Game of the Week will deliver to you with hot-off-the-gridiron speed... next season's eleven top football games plus the Season's Highlights in Review, and a Rose Bowl Preview. 13 solid weeks to sell solidly for you.

* For full information on All American Game of the Week, including a print of a typical All American film by Sportsvision, write, wire or call our nearest sales office: Sunset at Van Ness, Hollywood 28, HO 9-6369. 25 Vanderbilt Avenue, New York 17, MU 6-7543. 612 Michigan Avenue, Chicago 11, MI 2-5231.

Consolidated Television Sales

*a division of Consolidated Television Productions, Inc.*
$217 MILLION IN TV TIME

U.S. ADVERTISERS spent $217 million on television time in 1951, a whopping gain of nearly 140% over their TV time buying in 1950.

The 1951 estimates of television time sales will appear in the 1952 Telecasting Yearbook, the first such basic source work published by Broadcasting Publications Inc. exclusively for television. The Telecasting Yearbook will go into the mails late this month.

Time sales estimates that will be published in the Yearbook are based on a formula which has been used with marked accuracy for 14 years in computing annual figures for radio and television.

These figures represent receipts from sale of time after deductions for frequency or promotional discounts but before deductions of commissions for agencies or national sales representatives. They do not include the enormous, but immeasurable, amounts spent for television talent and production, which, if added on, would probably make the total TV advertising bill more than double the time sales volume.

The fantastic growth of television in the past three years is shown by the chart on this page. Volume has shot from $27.5 million in 1949 to $90.4 million in 1950 to $217 million in 1951.

Where is the money coming from?

By far the biggest part in 1951 came from network advertisers who spent $101,111,000, a 189.5% increase over network expenditures in 1950.

Spots Run Second

Next biggest spenders were national and regional spot advertisers who anted up $58.2 million in 1951, 132.6% over 1950 spot levels.

Local advertisers were third, with $57.7 million expenditures, a 90% increase over the year before.

At this stage of TV development the pattern of spending differs sharply from those obtaining in the older, more stable medium—radio. As shown in the 1952 Telecasting Yearbook, now in the hands of subscribers, local advertisers are radio's biggest customers, spot buyers are second in volume and network advertisers third.

With the vast increase in total business in 1951, most TV operations were believed to have shown a profit. Although official statistics on this subject are not yet available for 1951, it was learned by Broadcasting* Telecasting last week that a preliminary screening of company reports for 1951 at the FCC indicated that very few TV stations lost money.

The 1951 record on profit and loss was a distinct improvement over 1950. That year, when 106 stations were splitting up the total pot of $90.4 million, 53 of them made profits and the other 53 suffered losses.

In 1951, with 108 stations dividing the $217 million business—only two more stations than in 1950—virtually all of them, save a few in the big, multiple-station markets, got into the black.

According to unofficial reports from the FCC, the 1951 record will show that in general the pioneers—television stations are faring best. In 1950 eight stations reported profits of $400,000 or more. Indications are that the number of operators in this lush category increased in 1951.

The distribution of advertising in the three major TV business categories—network, spot and local—has varied in the three years that records are available.

From the beginning, network business has been the biggest of the three, but spot and local have changed places. (See table this page.) In 1949 and 1950 local volume was ahead of spot and not very far behind network. But in 1951 local failed to keep pace with the tremendous upsaw in network (which came about because of expanded interconnection facilities plus organization development) or with the advance of spot (which was being pushed aggressively by national sales companies as well as program package firms).

In addition to the detailed reports on television time sales, the Telecasting Yearbook will contain nearly 300 pages of basic information on the television medium.

It will include complete listing of executives, technical descriptions and rate information for every television station on the air and for all networks. Full lists of advertisers, agencies, program production firms, newspaper and magazine organizations, and all services pertaining to television, will be presented.

For the use of those aspiring to station ownership or management, there will be a presentation of the FCC rules and a special article, "How to Apply for a TV Station."

The Telecasting Yearbook is expected to become the same sort of basic reference work as for TV that the Broadcasting Yearbook has been for radio, for 18 years.

Katz Agency Meets With TV Outlets

Sponsorship of programs. Station men thought this would tend to draw into the television fold more advertisers with medium and small budgets. They did not, however, condone the proposed practice of double sponsorship on commercials. The system of shared sponsorship which they approved would, for example, permit two national clients to split costs on a half-hour show, or to share it on an alternate basis.

Katz spokesmen denied reports circulated prior to the meeting that there would be a flare-up of dispute about double-spotting, saying the subject was not even introduced.

Protection for the advertiser on time slots and rate changes was sought by the group on the recom- (Continued on page 86)
CATHOLIC TV VIEW
Positive Approach Urged

"IT IS EASY to tell what is wrong with television in general and with our local TV in particular," the Rev. Edwin B. Broderick, director of radio and TV communications, Archdiocese of New York, told church members last week, stressing, "In TV we Catholics are swift to protest but reluctant to praise."

He suggested that when viewers see "a decent, wholesome program," there is an appreciative note to the sponsor, the artists, and the producing agent. Examples of worthwhile productions, listed by the priest in his message in The Catholic News, include the Good- year Tire Co.'s "Greatest Story Ever Told," Fred Waring's Columbus Day and Christmas programs, Gian Carlo Minotti's NBC-TV opera Christmas Eve and Christmas telecasts—including high mass from St. Patrick's Cathedral—via DuMont, ABC-7TV. On the estimated million persons who saw the latter, Father Broderick griped that only 10 wrote letters of appreciation.

Regretting that church members fall so often to come as often as they condemn, he warned, "This negative monitoring will rapidly create the impression, particularly in the trade, that such a protestating attitude is the Catholic contribution to television."

Because the turnover of video programs is too rapid, the Church has not been able to draw up a list as it has for the movies, he explained, adding, "we expectantly await the March 1 enforcement of the industry's new code when any objectionable material becomes inexcusable on any score." Admitting that "it requires neither creative imagination nor literary artistry to describe colorfully the immoral- ity depicted on television," Father Broderick anticipated the DuMont telecasts of Bishop Fulton J. Sheen's "Lk Life Worth Living," as "a spiritual airview to the video atmosphere."

TV FILM SERIES
Is Revealed by CIO

NATIONAL headquarters of the CIO is collaborating with its Political Action Committee on a series of TV films, pointing up current issues, for use by local video stations in key cities. The series, April in preparation, will be sold to local CIO councils, which in turn will offer them to stations as public service features, or buy time for telecasting the programs.

No starting date has been set for opening of the 15-minute programs, which will deal with economic and social benefits for labor, and economic and social problems during the coming election campaign. Henry J. Kauf- man & Assoc., Washington advertising agency, is handling the account.

AFRA-TYA MERGER
Referendum Being Taken

NEW CONSTITUTION for proposed merger of Television Authority and American Federation of Radio Artists was being submitted for membership vote of both unions in a national referendum last week.

The new organization would be known as the American Federation of Television & Radio Artists — AFTRA.

The constitution already has been formalized by TVA-AFRA committees in Hollywood, Chicago and New York. July 1 was set as the deadline for any five-branch merger proposal at the convention [B*T, Dec. 17, 1951], of Actors Equity, Chorus Equity, AFRA, American Guild of Variety Artists and American Guild of Music Artists.

Claude McCue, AFRA western regional director, said that creation of AFTRA would in no way jeopardize the five branch merger.

SCENE of this get-together is a KTTLA (TV) Hollywood sales luncheon in New York attended by executives of Paramount Television Productions Inc. (KTLA) and Paul H. Raymer Co., KTLA representative. L to r: Ralph Mc Kinnie, TV director of Raymer; Paul Raymer, president of national representative firm; Paul Koenig, Paramount Television Productions; Klaus Landsberg, head of KTLA Hollywood operations, and Fred Brokaw, Raymer executive vice president.

EDUCATIONAL NETWORK
Demos, Urge Endorsement

AN APPEAL to the New York State legislature to endorse the State Board of Regents' proposal for a state-wide network of 11 educational television stations was issued last week by leaders of the legislature's minority Democratic Party.

The attitude of some Republican leaders—that action should await a final FCC decision on the reservation of channels for educational, non-commercial stations—leaves doubt that the legislative body would act promptly, however.

KLAC-Television Leases Films

KLAC-TV Hollywood has leased 30 feature films from Motion Pictures for Television Corp. for $88,000 with permission to show each film eight times over a one-year period. Nine william Wilder productions are included in the deal.

LIVE SPOTS ARE WNBQ (TV) INNOVATION
Special 'Five for Price of One' Introduction Used

LIVE television spots went on the air Monday at NBC's WNBQ (TV) in Chicago and almost half the availabilities were sold in the first two days.

The station, in a unique scheduling venture, is airing live 20 and 10-second station breaks from sign-on until 5 p.m. five days weekly. Twenty-second spots are spotted from sign-on until 1 p.m., followed by 10-second commercials until 5 p.m.

To introduce the new technique, the station is offering until April 1 a special rate of "five for the price of one." The rate card price of $145 for one station break will buy for the advertiser a five-a-week spot strip. Twelve of the 24 potential spot strips had been sold by late Tuesday afternoon, with Pepsi Cola the first buyer.

A sponsor, buying the station break at 8 a.m., gets the strip at that time each day. The live spot can handle from 35 to 40 words in 20 seconds, and is adaptable to only smaller products. An automobile, for example, would be shown on a slide with cuts to a live announcer. The 20-second spot cost $72.50, but is not available in the specially-priced package.

Harry Kopf, vice president and general manager of the NBC Central Division, said the system may be extended later to other time periods. The objective is to "personalize the sales message and the station alike, two highly desirable goals not always achieved by the slide or film method. The value to clients of a visual, personalized product demonstration cannot be underestimated," he said.

The plan, developed in only one week, was based on a suggestion of TV Program Manager George Heinemann. Details were agreed upon during a conference with Charles R. Denny, executive vice president of NBC, and James Gaines, vice president of the NBC owned and operated stations department.

NCAA PLANS
Industry Meeting to Hear

TENTATIVE plans of the National Collegiate Athletic Assoc.'s TV Committee for "controlled" telecasts of college football games next fall will be made known Tuesday at a meeting of the Committee with representatives of the television industry.

The industry group's own views and suggestions for handling the limited TV football coverage during the second year of the NCAA experiment also will be presented. Officials of all four TV networks, some advertiser and agency representatives and representatives of the film field are expected to attend the session, to be held in New York at the Biltmore Hotel starting at 10 a.m.

Afterward, the NCAA group will meet with the TV representatives individually, to listen to specific proposition.

Westinghouse Electric Corp., which sponsored the NCAA football telecasts via NBC-TV last fall, is expected to be among the advertisers at the meeting along with representatives of ABC-TV, CBS-TV, DuMont and NBC-TV.

NCAA's TV Committee is headed by Robert A. Hall, Yale U. athletic director. The TV Committee's tentative plans were formulated during sessions last and two months ago (B*T, Feb. 18).

Orders Rate Increases

RATES increases for four of its five owned- and-operated television stations were ordered last week by ABC. Effective March 1, the Class A hourly rates of WJZ-TV New York will go from $4.00 to $4.25; WXYZ-TV Detroit from $1,325 to $1,100; WENR-TV Chicago, from $2,000 to $2,200, and KGO-TV San Francisco from $850 to $1,100. Charges will go up proportionately at other stations.

On the other ABC-owned station, KECA-TV Los Angeles, rates remain unchanged. For Class A, the rate is $2,000 per hour.

Seeks 'Smith' Segment

ANSON Inc., New York (men's jewelry), through Grey Advertising, same city, is negotiating with NBC-TV for possible sponsorship of the 8:30-9 p.m. segment of NBC-TV's Wednesday evening "Kate Smith Hour", which is being dropped by Norge refrigerators.

Names Schooler

DAVID SCHOOLER, formerly of DuMont TV Network, has been named to the new post of TV sales director for thegars Dallas, Texas. During his tenure, film distribution firm head- ed by Sol and Irv Lesser. Before his DuMont association, Mr. Schooler was with Warner Bros.

Page 72 • February 25, 1952
CONSTRUCTION COSTS

AVERAGE cost of building a TV station in 11 recent instances was $450,000, according to a study made by the Washington engineering firm of Kear & Kennedy. Study was based on reports from 16 stations and on license Form 302, which require book figures.

Where stations did not construct their own broadcast buildings, or had no extensive alteration costs, the average cost comes down to $430,000.

The engineering firm made the study to have figures on hand for clients who labored under the impression that construction costs could be as low as most applications estimate.

Figures from the license files included costs on the following items: Transmitter (all 5 kw), antennas, monitors, studio equipment, land, building, miscellaneous.

Stations Are Itemized

Stations itemized from license files were: WTVR-TV Norfolk; WJLA-TV and WAAM-TV Baltimore; WMAL-TV and WTOP-TV Washingtoin; WOC-TV Davenport, Iowa; WHBF-TV Rock Island, Ill.; WBN-TV Columbus, Ohio; KMTV-TV and WOAH-TV Omaha; WDAF-TV Kansas City; WBMF-TV Jacksonvillle; WOFL-TV Ames (Des Moines); WFSB-TV Indianapolis; KOTV (TV) and WEDS-TV Dallas.

In working up the study, the engineering firm also made up a list of estimates on construction costs made by 15 applicants in eight representative markets (TV and non-TV served). Based on figures in applications, average construction costs come out to $385,000. Average where stations are not planning to construct their own buildings comes out to $295,000.

Construction estimates were obtained from applications for: Oklahoma City; Fargo, N. D.; Lincoln, Neb.; Columbus, Ohio; Waco, Texas; Lansing, Mich.; Fort Worth, Texas; Waterloo, Iowa (see Table II).

Comparisons of the estimates and actual construction costs between several comparable cases show the divergence between them. For example, Ohio State University figures it can build a noncommercial TV station without any land costs for $190,000. It costs the Columbus Dispatch $956,500 to build its WBN-TV. Columbus builds No. 32 in the list of U. S. metropolitan districts, according to the Census Bureau's 1961 report.

Applicants for Oklahoma City estimate construction costs between $1,650,000 (for Oklahoma TV Corp., with a 1,500-antenna tower) to a low of $159,500 (for Mid-South Television Co., with leased land and building). In comparable Jacksonvillle (WJXX-TV) costs $206,500 to build, even though it owned its own land. Oklahoma City ranks 38 and Jacksonville 56th in metropolitan districts.

Fort Worth applicant estimates building costs will be $733,500 with land leased. KMTV Omaha cost $340,533.60 to build, also on leased land. Fort Worth is 46th in rank; Omaha, 45th.

Two Carry On

CORPORAL'S GUARD carried on FCC activities last week, as Commissioners' comings and goings were topped by resignation of Chairman Hoy at close of business Thursday. Mr. Coy made two speeches in Indiana last Monday, returned to Washington late Tuesday. Chairman Walker made a speech in Cleveland on Wednesday, returned to Washington the following day, worked left Tuesday to attend the funeral of his uncle in Maine, was not due back in D. C. until early this week.


POST-THAW POLICY

FCC to Mull This Week

PROCEDURES to be followed after the TV freeze is ended are scheduled to be taken up by the FCC this week, when it meets to consider last major problem in ending three-and-a-half-year-old TV freeze. FCC did not meet on TV allocations last week (see box).

Major procedural policies that the Commission will establish include (1) how to handle applications—frequency-by-frequency, all together if for the same city, or separated by VHF or UHF (2) how long the "grace" period should be following the end-of-freeze decision for filing of new applications and for license of stations, and for allocations of licenses involving 60 or 90 days; (3) whether it should be a hard-and-fast rule to start processing applications for cities with no TV service first, then those with no TV stations of their own and finally those with one station, then two, three, etc.

Handling of TV applications on a frequency-by-frequency basis is believed to be highly regarded by most FCC staff and Commissioners. However, proponents of "all in one pot" idea, which bears blessing of Federal Communications Bar Assn., has considerable following.

Whether Commission will choose 60 or 90 days for waiting period after final decision is issued cannot be ascertained. Consulting engineers and many attorneys are pressing for a 90-day stretch before FCC begins processing applications.

Most everyone expects that the Commission will adopt a policy of making grants in uncontested markets without too much stress on whether city has TV service or not. However, in establishing a schedule for hearings, sentiment has always seemed to be favor the non-TV areas believing those now TV-served. Commission has concluded its review of the city-by-city allocations, it was learned, although it did not take up each individual city of the close to 1,250 communities for which channels are being assigned. Every major city was checked, however, and the pattern for the country established therefrom.

Report runs 800 mimeographed pages, it was rumored, but staff is trying to prune it. Rules, standards and allocations will run about 75 pages, it was said, with the remainder of the 725 pages devoted to the FCC's "case" for the decision and legal answers to those of the 1,500 odd comments filed during the "paper" hearings last fall whose recommendations are not being followed.

Fears that lack of Commission meetings on the allocations during last week foreshadowed delay in getting out final report were deprecitated by legalans and commissioners and staff members alike. Hiatus in meetings actually gave staff more time to work uninterrupted on the report, it was pointed out.

Actual Figures Expected

TV stations in Washington face the first TV license auction here since the freeze. The number of cities estimated by the FCC to be ready for TV service at the time of the freeze will not be enough to assure a license to every interested city. The number of potential applicants who are interested in building TV stations is far greater than the number of licenses for which applications will be received. The reason is that many of the areas with TV stations now have competing applications for additional licenses. The FCC has received requests for applications from more than 1,000 communities, compared to the 700 or so that were eligible for TV buildout at the time of the freeze. The FCC has received requests for applications from more than 1,000 communities, compared to the 600 or so that were eligible for TV buildout at the time of the freeze.

Supervisors' Postponed

Until FCC makes up its mind on handling applications, F.C. supervisors have been told to hold off on approval of all applications, regardless of when they were received. The reason is that FCC officials have been asked to hold all applications until the freeze is ended, and that the FCC will not issue any decisions until it has completed its study of the freeze. The FCC has received requests for applications from more than 1,000 communities, compared to the 600 or so that were eligible for TV buildout at the time of the freeze. The FCC has received requests for applications from more than 1,000 communities, compared to the 600 or so that were eligible for TV buildout at the time of the freeze.

BROADCASTING * Telecasting

February 25, 1952 * Page 23
Easter Telecast

SUSQUEHANNA Waite Co., New York (Ship 'n Shore Blouses), through Mervin & Jesse Levine, that city, is first advertiser to sign for sponsorship of CBS-TV's coverage of New York's Easter parade. Susquehanna will sponsor first half-hour of program which will originate on network 1-2 p.m. EST, April 13.

EMPLOYMENT of Screen Writer Guild members in TV and documentary fields have increased approximately 90% over that of a year ago, according to tabulation released in mid-February. Figures show that 13,327 writers were employed in those fields on Jan. 15 last compared with 61 as of Dec. 4, 1950.

TV CODE

FIRST subscriptions to the NARTB Television Code started coming to the association's headquarters last week shortly after forms had been mailed to the nation's 108 TV outlets. The code goes into operation March 1.

No person at NARTB would say what station was the first to subscribe. As of Thursday afternoon the board had received the package from WWJ-TV in Detroit, managed by Harry Bannister, a NARTB TV director; WDSU-TV New Orleans, headed by Robert D. Sweeney, NARTB TV Board chairman, and Walter J. Damm, WTMJ-TV Milwaukee, who also had been active in the code-writing job. KING-TV Seattle was a possible fourth candidate for the honor.

WWJ-TV, WDSU-TV WTMJ-TV Apply

Port would "reflect finally the determination of the television broadcasters to be their own housekeepers, an attitude which already has been hailed widely by the news media, by civic and church leaders, by educators and government officials and by the public."

Under the subscription plan adopted a fortnight ago by the TV board [B&T, Feb. 18], stations will pay $520 a year as code subscription fee. NARTB TV member stations will get a $250 credit toward the fee with non-members paying the full amount. Networks pay $1,500 a year flat fee. This fee scale is based on 79 subscriptions and will be reduced from $520 to $440 a year if more than 70 subscribe and $405 if more than 90 subscribe.

Specific rules covering use of the seal on the air as well as in promotion were issued over the signature of the Television Code Review Board. Subscribers are urged to make full use of the public relations value of the seal. They are to be provided, upon subscription, with 100 copies of the code; six glossy prints of the seal; 20-second, 10-second and 8-second films; standard audio cassettes; printed and radio reproductions.

The seal may be used as a...
See Initial Ruling in August

RUSH
Michael Moore, Susan Morrow, Tommy Sive
appearances.

That was the consensus of attorneys in the case after a huddle last Thursday to discuss the lineup of Paramount's witnesses. Mr. Freeman, chief of Hollywood production, and Austin Keough, vice president and general counsel of the motion picture company, were present.

Most attorneys privately admitted that the schedule looked too good; they were more inclined to expect initial decision sometime in the fall.

Highlight of the week's testimony was that of Mr. Freeman who has been in the motion picture business since 1916. Mr. Freeman started in exhibition in his native Georgia, was head of Paramount Pictures theatre division from 1924 to 1928; and has been assigned to Hollywood. He has been

STARS' TV RIGHTS
Paramount Explains

MOST Paramount stars may appear on TV except during motion picture production; according to Mr. Freeman. Paramount vice president in charge of Hollywood production, revealed during last week's FCC hearing that Paramount's qualifications to hold broadcast licenses. Others have varying degrees of freedom to appear on TV. However, "term" contract players—new, young performers being groomed for star roles—have no rights to appear in any entertainment medium without express permission of Paramount executives.

Free to appear on TV are the following stars:

- Bing Crosby and Bob Hope, "with limitations" (not defined);
- Rosemary Clooney, Ethel Merman, Jack Dempsey, Jean Renoir, Pauline, Paulette Goddard, Yul Brynner, Charlton Heston, except during motion picture production;
- Ava Gardner, Alain Delon, except during motion picture production; certain types of programs; Yul Brynner, limited to "guest shots"; Audrey Hepburn, subject to Paramount's approval if during production; Jane Wyman, except during production and only if a movie in which he has appeared is released to TV; Robert Keith Jr. in New York only; Mary Martin subject to Paramount; Mary Martin, subject to Paramount's approval if during production; Ray Milland, subject to Paramount consent.

Donald O'Connor and Alan Young have unlimited rights to appear on TV. Eleanor Parker, Susan Cluett and Lucille Ball have unlimited rights to appear. Bob Hope, who is under contract to CBS, has TV rights, limited in number of appearances.

Following artists, under exclusive "term" contracts, have no TV rights:

- Judith Ames, Peter Baldwin, Gene Barry, Lyle Bettger, Pierre Creceot, Laura Elliot, Nancy Gates, Nancy Hale, Virginia Hall, Peter Hansen, Patricia Ann Harding, Betty Hutton, Catalina Jane, Alan Ladd, Jr., Jerry Mathers, Michael Moore, Susan Morrow, Tommy Moore, Mary Page, Mary Emerson, Ann Robinson, Marion Ross, Barbara Rush, Renata Shaw, John Steiner,

- Contracts of Wally Boag, Mary Lou Crabtree, Desi Arnaz, Jackie Gleason, and David Niven, expired during 1952.

FROM the artist's drawing-board is design of WTMJ-TV Milwaukee's outdoor, weatherproof studio, earmarked for this summer's completion at a cost of $200,000-$250,000. It will coincide with WTMJ's 25th anniversary and WTMJ-TV's fifth. In background is WTMJ's Radio City. Main area of outdoor studio will be 80 x 165 ft., which can be expanded to accommodate larger activities. Among attractions expected to be telecast from this fresh-air location are sports activities, women's shows, children at play, nature studies, summer fashions and even gardening demonstrations.

Sylvania Awards
SYLVANIA Television Awards for creative technique and public service, instituted last year, will be presented again in 1962, Don Mitchell, president of Sylvania Electric Products, announced Tuesday. Deems Taylor, chairman of last year's committee of judges, will again head a group representing the fields of production, station, sponsorship, engineering, child welfare, and arts and sciences.

February 25, 1952
Standard Electronics

TV TRANSMITTERS

500 WATTS TO 20 KILOWATTS

HIGH and LOW BAND

-FEATUREING FOR THE FIRST TIME, EXPANDABLE

ADD-A-UNIT DESIGN!

STANDARD'S exclusive ADD-A-UNIT feature enables you to start operation at minimum cost and later ADD-A-UNIT to increase your power. These high power ADD-A-UNIT Amplifiers can also be added to existing station equipment regardless of type.

The basic unit in the S-E ADD-A-UNIT transmitter is a 500 watt visual-aural unit. This is a complete, self-contained transmitter. Additional amplifiers are available as shown in the diagram to provide complete transmitters of 5, 10 or 20 KW output. These amplifiers may be installed initially or at such time as increased power is granted by the FCC.

"A CLAUDE NEON, INC. PRODUCT"

STANDARD ELECTRONICS

285-295 EMMETT STREET, NEWARK 5, NEW JERSEY
SAVINGS ARE TREMENDOUS WITH THESE NEW STANDARD ELECTRONICS TV TRANSMITTERS

because extreme flexibility is achieved by adding amplification to the basic 500 watt transmitter for power outputs to 20 KW

because a complete station package can be supplied to put you on the air quickly

- Greater Flexibility
ADD-A-UNIT design offers additional advantage in adapting the transmitter, which is completely self-contained, to any station layout whether in a straight line "U" or "U" arrangement.

- Lower Tube Costs
In addition to lower installation, operating and maintenance costs, additional savings are realized in tube replacement. Aging tubes, incapable of supplying adequate power in the visual section are interchangeable to the aural section where power requirements are considerably less. This similarity in the tube line-up also reduces your investment in spares to meet FCC requirements.

- Completely air-cooled
- Entirely self-contained
- Full length tempered - glass front doors
- All vacuum tubes visible during operation
- Covering the entire VHF-TV band

WRITE FOR BULLETIN TTS-61 TODAY!

CORPORATION
DESPITE national ratings which placed Red Skelton and Milton Berle at the top of TV ratings, a greater percentage of Milwaukee televiewers turned their dials to Fireside Theatre and to You Bet Your Life, starring Groucho Marx.

This tabulation applies to the week of Feb. 1-7 during which WTMJ-TV Milwaukee made an extensive coincidental telephone survey.

Fireside Theatre drew a rating of 72.8 and Groucho Marx a rating of 70.2. Milton Berle on Texaco Star Theatre was a magnet for a 65.3 rating with Red Skelton rating a listing of 63.5.

Walter J. Damm, vice president and general manager of The Journal Co., licensee of WTMJ-AM-TV, said that, "With only one television station in Wisconsin, we really didn't have to spend $5,000 to make this survey.

Like Shooting Duck "It's something like the lone hunter faced with a flock of sitting ducks: 'What's to be got—he gets'."

Nevertheless, Mr. Damm commented, "We wanted to find out just how big our 'bag' really is." Thus, the survey was made.

In Milwaukee County served by WTMJ-TV, the total TV set installations as of Feb. 1 was shown to be 207,646 (out of 267,100 homes). Outside Milwaukee County, there are an additional 105,744 sets dependent upon WTMJ-TV for service.

A total of 41,886 phone calls were attempted and 30,546 completed. It seemed logical to WTMJ surveyors that those telephones were not answered, but not reached, many might be viewing a set outside their home.

'The mistake made in radio surveys,' Mr. Damm said, "in which it is assumed that if the telephone was not answered that a family was not listening to the radio, must not be made in television. Everyone today recognizes radio's mistake in connection with automobile radios and other out-of-home radio listening. So far as is known, no survey has ever been made to measure the size of the television audience outside the home and WTMJ-TV is seriously considering a study of this kind in the near future."

Mr. Damm stated, "I am going to send a copy to every television station in the country with the suggestion that they do what we have done in connection with the Consumer Analysis which The Journal Co. originated many years ago.

For the past several years," Mr. Damm continued, "an increasing number of newspapers have made this survey based on mutually agreed-upon questionnaires and they have then gotten out a con-solidated issue covering all towns."

"Maybe the time has come," he observed, "when the television stations ought to take the bull by the horns and do their own job of research."

** * * *

Camera Process May Alter Movie Technique

NEW camera process which may change the movie photographic technique has been developed by Camera Vision Productions, Beverly Hills.

It utilizes the conventional camera in conjunction with an electronic camera similar to that used in TV, according to Arthur Lyons, company president. Combination (Continued on page 105)

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Weekly Television Summary—February 25, 1952—Telecasting Survey

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<th>Outlets On Air</th>
<th>Sets in Area</th>
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<td>154,228</td>
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<td>Ft. Worth</td>
<td>KRLD-TV, WFAA-TV, WBPX-7</td>
<td>100,000</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WoodTV, WTV-7, WTV-7, WTVX-7</td>
<td>130,000</td>
</tr>
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<td>Greensboro</td>
<td>WFMY-TV, WTV-7</td>
<td>101,111</td>
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<tr>
<td>Honolulu</td>
<td>KPOA-7, WTV-7, WTVX-7, WTVX6</td>
<td>114,000</td>
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<tr>
<td>Huntington-Charleston</td>
<td>WSAZ-7, WTV-7, WTVX-7, WTVX7</td>
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<tr>
<td>Indianapolis</td>
<td>WYES-TV, WYES-7</td>
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<td>Jacksonville</td>
<td>WJAC-TV</td>
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<tr>
<td>Kansas City</td>
<td>WCLX-7, WTV-7</td>
<td>170,500</td>
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<tr>
<td>Kansas City</td>
<td>WBBV-7, WTV-7</td>
<td>150,600</td>
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<td>Las Vegas</td>
<td>KLAS-7, WTV-7, KTV-7, KTVT</td>
<td>189,161</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KABC-7, KFWB-7, KLAC-TV, KNXH, KNX1</td>
<td>114,000</td>
</tr>
</tbody>
</table>

Total Markets on Air 64*

Estimates used in 5,917,826

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage overlaps, sets counts may be prorated to the respective stations. Prospective estimates are based on data from dealers, distributors, and circulation committees, electronic companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
50,000 watts of radiated power from a 1,062-foot tower over channel 2 produced this remarkable coverage pattern for WSB-TV.

Four programs produced 7,346 pieces of unsolicited mail from the shaded counties in December. This does not represent the total mail pull for that month. These thousands came for Peachtree Cowboys, Come Into the Kitchen, Santa Claus and Strictly for the Girls, each a WSB staff-produced show. We do not know the actual “count” on the entire WSB-TV audience. We do know that it is BIG—and growing BIGGER by the minute. Today, WSB-TV offers you the biggest dollar’s worth in Southern television history.
TWO television film producers are planning to shoot series of television film programs in the Scandinavian countries this summer and fall.

Scandinavian - American Television Co., Beverly Hills, will film a half-hour series, Hans Christian Andersen Tales, in Denmark. Malcolm Walz, writer, has gained the cooperation of the Royal Danish Government, Andersen Society and Museum, and will incorporate the Royal Danish Theatre, Ballet and Symphony Orchestra in the films. Actor John Paulsen of Beverly Hills, an American film director, will direct the programs. Karl E. Moseley, company vice president and executive producer, plans completion of the first 13 films by July.


Trans-Vide Productions, Inc., Hollywood, has been formed by John Van Geldern as president and executive producer and Sam Mankiewicz, vice president and secretary. The first television film series, to be filmed in color, is Let's Take a Closer Look, 15 five-minute programs based on the fact that objects are not always what they seem to be at first glance. The company is signing and developing its own group of stock players from which to draw for future series.

Hal Roach Productions, Culver City, starting first of projected 13 half-hour film series, My Little Margie, next week. Charles Farrell and Mona Freeman will star as father and daughter in the domestic comedy format. Frank Fox is the writer.

The 1953 schedule is The Dramatic Hour, 13 half-hour films divided into four separate parts and similar in format to Children's Hour. Mr. Roach is negotiating with film stars Barbara Stanwyck and Montgomery Clift for leading roles.

Snader Productions Inc., Beverly Hills, with Robert Snader and Bernard Brodie in charge of production, form new department to produce and finance half-hour television films. The primary interest is in dramatic and adventure series and packages with names. Three series are planned.

Pathoscope Productions, New York, television, industrial, educational and governmental film producer, opening Midwest office at 2836 Euclid Ave., Cleveland, to be headed by Robert Polatsek, formerly associated with film and TV producer at Puller & Smith & Ross advertising agency, New York.

Sales


Sarra Inc., Chicago, is producing a series of "spring is on the way" television films for Cargill Inc., Minneapolis, and Green Treated Cargill lawn seed through Bruce B. Brewer & Co., Kansas City.

Sarra also is handling the filming of Poof commercials for Jules Montenier, Inc., Chicago, through Earl Ludgin agency, Chicago. They are used on What's My Line, CBS-TV, with Stoopy deodorant spots.

Gabriel Moulin Studios, San Francisco, opens special television film creative department to assist Northern California advertising agencies in production of commercials. Don Briese, formerly with Edwards Agency, Los Angeles, and Charles L. Sayers, motion picture director for Gabriel Moulin, will head the department.

Southwest Film Productions, in collaboration with the Advertising Art Studios and Aylin Advertising Agency, all of Houston, completed Houston's first animated sound-on-film television spot fortnight ago. Spot was done for Weldon Cafe-

teria, Houston, and is scheduled on KPRC-TV.

Art Directors Club of Los Angeles during its seventh annual exhibition of West Coast advertising art, for the first time presented a medal award for the best television commercial film. Winner was Ted Parmelee, art director for TV commercial film produced by United Television Productions of America for U. S. Navy. trio also won Certificate of Merit award.

Olio Video Television Productions Inc., New York, has released three of its recently acquired films for use on TV: Great Guy with James Cagney, Knickerbocker Holiday with Nelson Eddy and Shelly Winters, and Man Who Lost Himself with Brian Aherne and Kay Francis. Olio Video also has completed editing 29 feature films and 37 westerns to meet half-hour TV program requirements.


People

George Ellis, general sales manager of Ziv Radio-TV Productions, joins Jerry Fairbanks Productions, New York, as manager of recently expanded sales office.

Arnie Kaplan, account executive for KPI Hollywood, to Screen Gems Inc. Hollywood, as Western sales representative.

Jerry Abbott joins the sales staff in the TV department of King Studios, Chicago.

William J. Dolley joins Academy Film Productions, Chicago, as director of sales. He has been a radio and television salesman for 20 years.

Phildan TV Productions, Hollywood, signs Jo Graham, dialogue and test director; Edward Ilou, production designer; Ray Scott, production and construction supervisor, and Alfred B. Detano, supervising editor, for 15 half-hour TV film series based on Ernest Haycox stories.
More people watch **WPTZ** than any other Philadelphia TV station*

*Not our estimate but ARB figures for the entire year of 1951

**WPTZ**

NBC TV-AFFILIATE

Write 1600 Architects Building, Phila. 3, Pa.
Phone LOCust 4-2244 or NBC Spot Sales
TELEVISION’S camera world may become the future stamping grounds of Congressional investigators, much in the way the Hollywood movie studio has become the concern of the House Un-American Activities Committee.

This was the implication given in the committee’s annual report released Feb. 17 and in subsequent clarification to BROADCASTING • TELECASTING by a committee staff investigator.

What the committee fears most, according to both the report and the spokesman, is a large-scale exodus of Communists and fellow travelers from the motion picture industry to television.

The warning to television moguls was received with a polite and studied quiet with the exception of comment from two West Coast TV executives.

Harry S. Ackerman, vice president in charge of network programs, CBS Television, Hollywood, said the industry is “as clean as a whistle.” He pointed out that the network has a loyalty questionnaire which prospective employees are required to sign. Also quoted was Klaus Landsberg, vice president and general manager, KTLA (TV) Los Angeles (Paramount Television Productions Inc.).

Landsberg quoted that the very nature of the industry acts as a safeguard against infiltration.

While pin-pointing the TV industry as possibly the next avenue for Communist infiltration, the committee sharply scolded the Hollywood movie industry, charging that it has failed to rid itself of Communists.

The report stated:

The committee had assumed that its 1947 hearings had served to minimize the power of the Communist Party among the devotees of the silver screen. However, it was found during the course of the 1951 hearings that actually the 1947 hearings had not lessened the extent of Communist infiltration in Hollywood and had not prevented the flow of money from Communists and fellow travelers employed in the industry to the Communist Party. The influence of the party in the Screen Writers Guild, however, was strongly curbed as a result of the hearings held by the committee during the year 1947.

Portion of the report aimed at creating awareness in the TV industry, as a committee staff member phrased it, follows:

It must be remembered . . . that the American public also has an investment in Hollywood for, prior to the advent of television, the American public relied almost solely upon Holly-

wood motion pictures for visual, dramatic presentations. It must be realized that moving pictures have a tremendous appeal to a vast audience which views them.

Because of the vast new potentialities of television it seems logical that Hollywood motion pictures in the future be presented on a large scale to television audiences.

The committee hopes that its investigation and action will effect a far-reaching effect and prevent a large-scale future Communist infiltration of the television industry. It is hoped that the station operators and distributors will endeavor to infiltrate television on a larger scale than the networks. Coming an important entertainment medium in the United States, the committee realizes that the vast majority of entertainers and workers in the entertainment field are patriotic and loyal Americans, but the likeliness of Communist offers which comes from those who are disloyal must be stopped.

The report contained the first exclusive reference to the TV industry since the committee’s formation on Capitol Hill.

The first Hollywood probe began in 1945 with subsequent hearings in Hollywood and Washington in 1947 and in 1951. The committee indicated that it did not consider the Hollywood investigation at an end.

It was emphasized that radio was not ignored in the committee’s deliberation, but that television was cited because of its immediacy in providing entertainment, hiring of talent, writers, producers and even technicians. The word of caution holds for the radio industry as well, the committee spokesman said.

The report drew strong criticism from Eric Johnston, president of the Motion Picture Assn. of America, who said it did not contain a “shred of evidence that Communists ever succeeded in influencing the content of a single motion picture made by any of our members. . . . The committee knows that leaders of the industry voluntarily agreed in a statement of policy in 1947 that they would not knowingly employ Communists. This policy has been adhered to unwaveringly.”

Accusing the committee of making “a misleading and unfair” report on Communist influence in Hollywood, Mr. Johnston said by failing to mention movie industry policing, “the committee has done tremendous disservice” to the movie industry.

Rita Halle Wile

RITA HALLE WILE, wife of Frederic William Wile Jr., vice president and director of NBC-TV network production, died last Wednesday in New York Hospital after a short illness. She was a native of New York. Survivors include Mr. Wile; a son, Frederic W. Wile 3d; a daughter, Mrs. Halle Wile; her mother, Mrs. Rita S. Kleeman of New York; and two brothers, Louis J. Halle Jr. of Washington and Roger Halle of New York.

MARKING time until Congress takes up economic controls legislation March 4, the administration last week leveled a broadside at the author of the controversial formula for making all TV cost allowances.

At the same time, Ellis G. Arnall was sworn in as new price stabi-

izer, succeeding Michael DiSalle, who resigned to campaign for the Ohio Senate Democratic nomination in Ohio. The Senate confirmed Mr. Arnall, former governor of Geor-

gia, with a 54-45 vote last May. Swearing-in ceremonies were held in Atlanta Thursday.

The Democrats turned their attack on Sen. Homer Capehart (R-Ind.), who spearheaded the original drive for legislation to permit advertising and other computations, in The Democrat, official newspaper of the party published by the Demo- cratic National Committee. It stated:

“the word ‘Capehart,’ which once came close to becoming a household synonym with the ‘juke-box,’ has now come to be a synonym for unjustified inflationary price boosts.

‘Cost Plus Program’

“The Capehart amendment makes the Defense Production Act a cost plus program for manufactur- ers, and thus makes our defense program more expensive.”

The newspaper urged prompt action by Congress in support of President Truman’s plea for repeal of the amendment [BT, Feb. 18].

Under the Capehart formula, manufacturers may compute certain costs for advertising, selling, adm- inistration and other factors from the start of the Korean war to July 26, 1951.

The President’s request for repeal of Capehart formulas—and for curbing consumer credit on radio-TV set installment purchases—are contained in two bills dropped in the Congressmen hoper the past fortnight. The Senate Banking & Currency Committee had set hear- ings to start March 4. The present Defense Production Act expires June 30.

RCA TV CLINIC

Draws 70 Engineers

MORE than 70 broadcast engineers have enrolled for a five-day training course at the RCA Victor plant, Camden, N. J., in theory, design, operation and maintenance of VHF and VHF television equipment.

The training clinic, held in a series sponsored by the RCA Engineer- ing Department, will begin today (Monday).

Leading engineers at the company will conduct lecture courses employing the latest techniques of audio-visual instruction. The program will terminate with a tour through the David Sarnoff Research Center, Princeton, N. J., on Feb. 29.
"... KPIX, for its overpowering effort to please!"

... writes Mrs. Donald D. Poff,
425 Franklin Street
San Francisco, California

The "effort to please" has been characteristic of KPIX, San Francisco's pioneer television station, from its very first day.

It's a successful effort, too! Speaking for thousands and thousands of viewers, Mrs. Poff writes, "in staying close to Channel 5, I see great humor, great drama, great stars, great shows. As a housewife, I particularly enjoy the variety of your daytime programs. In the evening, the rest of my family joins me on Channel 5. KPIX is tops!"

Such viewer-loyalty offers a special sponsor-value worth looking into with your Katz man.
'EMMY' AWARDS

NBC-TV Shows Five of Six NBC-TV shows and personalities won five of the six “Emmy” awards with KNBH (TV), its owned-and-operated Hollywood station, receiving the top honors. The directors of the station staged a special award presentation at fourth annual Academy of Television Arts & Sciences Awards dinner held in Los Angeles Ambassador Hotel last Monday night.

Red Skelton was presented two awards. One was for his NBC-TV Sunday show and the other for his six-month run on ABC Network television. Sid Caesar was named best actor and Improvome Cocoa best actress. Their co-starring program Your Show of Shows was named best variety show on TV.

CBS-TV Studio One took honors as the best dramatic show. Academy’s board of directors in addition voted three special achievement awards. Sen. Estes Kefauver (D-Tenn.) was honored for what was described as an outstanding year in Washington through his televising of the crime investigation hearings. American Telephone & Telegraph Co. was cited for its completion of the coast-to-coast microwave system.

Jack Burrell, KNBH engineer, was presented an “Emmy” for perfecting a mobile camera unit which can operate for distances up to a quarter-mile from a remote truck without use of cables or wires and ample light.

Out-of-town “Emmy” winners expressed appreciation to ATAS via long-distance telephone, with communication being picked up by KEC-TV which telecast the evening’s event locally.

More than 600 persons attended the awards dinner. Mike Stoyke, KNBH’s news director, said the conclusion of the awards presentation, he formally turned over the gavel to Hal Roach Jr., film producer, installing him as president for 1952.

COLOR RESEARCH

ALTHOUGH the government has banned commercial color TV production, General Electric Corp. has encountered no problem involving transfer of engineers from color research to defense and civilian projects.

This was revealed by the company in Washington last Tuesday on the role of subcontracting in the defense effort.

GE officials estimated that about 60% of the firm’s engineering personnel had been utilized on military programs before the ban. Since then, perhaps another 15% have been diverted to defense work. This contrasts with reports that at least one company reassigned 40 or 50 engineers from color TV to other fields.

The question was posed in connection with the possibility that the National Production Authority may lift its color television equipment ban if manpower and materials problems can be resolved to the government’s satisfaction [B&T, Feb. 18].

GE officials noted that a great bulk of the firm’s engineering personnel has been involved in defense research and development projects for the past five or six years. The freeze did not have a material effect on GE’s research projects.

More than 1,000 technicians, they said, are employed in ordinary television research, but are not barred by the order.

Some engineers have continued on color video research in connection with the company’s work on the RCA and National Television System Committee systems, it was pointed out. If NPA were to lift the prohibition, General Electric would, of course, be forced to concentrate more heavily on color research for competitive reasons. The same situation would obtain in the event that color equipment is mass-produced.

One factor in the engineering question lies not only in the absence of so-called “project” engineers as such but in the lack of trained personnel to instruct other technical help in all TV development.

Much of the engineering personnel which has concentrated on color TV also has interchanged

From Bob to Harry

GIVE President Truman "my very best love," Sen. Robert Taft told the four Voice of Democracy winners last Tuesday just before their White House visit. The group, armed with Dwight Clark Jr., Fort Collins, Col., the lucky one to repeat the GOP candidate’s words to the President. He drew this reply, "Oh, Bob Taft and I get along all right. I call him Bob and he calls me Harry, but he’s on the wrong side of the fence." (See main VOD story and photo page 89).

FREEZE END

Mid-March, Say

HOPE that the TV freeze will end by “around the middle next month” was expressed by Chairman Wayne Coy in speeches last week prior to resignation. Mr. Coy addressed the Fort Wayne Rotary Club and the Muncie Junior Chamber of Commerce on Feb. 18. He gave almost identical talks on the subject of TV to both groups.

Following mid-March freeze-end [B&T, Feb. 18], Mr. Coy estimated that the Commission could start processing TV applications around May 15 or June 15 and that there would be 10 to 20 new TV stations on the air this year.

He included a 60 to 90-day waiting period after the freeze ends for the filing of new applications and the revision of the old ones in his estimate.

In discussing color, Mr. Coy pointed out that the CBS freeze was due to the fact that the system was not limited to the use of the disc.” He said that present work on the development of a tri-color tube was “particularly singificant, since one could be used by the CBS system and thus do away with its mechanical aspect.

Since no successful compatible color system was demonstrated during the hearing, Mr. Coy said, although everyone agreed it was most desirable to have a compatible color system, there was no basis for the time being to expect any of the 10,000,000 at that time might have to spend some money in adapting their receivers.”

UHF IN PHILA.

Asked by Westinghouse

FIRST application for a UHF television station in a major city by a commercial network was filed last Thursday with the FCC.

Westinghouse Radio Stations Inc. filed for UHF Ch. 17 in Philadelphia with ERP of 200 kw, exclusive of a second UHF station. The application was pointed out that there are now more than one million VHF receivers in Philadelphia.

Expenses for the first year of operation were estimated at $460,000.

Westinghouse listed construction cost of the 200-kw station at $468,000.

WSB is the licensee of KDKA-AM-FM Pittsburgh, KYW-AM-FM Philadelphia, WBZ-AM-FM TV Boston, WBZA-AM-FM Springfield, KEX-AM-FM Portland, Ore., and WOWO-AM-FM Fort Wayne. It is an applicant for VHF TV stations in Pittsburgh, Portland, Ore., and Fort Wayne. Westinghouse also operates the radio broadcast station, WBOB Boston.

Last week a total of five television applications were received by the FCC (see “Broadcasting” page 105). Westinghouse filing brings the number of UHF applications to almost 30.

BROADCASTING • Telemass
The Alan Young Show
CBS Television Network
Starring Alan Young with
guests William Perlberg and
George Seaton of Para-
mount Pictures, producers of
"Aaron Slick from Pumpkin
Creek." Color by Techni-
color.

"In 98% of all U.S. Television Stations"

There are many good reasons why Houston-Fearless
television camera pedestals and dollies are standard
equipment in a vast majority of television stations. They
are skillfully designed to give complete mobility to the
camera; engineered to withstand constant usage, and built
to give dependable performance at all times.

They embody 26 years of leadership in manufacturing
camera and film processing equipment for the motion
picture studios of Hollywood and throughout the World.
You can rely on Houston-Fearless for quality and
dependability.

Write for catalog on television equipment.

The HOUSTON FEARLESS Corporation

• DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
• COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11801 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.
"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"
Spot Problems
(Continued from page 71)

A recommendation of The Katz Agency. It was recommended that consistent with current contractual obligations, all advertisers should have equal opportunity to the use of their facilities and that national spot advertisers be protected against preemption up to 52 weeks.

Katz men recommended that as far as possible, stations try to protect advertisers against rate changes for a 12-month period, the custom in radio, instead of for six months as practiced in TV.

Rate Changes Protested

Agencies and their clients have long protested the frequent rate changes in TV because they upset scheduled budget allocations. Most stations, however, have upped their rates with consistent increases in circulation. The plan to offer a set rate for a firm 52-week contract would be more feasible for stations with "levelled off" circulation where set penetration is about 50 per cent. This condition applies to about 11 of the Katz stations.

Because of the "multiplicity of rating services and the great variation in their findings," the station men recommended adoption of some method which would establish "a universally acceptable yardstick of measurement." They recommended that The Katz Agency propose organization of a study committee in letters to the NARTB, the ANA, AAAA and the National Assn of Radio and Television Station Representatives.

The meeting began officially Saturday with a morning session, although early-comers attended a cocktail party Friday evening. Saturday agenda included luncheon dinner and talks was followed by a Sunday morning business meeting and luncheon. The conference took place at the Edgewater Beach Hotel.

AD 'INFLUENCE'

Cited in OSU Survey

TELEVISION advertising has a "marked influence" on the purchase of specific commodities by all income groups, and advertisers should sponsor more research to discover the local impact of their sales messages.

These conclusions were reached by an Ohio State U. faculty member on the basis of a survey conducted in the Columbus area.

Dr. Kenneth Dameron, OSU commerce college faculty staffman, claims that TV is a factor "in influencing the purchase of consumer goods and especially products new and different to a given family." He recorded a 76.8% among TV families which conceded they were influenced by video advertising. The percentages varied from 100% for upper middle income groups to 78.3% for families in the low income strata.

Other factors brought out in the study touched on (1) location of TV sets in the home and relation of set location to daytime viewing; (2) housework carried on while viewing, and (3) possible increase in daytime viewing in relation to type of program and influence on evening television.
COLOR television in the UHF as well as the VHF bands will be demonstrated as part of the next formal test of the "composite" compatible color TV system being developed through the National Television System Committee, it was learned last week.

This test is tentatively scheduled for the week of March 24 in New York, using the experimental VHF color facilities of RCA-NBC's WNBT (TV) New York and a UHF test transmitter of Allen R. DuMont Labs.

Plans for the dual compatible color tests were disclosed last week, following preliminary field tests of the NTSC-developed color system on Philco Corp's VHF facilities in Philadelphia (WPTZ) the week before.

The Philadelphia tests, it was reported, led to a postponement of approximately one month in the New York VHF tests which had been scheduled earlier for this week [B&T, Feb. 11]. The delay, it was said, was designed to permit further work to clear up certain equipment defects.

Overall, the Philadelphia tests were said to have been satisfactory. NTSC members said their prior work had shown definitely the type of transmitted signal desired for compatible color, but that in the Philadelphia tests they lacked the monitoring scheme which would show definitely that the signal being transmitted was precisely the one desired. They expect to develop a sure-fire monitoring plan within the next few weeks.

A number of different makes of receivers were used in the Philadelphia transmissions and committee and testmen reported that a majority received the color signal so satisfactorily that there was no doubt that the composite, compatible color system would prove successful.

FCC, which more than a year ago approved the CBS non-compatible system over RCA's compatible technique, was invited to witness the tests in Philadelphia but decided, in view of its current workload, to wait for more formal tests at which data are collected "for the record," according to NTSC representatives.

In addition to VHF color transmissions via WNBT's experimental facilities, the tests of the composite system during the week of March 24 will include color transmissions via experimental facilities which DuMont set up at 515 Madison Ave., New York, following the transfer of the DuMont-WABD (TV) New York operations from that site to the Empire State Bldg. tower.

This UHF operation is at 708-714 mc and the color tests have been conducted by DuMont and the Hazeltine Electronics Corp. for approximately five hours a day, five days a week, since late last year. Results thus far have been described as "good."

**EAST-WEST RELAY**

**More Channels Planned**

AUTHORITY to increase the video transmission facilities between Chicago and San Francisco to provide a total of five full-time TV channels—three westbound, two eastbound—was requested Tuesday by the Long Lines Dept. of AT&T in an application filed with the FCC.

Present facilities include two channels, one in each direction, between Chicago and San Francisco, with an additional west-bound channel in service between Chicago and Omaha. One of the three projects new channels, for westbound program transmission from Chicago to San Francisco, is planned to begin operating late this year (but not in time for the political conventions in July). This will be sent from Chicago to the West Coast over a single TV channel, pooled to the video network.

The other two channels—one westbound from Omaha to San Francisco, the other east-bound from San Francisco to Chicago—are scheduled for service starting next year. The projected additions to the present intercity video program transmission facilities will involve some 6,000 channel miles of radio relay connections, the telephone company said, noting that the TV service has grown from 476 channel miles in 1946 to about 24,000 miles at present, of which roughly 10,000 miles are coaxial cable, 14,000 radio relay.

**New Bolling Show**

A NEW television show is being packaged by the George Bolling Co., New York, station representatives, called Pulitzer Prize Winners Panel and featuring a group of Pulitzer journalists discussing special and news events with guests, it was reported last week. The program is priced at $5,000 per week for the half-hour. It is being offered to advertisers and agencies.

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**ZIV'S 'THE UNEXPECTED'**

Is Sold in 43 Markets

NEWEST film series produced by Ziv Television Programs Inc., The Unexpected, has been sold in 43 markets, including New York and Los Angeles, by its national release date Wednesday, Ziv spokesmen said last week.

Featuring film actor Herbert Marshall as m.c.-narrator, the half-hour dramas with unexpected endings have a different cast of well known actors each week and are being produced, Ziv spokesmen indicated, at a cost of $23,500 per film. Shooting is being done in the Ziv West Coast studios from scripts by Jerry Lawrence and Robert E. Lee, Peabody award winners in 1950-51.

New York sponsor of the open-end programs is Liebmann Breweries Inc. (Rheingold beer), with telecasts scheduled to start at 10:30 p.m., March 5, over WNBT ('TV') there.

---

**FLOATING ACTION! for all TV Cameras**

**"BALANCED" TV TRIPOD**

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the 'BALANCED' TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars.
Open Mike
(Continued from page 66)

Flawless
EDITOR:
... Our engineers and announcers make daily discrepancy
WGBS DISCREPANCY REPORT
1/4 / 1952

reports which generally are quite routine. The other day I noticed one by Don Barber which speaks for itself...
M. N. Babcock
Commercial Manager
WGBS Miami, Fl.

Say You 'Heard' It
EDITOR:
As the manager of a daytimer, I have an opportunity to shop the dial. But regardless of the network or the syndicated producer of drama programs, they have a sin in common.
Irrevocably their characters read their news out of the newspapers. We're doing a very good job of selling our competition. I hope some of the writers, directors and producers of our good, nighttime shows read this. Perhaps some of their characters will "hear" the news instead of waiting till the next "day" to "read" it.
Arden Booth
KLWN Lawrence, Kan.

Plenty to Say
EDITOR:
Many thanks from all of us for the fact-upon-fact stories and the hard-hitting editorials about radio circulation.
As to your fine editorial in the Feb. 18 issue which asks the question: "Now about radio. Did any station or network bother to tell its audience that there are 165,000,000 radio sets in America—as against the 54,000,000 total circulation of the dailies?"
You can bet that WERI had plenty to say about it. ... WERI used the information in a news story on regular newscasts, for it certainly is legitimate news, and good news. We also used the figures as the basis for a series of hard-hitting promotional spots which are scheduled in top time spots...
Brud Warren
Promotion Director
WERI Westbury, R. I.

FRITZ P. RICE, assistant manager of Cathode Ray Tube Div., Allen B. DuMont Labs., Clifton, N. J., promoted to manager.
ED KEMBLE, account executive, KFI Los Angeles, to Wolcott & Assoc., same city, public relations firm.
ROBERT M. MACRAE, appointed manager of new RCA regional office in Boston. Office will serve as a central location for the marketing of RCA products in New England and eastern New York north of New York City.
CECIL G. DUNN, FRANKLIN W. DANIELS and MICHAEL J. BOLTON, engineers associated with General Electric Co.'s Laboratory Engineering Dept., Pittsfield, Mass., awarded the Mathewson Gold Medal for outstanding achievement in the field of metalurgy. Citations were presented by the American Institute of Mining and Metallurgical Engineers at the annual banquet held last Wednesday at the Waldorf-Astoria, N. Y.
DIANE GREENE, former head of Diane Greene Assoc., N. Y., and ZENITH GROSS, press division director of Institute for Education by Radio, Ohio U., form Greene & Gross, New York public relations firm.
EDWARD GREENHILL, copy chief of Sterling Television Co., N.Y., named advertising manager succeeding RICHARD CARLTON who becomes head of new stock shot division.
JACK RUSSELL, vice president of Mutual Entertainment Agency, Chicago, resigned last week to devote all his time to radio and television. Exact plans are unannounced.
WALTER T. SELSTED, assistant chief engineer of Ampex Electric Corp., is scheduled as guest speaker on "Systems for Synchronous Sound Recording with Unmolested Magnetic Tape," for the February meeting of Society of Motion Picture and Television Engineers, to be held in New York City.
JAMES SAUTER, president of USO Camp Shows Inc., named radio-TV chairman of New York City's Red Cross campaign in March.

BENNETT SCHWARTZ, formerly associated with Mayflower Industries and Weiss & Besserman Co., both New York, to sales staff of New York distributing branch of Majestic Radio and Television Div. of Wilcox-Gay Corp.

Equipment
RCA TUBE DEPT., Camden, N. J., announces production of a beam power tube designed to handle 69 watts of power input at 76 mc. New tube, RCA-4146 provides large output with small driving power and relatively low plate voltage. Department also announces the RCA-17LP4 and the RCA-17PQ4, two new 17-inch all glass rectangular TV picture tubes designed to improve picture contrast and reduce reflections.
DAVEN Co., Newark, N. J., introduces new series of small resistors with values from 20,000 ohms to 2 megohms.
INSTRUMENT DIV. of Allen B. DuMont Labs., Clifton, N. J., announces new Type 322 dual beam oscillograph engineered for general purpose laboratorv and industrial applications.
RCA Victor, Camden, N. J., announces new 45-rpm table phonograph featuring an 8-inch electro-dynamic speaker and continuously variable tone control. Termed Model 46EY4, intrusion plays up to 14 records without changing.
SUPERIOR ELECTRIC Co., Bristol, Conn., has released booklet (DS511) featuring complete line of standard non-interlocking types of Powerstat dimmers.

Technical
GEORGE SHERMAN, chief engineer at WBBM Chicago, has transferred to CBS Radio, New York, where he will manage tape operations.
RALPH E. BROWN, engineering staff, WNEE Keene, N. H., promoted to chief engineer.
WILLIS N. GREEN, engineer, KWIE Kennewick, Wash., to KEEN San Jose, Calif., as chief engineer.
H. E. SANTOS, acting assistant transmission and development engineer of Canadian Broadcasting Corp. at engineering head-office, Montreal, named transmission and development engineer.

BROADCASTING  Telcasting

Page 88  *  February 25, 1952

John W. Clark, Chairman

GRAND RAPIDS NEWSPAPER COMPANY

Burlington, Vermont

FOUNDED 1843

THE UNION

CIVIL WAR CONNECTICUT GUIDE

Published in the interest of an informed, capable citizenry.

State, national and international events and influences are discussed in detail.

THE UNION

BURLINGTON NATIVE

114 West Main Street

"The People's Paper"

Of the People

By the People

For the People
JUDY WINNERS

OUR young Americans, selected from more than a million high school students as winners of the Voice of Democracy Contest, received national scholarships and console receivers at the annual awards luncheon Friday.

FCC Commissioner Paul A. Walker presided at the luncheon, attended by prominent government and industry officials. Awards were presented by Sen. Margaret Chase Smith, Maine, one of the contest judges. Joint host was the three organizations sponsoring the annual drive—NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

Tributes were paid the winners in the floor of the Senate last Monday, while the four were seated in the gallery. Sen. Ed Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, opened the discussion and said, "Today we have four visitors who, in my opinion, have never been outranked by any of the visitors who have honored us by their presence."

Sen. Johnson reminded that the "our" contestants represent 20,000 public and parochial schools. He asserted in the Congressional Record the winning scripts voiced by Dwight Clark Jr., Fort Collins, Colo.; Thaddeus Stanislaus Sokiewicz, 17, Canisius High School, Buffalo; George A. Filot II, 17, Jesuits' High School, New Orleans; Mara Gay Masselink, Burlington, Iowa.

Mr. Clark has been an announcer at KCOL Fort Collins several years, doing all types of programs. He has his own teen-age series, 1 Date With Dwight. Detailed biographies of the winners were given on the floor by Sens. Allen E. Ellender (D-La.), George B. Hickenlooper (R-Ia.), and Irving D. Ives (R-N. Y.) as well as Sen. Johnson.

Friday's luncheon was high spot in a week-long program that included a weekend visit to colonial Williamsburg, with broadcasts and elecata. The luncheon ceremonies were broadcast by MBS and Voice of America.

During a visit with President Truman at the Executive Offices Wednesday, Miss Masselink presented the President with an engraved plaque bearing the legend:

To Harry S. Truman, President of the United States, in appreciation of his devotion to the youth of the nation who have spoken for Democracy, gratefully presented by the winners of the Fifth Annual Voice of Democracy Competition.

Following the White House meeting, the winners delivered their winning broadcast scripts before the Illinois Methodist Ministers 1952 Seminar.

Tom C. Clark, Associate Justice, Supreme Court of the United States, served as national honorary chairman of the contest.

Robert K. Richards, NARTB public affairs director, is chairman of the Voice of Democracy Committee.

FOUR NATIONAL winners of Voice of Democracy Contest received scholarships and prizes at Washington luncheon Friday. In week-long Washington-Williamsburg tour they visited Sen. Ed Johnson (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee. Winners were (l to r) George Frilot III, New Orleans; Mara Gay Masselink, Burlington, Iowa; Dwight Clark Jr., Fort Collins, Thaddeus Sokiewicz, Buffalo.

CHRISTMAS ADS

Fewer Complaints Cited

IMPROVED standards in pre-Christmas radio and television advertising were noticed by the Bureau of Better Business Bureau of New York City in its annual report last week. The report considered consumer complaints caused by questionable commercials.

In previous years, complaints of misrepresentation, delayed or damaged delivery, and inability to obtain cash refunds were reported to the bureau "by the hundreds." After radio and television commercials had made special pre-Christmas offers, primarily for tree ornaments and toys.

To prevent a repetition of possibly fraudulent Christmas advertising during 1951, the bureau alerted station owners and worked with them to provide information on business backgrounds and reputations of prospective advertisers.

Shopping services designed to investigate special offers, also were provided to station managers who questioned proposed advertising. Results, according to the BBB yearly report, were that consumer complaints were "greatly reduced."

Whereas numerous advertisers each had provoked scores of complaints the previous year, during 1951 there was only one radio-TV sponsor against whom as many as 10 complaints were received, it was reported.

WWD

NBC AFFILIATE IN DETROIT

To Promote Fish in Lent

A MAJOR campaign is now underway to promote the sale of Birds Eye fish during Lent. The big March drive, which will include plugs on the Bird Parks CBS-TV show and on selected local participation radio programs, will be timed to coincide with the normally heavy buying of fish products during the height of the Lenten season.

Besides Birds Eye cod, haddock and ocean perch, Birds Eye French-fried potatoes will come in for special advertising support during the campaign. Birds Eye peas and lima beans also will figure in the drive. Young & Rubicam, N. Y., is the agency.
TAX RELIEF

DPA Modifies Provisions

A REVISED procedure governing rapid tax writeoffs for new or expanded plant construction contemplated by electronics and other manufacturers has been laid down by the government.

Regulations for issuance of tax certificates have been modified by the Defense Production Administration to require manufacturers to obtain construction clearance before they start building or expansion. Certain DPA pre-certification procedures will apply to all construction started after March 1.

The electronics industry, as one of the bulwarks of defense production, registered $185 million worth of tax writeoffs up to last Dec. 1. For those who took advantage of this amortization, the revised regulation will mean new procedures to follow. For others who expanded their facilities without benefit of certificates, clearance on future construction will be necessary.

Tax regulations have no tangible effect on radio-TV broadcasters who intend to build or remodel facilities. They are not eligible for benefits.

"The increasingly tight supply of critical materials," according to F. King, DPA deputy administrator, "has necessitated making a much closer examination of new industrial expansions by DPA, particularly where accelerated tax amortization is requested. Furthermore, examination of these expansion projects before construction starts is the surest method by which the tax amortization program can be properly used to carry out plant dispersion manpower and anti-monopoly policies."

Under new regulations DPA will make certain determinations as to (1) the shortage of facilities and (2) the essentiality of the product involved.

These determinations, DPA said, will mean decisions prior to any plant construction or installations costing $100,000 after March 1. Commencement of any projects before issuance of tax writeoffs will bar a manufacturer from receiving the benefits. Projects under $100,000 may be started without DPA clearance.

Other factors to be taken into consideration include type of business, amount of materials, product involved, extent of risk assumed and compliance with dispersion and manpower policies of the government.

NEWSFRONT

Newspaper Aid

OVER 800 of the nearly 10,000 county newspaper weeklies in the U.S. will be able to continue publication this year because of the efforts of 15 large daily dailies, NPA reported. Larger publishers were induced by the agency to divert amounts of newsprint to smaller publications to avert suspension of these operations. NPA's action in this crisis was praised by the National Editorial Assn. of weekly newspapers.

NATIONAL NIELSEN RATINGS

TOP RADIO PROGRAMS

(Total U. Area, Small-Town Form and Urban Homes and including Telephone and Non-Telephone Homes) REGULAR WEEK, JANUARY 6-12, 1952

<table>
<thead>
<tr>
<th>Current Rating</th>
<th>Program Name</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>Amos 'n Andy (CBS)</td>
<td>7.7</td>
</tr>
<tr>
<td>1.5</td>
<td>Jack Benny (CBS)</td>
<td>14.2</td>
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<tr>
<td>1.9</td>
<td>Radio Theatre (NBC)</td>
<td>11.6</td>
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<tr>
<td>2.3</td>
<td>Charlie McCarthy Show (CBS)</td>
<td>11.5</td>
</tr>
<tr>
<td>2.4</td>
<td>Walter Winchell (ABC)</td>
<td>11.9</td>
</tr>
<tr>
<td>2.8</td>
<td>Our Miss Brooks (CBS)</td>
<td>11.4</td>
</tr>
<tr>
<td>2.8</td>
<td>Jack Benny (CBS)</td>
<td>11.5</td>
</tr>
<tr>
<td>2.9</td>
<td>Suspense (CBS)</td>
<td>11.3</td>
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<tr>
<td>2.9</td>
<td>People Are Funny (CBS)</td>
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</tr>
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<td>3.0</td>
<td>Drought (NBC)</td>
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</tr>
<tr>
<td>3.1</td>
<td>Wrestling, Multi-Weekly (Average for all Programs)</td>
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</tr>
<tr>
<td>3.1</td>
<td>Multi-Weekly (Average for all Programs)</td>
<td>9.6</td>
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<tr>
<td>3.2</td>
<td>High (CBS)</td>
<td>8.0</td>
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<tr>
<td>3.4</td>
<td>Lone Ranger (ABC)</td>
<td>8.7</td>
</tr>
<tr>
<td>3.5</td>
<td>The Man's Family (NBC)</td>
<td>7.7</td>
</tr>
<tr>
<td>4.0</td>
<td>Weekday (Average for all Programs)</td>
<td>6.6</td>
</tr>
<tr>
<td>4.0</td>
<td>Arthur Godfrey (Lippert &amp; Myers) (CBS)</td>
<td>8.6</td>
</tr>
<tr>
<td>4.0</td>
<td>Sunshine of Helen Trent (CBS)</td>
<td>7.6</td>
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<tr>
<td>4.6</td>
<td>Our Gang, Sunday (CBS)</td>
<td>7.4</td>
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<tr>
<td>4.7</td>
<td>Party Lane (CBS)</td>
<td>7.2</td>
</tr>
<tr>
<td>4.7</td>
<td>Arthur Godfrey (Nabisco) (CBS)</td>
<td>7.1</td>
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<tr>
<td>4.8</td>
<td>Philo Farnsworth (CBS)</td>
<td>7.0</td>
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<tr>
<td>4.9</td>
<td>Arthur Godfrey (Pillsbury) (CBS)</td>
<td>6.8</td>
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<tr>
<td>5.0</td>
<td>Pepper Young's Family (NBC)</td>
<td>7.0</td>
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<tr>
<td>6.0</td>
<td>Ever-Smaller (Average for All Programs) (2.3)</td>
<td>5.0</td>
</tr>
<tr>
<td>6.6</td>
<td>True Detective Mysteries (MBS)</td>
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<td>6.7</td>
<td>Shady (MBS)</td>
<td>5.3</td>
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<tr>
<td>6.8</td>
<td>Marvin Kane, Private Eye (NBC)</td>
<td>5.7</td>
</tr>
<tr>
<td>8.7</td>
<td>Day-Saturday (Average for all Programs)</td>
<td>8.4</td>
</tr>
<tr>
<td>8.9</td>
<td>Central Station (CBS)</td>
<td>7.0</td>
</tr>
<tr>
<td>10.5</td>
<td>Theatre of Today (CBS)</td>
<td>7.9</td>
</tr>
<tr>
<td>15.6</td>
<td>1564,000 Barons (CBS)</td>
<td>1.9</td>
</tr>
</tbody>
</table>

NOTE: Numbers stated as to predeterminations as to the shortage of facilities and (2) the essentiality of the product involved.

OPS SERIES HIT

GOP Complains on Bill

SEGMENTS OF OPS' anti-inflation campaign involving the services of radio, TV and other talent enlisted for a series of radio programs were under GOP fire on Capitol Hill last week.

The attack was led by Sen. Styles Bridges (R-N.H.), Senate minority leader, and Homer Ferguson (R-Mich.), who questioned the propriety of such a campaign on the grounds that it would constitute encouragement of price controls. Current control law expires June 30, it was noted.

The radio series was announced by OPS a fortnight ago, "Stars for Defense," will be made available without charge to radio stations throughout the country, thus it is to use them [B* T, Feb. 18].

Citing the nation's inflated budget, Sen. Bridges described these plans as "a new low in the activities of OPS" and charged that the agency is utilizing the "services of movie stars from Hollywood and fan dancers to popularize the OPS." He promised to take the matter up in both hearings and with Price Stabilizer Ellis Arnall.

The Senate Minority Leader also quoted on the floor a newspaper account of the proposed radio series. A Chicago Tribune article noted that "because the FCC regulations required the nation's radio stations to devote a certain percentage of their broadcast period to public service programs, the OPS propaganda shows have been widely used so far by radio stations... The theme, 'Fight inflation with price controls,' has been interpreted as a public-service topic..."

Mr. Ferguson told Senate colleagues he felt it "improper for any bureau to use federal funds for the re-employment of any Act, whatever, good or bad. OPS officials generally denied that any fan dancers were involved in the anti-inflation media program. They pointed out that some Hollywood and New York radio celebrities have donated their services for transcriptions to explain the need for controls.

Strictly Business

Continued from page 16, ordinator of television and radio in Chicago, Mr. Bagge and his services were allocated to AM when the division split took place about two years ago. He now handles seven top agencies in Chicago as well as the agencies in Kansas City and St. Louis.

He and his wife, the former Harriet Anderson of Chicago, spend much time in their flower garden. Married 16 years, they have three sons, 12-year-old Bruce and 7-year-old twins, Kendall and Keith. For reasons unknown even to their Norwegian parents, the children bear Swedish names.

Mr. Bagge, in addition to blowing fuses, spends much time in his workshop on various projects including repairing antique guns. He has a large collection in his den and among the oldest is a ladies' derringer, circa 1780, with a swing barrel.

He is a member of the Norwegian Townsman Club of Chicago, the Press Club and the Radio Management Club.

Lane Appointed

THOMAS H. LANE, vice president in charge of radio and television McCann-Erickson, New York, has been named chairman of national radio and television committee for the American Cancer Society's 1952 cancer crusade.

Stanford U. Meet

FIFTH annual meeting will be held by Western Radio and Television Conference in San Francisco at Stanford U., Feb. 28, 29 and March 1. Lectures and discussion will concern relationships of radio and TV with education.

BOARD of directors of Magnovo Co., Fort Wayne, Ind., has declared quarterly dividend of 25¢ a share on company's common stock and regular quarterly dividend of 25¢ a share on Class A preferred stock.
ENIIONS
Final Details Studed
for involving the instal-
certain working facdties
industry networks at the
ventions this summer
brushed out at an industry
this Wednesday.
question whether the net-
should shoulder the burden
osts as recommended by the
democratic and Republican Na-
Committees emerges as per-
the only stumbling block to
plete agreement between the
broadcast industry and political
party officials.
Despite the present impasse, the
consensus in industry and political
circles was that an understanding
would be reached to the satisfaction
of both sides. The national party
groups have hinted acceptance of
sponsored coverage of the two
ventions on the principle that the
etworks should sustain installa-
tion costs.
A code prescribing certain
standards of practice which the net-
works must meet also hangs fire,
though the cost issue is not a direct
factor here [B&T, Feb. 11].
This year's conventions pose new
problems, it is conceded. In previ-
campaigns the parties sup-
and constructed working space and studio facilities for
broadcasters on a comparable basis
other media.
Both committees take the stand
that networks stand to profit by
selling coverage and printed media
offer no comparable problems relat-
ing to studio facilities.
From a practical standpoint, in-
dustry does not contest this argu-
ment. Most of the radio-TV net-
works figure to sell coverage. But
the networks point out that,
theoretically at least, this would
work a hardship for any network
which failed to sell its coverage
and had to carry convention pro-
cedings sustaining as public
service.
It also is the networks' conten-
tion that since space and facilities
are given to press associations,
newspapers and other groups like
Western Union they should be
made available free to radio and
TV broadcasters.

The national committees rep-
resentedly reject this argument
throughout. Other costs for com-
peting media are nominal, they
explain, and printed copy is not fol-
lowed with paid advertisements.
Both committees are now weigh-
ing space and scheduling require-
ments against available footage in the
International Amphitheatre, Chi-
cago—convention site for the Re-
publicans beginning July 7 and the
Democrats July 21. They will
consult with networks shortly.
Network facility planning is being
coordinated by Thomas Veicotta,
ABC vice president in charge of
public events.

RWG GETS STRIKE RIGHT
But Not Considering Action
AN "enabling motion" to strike
when ready was granted Radio
Writers Guild by its parent body,
Authors League of America, at
a meeting on Monday, July 7, of a
latter group, should RWG need to em-
ploy it in current attempts to nego-
tiate new contracts for staff writers
with major networks.

RWG seeks parity for writers in
Los Angeles and Chicago, who, they
contend, are doing same work as
New Yorkers but getting less pay
for it. Union also seeks national
contracts, rather than the purely
local pacts previously signed with
broadcasters, and commercial pools
benefit writers on non-sponsored
news programs. Negotiations with
the networks recently were stopped
but not broken off, when broadcast-
ers refused to recognize the union
request.

It was understood late last week
that RWG, even though equipped
with the enabling motion, is not seri-
ously considering a strike.

Burn Returns
COL. WALTER P. BURN, cartog-
rapher for the broadcast industry,
had returned from a tour of West
European capitals. Col. Burn is
well known for his work on the an-
ual Broadcasting * Telecasting
map and for the creation of over
400 individual station maps and
numerous network and market
studies. His tour included visits to
Paris, Amsterdam, Brussels, Frank-
fort, Heidelberg, Zurich Venice
and Trieste.

Miss Schaefer Promoted
WINIFRED SCHAFFER, super-
visor of publicity for WNBC-AM
New York, has been promoted
to advertising and promotion de-
partment of the station, General
Manager Ted Cott announced
Thursday. Assuming her new
position today (Monday), Miss
Schaefer will be in charge of public-
ity promotion and also will be as
signed to special projects. She is
being succeeded as supervisor of pub-
licity by Philip Dean, who has been
handling exploitation for the NBC
Network Press Dept.

N. Y. DEFENSE
Stations Expand Time
SKYWAVE monitoring system,
in which at least one major station
in each defense area has been
asked to stay on air all night, caused
some schedule reshuffling in New
York last week as more stations
announced plans to meet around-
the-clock needs for civilian defense.

Monitoring system, requested
by FCC of 50 kw stations [B&T, Feb. 4], had already been met by
WNNE, which has broadcast music
and news 24 hours daily for years.

WOR joined the all-night lineup
Monday by airing The Jack O'Reilly
Show, a disc jockey program, from
1-5:00 a.m. Mondays only, thus fill-
ing New York airwaves at all times
WNBC's recently instituted all-
night classical music series is not
broadcast. WJZ, usually silent be-
tween 4-5:45 a.m., also announced
last week that 24-hour broadcast-
ing would begin March 7. WCBS,
at week's end, was still operating
with a 1:00 a.m. signoff. No other
New York stations were affected by
the FCC suggestion.

Although civilian defense offi-
cials, during an emergency, can
order all stations off the air and
designate one to continue broad-
casting directives to the populace,
skywave monitoring was identified
as a necessary precaution to as-
sure that at least one major sta-
tion would always be in operation
and available for emergency use.

ABC SESSION
Set Before NARTB Meet
A MEETING of ABC's Stations
Advisory Committee with top offi-
cials of the network will be held
in Chicago on March 30 preceding
the opening of the annual conven-
tion of NARTB, officials announced last
week.

ABC President Robert E. Kintner
will head the network's delegation
at both the convention and the SAC
meeting. The latter will be held
at the Ambassador East Hotel.
ABC's convention headquarters
will be in the Hotel Conrad Hilton,
convention site.

Network officials slated to be on
hand for the SAC session include
Ernest Lee Jahncke Jr., vice presi-
dent for the radio network, and
William Wylie, director of the radio
stations department. SAC mem-
bbers scheduled to attend:

Roger W. Clipp, WFIL Philadelphia,
representing Dist. 1; J. P. Williams,
WING Dayton, Dist. 1; Veri Brafite,
WKLY Langhorne, Dist. 3; T. E.
LaFrom, KMID Shreveport, Dist. 4;
Harold V. Hough, WBBF Fort Worth,
Dist. 5; Frank C. Gorman, KUFA Salt
Lake City, Dist. 5; J. Archie Morton,
KIRK Seattle, Dist. 7; and James W.
Hicks, WCOB Columbia, S. C., Dist.

For the annual NARTB conven-
tion, other ABC executives slated
to attend are Alexander Storace
Jr., vice president for the tele-
vision network; Leonard Beig, vice
president in charge of radio pro-
grams, and Richard B. Harken, man-
ager of the television stations depart-
ment. ABC sites will be represented by
James A. Mahoney, Ralph Hatcher and
Earl Mulh, radio station department;
and Joseph Merk, Donald B. Shaw Jr.
and Matthew Boylan, television sta-
tions department.

WIN'S NOW
50,000 WATTS
Day and NIGHT!

Now WIN'S offers a powerful
50,000 watts around the clock.
This means still greater coverage—
an even better signal—

Here’s another reason why . .

WINS NOW
50,000 WATTS
Day and NIGHT! 

Win’s Buzzers
RALLY YOUR AUDIENCE
1010 WINS!
There's an extra punch in your advertising dollar on WDBJ! To demonstrate, look at these promotion figures for the Fall Campaign (Oct. 14-Dec. 31):

Newspaper Ad Lineage ........ 25,746
Newspaper Publicity Lineage ........ 5,070
Announcements and Trailers ........ 2,505
Downtown Display Windows .......... 13

Plus "Drug Briefs" and "Grocery Briefs" monthly to the drug and grocery retailers, dealer cards, letters and miscellaneous services on special specific occasions!

SOUTHWEST VIRGINIA'S RADIO STATION

WDBJ
ROANOKE, VA
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC. National Representatives

FARM RESEARCH
KEX Surveys Dairymen
OVER 50% of dairymen polled in western Oregon and Washington have radios in their homes and over half the house radios on farms are in use before 7 a.m., according to a "Farm Opinion Research" survey conducted by KEX Portland.

Questionnaires were mailed to 900 dairymen requesting information on radio listening and farm work habits. Station received 16% return covering every county in western Oregon and five counties in western Washington over a 400-mile area.

Other results: (1) Over 90% of the dairymen are up before 6:30 a.m.; (2) 70% of the farms start milking before 6:30 a.m.; (3) 24% tune to KEX for morning listening.
NEW BUSINESS (Continued from page 16)

Chicago, to handle advertising for its Trim Tred women’s line, product of Roberts, Johnson & Rand Div.

LIQUINET Corp., Chicago (hair preparation), names Arthur R. Mogge Agency same city. EDWARD J. LUNDIS is account executive.

MILADY FOODS Co., Brooklyn, N. Y. (frozen foods), appoints Kastor, Farrell, Chesley & Cliford, N. Y.


La CROSE BREWERIES, La Crosse, Wis., names H. M. Gross Adv., Chicago.

LIQUID VENEER Corp., Buffalo, N. Y., appoints Ellis Adv., same city to direct advertising of its new product, Kleensweet, a household deodorizer, and Little Pete, a dispenser attachment. MAXWELL E. ELLIS is the account executive.

NUCLEAR RESEARCH Corp., Phila., has appointed Lavenson Bureau, same city.


GENERAL COPPER & BRASS Co., Phila., to Ullman Organization. J. MACK NEVERGOLLE, vice president of Ullman, will handle account.

FLOATING VOA Ceremonies Postponed

CEREMONIES planned for the dedication of the Coast Guard Courier as America's first seagoing radio-armed vessel yesterday (Sunday) were postponed because of technical difficulties.

The dedication was to have been held in Washington, D. C., in connection with the Voice of America's 10th anniversary today (Monday). President Truman and members of Congress and various government agencies and departments were to have attended (B*T, Feb. 18).

A technical disruption, requiring replacement of a major piece of equipment in the transmitter-laden vessel, led to the postponement. The trouble arose after the Courrier was commissioned Feb. 8. Thus, the ship was unable to proceed to Washington on schedule. Ceremonies will be rescheduled sometime after March 1, it was explained by the State Dept.

Attending the commissioning exercises, along with members of Congress, were Howland Sargent, newly-appointed Assistant Secretary of State for Public Affairs; Edward W. Barrett, who retired from that post; Dr. Wilson Compton, administrator, International Information Administration; and George Herrick, chief engineer for the Voice of America.

The ship, to be equipped with 150 kw medium wave and 35 kw short wave transmitters, will depart on a shakedown cruise after the Washington ceremonies.

BLACKLISTING Not FCC’s Province—Coy

ALTHOUGH FCC Chairman Wayne Coy told the Authors League of America that an FCC hearing on the blacklisting of performers and writers was “not properly the subject for a general hearing of the Commission” (B*T, Feb. 18) he did invite “specific information which might establish that a licensee has surrendered responsibility for the operation of his station.”

“You may therefore desire,” he concluded his Feb. 8 letter to Rex Stout, ALA president, “to bring any fact which you may have relating to specific stations and licensees to the attention of the Commission, so that it can be ascertained whether any matters within the jurisdiction of the Commission are involved.” These would be considered at station license renewal time, he indicated.

Mr. Coy’s response was to a request from the ALA for a hearing on the subject of blacklisting (B*T, Feb. 4). It followed the dropping of Philip Loeb from the cast of The Goldbergs television program said to stem from Mr. Loeb’s listing in red Channels (B*T, Jan. 28).

KROD, El Paso WINS TWO 1951 AWARDS

FOR OUTSTANDING SPONSOR PROMOTION AND MERCHANDISING.

NUTREN'A AWARD

KROD won the first Nutrena Mail Pull Contest in competition with top stations everywhere.

RED FOLEY AWARD

KROD also won first prize among the 50 stations carrying the “Red” Foley Show for Jewel Shortening. The prize was awarded for the best job of promotion. These awards prove that KROD “gets the job done.” It can do it for YOU too.

KROD USES THESE DEALER-AIDS

• Billboards
• Dealer letters
• Courtesy announcements
• Newspaper ads
• Dealer calls
• Posters
• Car and bus cards

CBS RADIO NETWORK IN EL PASO

KROD 600 kc 5,000 WATTS

RODERICK BROADCASTING Corp.
DORRANCE D. RODERICK
Chairman of the Board
VAL LAWRENCE
President and Gen. Mgr.

KROD has started for one-story transmitter building in El Paso with a view to using new 1 kw French-language station at Saskatoon owned by Radio-Frairie Nord Ltd. Building will cost about $40,000.

February 25, 1952 • Page 93

LEE ESTATE

Legal Fees Requested

AUTHORITY to pay $260,000 in extraordinary legal fees from $12¼ million estate left by the late Thomas L. Lee was requested by Los Angeles Public Administrator Ben H. Brown when he filed his third accounting of stewardship in Superior Court last Monday.

In charge of the estate following death of the former owner of Don Lee Broadcasting System on Jan. 13, 1950, Mr. Brown asked authority to pay his own legal fees, headed by County Counsel Harold W. Kennedy, $40,000, this to go into the county treasury. Another fee of $45,000 was requested for Walter L. Nosaman and Joseph D. Brady, associated with the county counsel’s office in legal problems arising from administration.

A $50,563 fee is asked for Raymond G. Wright, Seattle attorney. He represented R. D. Merrill, Seattle lumberman, on a marriage of Tommy Lee, who received the entire $12¼ million estate under a 1934 will to divide as he saw fit.

Mr. Brown further requested permission to pay two law firms, Robert P. Jennings & Frank E. Belcher and Alfred Wright & LeRoy A. Garrett, a total of $124,725. Messers. Wright and Garrett originally represented Mrs. Nora A. Patee, marital suitor of Mr. Lee, in her contest of the will which was recently settled.

Permission also was asked by Mr. Brown to take $40,000 for his own office in extraordinary fees. This sum is to go to the county treasury. Request for authority to pay $30,500 to several auditors, tax counselors and investment counselors employed by estate is made.

Accounting disclosed that the public administrator still has in his possession for later distribution $6,329,263, mostly in cash.

KBBG Avalon, Calif., is incorporating policy of 2½% cash discount for immediate payment of bills into rate structure, recommended by both American Assn. of Advertising Agencies and Southern California Adv. Agencies Assn. Station is fourth in Los Angeles County to adopt policy.

ON SUNDAY IN CINCINNATI

THEY LISTEN TO NEWS & MUSIC

→ See Centerspread This Issue ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

30,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting
NEW WBS SERIES
Raymond Massey Signed
WORLD Broadcasting System, New York, producer of transcribed library features, last week announced signing of actor Raymond Massey to star in World's devotional radio services, Chapel by the Sides of the Road.

Series, which will be released March 24 as a 15-minute daily series for local sponsorship, will feature a Bible reading and "thought for the day" by Mr. Massey, as well as hymns by the Chapel Singers and organ solos by Wilson Ames and James Peterson.

Before the release date, World's 876 affiliates will be supplied with complete client presentation kits including promotional material and audition discs. Series will be furnished to stations as part of their regular weekly service. Signing of Mr. Massey follows World's recent announcement that transcribed Go-See-Church messages by 10 of the nation's leading spiritual leaders have been distributed to WBS affiliated stations.

Kittrell to Katz
DAVID KITRELL, director of media research for Crook Adv., Dallas, for 3½ years, has joined WBS as advertising manager, succeeding Al Austin. Mr. Katz, national station representative, as a member of the sales staff of the Dallas office.

FORMER FCC Comr. Frederick Ingate Thompson, 76, died last week in Mobile, Ala., after a long illness. He served on the FCC from April 1939 to June 1941, being appointed by the late President Roosevelt to succeed Comr. Eugene O. Sykes who resigned.

Mr. Thompson was publisher and owner of the Mobile Register from 1909 to 1952, publisher of the old Birmingham Age-Herald and the Montgomery Journal. He was a director of the Associated Press for 10 years. Before his appointment to the FCC, Mr. Thompson was a member of the Alabama State Dock Commission, the U. S. Advisory Board of Public Works, and during the 1920s a commissioner of the U. S. Shipping Board.

In spite of a 16-inch snowfall which had closed schools in the area, 20 guests were waiting at the doors when WGY opened at 5:30, and about 500 more visitors arrived within the next several hours, officials reported.

One couple among the early arrivals brought along their radio set they had used to receive the first WGY broadcast, Feb. 20, 1922. They said that during the debut program, they had put the earphones of their radio to the mouthpiece of their telephone as local telephone operators could not plug in any phone in the local exchange, thus transmitting the program to all village residents via a party line. The radio-telephone hookup made, the visitors contended, the first WGY program a network broadcast.

Coyle Moves to C-E
M. PATRICK COYLE, director of product and style research, Opinion Research Corp., Princeton, N.J., has joined Campbell-Ewald, Detroit, as vice president in charge of research marketing and merchandising.

Four Join NARTB
FOUR radio stations applied last week for active membership in NARTB. They were KCBS Midland, Tex.; KXOA Sacramento, Calif.; WKTY LaCrosse, Wis., and WVO Kansas City, Mo. William L. Stubblefield, NARTB station relations director, and William K. Trenor, assistant director, returned last week to NARTB headquarters after tours through the West, Southwest and South. AM membership of NARTB is now around the 970 mark. [BT, Feb. 18, 4].

STORM SERVICE
Radio Gives Coverage
RADIO went all out in its efforts to cover the news and render service during the snow storm which swept the New England area Feb. 17-18, according to reports received by BROADCASTING • TELECASTING.

WLAN Lewiston, Me., broadcast the Blizzard Buster Special throughout its 18-hour schedule with emergency announcements and news of the 25 inch snowfall there. Station's public service achievement was appreciated most by older listeners who drew comparisons from radio-less days of 1921 and 1988, the last blizzard years in the area.

Commercial and sustaining network programs as well as those produced locally were cancelled by WCOU-AM-FM Lewiston, Me., to devote the full broadcast day to assisting in the emergency. Approximately 2,500 calls for help were reportedly received at the station. Remote broadcasts from the city's police and fire departments kept the public informed on storm happenings.

Through its affiliate, WOCE Hyannis, Mass., the Yankee Network in New York, afforded an exclusive broadcast of on-spot interviews with survivors of the crew from the tanker Pendleton, one of two ships broken in two off Chatham, Mass., during the blizzard. Program was broadcast 4:30-5 p.m. Feb. 19 shortly after the rescue had taken place.

News of the area tragedy was reported by WLYN Lynn, Mass., throughout the afternoon of Feb. 18 beginning with the announcement of a distress signal from the SS Fort Mercer, which Clarence Burnham, station engineer, picked up on his own set. Mr. Burnham also was able to pick up Coast Guard reports on rescue operations which he immediately relayed for broadcast.

NBC radio The Halls of Ivy salutes college president each week as means of public appreciation for work done by these men and women. Program deals with the problems facing a college professor.
TOBY VIEWS

BROADCASTERS better watch it. If they shout loud enough against the anti-liquor advertising-over-the-airwaves bill, they may find Congress going along with the beer lobbyists.

That's Sen. Charles W. Tobey (R-N. H.) talking. It is the Sen. Tobey of the public attend an open hearing? That's bunk!"

The author of the recently published book, The Return to Morality, the Senator has no knowledge of immorality in the FCC. He said he does not know of any improper influence having been brought to bear within the agency's offices.

But, he reminds, the appointment of Newbold Morris by President Truman to head a corruption-busting squad in Washington is excellent. The Senator said he knows Mr. Morris and expected to confer with him quite soon.

Radio Agreement

AN AGREEMENT between the U. S. and Canada for promotion of safety on the Great Lakes by means of radio was signed for this country at Ottawa last Thursday by FCC Comr. E. M. Webster and Stanley Woodward, American ambassador to Canada. Agreement provides for authorized use of radiotelephony as a means of communicating distress signals for Great Lakes shipping on 2182 kc and continuance of other frequencies.

Favors S 2444; Citile Public Interest

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast Jewish Market of Metropolitan New York
Send for a copy of "WHO'S WHO ON WEVD" Henry Greenfield, Managing Director
NEVO 117-119 West 46th St., New York 19

NEWSPRINT

'Temporary Easing" Cited

NEWSPRINT figured in a series of collateral developments at government level last week, with the usual ominous overtones for printed media advertising budget.

Sen. W. M. McAle, told a House Interstate & Foreign Commerce subcommittee investigating the newspaper shortage that there has been a "temporary easing" of critical scarcities but that worst demand will exceed supply for at least another year. The prediction was given by J. N. Macy, director of NPA's Printing & Publishing division, last Monday.

Following day, Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, revealed that another price boost on newspaper in imminent. This report has been widely circulated among U. S. newspaper publishers. Chairman Celler also asked Attorney General J. Howard McGrath to probe practices of newspaper producers at the plant level.

Officials of the Justice Dept. countered Wednesday that the U.S. government is without authority to launch an "effective" anti-trust inquiry. About 90% of newspapers used in the U.S. is produced in Canada, out of the American government's jurisdictional realm.

Mr. Macy said newspaper supplies will be larger this year for publishers, but spot shortages will continue.

a "servant of the people"

TO QUOTE THE STATE MEDICAL SOCIETY OF WISCONSIN

"It gives me great pleasure to take this opportunity to commend radio station WIBA for its outstanding service in the field of health education. Since April 1, 1946, WIBA has presented THE MARCH OF MEDICINE each week as a public service feature and thereby has helped measurably to the health knowledge of the citizens of Wisconsin. Such an enviable record well illustrates how WIBA is taking its place in the community as a public instructor and servant of the people." C. H. Crownhart

Secretary State Medical Society of Wisconsin

January 9, 1952

WIBA AM - 1310 FM - 101.5

BADGER BROADCASTING CO., MADISON, WISCONSIN
Represented by AVERY-KNODEL, Inc.

February 25, 1952 • Page 95
WOR New York, 50-kw clear channel station which started as a 250-watt outlet in Newark, N. J., and took a full-page newspaper ad when it first heard its signal was reaching Long Island, observed its 30th anniversary last Friday with the birthday theme featured on a number of its programs.

Aside from salutes by programs of MBS, which WOR helped to organize in 1938, the station devoted much of its regular programming to reminiscence, starting at sign-on with the playing of the record WOR used to commence operations on Feb. 22, 1922—Al Jolson singing "April Showers."

In one of the morning features, Vice President J. R. Poppele, who observed his own 30th anniversary with WOR on Feb. 15 [February 15, 1952], appeared on the John B. Gambling Musical Clock program to broadcast an open letter of thanks to listeners in some 14 states for loyalty to the station. Later, during the Barbara Wellens Show, the first microphone used by WOR was put into use for a few seconds.

A newscast prepared as though the date were Feb. 22, 1922, was presented by Dan McCullough. WOR described itself as the first station to present regularly-scheduled news broadcasts. Lyle Van's News on the Hourman Side included a short history of the station.

WOR started with a staff of five in a makeshift studio behind the sport goods and radio parts department of Bamberger & Co.'s dime store in Newark. During 1927 its power was boosted to 5 kw; in the same year, it began a two-year tenure as New York's last station of the old NBC network. The boost to its present 50 kw power came in 1935. Only a few weeks ago, R. H. Macy & Co.—owners of the station for 22 years—merged its WOR radio and TV interests with those of General Tire & Rubber Co.

WOR received its first grant for a TV station in 1941. Though the war prevented construction, the station did produce TV programs on a regular schedule over WABD.

**CANADIAN MEET**

Probes Rating Disparity

CIVIL DEFENSE, rating polls and a number of internal problems were main subjects on the agenda of the annual meeting of the British Columbia Assn. of Broadcasters, held at the Hotel Vancouver, Vancouver, Feb. 10-11. F. H. Elphicke, manager of CKWX Vancouver, was re-elected president of the BCAB.

The association asked national rating organizations to discuss with the Canadian Assn. of Broadcasters the disparity of ratings for the province of British Columbia.

The disparity arose in ratings reported by the Penn Media Data Assoc. Ltd., and Elliott Haynes Ltd., Canadian survey organizations. According to reports, contradictory facts are being published by the two companies which tend to weaken the confidence of advertising executives and timebuyers in ratings.

George C. Chandler, manager of CJOR Vancouver, submitted a request to Jim Allard, general manager of the Canadian Assn. of Broadcasters, suggesting letters he sent to Penn McLeod & Assoc. as well as Elliott Haynes Ltd. explaining the broadcasters' stand. A request will be made of the companies to make available work sheets used in the compilation of their ratings and information on the methods used in selecting samples.

On civil defense, plans on progress for the Pacific coast radio industry were discussed at a closed session, and a resolution was passed urging the Canadian government to let broadcasters know what part they are to play in the civil defense picture. BCC members heard reports from Mr. Allard and Pat Freeman of the CAB on copyright problems and radio sales promotion plans.

The Radio Service of the Green Bay Press Gazette

GREEN BAY, WIS.

Page 96 • February 25, 1952
STAGE presentations were used when 1952 Norge and RCA Victor products were introduced to Ne-braska and Iowa dealers gathered at Des Moines for the Sidles Co- ealer meetings. Sidles, distributor or the products in the area, cli-axed presentation with a skit by appliance Division General Manger Clarence Heigensen and Harold tol of Anderson & Roll Adv., Imaha. So effective was the thea- trical venture that the ‘actors’ were cut on KSO Des Moines for a per-formance and each was awarded an “Oscar” for his bank of beef.

**ENNIES TO EUROPE**

‘UND raising campaign is being launched in observance of 1,000th NBC-TV program, Howdy Doody. Donkey collected will be turned ver to youngsters in Europe through Kids’ CARE being run in a cooperation with the Cooperative American Remittance to Europe. Children in the TV audience will be asked to send in pennies, nickels and dimes which will be used to purchase junior size CARE pack-ages.

**INFER FIRE COVERAGE**

HULLET-by-bullet coverage was given a mock maneuver at Fort levens, Mass., by WEIM Fitchburg, Mass. Levinson, station newsmen, did 20-minute remote broadcast from his field where GI’s were being put through their training phases. Pur-pose of the show was to give listen-ers first hand information on meth-ods of training American soldiers.

**COMEDY TEAM ‘DISCOVERED’**

AUDIENCES enjoy a laugh—par-ticularly at the performance’s ex-panse, according to Kay Russell, tar of Ladies’ Day over WSYR-TV Syracuse. Miss Russell is a domes-tic expert except when it comes to taking a good pie. But she at- tempted it one day on Ladies’ Day. The crust was a total failure and the day’s experiment was climaxed when Jim McDonald, sonneman on the show, dropped the entire proj-ect on the floor. The tragedy result- ed in a flood of mail which pro-claimed Kay and Jim the best comedy team on the air.

**SHARP ADVERTISING**

KRINKLE cut cake and cheese slices have been distributed by WIBW Topeka, Kan., to encourage advertisers “to get a larger portion of the breakfast market” by using the station as an advertising medium. Copy on the folder cites examples of WIBW’s selling power.

**VOTERS GET PREVIEW**

CANDIDATES for important city, county and state offices will be presented by WTMJ-TV Milwaukee in a series of five Voter’s Guide programs. Shows will afford the voting public an opportunity to see its future leaders. Time will be divided equally among all partic-ipants.

**COMIC PROMOTION**

ACCORDION promotion piece plug-ging “Zanies From Boston,” better known as Bob and Ray, participants in a disc show of the same name, has been sent out to advertisers. Copy consists of favorable com-ments made on the comic team by John Crosby, New York Herald-Tribune radio-TV critic. Appropriate pictures of Bob and Ray are matched with the copy. Large let-tering on the reverse side instructs the interested buyer to contact an NBC-TV sales representative for sponsorship details.

**FREE PARKING TICKETS**

PARKING tickets with no fines in- volved are being distributed by WIMA Lima, Ohio. Idea was orig-inated to promote the Easter Strak- er program heard daily over the station and sponsored by a local supermarket. “Parking tickets” were tagged to cars using the store’s parking lot, during a two week period, suggesting the shop-per tune in the show.

**KIDS TAKE OVER**

CHILDREN were let loose in the kitchen when Kiddies Kitchen was premiered over WBAL-TV Balti-more on Feb. 16. Show features two youngsters from 4 to 12 equipped with pint sized cooking utensils who prepare simple dishes such as breakfast for mother or an afternoon snack. Mary Landis, star of the station’s In the Kitchen, in- structs and interviews the junior chefs.

**FULL HOUSE**

SELL OUT on time availability has been announced by WOW New York in current piece of promotion. Copy relates that every second of allotted commercial time from 6 a.m. till midnight is being spon-sored. Station’s growing audience is reported 39% above what it was two years ago.

**RADIO’S PULL**

PEOPLE still listen to radio, ac-cording to Lincoln-Rochester Trust Co., Rochester, N. Y., which offered a free booklet, 1,000 Household Hints, on a regular broadcast aired over WHAM there. The offer was repeated on two subsequent pro-grams and then hastily withdrawn. 24,000 people streamed into the bank in a three day period and walked off with the bank’s complete booklet supply.

**AFFILIATION PLUGGED**

STREET banners flew in the entire business section of Springfield, Ill., announcing the affiliation of WMAY there with NBC on Feb. 1. In addi-tion to the thoroughfare promotion, movie trailers were shown in three city theatres to announce the NBC service. The Illinois State Journal and the Register devoted six pages to the station on the occasion.

**DON’T PUT IT OFF**

LEFT-OVER 1951 calendars are utilized in promotion stunt by KCBS San Francisco. Calendars were mailed to trade with accom-panying letter from Arthur Hull Hayes, KCBS general manager, in-forming recipient: “This free calen-dar is for all of those would-be advertisers who intended to do something ‘a little later on’ in 1951. While they were waiting, 1,000,000 families in the San Francisco Area: Ate, Drank, Smoked, Shaved . . . .” Letter concludes that it’s too late to do anything in 1951 but those million families are still being reached in 1952 by KCBS.

**BOOST LOCAL SHOPPING**

BUSINESS men in Worcester, Mass., are enthusiastic about the response to WTAG’s “Shop in Worcester” campaign. All station personalities cut 20-second and one-minute announcements for use throughout the day plaguing their city as the shopping and fashion center for the Central New Eng-land area. Copy is tailored to the personality. Retailers help the sta-tion by keeping writers informed on commercial problems and proj-ects.

**ON THEIR TOES**

ALERT coverage of a Feb. 7 gun battle by WBAP-TV Ft. Worth, Tex., newsmen turned a local story into one of national significance. Station photographers arrived at the scene of the shooting and filmed the story. Motion picture footage was flown to NBC New York for use following the day on NBC-TV Camel News Caravan.

**FAIR EXCHANGE**

AS A special service to its adver-tisers, WPIL Philadelphia, has effected a merchandising exchange with Food Fair Stores providing for point-of-sales displays of spon-sors’ products in retail outlets serv-ing more than 50,000 customers per week. Under terms of the pact, the food chain agrees to provide weekly shelf extender displays for products of WPIL advertisers in 35 Food Fair stores in the station’s coverage area.

**LANG-WORTH AUTOMOBILES!**

S E L L

Boost your sales of AUTOMOBILES with LANG-WORTH FEATURE PROGRAMS. Inc., 115 W. 50th St., New York 19, N. Y. Feature Color Programs at Local Station Cost.
February 18 Applications . . . ACCEPTED FOR FILING

February 15 through February 21
CP-construction permit
DA-directional
ERF-effective radiated power
STL-studio-transmitter link
sync. amp.

ST-A temporary authorization

Grants authorizing new stations, changes in facilities, and transfer
appear at the end of this department, accompanied by a roundup of
new station and transfer applications. (See page 108.)

Sta., N.W., Washington, and to abandoned
ampl., in Rock Creek Park. Wash-
ington.

February 19 Decisions . . . BY THE SECRETARY

KWFT Wichita Falls, Tex.

KWFT uses Magnecord, Inc.

IT'S NO GAG
Price Controls, That Is

PRICE CONTROLS have been
placed on comic writers by the Na-
tional Assn. of Gagwriters, New
York, in an effort to help new
comics find people to write their
material at reasonable rates.

Writers will be paid a scale of A, A, A, A, B, C, D, N for no rating
and U for unlimited. Sealing will
be determined by background, not
necessarily by the aptitude of the
writer.

The comic interested in new
material will pay for it according to
scale price. Each January, there
will be a new listing of approxi-
mately 100 writers from coast to
cost. The rating system will be
maintained by reports from people
in the entertainment world.

FCC actions

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash., D. C.
Lincoln 3-7505

COMMERCIAL RADIO
MONITORING COMPANY
PRECISE FREQUENCY MEASUREMENTS
Engineer on duty all night every night

JACKSON 5902
P. O. Box 7037
Kansas City, Mo.

DAVID & BARBEAU

TELEVISION PROJECT CONSULTANTS
STATION PLANNING AND OVERALL GUIDANCE
P. O. BOX 976
SCHENECTADY, N. Y.
**BROADCASTING.**

**Job. Courses**

**BROADCASTING.**

Short on experience. Long on ability, attitude. Photo. Box 259M, BROADCASTING.

**Anncuress.**

**Situations Wanted (Cont'd)**

**Production-Programming, Others**

Writer, currently with top 50,000 watt station. Two years top network shows; variety, documentary, music, comedy, some TV. Vet. 33, married. College graduate with above average earnings. Can spark your set-up with more listeners and sales, with new hard-hitting program format. Box 316M, BROADCASTING.

**Program director.** Excellent sports-announcer. College graduate. Midwestión. Box 260M, BROADCASTING.

Box with proven record available April. Experienced major markets all phases indie, net. Wake-up, late night air work. Box 346M, BROADCASTING.

**Television**

**Salesmen**

Technical, young man, veteran, one year with WSYR-TV. Wants in TV sales, production. Excellent references. Box 310M, BROADCASTING • TELECASTING.

**Technical**


**Production-Programming, Others**

Exceptional young woman managing executive holdiess successuful newsroom. Undergraduate, college. Superb sales, promotion, supervision. Best references. Box 327M, BROADCASTING • TELECASTING.

Topgitch girl writer, alert to TV's future. Desires on-job training, TV advertising. Good personality, sales ability. Excellent references. Box 330M, BROADCASTING.

In sales for one Presto play-back, both speeds and all accessories. Never used. $100.00. WBUY, Lexington, N. C.

**Wanted to Buy**

**Stations**

Wanted, profitable station located midwest. Minimum $75,000.00 a year. Prefer single market but interested in midwest. Box 50M, BROADCASTING.

**Equipment, etc.**

Bargains. Three used sure dynamic low impedance mics, less cable, two reradiators, return. 53. 4000.00. Sell highest bidder. Box 258M, BROADCASTING.

For sale: One RCA 50 kw transmitter type B1A. Has been modified to keep pace with the rigid requirements of FCC in the present day broadcasting standards. Is still operating 20 hours per day. If in need of well maintained, high power radio transmitter, this is your chance to get a bargain. Your inspection solicited. Box 367M, BROADCASTING.

Complete FM station, including transmitter, monitor, transmission line, antenna elements, 2 eople, studio equipment and 158 FM bus receivers with speakers and antennas. For further particulars, contact Dick Weins. KBOX, Omaha, Nebraska.

Priced to sell: 300 foot Andrews guided tower, lighting; ground system, 48,000.00. Will trade for D. E. model BT1A type BT1A FM transmitter. BMA type monitor. 90 watt transmitter, 84 by 10 by 20; by 10; KGKX, Topeka, Kansas.

**WANTED TO BUY**

**STATIONS**

Wanted, profitable station located midwest. Minimum $75,000.00 a year. Prefer single market but interested in midwest. Box 50M, BROADCASTING.

**ANNOUNCERS**

The appointment of John Moore Dough

**LUXY**

**ADVERTISING AGENCY**

**AS ITS—**

*(CHECK ONE)*

Yes — You could be the LUXY RADIO or TELEVISION STATION OR ADVERTISING AGENCY TO MAKE SUCH AN ANNOUNCEMENT — AND WHILE OUR HERO'S NAME ISN'T JOHN MOORE DOUGH—SUCH AN ANNOUNCEMENT WOULD MEAN THAT JUST AND MANY MOORE THINGS TO YOUR ORGANIZATION. TO BE READY TO CONSIDER ANY AND ALL OFFERS AND PROPOSITIONS FOR HIS SERVICES. HUSBAND HEREWITH HIS HISTORY, 43 YEARS YOUNG—IRISH ANTEY—RED HAIR—22 YEARS BACKGROUND AND EXPERIENCE IN ALL PHASES OF THE BROADCASTING-TELEVISION INDUSTRY—16 YEARS WITH NATIONAL NET- WORKS, AD AGENCY—RADIO—TELE- VISION—RECORDING—PUBLIC SERVICE AND GOVERNMENT EXECUTIVES THRU- OUT THE NATION—PRESENTLY VICE PRESIDENT OF WTV—SUITABLE FOR ALL SENSIBLE REASONS FOR WANTING TO MAKE A CHANGE. THIS IS STRICTLY PERSONAL. JOHN MOORE DOUGH—WHO HAS NO MARRIAGE—NEEDS AN APPOINTMENT ON THIS SAME BASIS, WILL BE DELIGHTED TO DISCUSS ANY SINCERE OFFER. SO—RUN DON'T WALK YOUR NEAREST METHOD OF COMMUNICATION.

**ANNOUNCES**

Address: Box 400M, BROADCASTING • TELECASTING

Southwest. Language station. Earns free transit, 10,000 words with terms. Box 311M, BROADCASTING.

Midwest regional daytime network station. Medium size market. Controlling interest for sale. Original investment is guaranteed. Box 348M, BROADCASTING.
Wanted to Buy (Cont'd)

Equipment, etc.

Wanted: 1 kw AM transmitter, Antenna tuning unit, flasher and photoelectric control. Box 556, BROADCASTING.

Wanted: 5 kw AM transmitter. Also 1 kw and 10 kw short wave transmitters. Description, price, please. Box 57M, BROADCASTING.

Wanted—Approximately 700 feet 1½ transmission line, 22 ohm. Communications products type 505 preferred. State age, condition and price. Glen Klein, KANS, Austin, Minnesota.

Will pay cash for General Electric 250 watt FM transmitter and Monitor, WJOC, Jamestown, New York.

Miscellaneous

Attention program packagers, TV and AM. Well known radio station manager interested in being west coast distributor. Lots of contacts. Box 2500V, BROADCASTING.

Interested in joining television production agency. Can contribute some capital, television and motion picture cameras and equipment for scenery shop and lighting. Have stage and television background. Box 2506M, BROADCASTING.

Commercial crystals and new or replacement broadcast crystals for Billey, Western Electric, RCA holders, etc. fastest service. Also monitor and frequency measuring equipment. Red Lion Electronic Co., Temple, Texas, phone S-3901.

EXECUTIVE ABILITY—

13 years management network regional stations
20-year successful industry reputation
Currently employed but ambitious for greater potential

WILL BE AT NABE CONVENTION
Suggestions welcome
Replies confidential

For Sale

Executive Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Directors, Winkys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FALKIN

TV & Radio Management Consultants

720 Broadway, Washington 6, D.C.

2

of every

3

PERSONNEL ORDERS

for

ENGINEERS

(First Phone)

Write for Placement Forms

Edward C. Lobdell Associates

11 East 46th St., New York 17, N.Y.

ARMORY SHOW

WHAS Turns Away Crowds

WHAS-AM-TV Louisville turned away more people than it entertained in the Jefferson County Armory fortnight ago in proving that radio can do a good job of promoting itself—and television as well.

The station attracted 18,500 people to the armory, but only 6,800 got in to see WHAS' Old Kentucky Barn Dance, WHAS-TV's Hayloft Hoedown and a new line of Ford automobiles which were on display. It was the largest gathering since the Hadacol show.

Entertainers spent an hour during the Ford display singing autographs of an audience that began thronging to the armory long before opening time.

Crowds continued to gather even after the radio show ended. As a result, several members of the radio cast, along with Vice President Vic Sholis and Sales Director Neil Cline, had difficulty regaining entrance.

Front Office

(Continued from page 58)

Rosenman, Goldmark, Colin & Kaye, N. Y., named partners in the firm.

ROY M. FLYNN, director of technical and engineering developments at KRLD-AM-FM-TV Dallas, appointed station manager of KRLD-TV.

RICHARD WALSH, director of sales-publicity-sports, KGER Long Beach, Calif., to KFI Los Angeles as account executive.


H. D. NEUWIRTH, sales and advertising manager of Self Winding Clock Co., N. Y., to sales staff of WMGM New York.

FRED A. PALMER, radio consultant, Worthington, Ohio, will conduct a radio sales training clinic today (Monday) for salesmen from four western states at the Los Angeles' Biltmore Hotel.

TONY MOE, sales promotion manager for KNXT (TV) Los Angeles, appointed account executive.

ROBERT L. HAMMETT, partner in the firm of A. EARL CULLUM Jr., Dallas, Tex., announces opening of his office as consulting radio engineer at 230 Bankers Investment Bldg., San Francisco.

LEN ADAMS, advertising department of the Cleveland News and SALLY PRICE, Sun Press, Shaker Heights, Ohio, to WSRS Cleveland as account executives.

RALPH KLEIN, WICC Bridgeport, Conn., and GRAEME DAWSON of the West Hartford News, to WDRC Hartford, Conn., as account executives.

Persons..."

KEN CARTER, general manager of WAAM (TV) Baltimore, presented with a special award for the station's "humanitarian service to community and nation" on behalf of 1952 March of Dimes. Citation was presented by George L. Radcliffe, Maryland state chairman for the drive. ... ELIAS I. GODOPFSKY, late president and general manager of WHLI Hempstead, L. I., honored with a posthumous brotherhood award Feb. 13 by the Brotherhood Committee of Hempstead. ... WALTER HAASE, station manager of WDRC Hartford, Conn., named head of speakers' bureau for the city's 1962 Red Cross drive. ... BOB BLUM, sales manager of KEEN San Jose, Calif., elected president San Jose Little League Baseball. ... WORTH KRAMER, vice president of WJR Detroit, directed radio activity for the city's Brotherhood Week Feb. 17-24 sponsored by the Detroit Round Table of the National Conference of Christians and Jews. ... GEORGE COMTE, assistant to the station manager, WTMJ-AM-TV Milwaukee, placed on active duty for two weeks as a major in the Army Reserve to attend an economic mobilization course in Milwaukee. ... FINLAY MACDONALD, manager of CJCH Halifax, elected president of Maritime Assn. of Broadcasters at annual meeting.

California

$20,000.00

An attractive small city operation that offers ideal living and working conditions. Located in a rich agricultural and lumbering area. Most of fixed assets are rented.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.  CHICAGO  SAN FRANCISCO

James W. Blackburn  Ray V. Hamilton  Lester M. Smith

Washington Bldg.  Tribune Tower  221 Montgomery St.

Denver 7-2555  2-867

East Central

$65,000.00

A fulltime network station operating very profitably with no local competition. City retail sales in excess of $20,000,000.00. Favorable financing arranged.

Mich. CD Network

MICHIGAN civil defense officials are working on a plan to enlarge the Michigan Conservation Dept.'s radio network to be used to disseminate air raid warnings instead of the state police network, which would be overloaded in the event of a disaster. Brig.-Gen. Lester J. Maitland, defense director, says $112,783 would be spent on the project. The finance committee of the State Administrative Board recommended turning over to Gen. Maitland $56,391 of a $170,000 appropriation to match an equal amount of federal funds to improve the network.

Italian Coverage

WOV New York, bi-lingual independent, has announced it will again have on-spot translation into Italian of U. S. Presidential conventions. Station, which plans broadcasts as public service for Italian-speaking New Yorkers, invited fellow broadcasters in Foreign Language Quality Network to share in coverage for commercial broadcast if they choose.

FIRST annual winter festival sponsored by WGBH Cleveland last week attracted 1,000 youngsters and collected donations for the city's Heart Society Fund. Show consisted of 25 silver skates races and seven figure skating acts.

Page 102 • February 23, 1952

BROADCASTING • Telecasting
Non-Docket Actions...

AM GRANT
Portage Bost, Co., Portage, Wis.—Granted 1350 kc, 1 kw, daytime; engineering conditions. Estimated construction cost $21,751. Granted first $1,250.

Grantee is Leonard E. Herrick.


FM GRANTS

[...]

FM GRANTS
WJIL-I-FM Flint, Mich.—Granted 94.3 mc, antenna height above average terrain 214 ft. Estimated construction cost $25,000, estimated first year operating cost $25,000, estimated first year revenue $45,000. Applicant is licensee of WJIL Flint.

[...]

New Applications

TV APPLICATIONS
Roanoke, Va.—Roanoke Bstg. Corp., Ch. 7 (192-210 mc), 15 kw, antenna height above average terrain 150 ft. Estimated construction cost $25,000, estimated first year operating cost $25,000, estimated first year revenue $45,000. Applicant is Roanoke Bstg. Corp. Granted Feb. 23.

Philadelphia, Pa.—Westinghouse Radio Stations Inc. UHF Ch. 17 (518-534 mc), ERP 200 kw, antenna height above average terrain 500 ft. Estimated construction cost $400,000, estimated first year operating cost $50,000, estimated first year revenue $90,000. Applicant is licensee of W3LFM-FM Roanoke. Filed Feb. 27.

FCC Actions

February 21 Applications

ACCEPTED FOR FILING
License for CP
WLAN-FM-FM Portland, Ore.—License for CP, as mod., authorizing new FM station.

Modification of CP
WCEN Mt. Pleasant, Mich.—Mod. CP, as mod., authorizing additional power increase, DA-N, change in operating hours. Applicant is licensee of KDQ-AM-FM Flint, WIBB-AM-FM-TV Blytheville, Ark. Granted Feb. 27.

Allocations Supplement
BROADCASTING • TELECASTING
will publish in coming issue a text of the FINAL TELEVISION ALLOCATIONS REPORT. Subscribers will receive the supplement without charge, as long as the supply lasts, at $3 each.

REACHES 93,217 RADIO FAMILIES

FEW WEA ME

THE WASHINGTON AREA'S MOST POWERFUL INDEPENDENT

*See the RALSTON PURINA spread on pages 14-15, this issue.

February 25, 1952 • Page 103

So you never knew WASHINGTON had hayseed?

If you have never heard of Eddy Arnold, Cactus Matt, Pete Cassell, Lily and Curly, Don Owens, or Zeb Turner, you have been living on Madison Avenue too long! These Western-hillbilly recording stars have made WEM the most popular independent station for miles around the Nation's Capital. Thank you, Purina, for proving our point with your award.

Advertisers interested in hitching a profitable ride on our haywagon, call Don Cooke or us.
CROSLEY’S 30 YEARS

FROM 50 w to 50,000; from a squeaky radio station in its founder’s living room to a mammoth layout of radio-televison operations. That’s the 30-year record that Crosley Broadcasting Corp. will celebrate beginning March 1. It will be the 30th birthday of WLW, Cincinnati and the fourth anniversary of its sister station, WLWT (TV).

The events will be marked by special broadcasts and other features, touched off by a simulcast March 1 over which Dave Garroway will preside as master of ceremonies. Some of the many stars who got their starts at WLW will be on hand to share the celebration.

It may be as a preparatory school for radio’s big-time that WLW is most outstanding. WLW graduates today are at work at major networks and advertising agencies. Some are star talent; others are production executives.

The latest to jump from WLW to national prominence are Rosemary Clooney and Doris Day. Before them were such entertainers as the Mills Brothers, Fats Waller, the Ink Spots, Smilin’ Ed McConnell, Jane Froman and Jack Berch.

Ed Byron, who produces Mr. District Attorney, learned radio at WLW. So did Jack Zeller, director of NBC’s Cavalcade of America, Harry Holcomb producer, and Burt Fauer, musical director, of NBC’s Curtain Time, Norman Corwin headed WLW’s newsmen in 1936 before he became one of the most noted writers in radio.

For 15 of WLW’s 30 years, Crosley Broadcasting has been in the administrative hands of James D. Shouse, now chairman of the board, and Robert E. Dunville, now president.

Both are industry leaders and have pioneered in many developments of profound influence in broadcasting.

Aside from its reputation as a “cradle of the stars,” the station has figured prominently in the development of both business and technical progress. Its merchandising system, among the most vigorous in radio, was evolved before most radio stations paid much attention to that activity. Its technical advances have taken it into the area of super-power, where it operated until the FCC cut out such facilities in 1939.

WLW went on the air March 2, 1922. A few months later, the station went to 50,000 w.

In 1925 it began operating with a 5 kw transmitter and with that became the most powerful regularly operated station in the world at that time.

In October, 1928, the medium-wave WLW began 50 kw transmissions on the 700 kc clear channel that meanwhile had been granted by the Federal Radio Commission.

It was five and a half years later—May 2, 1934—that the station went on the air with 500 kw, broadcasting from an antenna tower 831 feet tall.

Super-power was discontinued in 1939, and the station went back to its present 50 kw. In the 40’s, Crosley constructed three shortwave transmitters at Bethany, Ohio, with a forest of 80 antenna poles, biggest layout of its kind. These facilities now are used by the government in its world-wide broadcasting.

Crosley Corp., to which the company’s name has been changed from Crosley Radio Corp. in 1939, became a subsidiary of Avco Mfg. Co. in 1945. The next year the broadcasting division became a separate entity, the Crosley Broadcasting Corp.
KGO-AM-TV POSTS
Francis, McCarthy Named
NEW station managers were named last week for KGO and KGO-TV San Francisco.
Vincent Francis, sales manager of KGO-TV, was promoted to station manager for the television operation, and C. L. McCarthy, former vice president and general manager of KQW (now KCBS) San Francisco, was appointed manager of the AM operation.

Godfrey Takes Top Spot In Nielsen January Report

KECC STRIKE
Dispute Settled Quickly
KECC Pittsburgh, Calif., was put off the air for several hours last week by a strike of its three-man engineering staff. The engineers walked out in a dispute over union recognition.

ANA MEETING
Radio Rates Not Involved
ASSN. Of National Advertisers' spring meeting will be held March 18-20 in the hot springs town of Hot Springs, Va., ANA President Paul B. West announced last week.

Telestatus (Continued from page 78)
of the two permits a large screen view of the action on a set and a change of focus of the camera while in operation.
The system of continuous focusing is designed to eliminate halts in production to change focal setting of a camera. The large screen viewing is to aid in lighting and to pick out flaws in the picture while it is being photographed, Mr. Lyons said.

Two complete mobile units have been readied and will be available to studios within a few weeks on a rental basis, it was said. They were constructed under the supervision of Jack Strauss, vice president and chief engineer.

SARGEANT O.K.'D.
Senate Approves Nomination
HOWAND H. SARGEANT was confirmed by the Senate last Wednesday as Assistant Secretary of State for Public Affairs, succeeding Edward W. Barrett, with policy responsibility for America's shortwave radio arm abroad.

Mr. Sargeant will concentrate on top-level decisions involving the Voice of America and other activities of the newly-created International Information Administration.

Dr. Wilson Compton, former president of Washington State College (KWSC Pullman, Wash.), already has assumed responsibility for operational functions. Fay D. Kohler, chief, international Broadcasting Division (VOA), becomes assistant administrator for International Broadcasting Services, newly designated, reporting to Dr. Compton.

Dr. Compton is expected to make other appointments when he returns from his six-week overseas trip which took him to U. S. information centers in Europe.
The establishment of 11A [BT, Jan. 28, 21] conforms substantially to recommendations offered by the U. S. Advisory Commission on Information, which favors a semi-autonomous agency functioning under an administrator.

In its latest report submitted to Congress Feb. 15, the commission recognized also "that there are again with management personnel in the engineer jobs. The following morning management agreed to recognize the union as bargaining agent and the strike was called off.

IBEW, meanwhile, settled four other contract negotiations peacefully in San Francisco-Oakland last week. Contracts for wage increases were signed by KYA and KJBS San Francisco and KROW and KLX Oakland.

At KJBS the engineer-combination men won $10 weekly raises, bringing their scale to $118. KYA and KROW won $7.50 weekly raises, bringing the KYA scale (for 5 kw station) to $112.50 and the KROW scale (1 kw station) to $105. KLX engineers also got a $7.50 weekly increase and management agreed that when the station goes from its present 1 kw to 5 kw power, as planned, the engineers scale would automatically be raised to the prevailing level for that power.

However, the increases at all stations will not be granted in lump sum but must come as cost-of-living raises based on bi-annual Bureau of Labor Statistics index. Thus the engineers will receive less than half of their increase immediately. The current index allows them only 2.5% increase, which is retroactive to November 1. On May 1 they will be eligible for a second increase, equal to the cost of living rise but not exceeding the total of the wage increases agreed to in negotiations. The union also won health and welfare insurance benefits, the premium to be paid by the stations.

‘READERSHIP’ AD
BAB Issues Sales Guide
RADIO time salesmen—who daily are faced with the necessity of explaining to confused clients the difference between the total circulation figures so glibly tossed about by space salesmen and the individual program ratings by which radio audiences are measured—will this week joining in an industrywide chorus of thanks to Broadcast Advertising Bureau.

In an attractive, easy-to-understand book of only 15 pages, titled "A Guide for Radio Salesmen to Newspaper Advertising Readership," BAB presents a dramatic comparison between the radio campaign and the single issue of a newspaper.

Very rarely, BAB points out, do newspapers mention the only approximation of radio's audience figures—the readership percentages developed by the Continuing Survey of Reader Reading and the Starcom Reports.

These surveys, BAB reports in a series of red and gray pie charts, show that "among admitted readers of newspapers are nearly 46% of men and 42% of women readers do not see any national advertising; 58% of men and 62% of women readers do not see any classified advertising; 56% of men and 12% of women readers do not see any department store advertising; 58% of men and 40% of women readers do not see any amusement advertising."

"Half or nearly half of the readers of newspapers do not see single newspaper's illustration, caption or word of many of these major advertising classifications," BAB declares.

Final page of the book, a seven-year sales chart for radio salesmen, detailing the ways in which they can most effectively make use of this information in their own sales presentations.

When Will BMI Be Yours
Another BMI "Pin Up" Hit—Published by Goday
BERMUDA
IRE CELEBRATES 40TH ANNIVERSARY

CELEBRATING completion of 40 years since its founding in 1912, Institute of Radio Engineers has set the pace, 1912 to 1952 as theme of annual convention, to be held in New York next week (March 3-6). Some 27,500 engineers from all parts of the world expected to attend the 42 technical sessions and see the newest developments in electronic equipment and components of 256 exhibitors, filling four floors of Grand Central Palace. Technical sessions will be held in Waldorf-Astoria and Belmont Plaza hotels as well as in Grand Central Palace.

Covering full range of recent radio engineering developments in every field from medical electronics to digital computers, the more than 200 technical papers and 14 symposiums offer much of interest to broadcast engineers. Agenda includes, for example, six sessions devoted to television, including Tuesday evening panel discussion of NFSC color standards and Tuesday afternoon session on problems of constructing TV stations and converting the air to use as TV studios. Also scheduled are two sessions on receivers and one on small UHF electron tubes.

Social events of four-day meeting include "get together" cocktail party Monday, President's luncheon Tuesday and annual banquet on Wednesday. Dr. W. R. G. Baker, General Electric Co. vice president, will be guest speaker at Tuesday luncheon. Charles E. Wilson, U. S. Director of Defense Mobilization, will speak on "In Strength Is Peace" at banquet.

BRIEF ARGUES TRANSITCASTS ARE UNCONSTITUTIONAL

TRANSITCASTING conflicts with First and Fifth Amendments, is therefore, the situation, and transit radio crusaders Franklin S. Pollak and Guy Martin argue in 56-page brief filed with Supreme Court today. Supreme Court is scheduled to hear oral argument March 5. Court is expected to have far-reaching effects on specialized forms of FM broadcasting.

Single ultimate question raised by case is, according to Woocher District of Columbia Public Utilities Commission may approve and uphold requirement of monopoly transit company in Washington that all bus and street car passengers be subjected to broadcasts of one radio station.

Questions raised in brief, filed by Washington attorneys Paul M. Segal, John W. Willis and Charles L. Black Jr., are these: (1) Do broadcasts deprive objecting riders of free use of their faculties and of their time and attention in violation of Fifth Amendment; (2) Do broadcasts violate First Amendment by forcing objecting riders to listen to speech they do not want to hear, make them unable to listen to speech they wish to hear or words they wish to read, make it difficult or impossible for objecting riders to speak to others.

Several pertinent phrases in citation-full brief are following:

By depriving them (objecting riders) of the freedom to use their faculties as they choose, it (the broadcast) deprives them of liberty. By taking their attention and the full use of their time, it takes property without just compensation and may be weighed against the rights of the objecting passengers.

Capital Transit and Transit Radio have done more than insert a foot in the door; with the aid of the Government, they have effectively pinched the rider and forced him to listen.

SUCCESS STORY

TIP TO ADVERTISERS who want red carpet rolled out for them: Keep your program on the air for 25 years. NBC last Monday morning added half-hour "Countdown" at its own expense to 30 minutes regularly sponsored by Cities Service Co., but also tendered sponsor a lavish post-broadcast party in New York's Rainbow Room, for which network picked up $10,000 check.

Business Briefly

(Continued from page 8)

on radio this year. All eight DeSoto dealers in Baltimore area took part in spots which occupied all available time during day.

N. Y. CENTRAL ADDS FM New York Central railroad, through Foote, Cone & Belding, N. Y., effective March 3 will add four markets to its schedule of early-morning 10 and 15-minute local breakfast programs. Contracts for 52 weeks.

AGENCY NAMED Briefly: John I. Edwards & Assoc., L. A., appointed to handle advertising for Fire Detector Co., L. A. (firm alarm system); Mel Burns Inc., Long Beach, Calif. (for M.S. Deering); Califo. Calif. Radio and/or TV used for all accounts.

FRENCH CAMPAIGN Briefly: French Government Tourist Office and Air France will sponsor for 52 weeks new series, To France With Music, featuring Madame Angele Levesque, director of information center of French Government office in New York, Tues. and Thurs., 7:05-7:30 p.m. on WQXR New York. Agency, Benton & Bowles, N. Y.

RCA NY-HELPSKI LINK Briefly: H. C. Ingles, president, RCA Communications Inc., N. Y. announced opening yesterday (Sunday) of direct two-way radiophoto circuit between New York and Helsinki. New circuit provides for rapid transmission-reception of all types of pictorial material. With Helsinki addition, RCA Communications now operates radiophoto circuits between U. S. and 25 foreign countries.

STASSEN ON DuMont Briefly: STASSEN for President Committee purchased 11:11-11:15 p.m., EST slot on 15 DuMont TV stations last Saturday for speech by their Presidential candidate, marking third purchase on DuMont in four weeks.

Six SIGN TV CODE

Six TV stations had subscribed at weekend, to NARTB Television Code (early story page 74). Subscription forms were mailed last Tuesday. List comprises WDSU-TV New Orleans; WWJ-TV Detroit; WBBM-TV Chicago; WNBW-TV Binghamton, N. Y.; WMJZ-TV Milwaukee; KING-TV Seattle. Robert D. Sweazy, WDSU-TV, chairman of Code-drafting group, wired this comment in connection with subscription: "Appreciate zeal and enthusiasm of my conference on Code committee but believe it is my duty to take first plunge."

PEOPLE...

SARKES TARZIAN, owner of WTTW and WTTW (TV) Bloomington, Ind., will be guest speaker at meeting of the Chicago Radio Management Club at Imperial Hotel's Boulevard Room at luncheon Wednesday.

R. C. FORCE, general manager of WFRO Fremont, Ohio, has joined WKNK Muskogon, Mich., as general manager.

WILLIAM F. TUCKER, commercial manager, KIRO Seattle, elected vice president of board of trustees, Queen City Broadcasting Co., operating KIRO. Officers re-elected were Saul J. Berlin, chairman; Harold N. Graves, vice president and secretary-treasurer, and Abe Fortas, vice president.

THAD McCARTY, for past three years with J. Walter Thompson Co., in Rio De Janeiro, joins New York staff, effective immediately.

THOMAS J. ELLIS, Cecil & Fresbrey, to Grant Adv., N. Y., as media director.

SELL RADIO HARD, ILLINOIS BROADCASTERS ADVISED

BROADCASTERS must sell radio seven days a week 305 days a year, and use their own facilities in radio as the most effective sales medium with lowest cost. He spoke as chairman of IBA's Sales Committee. Other members are W. Kenneth Patterson, WSVI Pasadena; Charles Bok, WJPF Territorial, and LaVerne Flambio, WQQA Moline.

IBA elected Charles C. Caley, WMBD Peoria, as new president, succeeding Ray Live- sen, WLBF Mattoon. Leslie C. Johnson, WHBI Rock Island, was elected vice president and Mr. Cook, secretary-treasurer. Oscar C. Hirsch, WKRO Cairo, was elected to three-year board term and William Holm, WLPO LaSalle, to a one-year term. Ex-presi- dent Retires at annual board meeting.

Strong stand against plans of U. of Illinois to enter television was taken by IBA, affirming previous opposition. New legislative committee will be named by President Caley and analyst will be appointed to watch for legislation affecting IBA members. Next meeting will be held in summer.

Baseball and basketball discussion was led by panel comprising Robert Burow, WDN Danville; Merrill Lindsay, WSOY Decatur, and Mr. Cook. Problems of political advertising and billing, including liberal responsibility, considered in panel led by Mr. Flambio.

Burt Squires and Glenn Dalberg, Broadcast Music Director, spoke on BMI's composer club and the station's use of BMI's composers, publishers and series of sales clinics. Legislative report made by committee comprising O. J. Keller, WTAX Springfield, chairman; Walter Emerson, WEXR Chicago; William Holm, WLPO LaSalle; Frank Schutte, WZD Decatur, and Paul F. McIlroy, WCIL Carbondale. Proposal to seek right for broadcasters to report directly from legislative halls was approved by audience.
STONEWALL JACKSON: strategist

As long as Stonewall Jackson is remembered stories will be told of his amazing exploits. For example, how he outfoxed and defeated 50,000 troops with one-third that number in the Shenandoah Valley of Virginia; how he saved Richmond from capture; how he made a bonfire of General Pope’s two mile supply train that was seen all the way to Washington.

Stonewall Jackson, Virginian and strategist, would have enjoyed the opportunity of capturing whole populations of Virginia in another way. Havens & Martin Stations, First Stations of Virginia, command a hold on viewers and listeners of the Dominion State that is readily capturable by you, Mr. National Advertiser. John Blair & Company will tell you how.

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia’s first market. Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA
millions listen
millions buy!

Each radio home in WJR's coverage area spends almost $1,000 a year on food!

<table>
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<th>% of National Total</th>
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<tr>
<td>Population</td>
<td>12,601,300</td>
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<tr>
<td>Radio Homes</td>
<td>3,784,170</td>
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<tr>
<td>Food Sales</td>
<td>$3,266,766,000</td>
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Get your share of the tremendous food sales in the Michigan-Great Lakes area. Pre-sell these radio families on your products... by using WJR, the station with the greatest coverage in this area. For specific success stories in this large food market, write WJR or see your Edward Petry representative today.

Remember... millions buy WJR-advertised products!

Radio—America's Greatest Advertising Medium
Represented nationally by Edward Petry & Company
WJR Eastern Sales Office: 665 Fifth Ave., New York