THE 1951 Iowa Radio Audience Survey*, just off the presses, reports the enormously significant fact that 98.4% of all Iowa homes are now electrified — that 99.5% of all Iowa's radio homes now have electric power!

Yet only 1.7% of Iowa's radio homes have electric dish washers . . . and only 2.7% have electric clothes dryers!

Sales of dish washers and clothes dryers are booming in the State, however. 41.7% more Iowa homes have dish washers now than in 1950 — 42.1% more now have clothes dryers. And the surface has barely been scratched!

This interesting opportunity is only one of many that any advertising man can find in the 1951 Iowa Radio Audience Survey. This authentic, dependable annual study has long been considered one of America's finest radio-research projects — a "must" for literally hundreds of leading advertising, sales and marketing men who are interested in radio in general, and the Iowa market in particular. A copy is yours on request. Write direct or ask Free & Peters, today.

The 1951 Survey proves again that WHO continues to be your best radio approach to the Iowa market. With its 50,000-watt, Clear Channel voice, its top-grade programming and its enlightened Public Service attitude, WHO is Iowa's greatest radio outlet — listened to by more Iowans night and day than any other station in the State.

*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whal of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families — all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.
THE RED RIVER RAMBLERS are a basic part of the line-up of local and live early morning shows on WHAS, tailored to draw and please the Kentuckiana audience. In this predominately rural area, WHAS has long supplied authentic farm information, up-to-the-minute news of the world, and folk music people in Kentucky and Southern Indiana want to hear.

At 6:15 A.M., the Ramblers entertain with fifteen minutes of old-fashion folk music... 7:15 brings "The Randy Atcher Show" with everyone's favorite, Randy Atcher, in the feature spot... and 7:45 is time for Janie Workman, attractive sweetheart of the Red River Ramblers, to sing and emcee another fifteen minute show with the Ramblers.

It is established as the strongest early morning programming of any radio station in the Kentuckiana area.

The Red River Ramblers include Shorty Chester, Bernie Smith, George Workman, Tiny Thomale and Sleepy Marline, twice National Champion Fiddler. Stars of the group are popular Randy Atcher and lovable Janie Workman.

Basic Affiliate of the CBS Radio Network

The only radio station serving and selling all of the rich Kentuckiana Market
WCOS
COLUMBIA, SOUTH CAROLINA
TAKES PRIDE IN
Announcing THE APPOINTMENT OF HEADLEY-REED COMPANY NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO PHILADELPHIA • DETROIT • NEW ORLEANS • HOLLYWOOD AS NATIONAL SALES REPRESENTATIVES EFFECTIVE JANUARY 1ST 1952
To help stimulate the sale of Christmas Seals, WGAL-TV facilities were made available to the York County Anti-Tuberculosis Society. Officials explained the great work being done in the constant fight against "TB." This important national endeavor is now in its 44th year. Prior to 1907 there was no organized effort to assist the victims of tuberculosis nor to carry on research in their behalf. Today, through the pennies secured from these bright little seals, tuberculosis has dropped from first to sixth place in the ranks of dread national killers.

Giving assistance to the work of the York County Anti-Tuberculosis Society, is but one example of the WGAL-TV year-round community service effort.

Pictured are Mrs. George Hay Kain, Jr. and Mr. John Lowry Ruth of the Anti-Tuberculosis Society of York County, Pa.
SALE OF WMAW Milwaukee, to Lou Poller, owner WPWA Chester, Pa., and partner in WARL Arlington, Va., (Washington area), his brother-in-law, Cy Blumenthal, and Alex Rosenman, former executive vice president of WCAU Philadelphia and afterward with Official Films Inc., New York, consummated last week. Price in excess of $200,000, through Blackburn-Hamilton Co. Sellers, subject to customary FCC approval, are Clifford Randolf, Milwaukee attorney, Ray Borchert, contractor, Uline Estate, and other minority holders. Mr. Rosenman to reside in Milwaukee and assume active direction.

AS IF...anticipate tug-of-war ahead, applicants or prospective applicants for TV are having tough time seeing certain individual members of FCC. Chairman Coy, among others, has adopted policy of refusing to discuss allocations involving individual markets and other Commissioners are following suit. One highly placed university president last week was unable to make engagement with Chairman Coy because of pendency of educational TV application.

FCC WON'T resume its consideration of step-by-step phases of new TV allocations until after it reconvenes with full membership following New Year. Staff has been given assignments which will consume its time until then. No work regarded final until allocation task is completed—with target date remaining February 1.

WHAT'S CBS doing about rates? At this writing it's standing pat, presumably awaiting outcome of NBC approach on its new economic plan. CBS has announced it will await more detailed research, having been first network to subscribe to Ken Baker's Standard Audience Measurement Service.

WILL EDWARD L. NORTON, chairman of board of WAPI and WAFM (FM) and WAEM-TV Birmingham, and of WMBR-AM-FM-TV Jacksonville, continue as member of Federal Reserve Board? Highly successful as a practical business man member of board, he committed himself for one year but already is three months beyond that limit. It's reported he's been asked to accept presidency of U. of Alabama, but that he's likely to remain in Washington, although not in present post.

CODE conundrum facing NARTB-Television: How can subscribing networks show seal so non-subscribing affiliates won't get free ride? JOB of enforcing code, incidentally, looming larger every day as problems multiply. Extensive legal safeguards will be thrown around seal to prevent pirating of program to administer code getting serious study.

UNIQUE among Holiday Greetings: "Warmest wishes for an early spring—and TV thaw!" ... George Gillingham, Director of Information, FCC.

FORD MOTOR CO., through J. Walter Thompson (Continued on page 6)

105.7 MILLION RADIO SETS IN USE, CBS RADIO FINDS

Radio set sales during 1951 totaled 10,853,201, according to yearend review issued Friday by CBS, which also reports yearend total of 42.7 million radio homes in United States, increase of 800,000 over January 1951. Country's radios now total 105.7 million in use in homes, autos and other places, up 7.7 million during year. Only 3% of population is without radio at home.

CBS Radio network started 1951 with 196 AM and 95 FM stations; it starts 1952 with 206 AM and 85 FM affiliates. During first ten months of 1951, 103 sponsors paid it gross income of $58,249,713, more than half million dollars more than comparable period of 1950.

Nielsen ratings, CBS reported, gave it 28 of 29 top-rated programs for week of Nov. 4-10; also showed CBS Radio with nine of top ten evening shows, three out of three in multi-weekly evening shows category, eight of top ten weekday daytime shows and three of three Saturday daytime shows.

RONSON TO ENLARGE AD BUDGET IN 1952

RONSON ART METAL WORKS will have "advertising appropriations larger than ever" during months ahead, Alexander Harris, president, declared Friday. Commenting that "restricted supply of essential metals has induced us to use our heads," Mr. Harris reported that "we are coming through with beautiful lines, using metals at a minimum, other materials at a maximum.

"And while we keep the colors flying we intend to continue to beat the drums," Mr. Harris stated. "Our advertising appropriation will be larger than ever and we will continue to make such things as are worthy to tell the world about." Ronson currently advertises its cigarette lighters by sponsoring Hollywood Stars on Stage, 8:15-9:35 p.m., and Star of the Family on CBS-TV, moving to alternate Thursdays, 6:30-7:30 p.m.

TWO ABC PROGRAMS PLACED ON CO-OP BASIS

TWO ABC quarter-hour afternoon radio shows being made available for cooperative sponsorship, Mondays through Fridays, Cooperative Program Sales Manager Frank Atkinson announced Friday. Programs are Big Jon & Sparkie, children's half-hour show which on Dec. 31 will be cut to 15 minutes in 3:15-3:30 p.m. spot and which will become cooperative availability Jan. 7, and Marriage for Two, which on Jan. 14 moves from 4:15-5:30 p.m. to 3:15-3:30 p.m. and will be offered as cooperative program beginning Jan. 28.

In other program changes, Mark Trail returns to ABC afternoon schedule in 5:15-6:15 p.m. spot vacated by shortening of Big Jon & Sparkie, and They Neighbor's Voice goes into 4:15-5:30 p.m. period now occupied by Marriage for Two.

BUSINESS BRIEFLY

FERTILIZER ACCOUNT • Davison Chemical Corp., N. Y. (fertilizer), recommending limited spot schedule in radio to start after first of year. Agency, St. Georges & Keyes, N. Y.

HALO CONSIDERS • Colgate-Palmolive-Peet Co., N. Y. (Halo shampoo), considering spot radio campaign in scattered markets using five daytime spots per week. Agency, Sherman & Marquette, N. Y.

AGENCY RECOMMENDS • Charles W. Hoyt Co., N. Y., has recommended radio campaign for Kentucky Club Smoking Tobacco to parent Co., Mail Pouch Tobacco, Wheeling, W. Va.

GRiffin Starting • Griffin Mfg. Co., Brooklyn (shoe polish), starting annual spot campaign in Florida in late January, following warm season around country. Agency, Birmingham, Castileman & Pierce, N. Y.

Renuzit Adding • Renuzit Home Products, Philadelphia, adding several markets to its spot and women participation shows, starting early January. Agency, McKee & Albright, N. Y.

Lever On ABC • Lever Bros., buying three quarter-hour TV spots on ABC-TV's Frances Langford-Dorothy Ameche show (Mon. through Fri., 12-1 p.m.). Effective Feb. 5, firm will sponsor 12:12-12:15 p.m. segment Tuesdays, Thursdays and Fridays. Agency, N. W. Ayer & Son, N. Y.

General Mills TV • General Mills has purchased 15-minute segment, Monday through Friday, on CBS-TV immediately following Arthur Godfrey's morning program, 10:30-10:45 a.m., effective first part of January. Product to be announced.

PERSONAL TO CONTINUE • Advertising of Persol blades will continue during 1952 on radio, TV, magazines and newspapers, Otto E. Kraus, president, Persol Blade Co., announced Friday in a yearend statement. Mr. Kraus reported company's sales outlook for 1952 is even brighter than record made in 1951, its best year with nine times the volume obtained in 1950.

B&B adds trio

BENTON & BOWLES, N. Y., has added three persons to its publicity staff. They are Marian Read, formerly with National Assn. of Manufacturers, Patrick Sweeney, formerly with Dancer-Fitzgerald-Sample, and John Astengo, who joined Houdini office and had been with Los Angeles Community Chest.

MBS 'Gator coverage

MUTUAL's coverage of 'Gator Bowl football game at Jacksonville, Fla., on New Year's Day will be available to MBS affiliates for local co-promotion, officials announced last week. Broadcast of game, Clemson vs. Miami, will begin at 1:45 p.m. (EST).
MULTITAPE ANNOUNCED BY RAWDON SMITH ASSOC.

NEW PROCESS of duplicating tape-recorded programs announced last week by Rawdon Smith Assoc., Washington, following years of development. Process described as adaptable to television, "also motion pictures. Machine can turn out 40 copies of half-hour tape program in one hour without coupling two or more standard tape recorders under current techniques.

Co-developers of method are L. S. Tooood and Chicago, and Rawdon Smith, Washington, consulting with Deere, Johnson & Zahoel. Thomas J. Downs, head of firm, is specialist in corpora-
tion, tax and transportation law. Mr. Daly will continue office in Metropolitan Bank Bldg., Washington.

ABC TO CARRY AWARD

DIINNER honoring football "Coach of the Year," Chuck Taylor, of Stanford U., will be broadcast by ABC radio network from Cincin-
nati 10:30-11 p.m. (EST) Jan. 10. Harry Winer, ABC sports broadcaster, will emcee broadcast and Scripps-Howard Columnist Joe Williams will present awards.

CALIF. DENIAL PROPOSED

INITIAL DECISION, denying by default application of Elwood R. Horwinski tr/as Radio Tahoe for 1240 kc with 100 w for Tahoe Valay, Calif., was issued by FCC Hearing Examiner Hugh B. Hutchison Friday. Denial was based on fact neither Mr. Horwinski nor counsel appeared when hearing was called Oct. 2.

In this Issue—

A BROADCASTING • TELECASTING special year-end survey finds radio business prospects for 1962 not only better than some gloomy prophets had been predicting but actually the best of all time. TV's future is unpredict-
ably big. Both media are riding the crest of the national economic wave. The survey begins on Page 34. For complete index to special features in the survey see Page 34.

Five advertisers are preparing big radio spot campaigns. Page 35.

Total gross billings of four national radio networks were $14,970,856 in October, according to Publishers Information Bureau, P&G was top network spender. Page 35.

Radio and TV turn over big chunks of time to reports of U. S. prisoners of war held by Communists in Korea. Page 30.

Associated Program Service will set up TV film operation to distribute Ency-

clopedia Britannica films and pictures owned by Films Inc., which has rights to 16mm films made by Warner Bros. and 20th Century-Fox. Page 32.

Dr. Roslow, chief of Pulse, issues scathing criticism of Chappell report that found low correlation between Pulse and Hooper ratings. Page 30.

CBS-TV and two owned TV stations be-
come NARTB Television members. Page 49.

New York State Bar Assn. condemns broadcasting and telecasting of Congres-
sional hearings like famed Kefau-
ver crime committee sessions. Page 41.

Government okay adds telecasting construc-
tion projects worth $9.8 million, rejects another $1.5 million worth. Page 31.

Jurisdictional scrap by three unions is shaping up at CBS Radio and CBS Television operations in New York and Los Angeles. Page 69.

Movie interweaves extensive fre-
cencies for theatre TV. Page 56.

NBC-TV will increase network rates by 10% next July 1. Page 48.

ABC Schechter returns to NBC as gen-
eral TV executive. Page 60.

Industry must take stand against per-
sonal costs which will make profitable op-
eration prohibitive, says Harold E. Fowley, NARTB president. Page 54.

Expansion of State Dept.'s broadcasting oper-
ations, with primary emphasis on TV services for foreign countries, seen as fresh possibility. Page 57.

Upcoming

Dec. 27-29: Canadian Copyright Appeal Board meeting, Ottawa.

Dec. 27-29: American Marketing Assn., winter conference, Hotel Kenmore, Bos-
ton.


(Other Upcomings page 35)

At Deadline

son Co., N. Y., currently preparing radio and TV campaign to start around Feb. 1.

STANDARD Oil Co. of California, whose Standert House is a vital institution in Pacific Coast radio, filming new series of hour-long musical shows for TV, using top talent in classical field. Company expected to place new TV series beginning next fall on same western TV stations it is now using for new dramatic series that starts in January.

HADACOL MAY RESUME; COURT RULING AWAITED

LE BLANC Corp., under reorganization, will start advertising "shortly after the first of the year," providing approval of trustee is granted by that time, Milton F. Rosenthal, New York attorney selected for that position, announced Friday. Approval of Mr. Rosenthal as trustee expected to be granted automatically by N. Y. Southern District Court, which initially nominated him, once its jurisdiction over Le Blanc Company's affairs are oral argu-
ments on jurisdiction, challenged by group of southern creditors, were presented to him previous week, Judge William Bondy promised quick ruling, although in similar cases previ-
ously that of some months.

Advertising budget for Le Blanc Corp., manufacturer of Hadacol, will depend on availability of ready cash, Mr. Rosenthal said, a difficult thing to estimate since it will be controlled largely by court order. Comparing it with previous Le Blanc budgets, Mr. Rosen-
thal said it would be "attenuated" at begin-
ning, but he hoped it would be expanded as business warranted. Board of directors will be divided about equally between radio and news-
paper advertising and will be mostly in South and Southwest. Corporation officials have not seriously considered television, as yet, he said.

TOP '51 NEWS STORIES REVIEWED BY ABC

TEN biggest news stories of year are to be re-
viewed from 3:30-3:45 p.m. EST Sunday when ABC radio network presents This Year Around the World. John Daly narrating jour-

"SPACE PATROL" CHANGED

RALSTON PURINA Co.'s Space Patrol on-
ABC-TV, now carried alternate Sundays 6:30-6 p.m. (EST) instead of 4:30-5:30 p.m., to be fed live from KECA-TV Hollywood to network starting Jan. 13, ABC-TV announced Friday.

WDAI MEMPHIS ASKS BOOST

INCREASE in power to 60 kw-D and 10 kw-N on 1070 kc saked by WDAI Memphis in app-
lication filed Friday at FCC by Harry Daly, attorney. Station now operating on 780 kc with 250 w-D.

for more AT DEADLINE see page 82

BROADCASTING • TELECASTING
WREC IS THE Key TO A 2 Billion Dollar BUYING POTENTIAL

Rate, Per 1,000 Listeners, Has Gone Down 10.1% Compared With 1946—

Radio Reaches Further.
Radio Costs Less.
Radio Delivers More Than Ever Before

WREC
Memphis
No. 1 Station

Affiliated with CBS. 500 Kc. 5,000 Watts
Represented by the Katz Agency
"...countless thousands
of shut-ins inspired!"

"Countless thousands of the sick, shut-ins and those who for some reason could not attend church have been inspired through this gracious consideration of the broadcasting hosts," says Rev. Gilmore, Exec. Sec'y, Denver Council of Churches.

For 15 years KLZ has withheld from sale Sunday morning 11:00 to 12:00 for exclusive use of Denver Protestant, Catholic and Jewish churches. KLZ provides the time, lines and facilities as a contribution to the religious life of its community.

The KLZ Church Hour is one of many KLZ public service participations in the community life of the Rocky Mountain West.
The bigger we grow the smaller we get!

1. Today, Union Oil Company does an annual business of over $250 million. This seems like a whale of a lot of business when you consider that back in 1910 (when we were 20 years old) we did an annual business of $12 million.

2. But back in 1910 there were only 468,500 cars in the U.S. and the average American used only one quart of petroleum products a day. Today there are over 44 million cars in the U.S. and the average American uses 1 9/10 gallons of petroleum products every day.

3. To supply this steadily increasing demand for petroleum products, long-established companies had to expand and many new companies have entered the field. As a result, competition has increased. In 1951 there were 45% times as many oil companies in the U.S. as there were in 1910 — all in competition for your business.

4. Today we are among the nation's 100 largest corporations and are 30 times as big as we were in 1910. But here's the important point: 42 years ago we did about 23% of the oil business in the 5 western states — our major marketing area. Today, in spite of our growth, we do only 13% of the oil business in the 5 western states!

5. In view of all this, it seems rather strange to hear so much talk about bigness. Of course, individual oil companies are bigger. They have to be bigger to serve the bigger need. But the vast majority aren't as big in proportion to the total business as they were 42 years ago. In fact, they are getting "smaller" all the time.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1880
This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil

December 24, 1951 • Page 9
NEWS SENSE OR NUISANCE?

Our 24-hour metropolitan beat coverage of Oklahoma City News has won many listeners for KOMA...and we see it that it won't cost us any!

You see, response to tests on our news regularly comes from 29 states, less interested in Oklahoma affairs than the 101 thousand radio families in Metropolitan Oklahoma City.

A simple rule keeps our local news from becoming a nuisance to them. Not a word of important local news is omitted, not an unimportant word permitted.

The result is that KOMA news-sense has provided news programmed for Oklahoma, but enjoyed by a quarter of the nation! For details, contact nearest Avery Knodel man or

J. J. Bernald
VP and General Manager

ABBOTT KIMBALL, president Abbott Kimball Co., N. Y., elected chairman of board of directors. WILLIAM C. MATHEWS, vice president and director, elected president.

HENRY BOKHOF, EDWARD J. COLLINS, RAYMOND J. MAYWORM, copy supervisors, and JOHN B. BREUNIG, art director, elected vice presidents Foote, Cone & Belding, Chicago.

BUD GRANOFF elected vice president in charge of newly opened New York offices of Lohmeier-Adleman Inc., Phila. JAMES S. MONTGOMERY appointed copy chief and member of plans board in Philadelphia headquarters.


on all accounts

TERRI BRADY's chief regret in life is that she "hasn't accomplished much."

When you consider that the life of the be-dimpled timebuyer of Raymond R. Morgan Co., Hollywood, has so far consisted of only 25 years, that in the 21st of those she started in advertising as a script girl and now, four years later, answers to the title of timebuyer for one of the West Coast's leading advertising agencies, that concern would appear to be unfounded.

The modest Miss Brady isn't wholly dependent on her talent, ambition and a love of advertising, either. Of no apparent handicap to her, or the agency is the 5' 10" of height, hazel eyes and long wavy brown hair that presents a most attractive picture to a hesitating client.

Accounts that Miss Brady represents regionally for the agency include J. A. Folger & Co., San Francisco (coffee); White King Soap Co., Los Angeles, which sponsor on an alternating basis the 15-minute Frank Hemingway newscasts, Monday through Saturday on the full Don Lee Network, plus the Arizona and Intermountain Networks, in addition to radio spots; Planter's Nut & Chocolate Co., currently participating on ABC Pacific Network Lucky-U-Ranch, a Raymond Morgan package; and the newly-acquired Victory Packing Co., Vernon (Calif.) (Thoro-Fed dog food, KalKan horse meat), which currently is working on plans for radio and television on regional spot basis.

To do a thorough job as a timebuyer, one can't just be a timebuyer per se, Miss Brady says. One must be familiar with other media as well as aware of the client's merchandising and production problems. All phases of these problems, she feels, must be taken into consideration to do a complete job in the particular media on which she is working.

A genuine native of Los Angeles, she was born Theresa Brady, June 11, 1922. Following graduation from John Marshall High School, Los Angeles, in 1943, she attended U. of California at Los Angeles, majoring in English.

While attending the university, she satisfied a desire to get into newspaper reporting by working at the Los Angeles Examiner.

Later replacing this love with one for advertising which she thought would prove not only just
FRANZ J. SERDAHELY, industrial copywriter A. E. Aldridge Assoc., Phila., named publicity director.


THOMAS M. PATTERSON ORGANIZATION, Phila., moves to new offices at 1715 Walnut St.

ROBERT GURVITZ, former associate editor Central Feature News, and ROBERT BUSH, senior editor General Electric News Bureau, named to public relations and promotion staff Cecil & Presbrey, N. Y.

CRAWFORD & PORTER Adv., Atlanta, Ga., elected to membership in American Assn. of Advertising Agencies.

JEROME H. SCOTT appointed account executive Guenther, Brown & Berne Inc., Cincinnati. Mr. Scott was with Al Herr Adv., Milwaukee.

ROBERT H. ANDERSON, Moloney, Regan & Schmitt, N. Y., named account executive in TV department Free & Peters, Chicago.

LLOYD B. MYERS, vice-president Holst, Cummings & Myers Ltd., S. F., resigns as president of Art Directors Club of San Francisco. His successor will be named shortly.


JOHN K. CHURCHILL, associate research director in charge of media research and markets analysis Benton & Bowles, N. Y., resigns. His future plans are expected to be announced shortly.

ROGER F. MORAN, radio-TV copywriter and producer Young & Rubicam, Chicago, to creative staff Earle Ludgin & Co., Chicago.

H. VICTOR GROHMANN, president Needham & Grohmann Inc., N. Y., elected to board of governors for New York Council of American Assn. of Advertising Agencies, to fill unexpired term of WALTER WEIR.

CARL M. HEINTZ Sr., president Heintz & Co., elected chairman of board of governors of Southern California Chapter, American Assn. of Advertising Agencies. Others elected included LEE RINGER, president of Lee Ringer Co., vice-chairman; JACK PRIVETT, vice-president Mogre-Privett Inc., secretary-treasurer. Outgoing chairman is RICHARD C. FRANCIS, vice-president in charge of Pacific Coast for Campbell-Ewald Co.

DOROTHY M. HALLER, William H. Weintraub, N. Y., to Compton Adv., N. Y., as member of radio-TV copy department.

GEORGE PATTON, Roche-Eckhoff & Assoc., L. A., opens own agency, George Patton Co.

FRANK WOODRUFF, director of Bigelow Theatre productions for Young & Rubicam, resigns to do free lanceing.

as interesting but perhaps more rewarding, she joined the Dan B. Miner Co., Los Angeles, as script girl. Within a year she had progressed to the timebuying department while still continuing her production duties on various radio shows. In 1950 she left that agency to join Walter McCreery Inc., Beverly Hills, in its radio and television department. In September of this year, she joined Raymond R. Morgan Co.

Still among the eligibles of the Hollywood glamour set, Miss Brady makes her home in Los Angeles. Though she lives pretty much on her own cooking, she would hesitate to recommend her work.

Hobbies include her record collection, a rather sizable one that runs from classical to jazz; swimming; horseback riding; dancing, which she adores, and housework, which she feels she can live without.

Miss Brady also is a member of the Los Angeles Advertising Women Inc.

WMBD wins
DISTINGUISHED ACHIEVEMENT AWARD
for excellence of general news operation

In competition with radio stations throughout the nation, WMDB was recently named one of the 3 winners of Distinguished Achievement Awards for overall news operation. The results were announced by The National Association of Radio News Directors, at its Chicago Meeting in November.

Peorians are not surprised. The high caliber of WMDB news coverage is reflected in the consistently high audience ratings the newscasts maintain. The 3 members of WMDB's news staff, headed by Brooks Watson, have a combined background of some 75 years experience in factual reporting of local and national news. All newscasts are sponsored, many by the same advertisers for over 10 years!

OBVIOUSLY OUTSTANDING—THE NO. 1 BUY IN THE MIDWEST'S NO. 1 TEST MARKET!

CHARLES C. CALEY, Vice President and General Manager
DON D. KYNASTON, Director of Sales

See Free & Peters . . .

WMBD
FIRST in the Heart of Illinois
CBS Affiliate
5000 Watts

December 24, 1951 • Page 11
IF ITS radio you want to talk about to Fred A. Seaton, Nebraska's new U. S. Senator to succeed Minority Leader Kenneth S. Wherry [BeT, Dec. 17], Sen. Seaton will not be found lacking.

While essentially a newspaperman, as he told a news conference last week, he's also a newsman who has had his share of experiences before the microphone. He has holdings in both radio and newspapers. He is president of KHAS Hastings, Neb., of KMAN Manhattan, Kan., and vice president of KGOP Coffeyville, Kan.

The Senator told Broadcasting: Telecasting that his newspaper experience dates back 35 years ago when as a seven-year-old, he pattered about his father's newspaper printing shop. "Radio came along," he recalls, "and I got into that too."

First association with radio for Sen. Seaton was at college where he broadcast over KSAC Manhattan (Kansas State College). Later he free-lanced covering football games for KMBC Kansas City and provided voice for network participations.

Radio legislation? Sen. Seaton answers that he can't help but give his attention to something he is interested in personally.

However, the Senate is not the career that the newly-appointed Senator expects to follow. He makes it clear that he accepted the appointment on the condition that he be permitted to step aside after one year (1956) and return to the radio-newspaper business.

ATTENDING spot radio clinic luncheon at New York's Biltmore Hotel Dec. 11 were (1 to r) Murray Grabhorn, managing director, National Assn. of Radio & TV Station Representatives; Fred Hague, George P. Hellingbery Co.; Robert Durham, general advertising manager of the Metropolitan Life Insurance Co., who was honored guest; Russell Walker, John E. Pearson Co., and Jerry C. Lyons, Weed & Co., and chairman of the spot radio clinic committee.

milestones

- KYA San Francisco celebrated its 25th year of broadcasting last Tuesday. The event was marked by a combination anniversary—Christmas party at the Fairmont Hotel, where the station now maintains its studios. Civic and business leaders in the area joined the station staff in celebrating the event.

- Informal party feted Raymond J. Lloyd on his 25th anniversary with WIP Philadelphia as a member of the station's engineering staff. Mr. Lloyd was honored by Benedict Gimbel Jr., president and general manager of WIP, on Dec. 1. Special cake with a large silver WIP microphone as a center piece, and a gift from the station highlighted the party for Mr. Lloyd.

- WIS Columbia, S. C., has awarded five-year-service pins to Frank Harden, program director; Ed Hodgens, transmitter engineer, and Jimmie Lee Wise, porter. Now 14 employees—86% of the staff—have been with the NBC affiliate five or more years.

- ON-THE-AIR festivities helped signify the second anniversary of WOAI-TV San Antonio Dec. 11 when the station presented a half-hour TV celebration featuring its own talent. Background set for program was an enlarged reproduction of T-Day formally proclaimed by Mayor Jack White two years ago when WOAI-TV became city's first video outlet. Concluding part of show featured NBC-TV stars on network programs. Ed Hyman acted as m. c. for local program, produced and directed by W. Perry Dickey, WOAI-TV program manager. Station's promotion department sent to the trade a four-page, three-color souvenir program schedule in observance of anniversary.
HOW TO GET TOP-OF-COUNTER POSITION in the Middle Atlantic market

Case history shows point-of-purchase exposure quadrupled by KYW "FEATURE DRUGS" advertiser

Recently, the manufacturer of an oral hygiene product began to use KYW's "Feature Drugs" plan to promote sales in the Philadelphia area.

Before the "Feature Drugs" merchandising representatives went into action, the product was displayed on the counters of only 32 stores out of a group checked. Afterwards, the product moved to top-of-counter position in 94 additional stores.

Cases of multiple exposure increased from two to 122. Distribution jumped to 100 percent! That's the kind of action you can expect when you participate in KYW's "Feature Drugs."

It's more than a radio show... it's a complete program of advertising, merchandising and sales!

You get point-of-sale contacts, handled by a group of experienced drug merchandisers.

You get pin-point promotions in hundreds of leading stores, with distribution of literature and samples where appropriate. You get regular reports on distribution, out-of-stock conditions, package visibility, shelf positions, rate of sale, competitive situations. In fact, KYW's "Feature Drugs" becomes a high-power extension of your own sales force in this important market! For availabilities and costs, check KYW or Free & Peters.

KYW PHILADELPHIA 50,000 WATTS NBC AFFILIATE

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

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM
reasons why WISH is your best buy in '52!

Full Merchandising Support

Integrated Promotion for every Advertiser

Follow-thru with wholesaler, retailer and customer contacts

Time-tested dealer-support program

Year-round success stories by the scores

Thorough Understanding of your particular Problem!

Wholehearted Cooperation down to the smallest detail

Own and operated by Indiana people who Know and understand the great Indiana Market.

GET COMPLETE FACTS FROM YOUR BOLLING MAN — Or from WISH —
"The Station that never out-promises BUT ALWAYS OUT-PERFORMS"

new business

Spot . . .

McCORMICK & CO., Baltimore (spices and extracts), which appointed Cecil & Freshrey, N. Y., a fortnight ago, is preparing a radio campaign using minutes and participations, daytime only, starting Jan. 1 in a number of markets for 39 weeks.

AMERICAN SNUFF Co., Memphis, to sponsor additional 13 Old American Barn Dance TV films as well as for a re-run of entire series of 26. Stations carrying the show, produced by Kling-United, Chicago, are WAGA-TV Atlanta, WBTN Charlotte, WMFY Greensboro, WMBR Jacksonvile, WMCT Memphis and WSM-TV Nashville. WEST END BREWING Co., Utica, N. Y., will sponsor the program on four New York stations, WNBH-TV Binghamton, WGBH Schenectady, WSYR-TV Syracuse and WKTV Utica. Sales were made by United Television Programs. Agency for American Snuiff is Simon & Gwynn, Memphis, and Harry B. Cohen, N. Y., is agency for West End Brewing.

Network . . .


GENERAL FOODS, N. Y. (Swansdown Cake Mixes, Instant Maxwell House Coffee), to sponsor Claudia: Story of a Marriage on NBC-TV, effective Jan. 6, in Sun. 6:30-7 p.m. period heretofore occupied by last half of Hopalong Cassidy, which has been under General Foods sponsorship. Agencies: Young & Rubicam, N. Y., for Swansdown Mixes; Benton & Bowles, N. Y., for Instant Coffee.


REYNOLDS METALS Co., Richmond, to sponsor Dec. 29 simulcast of Arturo Toscanini and NBC Symphony Orchestra on NBC-Radio-TV, 6:30-7:30 p.m. EST. Agency: Buchanan & Co., N. Y.


COLGATE-PALMOLIVE-PEET, Jersey City, renew sponsorship of three half-hours of Strike It Rich on CBS-TV, 11:50-12 noon five times weekly plus the half-hour nighttime version on Wed., 9-9:30 p.m. Agencies for account are William Esty, Sherman & Marquette, and Ted Bates, all of New York.

Agency Appointments . . .

EKCO PRODUCTS Co., Chicago, names Dancer-Fitzgerald-Sample, same city, to handle advertising for its Minute Mop division. Media plans are being made now. Sewell Gardner, head of the Chicago office, is account executive. Earle Ludgin agency, also Chicago, handles rest of account.


QUAKER OATS, Chicago, names Price, Robinson & Frank, Chicago, to handle advertising on its macaroni and flour products effective Jan. 1. Media plans are being made now. Vice President Robert Everett is account executive.

DAN T. CASSIDY, San Francisco, drapery dealer, appoints H. M. Leete & Co., S. F. Radio will be used.

AIRBORNE FLOWER & FREIGHT TRAFFIC Inc., with offices in 12 major U. S. markets, appoints Sidney Garfield & Assoc., S. F.
DOUBLE AWARD for KTUL RESULTS

STAR CLEM SPERRY, Advertising Manager, OKLAHOMA TIRE and SUPPLY COMPANY: "By our own study, we have found radio to be the BEST MEDIUM we can use, day in and day out, to sell all types of merchandise at the lowest possible cost per impact. KTUL has done a fine job for us."

Both OTASCO and CLARKE'S are consistent KTUL ADVERTISERS

STAR VIOLA NOBLE, Advertising manager, CLARKE'S GOOD CLOTHES: "Clarke's has sponsored the 10 p.m. news on KTUL nightly without a break for 13 years. We don't need a Hooper to determine what this program does for us."

● THANKS TO THE "SUCCESS STORIES" OF THESE LOYAL SPONSORS, KTUL WON FIRST AND SECOND IN THE AUTOMOTIVE AND CLOTHING CATEGORIES, RESPECTIVELY, IN THE BAB "RADIO GETS RESULTS" CONTEST.

KTUL WAS ONE OF ONLY FIVE STATIONS IN THE NATION TO WIN TWO AWARDS — PLUS AN HONORABLE MENTION! KTUL IS THE RESULTS STATION IN TULSA!

KTUL CBS in TULSA

WANT to find your coverage? KRLD-TV Dallas did and received the “right answer,” according to W. A. (Bill) Roberts, assistant general manager in charge of sales for KRLD-AM-TV.

“Best way to get answers was to go to the grass-roots,” Mr. Roberts reflected. Two months ago the station sent questionnaires to 750 dealers in North Texas who sell and service television sets. They were asked whether the picture and signal in the dealer’s area was “good, fair or tertiary (occasional).”

A third of those questioned answered, and, KRLD-TV points out, showed “actual performance... enabled us to get a graphic breakdown of KRLD-TV coverage by counties, which has been translated into a map-picture, showing good, fair and tertiary.” Also asked was whether the station’s

Mr. Roberts (1) explains color map of KRLD-TV’s coverage by counties to Clifton Blackmon, in charge of advertising and promotion, First National Bank.

increased power to 27.3 kw visual and 13.6 kw audio improved its performance. Over 90% of the returns, the station reports, proved increase “definitely improved reception...”

---

**FIRST in WASHINGTON**

**WRC**

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

---

**Ralph Henry**

H doesn’t have to fight the “battle of the budget” when it comes to determining the advertising allocation for each year’s operations—and this coming year he will direct the spending of more than $2 million. That’s one of the unique features of Ralph Henry’s job as advertising manager of the Florida Citrus Commission.

The main function of the Florida Citrus Commission, a state agency with headquarters in Lakeland, termed the “World’s Citrus Center,” is to advertise and promote the sale of Florida citrus throughout the U. S. and Canada. The

agency is J. Walter Thompson Co., New York, which maintains a Lakeland office for close liaison with the Citrus Commission.

Mr. Henry was named head of the Commission’s advertising department last October because of his first-hand experience in the citrus industry as well as knowledge of the merchandising and selling value of radio, newspapers and magazines from an individual market basis.

Starting his career with the Florida Citrus Commission in the spring of 1942 at Cleveland, Mr. Henry through the succeeding years worked with citrus advertising and sales in Cincinnati, Philadelphia and New York. As director of the Commission’s merchandising division for the past five years, he has directed the important tie-ins of fruit sales in individual markets with both national and local advertising placed by the Commission’s advertising agency. He hired and trained practically every one of the Commission’s 30 field representatives now working in northeastern, central, western, and Canadian markets.

Ralph McDougall Henry was born in Amesville, Ohio. He went to high school in nearby Athens and attended Ohio U. in that city, where he obtained a B.S. in commerce in 1918. A job in the merchandising

(Continued on page 20)
JUST READ WHAT THESE INDEPENDENT THINKERS SAY:

“We believe this type of promotion (promoting Standard Oil’s ‘King Size Gas Buy’) is excellent, and the dealers... have expressed their appreciation. Thank you again for this splendid cooperation.”

—To Radio Station WMIN
St. Paul, Minnesota
From Standard Oil Company (Indiana)
Minneapolis, Minnesota

“Thank you again for this splendid cooperation.”

To Radio Station WMIN
St. Paul, Minnesota
From United Vacuum Cleaner Stores
Louisville, Kentucky

ANOTHER REASON WHY INDEPENDENT RADIO PAYS OFF FOR ADVERTISERS

In one city, folks prefer hill-billy... in another, the choice is long-hair. Independent Radio programming caters to “home town” tastes... gives the folks just what they like... not whatever the network happens to supply. Result: Independent Radio builds listener loyalty... which, in turn, becomes product loyalty for Independent advertisers. It will pay you to schedule the leading Independent Radio Stations. Write to any AIMS station for all the facts.

THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

WCUE — Akron, Ohio
WBMD — Baltimore, Maryland
WBNY — Buffalo, New York
WJMO — Cleveland, Ohio
WKDO — Columbus, Ohio
KMRY — Denver, Colorado
KBBC — Des Moines, Iowa
WKY — Evansville, Indiana
WCCC — Hartford, Connecticut
WXWL — Indianapolis, Indiana
WJXN — Jackson, Mississippi
KLMS — Lincoln, Nebraska
WKYW — Louisville, Kentucky

WMIE — Miami, Florida
WMIL — Milwaukee, Wisconsin
WKDA — Nashville, Tennessee
WBOK — New Orleans, Louisiana
WWSW — Pittsburgh, Pennsylvania
KXL — Portland, Oregon
WXGI — Richmond, Virginia
KEVL — St. Louis, Missouri
WMIN — Minneapolis—St. Paul
KNAK — Salt Lake City, Utah
KITE — San Antonio, Texas
KSON — San Diego, California
KYA — San Francisco, California
KING — Seattle, Washington
KREM — Spokane, Washington
WACE — Springfield, Massachusetts
KSTN — Stockton, California
WOLF — Syracuse, New York
KFMJ — Tulsa, Oklahoma
WNEB — Worcester, Massachusetts
WBBW — Youngstown, Ohio

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

Aim for BULL’S-EYE results...with the AIMS GROUP
"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 6,474% equipped with radios.

SOURCES:

* BMB Study No. 2
† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways
** Greensboro & High Point Police Deps.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts C B S Affiliate

Spot Removers
EDITOR:

I appreciated . . . your editorial called "Blind Spot" [B&T, Dec. 10]. There is an amazing number of very smart people who are completely misled by the PIB figures and I have heard some fantastic statements made in speeches because of the omission of the spot revenue in the radio side of the picture. The whole thing seems especially ludicrous when you realize that, in the case of the newspapers, nearly all of the national business is actually spot business . . .

Kenneth H. Baker
President
Standard Audit & Measurement Services
New York

Pedal Pushers
EDITOR:

The worst automobile driver in the world knows that he has to step on the brake if he wants to stop. But how many accidents have been caused by a driver becoming panicky and tramping hard on the accelerator, or perhaps depressing the clutch instead of the brake pedal? . . .

In the period of uncertainty facing the [radio] industry today, how many of the men in the driver's seat are pushing the wrong pedals . . . But which are the right pedals and which the wrong? Programming toward radio's only dramatic strong point, that is, developing the program of illusion, the creation of a picture in the mind, is, as any commercial program director knows, the right pedal. Rate-cutting, as any successful business executive except the radio executive knows, is the wrong pedal . . .

Blair Kelly
Staff Announcer
WGAL Lancaster, Pa.

Underprivileged Classes
EDITOR:

For many years newspapermen have enjoyed rights and privileges not extended to radio and television newsmen. And you must admit, radio and TV newscasts are definitely here to stay. These rights and privileges are as follows:

Newspapermen are exempt from jury duty, but not radio and television reporters. Newspapermen may sue for damages for assault, but radio and TV newsmen cannot do so.

Official news releases to newspaper, but not to radio and television stations.

Local laws that will not permit radio and TV coverage of court procedure.

The right of newspapermen not to reveal the source of their story . . . a right denied to radio and TV news reporters . . .

Stuart Strand
News Director
WHO-TV Dayton

Posy
EDITOR:

"Your Yearbook is most valuable in our work here at Fort Benning. We use it daily to locate radio stations to whom we send tape recording of voices of men who are stationed here. Without your Yearbook we would undoubtedly have difficulty in determining these stations. So you see it is invaluable to us.

Louie E. Holz
Capt. Inf.
Public Information Officer

Still Around
EDITOR:

Are you still publishing the magazine entitled Broadcasting & Telecasting?

T. D. Phillips
Instructor, Radio-TV
Fulton High School
Knoxville, Tenn.

Colonels All

CHICAGO radio staff of Free & Peters has been collectively named F & P "Colonel of the Year" for 1961. Honor is normally awarded to the individual who "combines sales achievements, company contribution and growth in personal stature to a truly notable degree," H. Preston Peters, president of the station representative firm explained Monday, when he presented the scroll of colonelcy to John A. Cory, vice president and midwest manager. No man combined these qualities sufficiently to earn the award in 1961, Mr. Peters said, "but the Chicago Radio Team has turned in a sales record far above 1960—that deserves some special recognition."
in this or any season, the Best news in Radio and Television......
Buffalo’s WGR Reaches This Extra Canadian Market “Duty-Free”

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

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

CBS Radio Network

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. (”Fitz”) Fitzpatrick
I. R. (”Ike”) Launberry

Luminescence Report

A survey on the theories of luminescence—the property some materials have of giving off light when hit by a stream of electrons—has been completed by Navy research experts looking toward better television tubes and other products. These materials make possible TV tubes, fluorescent lamps and other objects, according to the Commerce Dept.’s Office of Technical Services. The report (PB 102 597)—A Survey of the Theoretical Aspects of the Luminescence of Inorganic Crystalline Solids—is available at OTS, Commerce Dept., at $1 per copy.

AM SUCCESS

Advertiser Wins Contest

L. F. PUTNAM, a heavy radio advertiser for his home appliance store in Maryville, Calif., has won a General Electric sales contest which entitled him to an all-expense paid trip to New York in February. Mr. Putnam, who placed the great bulk of his advertising over KMYO Maryville, took first honors in the San Francisco District during the contest period, Sept. 1 to Dec. 1. Maryville and adjoining Yuba City form a community with fewer than 20,000 inhabitants. Mr. Putnam attributes to radio his winning out over dealers in metropolitan areas.
Vic Radio Profit Diehm Says:

Greetings from the Belles

on my Christmas Tree. Vic

☆ WHOL
Marjorie Bauman
Mildred Hein

☆ WHLM
Francis Saunders
Bertie Faunas
Patsy O'Brien
Claire Peifer

-WAZL
Kathleen Rowan
Marie Vurcevich
Mary Lee McGeehan
Kitty Kahler
Catherine Briese

-WHOL
Marjorie Bauman
Mildred Hein

-WHLM
Francis Saunders
Bertie Faunas
Patsy O'Brien
Claire Peifer

Hazard, PA. NBC-MBS
(Represented by Robert Meeker Associates).

Allentown, PA. CBS
(Owned and Operated by Harry L. Magee).

Broadcasting * Telecasting
December 24, 1951 * Page 21
“The agency knew, when they picked KWKH”

Says GRAY McCRAW
President, McCraw Distributing Co., Shreveport

IMPORTANT LOUISIANA FEED DISTRIBUTOR
McCraw Distributing Co. is one of the largest and most successful farm-feed distributors in the Louisiana-Arkansas-Texas area. Their President is therefore in a perfect position to appraise KWKH’s impact in rural areas. Here’s what he recently wrote us:

"A few months ago I was named distributor for Nutrena Feeds in the Shreveport area, and I was rather amazed to learn that the manufacturer, Cargill, Inc., was using only one radio station, KWKH, to cover this area. Now I know why. This station reaches most of the farm families in my territory. They are thoroughly familiar with the product and with the radio program. Also, I have found this radio advertising helps me a lot in lining up new dealers. Those boys at the Bruce B. Brewer agency certainly knew what they were doing when they picked KWKH.

(Signed) Gray McCraw"

50,000 Watts • CBS • The Branham Company Representatives
Henry Clay, General Manager
IN ALL broadcasting history there was never a year like 1951.

For radio it was a year of reappraisal. Until the growth of television, radio had never really paused to measure its own strength or, much less, to recognize a serious need to display it. By the end of 1961, broadcasters had begun to fully comprehend the power of their medium, and from that recognition grew such confidence that they were expecting 1962 to be the best year ever in their business.

For television 1951 was a year of fantastic growth. Network billings increased by nearly 185% over billings the year before (see story page 48). Though time sales in other categories had not yet been computed, it was reasonable to predict that they were up accordingly.

Both radio and television were riding the crest of the wave in a national economy which was reaching flood tide. Employment was at record peaks; so was national income. Despite the changing emphasis from civilian to defense production, there were plenty of consumer goods to go around—and plenty which manufacturers had to advertise.

Though scarcities in some consumer lines were expected to develop in 1962, few broadcasters or their customers were worrying much about them. The overwhelming majority of business leaders whom Broadcasting & Telecasting talked to in compiling this year-end survey saw nothing but better business ahead in the first quarter of 1962.

In the view of many, what happened in 1951 was a settling down process in radio and television. TV had grown big enough to be taken seriously; the novelty appeal had begun to wear off, and both advertisers and radio broadcasters began to look at TV in more sober perspective.

The question that broadcasters naturally asked was: What has radio got that TV hasn't? By year's end they had found a lot of answers. Two of them were: Economy and Size. These and other advantages were being sold to the hit by broadcasters, as they had never sold before.

Probably the one event that crystallized radio action more than any other was the rate reductions made by leading networks in July, a choice made not by the networks but by their big advertisers.

What followed the network action was a spontaneous formation of an Affiliates Committee charged (and financed) to prevent further rate depression in the medium and to stimulate research that would be more equitable than the techniques that customers were using to drive rates down.

Surge in Selling

What also followed was an invigorated sales effort on the part of radio in most parts of the country. Broadcasters in many cities joined together to sell radio in competition with other media and not just with itself. All these efforts were paying off at the end of 1951, and, unless almost every prophet in the country was entirely wrong, they would pay off even better next year.

Meanwhile, the networks were making changes in operations to accommodate changing patterns in radio. The object of most of these was flexibility, to give the advertiser wider latitude than hitherto possible in choosing how many stations he would buy over what period of time. The growth of television revenue far outstripped the growth of TV facilities. Frozen tight in the FCC ice, TV added only one station to the 107 that were on the air at the end of 1960. The major facility expansion of the year was the completion of the microwave-coaxial cable links connecting the West Coast to the East.

ADVERTISERS: Most will maintain and some will expand their 1962 radio budgets. Only slight evidence of declining spending in radio appears. More will boost TV budgets than radio budgets; a lot of them will hold TV to 1951 levels. None expects to retreat in TV. (Page 28.)

AGENCIES: 58% of them will increase radio spending; 29% will stick to 1951 levels; 13% will cut back somewhat. 77% will spend more in TV, 22% will spend the same. Virtually none will cut television. (Page 29.)

AM STATIONS: Worth noting is the fact that AM stations in TV markets are more optimistic than those outside the competitive range of TV. Both kinds, however, think prospects excellent for the first quarter of 1962. An average increase of 12.65% in total billings for all stations is anticipated. (Page 27.)

TV STATIONS: Everything is rosy. Stations expect average increases in first quarter of 1962, compared with first quarter of 1961, of 83% in total billings; 67% in network billings; 61% in national spot, and 48% in local. (Page 46.)

FM STATIONS: Those that are FM-only and separately programmed report steady upward trend. They look for total billings to rise 31% in the first quarter, local business to be up 26% and national spot up 11%. (Page 35.)

RADIO NETWORKS: 1951 billings will be slightly under levels of 1960, but network chiefs think the situation is stabilizing and that the future looks good. (Page 26.)

TV NETWORKS: 1951 billings will increase by nearly 185% over those of 1950. The curve may settle down somewhat next year, but not if ambitious expansion of schedules into new daytime hours can help it. (Page 46.)

NATIONAL REPRESENTATIVES: They're optimistic about both radio and television, although the biggest increases they anticipate are in TV. Some note a trend "back to radio" by sponsors who took too deep a plunge into TV. They especially applaud the "sell radio" drive of AM stations that developed during 1951. (Page 30.)

FILM PRODUCERS: Some say business will double in 1952. Others say it will triple. They believe film will comprise 65-80% of all TV programming. (Page 48.)

IN ITS Dec. 31 issue, BROADCASTING & TELECASTING will survey 1951 accomplishments and 1962 prospects of other elements of the industry including TRANSCRIPTION FIRMS, REGIONAL NETWORKS, RESEARCH SYSTEMS, BROADCAST MUSIC, INC., NATIONAL ASSN. OF RADIO FARM DIRECTORS, and will also publish a special report on LEGISLATIVE ACTION.
BAB ADVISORS

Two Groups Are Named

MEMBERSHIPS of two new BAB advisory committees — promotion, headed by President Donald W. Thornburgh of WCAU Philadelphia, and research, headed by WGN Chicago, were announced last Thursday by BAB President William E. Ryski.

The functions of the committees formerly were combined in a single six-man Research-Promotion Committee. Each will counsel with President Thornburgh and his staff on projects dealing with its particular field. First individual committee meetings of 1952 are tentatively scheduled at BAB offices in New York during the second or third week in January.

Named to the promotion and research committees were:

Promotion — Mr. Thornburgh, chairman; Simon Goldman, WJTN Jamestown, N. Y.; Louis Hausman, CBS; Paul Kersten, radio consultant; William McGrath, WDIV Detroit, chairman; and William E. Ryski, WGN Chicago.

Research — Mr. Ryski, chairman; Stanley Breyer, KJBS San Francisco; Martin Campbell, WFAA Dallas; George Higgins, KMBC Kansas City; Harry Lee Jahnske, ABC; Henry P. Johnston, WSGN Birmingham; Eugene Katz, Katz Agency, New York; Walter Scott, NBC.

Yankee Appoints

YANKEE Network will be represented nationally by H-R Representatives Inc., effective Jan. 1, the network announced Thursday. Yankee has been represented by Edward Petry & Co. In addition to representing Yankee's regional network H-R Representative Inc. will serve as national representative by two Yankee-owned stations, WENJ Providence and WONS Hartford.

Avery-Knodel for WSLS

WSLS Roanoke, Va., will be represented national by Avery-Knodel Inc. starting Jan. 1, according to Horace Fitzpatrick, WSLS assistant manager. The station had been represented since 1947 by Weed & Co.

WWSC Names Rambeau

WWSC Glenn Falls, N. Y., announced last week that it has appointed William G. Rambeau Co. as national representative.

Burn-Smith for WEBS

WEBS Bradford, Pa., has named Burn-Smith as national representative, effective Dec. 20, according to Joseph M. Cleary, WEBS general manager.

WEED ELECTED

Is President of NARTSR

ELECTION of Joseph J. Weed, of Weed & Co., as president of the National Assn. of Radio and Television Station Representatives, was announced last week following the association's annual elections. He succeeds Robert D. C. Meeker, of Radio Marketing Assoc., in the NARTSR presidency.

Other officers named in the balloting:

Eugene Katz, of Katz Agency, New York. Mr. Weed was elected vice president. Adam J. Young Jr., of Adam J. Young Jr. Inc., was named secretary and William H. Weldon, of Blaiji-TV Inc., was chosen treasurer. Joseph F. Timlin, of Branham Co., was elected to a two-year term on the board of directors.

Mr. Meeker, as retiring president, automatically becomes a director for a one-year term when the new slate takes office Jan. 1. The slate is held by Russell Woodward, of Free & Peters, who has two more years to run and was not involved in the elections. Murray Grabhorn is NARTSR's managing director.

First NARTSR board meeting in 1952 is scheduled for January and the first membership meeting, for March.

Two Join ABC

ABC RADIO announced last Thursday it is adding two North Carolina affiliates — WFRC Greenville and WGAI Ellizabethton—which will boost its affiliation total to 303 stations when the new contracts become effective Jan. 1 (see early story page 77). WFCR, owned by Piedmont Carolina Broadcasting Co., operates on 1600 kc with 1 kw and is under the general management of Steve Woodson. WGAI, 500 kc with 1 kw day and 500 kw night, is licensed to WGAI Radio Co. with Audien Baker as general manager.

Appliance Makers Buy

APPLIANCE manufacturers are concentrating on aggressive local radio-advertising campaigns, according to Frederick W. Ziv Co., which reported that during the past month several Electric and Appliance dealers—often with co-op money—have bought Ziv programs for sponsorship in 18 cities. Although contracts have been signed in the pre-Christmas shopping season, most of them are for a firm 52 weeks, it was reported.
Five New Accounts Sign

BROADCASTING

By FLORENCE SMALL

The state of spot radio is strong and the prospects are for continued good health, according to a survey made by Broadcasting-Telecasting last week.

Five new and rather formidable campaigns are currently in preparation, more than compensating for the momentarily baleful effects of the departure of two advertisers from the spot arena: Surf, through N. A. Bon, and Blue Star Blades, BBDO.

Mirroring the bullish temper in spots was the announcement last week of renewals of a large number of network radio contracts.

Significant Campaigns

Most significant of the new campaigns in spot radio is that of Brown & Williamson, Louisville, which is currently preparing a radio spot schedule in regional and smaller TV areas, for its Kool and Viceroy cigarettes, starting on varying dates from Jan. 1 to Jan. 15. Contracts range from 13 to 52 weeks and are being placed by Ted Bates Co., New York.

Another new radio spot announcement schedule is being placed by Foremost Dairy for its milk, ice cream and frozen orange juice products through Baker D. Richards Inc., New York. Foremost will use 50 stations starting early in January for 26 weeks.

A third entry in spot radio is McCormick & Co., through Ex-Lax, its new agency, Warwick & Legier, New York, is understood to be reviewing its list of radio stations for its new network radio campaign.

OCTOBER GROSS

P&G Spends Near $1.5 Million

SPEARHEADED by Procter & Gamble Co., which increased its gross purchases of network radio time from $1,300,449 in September to $1,483,862 in October, combined time purchases of all clients of four national radio networks in October totaled $14,970,366, well ahead of September's $11,960,048, according to data compiled by Publishers Information Bureau on network advertising expenditures.

PIB reports on time sales of NBC, CBS, ABC and MBS, does not yet include figures for Liberty Broadcasting System.

Eight of the top 10 users of time in October (Table I) were also in the top 10 list for September. Liggett & Myers Tobacco Co. and Philip Morris Co. joined this select group in October, replacing American Tobacco Co. and Gillette Safety Razor Corp., which had appeared in the September list.

Leading advertisers in each product class of network client is shown in Table II.

Food advertisers as a group were (99 and wo womz推出)

Table I

<table>
<thead>
<tr>
<th>Top Ten Radio Network Advertisers</th>
<th>October Gross</th>
<th>September Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble Co.</td>
<td>$1,483,862</td>
<td>$1,300,449</td>
</tr>
<tr>
<td>2. Lever Bros.</td>
<td>$647,225</td>
<td>$527,409</td>
</tr>
<tr>
<td>3. Miles Labs</td>
<td>$479,207</td>
<td>$393,239</td>
</tr>
<tr>
<td>4. General Mills</td>
<td>$20,629</td>
<td>$20,629</td>
</tr>
<tr>
<td>5. Liggett &amp; Myers Tobacco Co.</td>
<td>$10,006</td>
<td>$10,006</td>
</tr>
<tr>
<td>6. Campbell Soup Co.</td>
<td>$4,005</td>
<td>$4,005</td>
</tr>
<tr>
<td>7. American Home Products</td>
<td>$3,243</td>
<td>$3,243</td>
</tr>
<tr>
<td>8. Morris &amp; Co.</td>
<td>$3,056</td>
<td>$3,056</td>
</tr>
<tr>
<td>9. Campbell Southwark Co.</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>10. Philco Corp.</td>
<td>$2,384</td>
<td>$2,384</td>
</tr>
</tbody>
</table>

Table II

<table>
<thead>
<tr>
<th>Top Radio Network Advertisers by Product Groups for October 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
</tr>
<tr>
<td>Automotive, Gasoline, Equip.</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
</tr>
<tr>
<td>Bldg. Materials, Equip. &amp; Fixtures</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
</tr>
<tr>
<td>Consumer Services</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
</tr>
<tr>
<td>Foods &amp; Food Products</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; other Fuels</td>
</tr>
<tr>
<td>Household Equip.</td>
</tr>
<tr>
<td>Household Food</td>
</tr>
<tr>
<td>Household Furn.</td>
</tr>
<tr>
<td>Household Use</td>
</tr>
<tr>
<td>Industrial Materials</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Camera</td>
</tr>
<tr>
<td>Office Products, Stationery &amp; Writing</td>
</tr>
<tr>
<td>Soap</td>
</tr>
<tr>
<td>Sunscreen</td>
</tr>
<tr>
<td>TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
</tr>
<tr>
<td>Bldg. Materials, Equip. &amp; Fixtures</td>
</tr>
<tr>
<td>Smoking Materials</td>
</tr>
<tr>
<td>Tires &amp; Auto Parts</td>
</tr>
<tr>
<td>Tires &amp; Tires Good</td>
</tr>
</tbody>
</table>

December 24, 1951  Page 25
AM NETWORKS ANSWER TV'S CHALLENGE

ONE BIG question confronting radio networks at the close of 1950 is whether, or how long, time rates can be kept from collapsing.

Broadcasting • Telecasting
Dec. 25, 1950

The question was answered this year.

All four old-line networks dropped their prices from 10 to 15% in the periods most affected by television viewing. It was an emergency measure to alleviate the clamor of advertisers for even lower rates.

But as 1951 drew to a close, emergency tactics had been replaced by long-range strategy. The networks were all taking careful measure of themselves and of their times to find a way of extending their usefulness into a healthy future. It was not an easy job. Last week Frank White, president of Mutual (the only one of four networks whose year's billings increased) summed up the network problem this way: "Like Alice's Looking-Glass characters, we have to run hard to stay in the same place."

But though the job wasn't easy, it was not so hard as to defy achievement. There were plenty of signs that networks were entering 1952 in a far more vigorous state of mind and better fighting trim than they had entered 1951. Part of the advantage came from the awareness that 1951 had not been nearly as bad as some had predicted it would be.

It looked as though the total gross billings of the four radio networks whose figures are reported by Publishers Information Bureau would be about 4.4% below billings for 1950.

$175,500,000 Gross

Although PIB reports are complete only through October, a projection and estimate by Broadcasting • Telecasting indicate that total gross billings in 1951 will be $175,500,000, compared with the $182,519,037 that PIB reported for the year of 1950.

Network by network, the Broadcasting • Telecasting estimates for 1951 and PIB totals for 1950 were:

<table>
<thead>
<tr>
<th>Network</th>
<th>1951 Gross</th>
<th>1950 Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$23,400,000</td>
<td>$25,270,845</td>
</tr>
<tr>
<td>CBS Radio</td>
<td>70,000,000</td>
<td>70,744,669</td>
</tr>
<tr>
<td>MBS</td>
<td>17,750,000</td>
<td>16,991,977</td>
</tr>
<tr>
<td>NBC</td>
<td>55,000,000</td>
<td>61,416,246</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$175,500,000</strong></td>
<td><strong>$182,519,037</strong></td>
</tr>
</tbody>
</table>

(Note: CBS Radio and NBC rate cuts effective July 1, were made in gross card rates and hence are reflected in PIB figures which are computed on the basis of gross card rates. ABC and Mutual readjustments were in the form of extra discounts, and since their gross card rates remain unchanged, their reductions are not indicated in PIB reports.)

CBS Radio

Howard S. Meighan, president:

"In my opinion radio faces several basic problems in its economic progress toward the future. Among them:

1. The reallocation of leisure time by the newspaper and magazine-reading, movie-going and radio-listening public which is now adding TV viewing to its entertainment fare.

2. The reallocation of advertising dollars by the magazine, newspaper and radio advertising user who is now experimenting with costly TV.

3. The reallocation of emotional interest on the part of the movie, legions of radio artist andsted whom TV is the biggest thing since sex and Shakespeare.

Each of these problems can be illustrated in spectacular fashion as we all know. Victor with a myopic eye, the full nature of any one of the problems could be completely depressing.

"A calm, long-range analysis, however, indicates strong hypotheses that might well end up as accomplished facts. It seems as little likely that television will kill (Continued on page 87)

Robert E. Kintner, president:

"This past year has been the most successful in the history of ABC. In both radio and television, our network registered notable gains—in the acquisition of new, outstanding programs and in the utilization of our facilities by many more of the nation's top advertisers.

"During 1951, television took the giant strides on the West Coast which the entire industry had so long awaited. [For story on television networks, see page 46.] During the coming year the results of that stride will manifest themselves and we believe that nowhere will those results be more in evidence than on the television network of ABC. In its Hollywood ABC-TV Center, our network already has the largest, most completely equipped and most modern television production site on the West Coast. From it, drawing upon the wealth of talent and technicians available in Hollywood, we plan to bring to ABC televiewers top productions, both live and on film.

"Similarly, the completion of the (Continued on page 85)"

Mr. Kintner

Mr. White

Mr. McLendon

Mr. McConnell

Mr. Meighan

Mr. White

Mr. McLendon

Mr. McConnell

Mr. Meighan

Frank White, president:

"Certain years in this business seem, in retrospect, to mark special mileposts for broadcasters, while other years have mostly, television production for advertisers. I think 1951 will go down in the record books as a year of turning-point significance for both broadcasters and advertisers.

"My own book rates 1951 as the year in which the radio industry—and a great many of its clients—woke up and faced facts. It is true that Mutual's own awakening took place some time before but the main evidence of our fact-facing did not become fully visible until this year. In short, we had pioneered in many of the advances which the whole industry has taken, toward the common goal of an even-better vehicle for moving customers' goods; and the over-all shape of this advance is what distinguishes the year now closing.

"One of the biggest facts of '51 was the form in which TV emerged as an advertising medium...with aspects other than its novelty and glamour coming clear for the first time. There was evidence of new audience highs for certain shows in certain areas, and certain sponsors (Continued on page 86)

Robert E. Kintner, president:

"This past year has been the most successful in the history of ABC. In both radio and television, our network registered notable gains—in the acquisition of new, outstanding programs and in the utilization of our facilities by many more of the nation's top advertisers.

"During 1951, television took the giant strides on the West Coast which the entire industry had so long awaited. [For story on television networks, see page 46.] During the coming year the results of that stride will manifest themselves and we believe that nowhere will those results be more in evidence than on the television network of ABC. In its Hollywood ABC-TV Center, our network already has the largest, most completely equipped and most modern television production site on the West Coast. From it, drawing upon the wealth of talent and technicians available in Hollywood, we plan to bring to ABC televiewers top productions, both live and on film.

"Similarly, the completion of the (Continued on page 85)"

The year 1951 also saw the rise of a fifth national network, Liberty Broadcasting System, which at year's end was busting out all over.

Gordon B. McLendon, LBS president:

"Having never put across a point by being vague, I shall be as blunt as I know how.

"With the Supreme Court's decision in the Lorain Journal case, there is obviously an increasing legal and judicial concern with the possibility of monopoly inherent in competitive relationships between newspapers, AM, FM and TV.

"I predict that in 1952 many people, including the Federal Communications Commission, will arrive at the conclusion that competition in the communications field is being strangled to death. If nothing is done, within 10 years economic circumstances will have created a monopoly of communications within this country that has been exceeded only in dictatorships. With the advent of TV, there began the formation of a hor-

(Continued on page 81)
**AM STATIONS**

AM STATIONS in both TV and non-TV markets expect their total billings to increase in 1952.

Even more surprising to the portion of the advertising world that still has not discovered radio is here to stay is the revelation in a Broadcasting & Television year-end survey that AM stations in TV markets expect total billings to go up even more than their brother stations in areas not having any television.

Reduced to digits, the situation looks this way:

- AM stations in TV markets believe total billings will increase 13.09% in 1952.
- AM stations in non-TV markets expect total billings to go up 12.32%.
- Average increase in total billings for all AM stations will be 12.65%.

The estimate of a 12.65% average increase for all AM stations matches closely a September prediction that autumn business would go up 14.6% over autumn of 1950 (B&T, Sept. 17)

Forecast estimates are based on returns from substantial lists of stations in both TV and non-TV areas. The stations are believed to represent a true cross-section in each category.

**Breakdown of Responses**

Not all types of billings will increase in 1952, AM stations indicate. In non-TV markets the AM stations expect:

- Local billings will increase an average of 12.79%.
- National spot billings will increase 13.74%.
- Network billings will go down 6.92%.

The AM situations in TV markets judging by the station forecasts, will be like this:

- Local billings will increase an average of 15%.
- National spot billings will go up 9.55%.
- Network billings will drop 2.75%.

Taking the average changes forecast by all AM stations, both TV and non-TV markets, the combined results figure this way:

- Local billings will increase 13.66%.
- National spot billings will increase 11.72%.
- Network billings will drop 5.60%.

Roughly the same trends were forecast just one year ago, at a time predictions were freely made that radio was doomed to wilt away day by day. All available signs show that the year-old survey estimates were well founded though station income was struck by a network-instigated flush of rate-cutting.

A year later the shock of rate-cutting has been dissipated to a considerable extent but stations are expecting their network income to be a little lower than it was in 1951—down 5.60% according to the estimate of all AM outlets participating in the survey.

**TV Hasn't Hurt**

Looking at individual estimates, only one AM station in non-TV markets looked for a drop in total billings and that was a 10% decline. Small decline was forecast in local business by one station and two outlets predicted national spot would be down slightly. Nearly a third of stations figured network billings would increase in 1952. In TV markets the situation almost exactly paralleled the non-TV areas.

Isolated instances of unusual optimism were evident both in TV and non-TV regions. Highest increase in non-TV areas was an estimated 25%. On the other hand, a number of estimates in TV areas were 25% or over, with one looking for a 50% boost in total billings.

Interesting aspect of the broadcast study lies in the scarcity of television comments. Judging by comments of radio executives TV has not hit them hard enough to hurt. At the same time, TV stations have been riding an upward wave and a high percentage of them are operating in the black or are close to that point.

Some cities are enjoying better relations with large retailers, historically the softest phase of broadcast operation. Apparently the industrywide fight to persuade retailers that radio can sell for them is beginning to leave its impact.

**See Good Year**

Added up, the comments of broadcasters give the idea that 1952 will be a fine radio year, probably the best in the medium's 51 years.

Typical broadcaster comments follow:

Hugh K. Boice, general manager, WEMP Milwaukee: "We expect radio business in Milwaukee to be as good or better than 1951—an all-time high. Radio continues to meet its competition from within—television, and its ability to produce good sales results against other (Continued on page 65)
AN OVERWHELMING percentage of national advertisers will increase radio expenditures during the coming year or else hold them at the same level.

This same favorable trend—a little more so, in fact—will appear in the television budgets of national advertisers.

Only slight evidence of declining radio expenditures appears in final tabulations of a BROADCASTING * TELECASTING survey conducted among leading advertisers spending a heavy share of the total national budget.

The survey results showed:
- Fifty-three percent of national advertisers plan to increase their radio expenditures next year; 41% plan to spend the same amount on radio and 6% will reduce expenditures.
- Fifty-six percent of national advertisers plan to increase their television expenditures in 1952; 44% will spend the same amount. No advertiser indicated intent to reduce TV expenditures.

While the survey results are on a sample basis, replies came from a substantial share of major advertisers who buy national radio and TV in large amounts and the returns are believed typical of large-company budgets.

Optimism predominated the replies compared to the feeling of uncertainty that prevailed just a year ago when memories of military reverses in Korea were still fresh.

Last year's survey failed to disclose any specific evidence that national sponsors were enamored of TV and would discard radio. At that time 57% of advertisers planned to increase radio appropriations in 1952; in the 1952 figure is practically the same—66%. However there was a little evidence that radio might be cut but this amounted to only 6%.

Few pessimists were found among major radio and TV advertisers as they disclosed 1952 advertising plans and tried to look into the general economic picture. Many fear that shortages of raw materials may cut into civilian production but there is no evidence of panic. Thinking as was the case a year ago when one advertiser could not predict "even future existence for 1951."

Some national advertisers operate on a fiscal year basis and could not give specific data on their 1952 budgets. Others said they would not give any information and a number submitted figures for use in compilations but not for publication.

In some cases the expanded TV budgets are based on rising costs or on use of a larger number of stations. Cost increases appeared in the program itself and in the rates of stations.

The list of major advertisers planning to raise their radio for 1951 covers a diversified field and is not concentrated in any particular line.

Some of the highlights among the advertisers’ returns follow:

Norwich Pharmacal Co. is optimistic over business prospects though recognizing uncertainties and tax problems. The company will spend about the same amount for spot radio but increase TV expenditures somewhat due largely to rising rates, according to John Alden, vice president in charge of advertising.

International Silver Co. hopes to use both radio and TV next year, said George Morrison, advertising manager. Plans are not yet settled. Business prospects look "reasonably good."

Radio expenditures of General Mills will remain about the same but TV will be "up substantially," L. H. Critch, radio-TV program director, disclosed. The company is looking forward to the new year with confidence and optimism."

Another leader in the media field, Procter & Gamble Co., plans no radical changes in its advertising activity during the first six months of 1952 but can make no predictions about the last half of the year because of its fiscal-year basis.

On the other hand, S. C. Johnson & Son plans TV and radio commitments "considerably greater than in 1951," according to William N. Connolly, advertising director. He believes 1952 will be a generally good year for business, with a highly competitive situation among soft goods manufacturers. Total personal income is expected to increase, with a slight rise in prices probable.

Tripples TV Budget

George Oliva, advertising director of National Biscuit Co., said TV expenditures will reach $1 million in 1952, triple the 1951 figure. Radio expenditures will remain around the $1,600,000 point next year.

Both radio and TV will be increased over 1951, said George J. Abrams, advertising manager of Block Drug Co., Jersey City. Spot radio will account for a third of the $3 million radio-TV budget, with television getting the rest. Business prospects are considered encouraging "particularly with Ammi-dent still climbing," Mr. Abrams added.

Ben N. Pollack, sales promotion manager of Richfield Oil Corp. of New York, advised that the company, but radio and TV slightly in 1952, said Robert Gray, director of advertising and promotion. With business outlook excellent, Esso will spend about $1,300,000 in radio and $1,600,000 in TV next year.

"Radio and TV should become increasingly important media for Trans World Airlines in reaching broader markets for air travel," in the opinion of S. J. Henry Jr., assistant advertising director. TWA is planning $99 coast-to-coast skywriting and transatlantic tourist service early in 1952, subject to federal approval, and looks for increased traffic. The company spent a half-million in radio and TV during 1951 and hasn’t made specific plans for 1952.

Shell Oil Co. plans "to spend more money in radio plus television next year than in 1951," said D. C. Marschner, advertising and sales promotion manager. "The share going to each medium will depend "upon how far radio costs go down and how much television costs increase," he said Shell intends to "remain flexible," and described the business outlook as "good."

Tom Debow, advertising manager of Cities Service, said total radio-TV expenditures in 1952 will exceed $1,200,000 compared to $1,133,000 spent in 1951. The company uses network and local radio along with TV.

Toni Co. is ready to give details of its 1952 budget "but it will be the highest in Toni history and a new high in the cosmetics industry," said R. N. W. Harris, president. Radio, TV and printed media will share almost equally, he noted. The company has extensive merchandising plans for 1952 and anticipates "its biggest year ever."

V. H. Gies, sales and advertising vice president of Mars Inc., said the company "expects to spend approximately 10% more in advertising in 1952 than in 1951," anticipating increased volume for quality merchandise. While he would...
OVERTONE of an energetic activity in radio and television billings in tune with a predicted good advertising year is pointed out in Broadcasting's yearend survey of advertising agencies. A majority of those surveyed, some 58%, 1 more last year, plan to increase radio budgets; 13% expect to cut them (by an average 10%) while 29% look for the same volume of business as last year.

In television, 77% predict allotments will be increased, a little more than 22% believe spending will stay on an even keel and far less than 1% expect to cut back.

Factors which stand out in agency executive opinion:

- Radio is still a good buy for the client. Reason for the expected upsurge in radio buying is a two-fold pattern:
  1. Local advertiser, finding himself jockeyed out of the TV picture because of growing production costs or higher station rates, wants radio.
  2. National advertiser, crowded by high TV costs or lack of availabilities, wants radio mostly on a spot basis.

- Agencies, located in New York, Chicago and Los Angeles, handling most radio-TV dollars, see a comeback in radio and plan budgets accordingly. Reasons vary. Two basic ones are:
  1. Radio is now selling itself and shows signs of promoting its low-cost sales appeal.
  2. In addition, growth of out-of-home listening, such as portables and auto radio, is beginning to tick with the advertiser.

Comparisons with the trends reported last year in agency business are summarized as follows:

- RADIO—Some 57% of agencies had planned to increase budgets this year, 58% next year. Sixteen per cent had expected to decrease budgets in 1951, only 13% in 1950.

- TELEVISION—While 82% this year looked to bigger budgets in TV, the percentage for next year is down 5%, although hinging on TV freeze lift and addition of new markets. For this year 18% expected same spending in television, for next year it's more than 22%.

Other trends underlined in the agency survey are:

- Daytime hours in radio in key market centers, particularly where TV is present, are enticing advertisers' dollars.
- West Coast agencies are very conscious of out-of-home listening.
- Midwest looks to a hand-in-hand radio-TV billings increase.

Typical comments from agency spokesmen:

NEW YORK

Arthur Pryor, vice president in charge of radio and television, BBDO, says: "I believe there will be a normal increase in expenditures in both radio and TV."

Edward Aleshire, Harry B. Cohen Agency, observes: "It's going to be even better than this year." Agency places billings in the $1-5 million class and expects radio to be up 25% in the first quarter next year as compared with the same period last year. Same for TV.

James E. Hanna, vice president in New York for N. W. Ayer & Son, says in his "shop" radio billings will remain level and TV billings will increase, the latter as a result of both new business already booked and rate increases taking effect on current business. "Crystal-ball ing," he notes, "for the industry at large is "downward trend in radio will continue at a lesser rate. TV billings will be split among more advertisers...."

Harold L. McClinton, president of Calkins, Holden, Carlcock, McClinton & Smith, which handles volume in the $1-5 million category, predicts radio will be up 100% at his agency, television down 10%. His comment: "It looks to me like both radio and television will be excellent in 1952. I personally think radio is on its way to recovery, especially if it's sold right as to rates, frequency and size of program segments. Television obviously is going to keep on rolling."

An agency that places more than $5 million in time, Benton & Bowles, expects "substantial" increases in both AM and TV next year. Estimates come from Walter Craig, vice president in charge of radio and television.

Although he predicts '52 will be a bigger radio and TV year than '51 in line with general business forecasts and outlook," William Chalmers, vice president in charge of radio and TV, Grey Adv., estimates the agency will spend the same in both media next year's first quarter as in the same period this year.

Another even keel prediction for radio comes from Adrian Samish, cost conscious sponsors expected in new year

By FREDERICK R. GAMBLE

President, American Assn. of Advertising Agencies

BROADCASTING enters 1952 with some new assets to its credit.

There is the recombination of the national organization, as the NARTB, under new leadership. And there is the reconstitution of Broadcast Advertising Bureau, with an aggressive sales program and under new leadership.

There is also the recombination of Advertising Research Foun dation as a fully tri-partite organization open to broadcasters and other media as participating subscribers. Given strong support by broadcasters, there is opportunity here for good and constructive action.

And there is—throughout broad-
TRENDS for 1952

As compared to last year, TV viewing is up about 15%, according to a recent estimate by the National Broadcasting Co. This figure, according to NBC spokesman, is based on a sample of 30,000 homes from which telephone conversations were held. The estimate is in line with a similar estimate by the American Broadcasting Co., which put the increase at 10%. The estimated increase in TV viewing is also in line with the increase in TV sales, which is estimated to be about 10%.

Radio viewing, on the other hand, is down about 5%. This is attributed to the increase in TV viewing and the decrease in the number of radio stations.

The increase in TV viewing is expected to continue in 1952, with an estimated increase of about 10%. The decrease in radio viewing is expected to continue as well, with an estimated decrease of about 5%.

PROSPECTS for both radio and television are expected to be good in 1952. The increase in TV viewing is expected to continue, with an estimated increase of about 10%. The decrease in radio viewing is also expected to continue, with an estimated decrease of about 5%.

POW REPORTS

CONTINUOUS service to the American public by both radio and TV networks—lasting well beyond normal broadcasting hours—was provided Tuesday night when the Communist list of 1,398 American prisoners of war in Korea was released through Tokyo and Washington sources.

Radio programming for the last evening was almost exclusively given over to reading the lists, with CBS Radio broadcasting all night and into the first scheduled programs for Wednesday, ABC Radio's 6:05 a.m. and NBC broadcasting just received from the Pentagon, and when lists were available from both Washington and Tokyo at 11:15 p.m., the CBS Radio news staff took over to keep the station on the air all night, with final names broadcast shortly after 9 a.m. the following day.

Work was supervised by Edmund A. Chaves, director of CBS Radio news, and Wells Church, editor in-chief—both of whom worked throughout the night—while correspondents Bill Downs, Bill Costello and Bill Shadel worked from the Pentagon all night, supported by a staff of announcers in New York who worked in shifts.

ABC Radio started coverage at 11:15 p.m. EST Tuesday when Paul Harvey reported on his news show that a list was about to be released by the enemy. Spot announcements repeated the information through the night.

Radio TV Cover Fully

The Prayerful Night

A radio drama that had no playwriting, acting or plot and yet was the most moving within memory was enacted Tuesday night. It was the reading of the lists of American prisoners in Communist hands, and no one who listened could have heard it without a sobbing of the heart. For those waiting for one name among thousands it must have been an agony that ended in either prayers answered or despair. Others who had no direct personal stake thought of these people with compassion, could picture them watching through the long night before the radio as if it could change the world for them—as indeed it could.

The unadorned reading of names and serial numbers, next of kin and addresses had never been so poignant, so charged with emotion. Nothing like it had happened before. To share glad tidings is in keeping with the spirit of the season, and for thousands of people Christmas came over the radio on Tuesday night. For those who waited in vain, the rest of us can only prayfully hope that Christmas is still to come.

(Continued on page 70)
A large Richmond automobile dealer tested WLEE with a few spots. Results were so good that he signed up for a daily news broadcast for thirteen weeks. After that, he tripled his schedule on WLEE for a one-year contract!

Local merchants buy WLEE for just one good reason: *WLEE produces low-cost results!* More and more national advertisers are following the Richmond folks, and buying WLEE. Get WLEE on your schedule in Richmond! See your Forjoe man for the whole story.
IF SANTA'S LATE

...you can probably blame us.

We just wanted to make stay-up-late set-owners happy. So we put "The Late Show" on the air with TV's best movies, every night of the week.

The result? Telepulse says "The Late Show" has the highest rating of any multi-weekly local program seen on any New York TV station!

And Santa's already been seeing "The Late Show's" advertisers. (Ask the frozen juice canner who doubled his sales in just two months!)

Let us show you how every night can be Christmas Eve. Ask WCBS-TV or your CBS Television Spot Sales representative about participation in "The Late Show" today.

WCBS-TV
CBS Owned • Represented by
CBS Television Spot Sales
Index to Yearend Statements by Industry Executives

NARTB

Many "52 Problems Seen Calling for Joint Action"

By HAROLD FELLOWS

President, National Assn. of Radio and Television Broadcasters

IT ALWAYS seemed to me that the practice of year end statements was something like looking over your shoulder at the tracks you've made, which is a good way to run into a tree in front of you. So here are a few common complaints, for 1952.

1. Sen. William Benton (D-Conn.) will withdraw his controversial legislation which would set up a national review board for radio and television.

2. All of the problems between the American Society of Composers, Authors and Publishers and the radio and television broadcasters will be settled to the entire satisfaction of both parties.

3. The government will not attempt to raise taxes.

4. Newspapers and magazines will issue a joint statement accepting radio and television as better advertising media.

5. No state government will try to set up a system for censoring television programs.

6. The FCC will continue doing business. Radio and television will seek higher wages and/or shorter hours for their members.

7. Privacies on everything will be lifted.

8. Absolutely no proposed legislation contrary to the interests of broadcasters will be introduced in the Congress.

9. There will be no new wage or salary regulations, or regulations of any kind for that matter, to hamstring broadcast operations.

Now, of course, none of these things are likely to happen.

Therefore my safest prediction is that many more broadcasters will join NARTB in order to solve their common problems together.

In a serious mood, some 25,000 miles of travel throughout the nation during the district meetings and numberless inspiring conversations with the nation's radio and television broadcasters have convinced me that we're heading for the biggest year ever in the history of broadcasting—baring international developments which would shake the whole economy.

This "bigness" will not be measured in dollars, sales and ratings curves, either. Radio and television again will demonstrate their tremendous impact upon the American mind in the coverage of the national crisis. In other words, they will justify the faith of the millions who listen and look each day.

RCA TRANSMITTER

New 1-kw Model Announced

A NEW 1-kw AM broadcast transmitter less than half the size of present models, or "year-ahead" glimmerings, will be announced early next year, the Broadcast Equipment Sales Section of the RCA Engineering Products Dept. announced last week.

Housed in a single lightweight aluminum cabinet with steel base and designated the RCA Model BTA-1M, it introduces superior circuit design and performance, the announcement said. Power consumption is cut by about 25%, with savings in operating and maintenance cost as well. Power is transmitted through streamlined mechanical construction and improved circuits and components, authorities reported.

Among design features listed were the small size, a single tuning control, fewer electron tubes, use of screen grid tubes in all R-F stages, and circuit changes which reduce intermodulation, increase better frequency stability, and elimination of neutralizing. There are only 15 tubes of four common transmitting types, Maximum output power capacity in 15 kw, while power consumption is reported at 3,200 w at zero modulation and 4,250 w at 100% modulation.

Radio}

Mr. Fellows

3. The government will not attempt to raise taxes.

4. Newspapers and magazines will issue a joint statement accepting radio and television as better advertising media.

5. No state government will try to set up a system for censoring television programs.

6. The FCC will continue doing business. Radio and television will seek higher wages and/or shorter hours for their members.

7. Privacies on everything will be lifted.

8. Absolutely no proposed legislation contrary to the interests of broadcasters will be introduced in the Congress.

9. There will be no new wage or salary regulations, or regulations of any kind for that matter, to hamstring broadcast operations.

Now, of course, none of these things are likely to happen.

Therefore my safest prediction is that many more broadcasters will join NARTB in order to solve their common problems together.

In a serious mood, some 25,000 miles of travel throughout the nation during the district meetings and numberless inspiring conversations with the nation's radio and television broadcasters have convinced me that we're heading for the biggest year ever in the history of broadcasting—baring international developments which would shake the whole economy.

This "bigness" will not be measured in dollars, sales and ratings curves, either. Radio and television again will demonstrate their tremendous impact upon the American mind in the coverage of the national crisis. In other words, they will justify the faith of the millions who listen and look each day.

RCA TRANSMITTER}

New 1-kw Model Announced

A NEW 1-kw AM broadcast transmitter less than half the size of present models, or "year-ahead" glimmerings, will be announced early next year, the Broadcast Equipment Sales Section of the RCA Engineering Products Dept. announced last week.

Housed in a single lightweight aluminum cabinet with steel base and designated the RCA Model BTA-1M, it introduces superior circuit design and performance, the announcement said. Power consumption is cut by about 25%, with savings in operating and maintenance cost as well. Power is transmitted through streamlined mechanical construction and improved circuits and components, authorities reported.

Among design features listed were the small size, a single tuning control, fewer electron tubes, use of screen grid tubes in all R-F stages, and circuit changes which reduce intermodulation, increase better frequency stability, and elimination of neutralizing. There are only 15 tubes of four common transmitting types, Maximum output power capacity in 15 kw, while power consumption is reported at 3,200 w at zero modulation and 4,250 w at 100% modulation.
coaxial-microwave link to the West Coast will enable us to present to western audiences many of our fine New York-originated programs such as Celeneese Theatre, Herb Shriner, and the Arab House and the Paul Whiteman programs.
The opportunity for the advertiser, through such television attractions, to reach new, large and growing markets will undoubtedly accelerate the allocation of large advertising budgets specifically for the new medium. The trend toward this was established during 1951 with the result that television finally began to pay its own bills.

End of Year Sales

"In radio, the year was a very productive one for ABC. Since October, the network has been sold out during the fortnight period. Our afternoon and evening program structure has been revised to offer more attractive opportunities for the advertiser seeking to reach mass audiences at lowest dollar cost. The acquisition by our network of new, top radio attractions saw many of those leading advertisers either starting to use our network radio facilities or returning to the roster of ABC's clients. National spot and local sales have maintained an encouraging level."

"We look forward to 1952 as an opportunity to enhance the steady progress ABC maintained during the past year. 
During which we offer greater proof of our advertising slogan that "America Is Sold On ABC."

Ernest Lee Jahncie Jr., Vice President for Radio, ABC:

"When you hang out an SRO sign, business must be pretty good. Since October, 1951, ABC's radio network has displayed just such a sign."

"From 8:55 a.m. to 12:30 p.m., Monday through Friday, ABC was sold out in its morning radio time periods, amounting to a total of 17 hours and 55 minutes. During 1951 we used the slogan, 'America Is Sold on ABC', in our newspaper, magazine, and on-the-air advertising. It could quite properly have been, 'Advertisers Are Sold on ABC.'"

"And the advertisers that were sold on ABC and accounted for that SRO sign across the morning board include such names as, Bristol-Myers Co.; General Foods Corp.; General Mills Inc.; Lever Brothers Co.; Philip Morris & Company, Ltd.; The Philco Corp.; Prudential Life Insurance Co. of America; Sertan Co.; Sterling Drug Inc.; Stokely-Van Camp, Inc., and Swift & Co. Proof beyond doubt that national advertisers still consider network radio the number One medium on a cost basis that no other medium can equal insofar as reaching a mass audience is concerned."

"Expectations are that the year ahead will maintain the same high level of productivty for radio. Renewals already indicate a bright outlook for 1952 and with the ABC radio network comprising over 300 stations (the largest in its history), there is every reason to expect that, with the re-appreciation by advertisers of radio's basic importance and potency that next year will be an even more successful one for ABC's radio network."

John H. Norton Jr., ABC Central Division vice president:

"We at the Central Division and at WENR-AM-TV Chicago look to 1952 for our finest commercial and programming year. A studio relocation in both radio and television, plus some new and novel programming ventures and solid commercial potentials for these ventures, should bring a banner year during 1952. . ."
...sors were able to trace sizable sales gains to TV. And there also was evidence of new limitations in TV, through clearance problems, rising talent costs, etc. Viewed in broad daylight these pluses and minusses gave all observers—including network radio and its sponsors—their first really life-like picture of the present medium.

The broad daylight of '51 has also revealed radio in a new clarity. Like Alice's Looking-Glass characters, we have to run hard to stay in the same place; we have to exert every effort (mental as well as physical) to make radio still more effective—in order to keep it the most effective medium known to man. And the fact that radio is that Number One medium is the most important fact to be faced in 1951.

New Developments

"To keep it so and make it better, has meant developing new opportunities for the national advertiser at both the network and local levels. It has meant strengthening our outposts in those vast areas where other media fail to penetrate. It has meant building new programs, and new sales techniques, to bring these uniquely mass audiences within easier reach of sponsors.

"Here at Mutual, at least, that is what '51 has meant. And here Mutual, the signs of what it has meant to advertisers are equally plain. We close the year with a sales gain of nearly 50% for December, compared with 1950, and a 12-month increase of over 11%.

"Crystal-gazing is no purpose of this piece, but I am convinced that if the radio networks continue in 1952 to work toward the common goal we have set up in 1951, the new year will rank with the one just past as a year of positive benefit to listeners, advertisers, and stations alike."

Adolf N. Hult, MBS vice president in charge of sales:

"The revival of radio as an important, low-cost advertising medium has been particularly evident in the Midwest during 1951. This has been strongly reflected by increased activity on the part of both broadcasters and advertisers.

"Radio's progress in the Midwest area seems to have stemmed from realistic and comparative appraisals of both broadcasting and telecasting, leading in a number of noteworthy cases to the return of major advertisers to the extensive use of radio. Sales activity has been on a steady increase throughout the Midwest. And Mutual's sales staff in this area established new records in 1951 under the direction of Carroll Marts, MBS midwestern sales manager."

MBS

(Continued from page 26)
They're an unbeatable combination of radio's and other media. But these forms of communication have killed advertising — and selling — money through reach - them at home-at-low-cost channels than the American selling system has ever used before.

Each Area Different

"At some point talent will understand that each of the four great areas of the theatre—legit, motion pictures, radio and television—is different. That each demands different artistic characteristics of its artisans. That each provides a distinctly different form of satisfaction of the public, none entirely replacing another. That a star or pre-eminent artisan of one area of the theatre is only rarely more than second best in another. That radio offers to the masters of theatrical illusion challenges and satisfactions that visual theatre can not."

During the current transitional period CBS Radio intends to broaden its relative and substantial lead over the other networks in size of audiences and in consequent advertising billing. It intends to further its efficiency in keeping up with the changing times in our business. And it intends, with its traditional mental and physical vigor, to make the most effective possible adjustment to television — to the end that listeners gain maximum satisfaction and advertisers maximum value in the new radio medium that results."

NBC Pay Boost

NBC EMPLOYEES will receive a 5% cost of living increase, effective on Jan. 1, 1952, they were notified last week.

NARTSR

Will Continue Crusade On Threats to Spot

By MURRAY GRABHORN
Managing Director, National Assn. of Radio & Television Stations

IN REFLECTING upon the turbulent months of 1961, it is gratifying to be able to look ahead with confidence and optimism.

The past year saw radio reborn values which, while always present, in the fear of television; like a grown man who suddenly becomes afraid of the dark until he remembers to turn on the light.

The storm has not been weathered entirely, but the ship is riding it out, and with stations more determined than ever to hold to a straight course, without careless exploring of uncharted waters, she will sail on to a calm future.

Spot broadcasting, both in AM and TV, enjoyed the most prosperous year in its 15 years of steady, uninterrupted, and phenomenal growth. Ever mindful of the importance of this revenue to stations, NARTSR has waged a militant crusade against certain new network policies which threatened this revenue at the station level. It will continue to do so, raising its voice whenever it becomes apparent that stations will suffer if they accept the adoption of any fear-born network policy which undermines the basic concept of radio broadcasting under the American System.
$14 MILLION
GAIN* IN
WISL
Primary Area
RETAIL SALES
TOTAL
RETAIL SALES
$161,194,000
FOOD
$42,984,000
GEN'L. MDSE.
$15,628,000
APPAREL
$12,611,000
DRUG
$4,085,000

Serving the Largest
Concentrated Market
area between
Harrisburg and
Wilkes-Barre, Penna.

WISL
Shamokin, Pa.
1000 WATTS—FULL TIME
A Mutual Affiliate
*Source: Standard Rate and Data Service

Mr. Cone
Mr. Evans
Mr. Rogers
Mr. Foster
Mr. Weintraub
Mr. Scott
Mr. Ferguson

Agencies in 1952
(Continued from page 29).

PHILADELPHIA

Comments are enthusiastic from Philadelphia. The Quaker City shapes up as an active radio and TV market for 1952. Percentage-wise, all agencies responding see an average 15% increase in radio, and double that figure for TV.

Frank Cox, partner, J. Cunningham Cox Adv. Agency, reports the agency has had such “tremendous” success in TV with its accounts that “we expect to go out all in the coming year.” Mr. Cox also finds “radio daytime audience is on the increase due to the fact that most people still prefer radio to television.”

E. H. Rogers, partner, Gray & Rogers, says, “We look forward to increased sales in our agency in both radio (10%) and television (30%).” Radio will continue to be important in the Gray & Rogers blueprint because of its large market and low cost. He warns, however, that TV station rate increases shouldering out the local advertisers.

Frank Knight, radio-TV director, Richard A. Foley Adv., agrees to this, adding that his agency looks for both radio (15%) and TV billings (20%) to increase appreciably during 1952.

Echoing the sentiments on climbing station rates in TV, David Wermen, partner, Harry Feigenbaum Adv., warns “more and more, the pioneers among television advertisers are dropping by the wayside, unable to pay the ‘freight.’” In our opinion, television advertising will soon price most of the small and medium size advertisers right out of the market.” Agency is considering a return to radio for some of the accounts which dropped out earlier in the year. For 1952, Feigenbaum’s expected increase is radio by 20%, TV by 50%.

Mr. Weintraub, president, William Weintraub Co., sees a “realistic re-appraisal of (TV) costs to allow the smaller sponsors aboard... cooperative programming should be increasingly attractive. Radio should continue to flourish handsomely for some time to come, but like television, radio costs will have to respond more readily to changing conditions.”

CHICAGO

In this market, there are no radio-TV pessimists. Good business conditions are in the wind, according to those who handle the time-

BOSTON

New England’s hub city expects radio spending in the main to keep a steady level, with television sparking an increase of some 20%.

Charles F. Hutchinson, executive vice president, Chambers & Wiss, although predicting radio will be down some 10% in the first quarter of next year compared to the same period in 1951, says “there is a strong possibility that radio will hold its own,” adding, “of course, I refer to daytime radio.” He notes the agency expects to up TV by 20%.

Janet A. Gilbert, director of media, Harold Cabot & Co., notes that both media will be increased during the year.

WASHINGTON

In the nation’s capital, radio spending the first quarter next year over the same period last year, will average 15-20% higher with a similar percentage upswing in television.

Jeffrey A. Abel, radio and television director, Henry J. Kaufman & Assoc., thinks radio-TV prospects in general will be better than last year. He sees some turnaround to radio particularly because of increased costs in television time and program content. The agency plans to increase radio in the quarter some 20-25%, TV the same.

Courtland D. Ferguson, head of Courtland D. Ferguson Inc., believes his firm will spend the same in radio for the first quarter next year as the same quarter this year, but that TV will be up 20-35%. The year, he says, will be good for both media. TV will be excellent. Mr. Ferguson asserts, unless policy of TV stations increasing rates continues to a greater extent. There may be some money going into radio that otherwise would be placed with television because of this, he notes.

Alvin Q. Ehrlich, vice president in charge of radio and television, Kal, Ehrlich & Merrick Advertisers, predicts radio will hold its own at his agency. In fact, X, E & M is increasing radio (10-15%) and also television (same). He warns that Washington, D. C., is a retailer market and for this reason some TV stations are pricing themselves out of the market.
Buying in the Midwest Citadel

Chicago office of Young & Rubicam via Phil Bowman, radio-TV director, reports more business in 1951 than for the previous year. TV in his opinion is nearing the point where it is too expensive for many advertisers, thus setting off a trend to cut time commitments.

Maurice H. Needham, president, Needham, Louis & Brobury, estimates total radio and TV billing for the agency in 1951 was about $4.4 million and that anticipated billing for 1952 will be in excess of $6 million.

Jack Scott, president, Schimmer & Scott, says he believes his agency will have a better year in “overall billing as well as that for the broadcast media.” He expects spot placement to increase the most, both in radio and in television.

The vice president and manager of Midwest operations for McCann-Erickson, Homer Havermale, says budgets are up in both media for the agency. The spokesman, noting that it was the highest amount of billing in the agency’s history, sees its radio and TV operation to be still larger in 1952 “particularly with a swing to television and to the use of radio in non-TV media.”

“We like television and these past four years have used it successfully to sell, but we are finding radio still best for some clients and likely to continue so for some time,” according to Frank Baker, radio and television director, Reinecke, Meyer & Pinn.

The year 1952 “will be our greatest for radio and television” is the report of George Bolas radio and television supervisor, Taham-Laird. Reasons for this “all-time high” are being received by more advertisers by trends to alternate-week basis of sponsorship, and more radio use because of newer, flexible plans.

Phil Stewart, radio-television director, Roche, Williams & Cleary, sees a bigger peak in television and radio “will more strongly defend its position with a more realistic approach to programming, sales techniques and promotion.”

Fairfax M. Cone, chairman of the board, Foote, Cone & Belding, predicts advertising next year will have a larger job to do to increase sales. In view of this, he says, “broadcasting—and particularly broadcasting via television, should see an increase over 1951.”

“We have added four new accounts this year and expect to do much more of the same next year,” says F. Sewall Gardner, manager, Dance-Fitzgerald-Sample. “All of our billing—including that for the broadcast media—is up, and we are confident it will continue in the same manner next year.”

Los Angeles

Some 55% of agencies reporting in the survey expect to up radio billings in the first quarter of next year in comparison with the same period this year. They predict budgets will be 21% higher with one agency forecasting a rise as high as 70%.

Another 22% say they’ll spend advertiser money on radio at the same rate as they did before. About a like number look for radio billings to slump an average 10-20%.

The West Coast’s television prediction is confident. Seventy-eight per cent of the agencies queried believe they will spend more in television. Average increase is 51% with one agency going as high as 60%. The remaining answers (22%) see TV expenditures at the same level as the first quarter 1951. Comments generally point up the trend of advertisers to be “choosy.” As expressed by Harry W. Witt, western manager, Calkins & Holden, Carllock, McLintock & Smith: “Both radio and certainly TV billings will increase during 1952. Selective buying in each medium will more than ever be the order of business.” And he warns, “for the best interest of the TV stations, there should be a leveling off of rate increases.” His agency predicts radio expansion of 70%, TV 60%.

“Prosperous year” for both media is predicted by Frank Bull, partner, Smith & Bull Adv., Hollywood, who echoed the increased sentiment that the TV climb brings (Continued on page 49)

Announcing

the appointment of

H-R REPRESENTATIVES, Inc.

as exclusive

national sales representatives

for

WNNOE

50,000 watts day
5,000 watts night
in New Orleans
Patt McDonald,
V-P & General Manager
MBS

KNOE

5,000 watts day & night
in Monroe, La.
Paul Goldman,
V-P & General Manager
NBC

The James A. Noe Stations
Agencies in 1952
(Continued from page 39)

with it the threat of pricing local advertisers out of the market. "1952," he thinks, "will bring the automobile radio, long a taken-for-granted radio plus, into the light."

Outlook for radio-TV in 1952 looks "especially bright to me," comments Richard C. Francis, vice president and Pacific Coast manager, Campbell-Ewald Co. "Radio should benefit not only because it continues to do a good, strong selling job with the bulk of the population, but also because of the increased costs of television time and programming, and the scarcity of increased opportunities, both on the TV networks and local stations."

Mark L. Mulligan, media director, BBDO, Los Angeles, sums up with: "Broadcasting should maintain and increase its position of importance. AM radio with 42 million radio homes has long ago been successfully established." Take off the FCC freeze, add the "settling down" process of adjusting viewing and listening habits, and you come up with "effective and satisfactory use of each medium by advertisers," according to Mr. Mulligan.

What TV "strategists" have yet to solve, according to John I. (Bud) Edwards, president, John I. Edwards & Assoc., Los Angeles, is the "plight of the small local advertiser." In the aggregate, Mr. Edwards reminds, the local advertiser "represents millions in revenue which the TV stations won't get if costs are not brought within a range he can afford." The Edwards agency expects to increase radio 30%, TV 20%.

Don Belding, chairman of the executive committee, Foote, Cone & Belding, sees TV volume following the pattern set by radio in its early days and TV production gradually moving to Hollywood. FCCB's Los Angeles office reports radio spending will be down and TV billings up.

Mogro-Privett Inc., Los Angeles, is blueprinting an increase for radio (10%) and television (25%). Snowden M. Hunt Jr., director of media and research warns, as did others in the Los Angeles area, that TV is pricing itself out of normal budgets.

Erwin, Wasey & Co. finds radio expectations 30% off the volume of 1951 but TV up 50%. Despite this first quarter forecast, Whitney Hartsborne, general media director, says he believes radio "is still a most economical mass medium and that radio prospects are excellent for 1952, especially as regards spot radio."

Both radio and TV business will be up at Raymond R. Morgan Co., Hollywood, reports Robert C. Temple, executive vice president. He notes: "TV has nothing yet to make it profitable to the advertisers who still and better know that the backbone of the radio business—the advertisers who must talk to customers five, six and seven times a week."

"Surge in radio (25%) and television (50%)" predicted at Rursauff & Ryan's West Coast office, brings this comment from Vice President and Pacific Coast Manager, John H. Weiser: "Radio billing will go up; for radio has demonstrated its continued ability to be a good advertising medium... particularly in such locales as Los Angeles where the area boasts of more automobiles and radios than any other section of the country."

TV, Mr. Weiser, asserts, "is becoming increasingly important every day. It offers advertisers greater audiences... we expect television business for our clients to be at a new high in 1952."

Charles B. Granz, secretary and treasurer of the Media Association of Beverly Hills, Calif., sees a radio TV prosperous 1952. "Regardless of the continued upsurge in television, radio in many instances is still a more desirable method of entertainment."

He also cites automobile radio, predicts his radio clients will spend 5% more in the first quarter, TV 20% more.

Hard selling and tough competition ahead, says Frank Ryhlick, radio and TV director, Ross, Gardner & White, Los Angeles, which is budgeting 10% more for radio and 20% more for TV. More advertising will be coming as a result of these factors, and hence, more radio and TV, Mr. Ryhlick summarizes.

Robert M. Hixson, president, Bascom & Jorgensen, says his agency expects radio to be down 10% but TV up 50%. Daytime radio will become the more desirable for clients. He mentions auto radio, saying: "It is unfortunate that radio did not include out-of-home listening in its surveys during the last years. The total tune-in figures we have taken have been shaken down as they are showing today."

"We believe 1952 will be a record breaking year not only for this agency [which spends from $1.5 million] in radio-TV] in radio and television, but for both of those industries," is the comment of Bill Sanders, vice president in charge of radio and television, Dan B. Miner Co. Feeling is advertisers with small to medium budgets will stick to radio and spend more in the medium to offset TV advertising of their larger competitors, Miss Sanders adds.

Ted H. Factor, president, Factor-Breyer Inc., sees continued re-education of radio as a selling weapon but that radio "still affords a low-cost method of reaching buyers."

His agency expects to keep its 1951 volume in radio, increase TV billings by 25%.

Vick Knight, president, Vick Knight Adv., says his agency plans to boost radio billings 25% but TV volume will be the same. Reason: "We buy the so-called 'radio TV combinations—if you don't think the public corroborates this right in their own living rooms, check up the expanded volume of TV-radio combinations. The people want both. Competent 'doctors of advertising' will prescribe both."

T. L. Stromberger, vice president, West-Markus Inc., Los Angeles, also reports his firm is increasing radio (10%). There were more radio sets than TV sets sold during the past year in Southern California, he reminds.

SAND FRANCISCO

Barring full-scale war, radio and TV will be greater in the Bay Area, according to Ad Fried, president, Ad Fried Adv. Oakland, whose agency is operating on both media's budgets next year.

"Radio will still gain new advertisers—more for spots, less as program sponsor. Many in this area, good TV time is much sought after and will be still harder to obtain in 1952." Local and regional advertisers "get bounced around like rubber balls" by network shows and local sponsors who take up TV availability, he notes.

Radio and TV are up 15% each in the 1952 plans of Foote, Cone & Belding, San Francisco office, according to Sherwood Armstrong, radio-TV director. TV is still a 'plus' medium in San Francisco for most clients, added to other media for extra impact," he believes. And radio, "continues strong, especially spots and good transcribed shows."

"We anticipate that our radio billings will remain about the same. If any change is shown it will be an increase, because we are actively working radio into every client budget, wherever possible. The same situation holds true of television," according to Katherine Pavia, owner, Pavia Agency, San Francisco.

Walter Guild, president, Guild, Bascom & Bonfigli—"In 1952 television will probably continue to be oversold, exaggerated, and unprofitable to agencies. Radio, especially in non-TV markets should have a bonanza year."

Seeing radio down 25%, television 75% in the team Ewing, owner of the San Francisco agency bearing his name, notes: "Television prospects for 1952 look especially good, and we intend to concentrate on the volume of live shows and spots for our accounts as against radio advertising."

NORTHWEST

Trend is to TV in the Northwest, with agencies giving the medium a 100% vote of confidence.
ATTENDING WRVA Richmond buffet supper were 8 to 1 Mahlon Burton, Richmond food broker; George Castileman, CBS Radio Sales, New York; James Clark, WRVA sales manager, and Edloe Sned, Richmond food broker. Guests inspected station, met staff, learned market served.

both for the individual jobs they do.

Combination radio-TV is noted by Gerald A. Hocek, partner and radio-TV director, Wallace Mackay Co., who says this type of selling is preferred by local accounts for mass coverage. TV is getting the extra dollars, he observes, and newspapers are feeling the "squeeze more than any other one medium."

"TV production and programming continue to be the major headaches. To do a top-notch job requires excessive time and money. To do an average job is to endanger a client's good money," he concludes.

CANADA

Northern neighbor agencies, at the rate of three out of four queried, will increase their radio percentages. Average rate of increase is 13%. There are no reports of Canadian agencies cutting radio billings for 1962.

Where television can be placed (in U. S. markets), the picture is the same with agencies at a rate of two to one increasing TV billings; only one agency will keep TV expenditures at the 1951 level.

Frank Flint, radio director, McKim Adv., Toronto, sees "an upswing in radio interest in Canada. An aggressive campaign by the industry could double the volume now being done. Canadian rates are too low, and could be increased with advantage of more radio advertising. This is the golden age of radio advertising in Canada, but the industry must push too fast."

Two spokesmen, Olive Jennings, radio director, Grant Adv. of Canada, and John Crosbie, radio director, J. Walter Thompson Ltd., have one eye on future actions by the government which closely governs the broadcast media.

Miss Jennings sees no change in radio, although it's been going "uphill the past few years. There are more advertisers interested in radio than ever before, both big and small."

Echoing this sentiment, Mr. Crosbie adds that "there is every prospect Canada will expect continuance of the previous intelligent approach to radio advertising in 1962."

Spot radio activity for Canada radio is predicted by R. Wakeley, radio director, Harry E. Foster Adv., Toronto, who says: "For some of our large advertisers we are picking up local shows right across Canada, and we use major market as well as small market stations." His agency, expecting 10% increase in radio in the first quarter next year over this year's first quarter, plans to handle less radio network business.

A. F. Percival, radio director, Ronalds Adv., also Toronto, is radio-enthusiastic, pin-pointing an expected 25% increase in the first quarter over the same period this year because of increased budget, added broadcast time and increased station rates. Bulk still goes into nighttime network, he says.

Mrs. Amanda Russell

MRS. AMANDA RUSSELL, mother of Frank M. Russell, NBC Washington vice president, died last week at the age of 80. She was a native of Ohio and lived during her last years in Virginia. Surviving in addition to Mr. Russell are two other sons, Ted Russell of Washington and Marvin Russell of Cleveland, and a daughter, Mrs. Lois Test, Elba, N. Y.
Radio, TV Romp Into '52

FOR A LOT of years we've been doing the kind of annual year-end business survey that appears in this place, and on most of those occasions, after assembling predictions from the best brains in broadcasting, we've been just a little scared.

We have been afraid that the predictions, which invariably have been optimistic, will not be borne out when the balance sheets come in. Happily not only for us but for broadcasters, events have corroborated forecasts. Each year since we were making these figures for 14 years ago, total broadcasting business has increased.

Well, here we go again, and, as usual, we have that out-on-a-limb feeling. As you will notice in several places in this issue, the people in broadcasting think 1952 will be a big year, bigger than 1951 for both radio and television.

For both radio and television? How can this be when radio is supposed to be drawing its last breath?

Well, we have news for you. That breath that radio is drawing is not its last; it's just a second wind. Unless for the first time in history, the broadcasting industry has been growing, the total radio business will start out in 1952 at much higher levels than it started this year.

The only type of radio that is the exception is the national network which, according to the forecasts, will continue the downward trend that has obtained the past three years. It is significant, however, that the amount of decline that most of our sources anticipate for networks is by no means as much as the pessimistic executives, including network people, have at times expected.

It is important to realize that though the top networks will drop somewhat in 1951, according to our estimates, one of them will have bigger billings in 1951 than in 1950 and another will just about equal its record year of 1950. The favorable 1951 records of two networks justify optimism for all four in 1952, we believe. A general revitalization of network activity can be expected.

Television, of course, is expected to continue its phenomenal growth. There's no telling how big that boy can get.

We're not as scared by these rosy predictions as some in the past. We take comfort in the knowledge that the mediums' most responsible leaders of the media and their customers. We have awfully good company on our limb, and we're very sure the limb won't be sawed off. It never has been in lo, these 14 years.

TV Pork-Butt

AMID ALL the stench over corruption in government, there is considerable concern that some of it might dip into radio, or at least the broad communications-electronics field. Thus far, the only public disclosure touching broadcasting is that involving Zenith, which returned former Collector of Internal Revenue James F. Finnegan, who was paid $60,000 to help get films from the Zenith Phoneline experiments a year ago.

Over the years, radio has been singularly devoid of scandal and influence-peddling. That is not to say that political influence has, at times, hasn't been tried. It has been attempted, and will continue to be, so long as our government is set up along party lines. But the FCC, except for an isolated instance or two, hasn't been used as a patronage pay-off.

Will it continue that way? Here we take pause. What about television? The battle royal soon will begin, coincident with the thawing of the freeze, earmarked for February. The FCC is playing it straight. If there have been any pressures, the FCC has ignored them. Until the new allocation plan is formalized nothing could be done anyway.

TV is the new bonanza. Stories of fabulous profits have whetted the ardor of the politicians. The influence peddlers soon will be on the prowl. They swarm to the government easy money areas like flies to sugar.

Already inquiries are being made about "good political lawyers." One of the newer gags in political circles is that they're going to build a subway from the White House to the FCC to expedite announced TV applications.

This is the sort of nonsense that is heard as the freeze deadline draws closer. It will gather intensity as conflicting situations develop—for example, more applicants than there are facilities in a given city. Enter the guy, who knows another guy who has four votes in his vest pocket. The "right lawyers" will be coddled, using cash the balance. Lots of people are going to get burned.

The only way to prosecute a TV application is through competent legal and engineering preparation. There's bound to be some conflict in the case of the publicity-minded applicants. It has always been thus. The FCC has made a practice of appending such comments to its licenses. It should continue that practice, even to the extent of memoranda covering telephone calls.

It is obviously the FCC's intention to adhere to the spirit and the letter of the law and of its regulations. It is just as obvious that, because of the scarcity factor, and the grandiose stories developed—for example, more applicants than facilities—in the interest of fostering competition.

The disclosures of interference from Internal Revenue and Dept. of Justice, could well have a salutary effect on the upcoming TV battle royal. It will focus attention on the TV proceedings. Thereby the FCC's job should be eased, along with the task of the legitimate applicants and their lawyers and engineers.

Even with those possible benefits, it should be evident that efforts to establish a TV patronage pork-barrel are in high gear.

Noel, Noel

We are about to put the cover on our type-writer, which suffers the fragilities of great age and is apt to take a paralyzing chill if left exposed to drafts, and join our exuberant fellow at the Annual Office Christmas Party.

We suspect that thousands of others in and around broadcasting are doing likewise. By the time this is read, millions of paper cups will have wilted in a drenching of warm whiskey, many executives will be finding it hard to get back on a last-name basis with their secretaries, and at least a few interlocutors who took advantage of the chance to tell the boss how to run the company will be scowling around for positions with other firms. All this has become an expected, indeed ritualistic, element in the intricate tribal ceremony that marks the business community's observance of Christmas.

But the Christmas spirit is indomitable and seems always to survive the ravages of corporate celebration. Accordingly, we go forth with cheer in our heart, a lift in our voice and, not to be totally impractical, a vial of olive oil which we shall gulp when we reach the water cooler down the hall. It is the gay Yuletide, faithful reader. . .

Happy Holiday Season

--

JOSEPH EDWARD BAUDINO

M ANAGEMENT problems come in bunches to Joseph Baudino. As vice president and director of Westinghouse Radio Stations Inc., as well as general manager, he controls the destinies of six broadcast stations with their FM components and one TV station, plus numerous operating segments and experimental units.

That's enough to keep the average executive in a state of managerial epilepsy, but the reassuring Baudino smile doesn't disappear easily.

Just to make certain the excitement of office activity is matched by a lively pace at his home in Bethesda, Washington suburb, he spends the evening directing a lively brood of five daughters ranging from 4 to 21.

The two jobs are major management undertakings, but Mr. Baudino takes both in stride with the help of experienced and able aides at the office and the calm efficiency of Mrs. Baudino at home.

Only known competitor in the field of radio genealogy is Eddie Cantor, whose five-girl record was broken when Anne Denise Baudino was born in 1947. The event inspired the comedian to wire Mrs. Baudino in Mercy Hospital, Pittsburgh, that he had a copyright on the five-daughter technique and planned to file suit for infringement.

In line with tradition, the Baudino family has a female collie, Bonnie. A few days ago a WRS co-worker in Washington observed that "Joe Baudino's salary goes into six figures—a wife and five daughters," a partial understatement at the present high cost of college fodder.

The Baudino romance, incidentally, was radio inspired. It developed when the young Illinois U. engineering graduate joined Westinghouse in 1927 and was assigned to KDKA Pittsburgh where he quickly became speech equipment manager. At KDKA he met Rosalind Shields, a staff secretary. A friendship developed and they were married July 27, 1929.

The KDKA assignment lasted until 1951 when Mr. Baudino was transferred to WBZ Boston as chief engineer. By 1936 he was back in Pittsburgh at "KD," as the station is known in Westinghouse parlance, this time as chief engineer.

He soon found all the outlets an engineer could desire for his technical proclivities. Westinghouse was working on a dream—the finest plant that could be built. Most of the problems known to the engineering profession developed before the new project was completed atop

Page 42 • December 24, 1951

BROADCASTING • Telecasting

(Continued on page 68)
In Washington, D.C.

WTOP newscasts have larger audiences than those of any other station.

AVERAGE SHARE OF AUDIENCE FOR NEWSCASTS*

<table>
<thead>
<tr>
<th>Station</th>
<th>Audience Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTOP</td>
<td>21.6%</td>
</tr>
<tr>
<td>Station B</td>
<td>17.1%</td>
</tr>
<tr>
<td>Station C</td>
<td>13.5%</td>
</tr>
<tr>
<td>Station D</td>
<td>11.5%</td>
</tr>
</tbody>
</table>

*Pulse, Sept.-Oct. 1951: all news shows

WTOP
THE WASHINGTON POST-CBS RADIO STATION
REPRESENTED BY CBS RADIO SPOT SALES
FM Outlets

(Continued from page 55)

nance of local sponsorship in FM. While an average increase of 11% is expected in national spot, there also were signs that this segment of FM business might fall off in some cases.

No figures were available on the business of FM networks, most of which are loosely tied regional or state groups.

Among comments of station operators were indications that FM listening is continuing to increase, with FM set circulation moving upward at a steady pace.

FM outlets featuring good music have established solid places in many communities. Some of this service is fed to regional hookups.

Edward A. Wheeler, WEAW (FM) Evanston, Ill., a suburb of Chicago, said revenue from local accounts is "at the highest level in our five years of operation." WEAW's income from store broadcasting activities is at a three-year peak, Mr. Wheeler commented particularly on the fact that percent-of-renewals on all business is the highest ever, along with the number of advertisers.

Everett L. Dillard, WASH (FM) Washington, like Mr. Wheeler a pioneer in FM broadcasting, said 1951 business was up nicely from 1950 and he predicted a further gain in 1952. "The trend is steadily upward," he said.

Another FM-only station operator in Washington, George A. Bernstein of WCFM (FM), joins Mr. Dillard in looking for a substantial if not spectacular increase.

Raymond S. Green, WPLN (FM) Philadelphia, said the station has felt "a positive increase in acceptance of our good music policy in this market. It is our opinion that 1952 will produce FM's best business year. The general business prospects look good for this area."

Lou Frankel, of WFDR (FM) New York, also FM-only, said the station has just made a survey indicating the FM field "can be cracked." He contended AM stations are not programming creatively and aggressively, therefore suffering from TV and printed media competition. He called participating spot business "classified space" and criticized failure to build and sell programs.

Thomas B. Tighe, WJLK-FM Asbury Park, N. J., duplicating WJLK AM programs, looks for an increase in local business and more national spot, contending "the community station in TV markets is the favorite now for radio listeners." He argued that local business provides "a safe base and can be sold on yearly contracts."

R. R. Torian, KNOB (FM) Long Beach, Calif., said, "Radio in this area continues to grow and FM listening is up. Our billings are up 100% over 1950 which is proof that radio and the FM medium are getting bigger all the time."

DONALD G. BUCK, manager of TV station clearance ABC, appointed regional manager of television stations department succeeding KARL CANNON, resigned. Mr. Buck first joined ABC Sales Service Dept. in 1944, after having served four years in Army. Shortly after joining network, he was promoted to assistant sales service manager and named manager of TV station clearance. He will be succeeded by MALCOLM (Bud) LAING, assistant manager of NBC TV Station Clearance Dept.

PAUL GODOFSKY, executive vice president and station manager WHLI and WHLI-FM Hempstead, L. I., elected president and general manager. Mr. Godofsky announced that he will continue the policies and operation which have established WHLI as an integral part of the Long Island community. He succeeds his brother, ELIAS I. GODOFSKY, who died last month [B&T, Dec. 3].


CHARLES R. COLLINS Jr. appointed account executive WFBF Baltimore. He was with WITB Baltimore.

KETTELL-CARTER Co., Boston, named New England representative for KWBU Corpus Christi, Tex.

Mr. Briggs

O. GRADY COOPER Jr. named sales manager WMJM Cordele, Ga.

WILLIAM F. SCHNAUDET appointed general manager WCSS Amsterdam, N. Y., succeeding CECIL WOODLAND, resigned to become general manager WQAN Scranton, Pa. Mr. Schnaudt was with WPTR Albany.

FORTJE & Co., N. Y., appointed national representative for WLEX Lexington, Ky.

CAROL EWING, controller KNBH (TV) Hollywood, named business manager NBC-TV Hollywood. JAMES F. TURNER, assistant controller KNBH, named controller. MARVIN BIERS remains Mr. Turner's assistant.

CAL CASS, recent dischargee of U. S. Marine Corps, named to sales force WINS New York, to succeed ROBERT ADAMS who has joined Raven Adv. Corp.

Personals ...

THEODORE C. STREIBERT, president WOR-AM-TV New York, was chairman of speakers panel at Wesleyan U.,"second annual vocational clinic held Dec. 7-9. . . . SAM ALTDOFFER, vice president WLAN Lancaster, Pa., father of daughter, Nancy Jo. . . . DAVID M. SEGAL, owner KJZ Texarkana and KDMZ El Dorado, Ark., and president WGVW Greenville, Miss., KDAS Malvern, Ark., and KDXT Clinton, Mo., has applied to Civil Aeronautics Board for authority to operate a feeder airline in Texas and Oklahoma. . . . JOSEPH STAMLER, WMGM New York sales staff, father of son, Gary Marc, Dec. 12. . . .

SUIT SETTLED

In SESAC v. WCKY

SETTLEMENT was reached between SESAC and WCKY Cincinnati last Monday in a SESAC suit charging 11 infringements of its catalog. The proceedings were stopped during the trial under way before Judge John H. Druffel, U. S. District Court in Cincinnati.

David R. Milsten, of Milsten, Milsten, Johnston & Morehead, SESAC counsel, said WCKY took out a five-year SESAC license as of Jan. 1, 1951. Suit was filed in November 1949. It was understood WCKY paid part of attorneys fees as well as court costs. SESAC counsel also included Victor Whitlock, general counsel, and Murray Seasongood, Paxton & Seasongood, Cincinnati. Representing WCKY was Sawyer Smith, Covington, Ky.

BROADCASTING • Telecasting

Page 44 • December 24, 1951
We have your gift "wrapped up" for you--

Top TV buys of '52!

"BATTLE REPORT--WASHINGTON"
2 - 2:30 p.m.
SUNDAY
Presidential Assistant John Steelman and top government officials present a weekly report to the nation on this network program now available to WNBW advertisers.

"LEIF EID"
6:55 - 7 p.m.
Available TUES. and THURS.
Top-rated local television newscaster in the Washington area, with a weekly average rating of 16.6 (ARB Survey, Nov., 1951)

"BOX 4"
11:05 p.m. - Midnight
MONDAY through FRIDAY
Feature films for the late evening audience, preceded and followed by news programs.

"CISCO KID"
6 - 6:30 p.m.
SATURDAY
One of Washington's most popular Saturday evening local programs, with a rating of 15.0 (ARB Survey, Oct., 1951)—action-packed adventure with the famous stars of "Cisco Kid" movies.

And what a "package" WNBW can deliver: a coverage area with 1,717,200 population, an effective buying income of $2,588,621,000, and 312,000 television sets.

Your nearest NBC Spot Sales office or the WNBW Sales Department will be happy to "wrap up" a contract for you on any of these choice availabilities and several others not listed.

WNBW
Channel Four
NBC-TV IN WASHINGTON
NETWORK television in 1951 had troubles, but none of them had anything to do with money. Gross billings increased by a whopping 184.9% over 1950.

The biggest problem in 1951 was the same one that beset the networks the year before: how to carve time on enough stations to satisfy advertisers. And that was a problem that would last as long as the FCC freeze.

At year's end there were 108 stations on the air (one more than at the end of 1950) in 67 cities and nearly 15 million television sets in operation, half again as many as at the end of the year before.

Pressed by advertiser demand, networks in 1951 were opening up new program periods in daytime hours which a year before had been thought to be useless for television. The most ambitious exploration scheduled in that line was NBC-TV's Today, an across-the-board three-hour show beginning at 7 o'clock in the morning, which goes on the air Jan. 14. All the others also had big plans for daytime expansion.

Gross billings gains in 1951 almost defied any reasonable accounting. Broadcasting* Telecasting estimates that billings will total $129,000,000. They were $45,278,885 in 1950, according to Publishers Information Bureau.

Network Breakdown

Here's the way it breaks down, network by network. The figures for 1951 are Broadcasting* Telecasting estimates, based on projections of PIB figures which are complete only through October and on information from networks themselves. The 1950 figures are PIB's.

<table>
<thead>
<tr>
<th>Network</th>
<th>1951</th>
<th>1950</th>
<th>Pct. Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV</td>
<td>$18,300,000</td>
<td>$6,428,662</td>
<td>176.35%</td>
</tr>
<tr>
<td>CBS-TV</td>
<td>$35,500,000</td>
<td>$19,604,531</td>
<td>77.67%</td>
</tr>
<tr>
<td>NBC-TV</td>
<td>$25,000,000</td>
<td>$15,000,000</td>
<td>71.1%</td>
</tr>
<tr>
<td>Total</td>
<td>$78,800,000</td>
<td>$41,033,193</td>
<td>93.6%</td>
</tr>
</tbody>
</table>

The big billings increase stemmed not only from the expansion of schedules into daytime hours but also from substantial rate increases. One question that a lot of people were asking at the end of 1951 was: How high can TV rates go without pricing TV out of the market?

Following are year-end statements by television network chief executives:

Alexander Stronach, vice president for television, ABC: "The trial runs for television are often shakedown cruises a thing of the past. This does not mean that experimental TV will not go on. It should and will. But it does mean that television has entered its productive commercial era and is now able to support itself. Television now is on a profitable basis. "Here at ABC-TV the long range prospects are bright. The ABC television network as of this time comprises 63 outlets, five of which are owned by the network. These five owned stations, WJZ-TV New York, WEND-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco, represent guaranteed outlets in five of the seven major markets in the United States. A purchase in these markets is one of the most valuable assets any advertiser can secure in today's difficult clearance situation.

In addition to the value of this select group of facilities to a sponsor, the ABC-TV network has prime time slots from which to originate network programming. We have some of the finest studio facilities in New York. Our Chicago station has always been a source of network programming. The advent of the transcontinental cable-micro-wave television relay allows for the transmission of prestige programming from coast-to-coast and has brought into television's fold the film capital of the world, wherein is concentrated one of the greatest talent pools of all times. "The 23 acre motion picture lot owned by the ABC-TV network is the finest television plant in existence today. It assures an exchange of programs from coast-to-coast during the coming year that will exceed all expectations of the present concept of network programming.

"During 1951, ABC-TV offered such new shows as The Celanese (Continued on page 56)
DURING the past year, television established itself as such a vital force in the life of America that in 1962 it promises to be a decisive factor in the nomination and election of the next President, Brig. Gen. David Sarnoff, chairman of the board of RCA, declared in his year-end statement.

Gen. Sarnoff said:

"By election day [in 1962] there will be approximately 18 million television sets in the United States, with a potential audience of more than 60 million persons—exceeding the total population of the United States when Grover Cleveland campaigned for the presidency in 1884. For the first time coast-to-coast network facilities will be available for the national campaigns.

Widespread Impact

"No other force, in so short a time, has ever exerted such a widespread impact of home, entertainment, education, politics, advertising, news and sports.

"The power of such a medium for moulding public opinion is unprecedented. It provides an open forum in which every home has a front-row seat in the discussion of national and international problems. The leaders, as they speak, become living role models whose emotions and appearance are viewed directly by millions of people. This new art brings sincerity or insincerity into the open, and has an intimate way of portraying the distinguishing characteristics of a natural leader.

"Television of today, however, is only the prelude to the television of tomorrow. It will change its format from time to time to keep pace with new program trends and new inventions. It is a flexible and medium. In the process of its evolution it will develop its own art form, distinct from radio, motion pictures, stage and print. It will create and develop new entertainers and new personalities for the television screen."

"Already television has revealed its tremendous impact as an advertising medium. Based on the financial results of the first ten months, the 1961 time billings of four TV networks and 109 stations should reach at least $250 million dollars. This year, for the first time, television surpassed network radio in revenue. Today there are 15 million television sets in the United States. About 40 theatres are television-equipped."

Gen. Sarnoff pointed out a number of important TV advances in 1961. Among them:

- TV stations proved they could operate within the accepted economic framework of the U.S. broadcasting system.
- TV manufacturers survived a period of dwindling sales, and new receiver sales are on the upswing.
- RCA worked up plans to ask the FCC to consider its compatible color TV system before mass production of color sets, stopped by Defense Mobilizer Wilson, is resumed.
- TV Expansion
  - Coast-to-coast TV became a reality.
  - TV expansion into UHF was proven to be possible and practical in extensive tests by RCA-NBC engineers at Bridgeport, Conn.

Gen. Sarnoff pointed out that while television has thus advanced, radio also has continued to move forward. He said:

"Today there are 2,400 AM and 680 FM stations in the United States. Daily broadcasts cover 95% of the country. Approximately 12 million new radio sets were sold by the radio manufacturers last year, raising the total in this country close to the 100 million mark, including about 24 million automobile radios. There are 143 million radio equipped homes."

Golden Anniversary

"Measured from the date of Marconi's first transatlantic wireless signal in 1901, radio in 1951, celebrated a Golden Anniversary. Throughout its half century of progress as a science, art and industry, it has met the tests of ups and downs in business. The constant invigoration of science has given radio a perennial vitality and versatility. Its Golden Age is still ahead."

General Sarnoff said that the radio industry looks forward with confidence to each new year, of increasing promise and progress. He continued:

"The year 1962 will be no exception; for the field of electronics—of which radio and television are a vital part—is on the threshold of many new developments. These include the harnessing of electrons in solids for useful work, instead of subjecting them to incandescent heat inside a vacuum tube.

"Tiny devices, known as transistors, have been developed for use as detectors, amplifiers and oscillators for radio, wire and cable communications. These use germanium crystals as small as a match head. They will play an important role in the future of many forms of communications.

"Today, communication is only one facet of the future of electronics, the roots of which are imbedded in radio and television. There are limitless possibilities also for electronic inventions in new and broader fields, especially in the field of home appliances.

"On the threshold of 1962, it is difficult to imagine a world without radio, or homes without broadcast receivers and television sets. This record of accomplishment and public service is the result of the freedom we enjoy in America to research, invent, develop and progress under a democratic system of competitive private enterprise that surpasses in achievement any other system in the world."

---

**SET DEMAND**

**Greater Than Supply—Baker**

Demand for General Electric radio and TV sets is far exceeding ability to supply, Dr. W. R. G. Baker, vice president and general manager, GE Electronics Division, predicted in a forecast of 1962 developments in electronics.

Replacement purchases by owners of small picture TV sets and removal of them by owners over color will aid the demand, he said, plus increased sale in fringe areas as receivers become more sensitive and transistorized.

Demand for TV and broadcast equipment has been fairly substantial despite the freeze, according to Dr. Baker. With lifting of the freeze in February, a backlog of TV construction permits plus expansion of existing studio facilities. He predicted GE business in these lines would double in 1962.

**APS to ENTER TV**

Associated Program Service, radio library organization, will announce shortly its entry into the television film field with exclusive distribution rights to the extensive backlog of educational and documentary features of Encyclopedia Britannica Films, it was learned last week.

At work on the projected expansion for more than a year, APS has invested approximately $150,000 in the purchase of other films, aside from commencing the re-editing of EBF features to fit TV needs, and expects soon to be ready to set up a special TV division apart from the radio library service.

APS, headed by Vice President and General Manager Maurice B. Mitchell, is a division of the Muzak Corp. who also own the Encyclopedia Britannica and Encyclopedia Britannica Films, described as the largest service in the educational and institutional film field. In anticipation of the move into TV, EBF has stepped up its production schedule in recent months and is now turning out a film a week. EBF also has acquired Films Inc., said to be the largest organization in the 16mm entertainment film field, which has exclusive 16mm rights to Warner Bros. and 2oth Century-Fox Films. Presumably efforts will be made to extend these rights to include TV use.

**Far-Ranging Backlog**

Primarily, however, APS expects to concentrate on educational and documentary programs. EBF's backlog in this field is far-ranging, including especially specialized features on such diverse subjects as national and world affairs, sports, communications, social sciences, history, geography, arts and crafts, development of modern industry, conservation, physics, child psychology, agriculture, and history among others.

**Will Offer Films**

They were specially produced for use primarily by schools and colleges. The task of rearranging, re-editing and packaging these features for presentation as TV series has been in progress for the past year. Some may be re-edited as film commercials.

Among the early offerings being planned is a documented series on atomic energy—said to be the first of its kind ever released. Another dramatic production probably will deal with narcotics.

The APS TV division will be entirely separate from the APS radio library service, which, according to General Manager Mitchell, is now completing its most successful year.

Muzak President Harry E. Houghton reported that Muzak too is completing its most successful year, and also has completed technical improvements which will enable it to extend its franchise areas from 200 to 500 cities next year.
BUSINESS prospects for film companies in 1952 could scarcely be brighter, judging by the comments of TV film package and motion picture producers to the annual year-end survey by Broadcasting & Telecasting.

This optimism far transcends such apparent obstacles as FCC’s TV station freeze, material shortages, cost factors and union jurisdiction squabbles. Potentials are described as limitless were FCC lifts the freeze, though this probably will not be reflected in 1952.

Virtually without exception, film producers are unanimous in their conviction that demand and output for film will double—even triple—in the forthcoming year.

Perhaps the best barometer is the numerical emergence of film companies which have hopped on the television bandwagon, firm in the belief that film will dominate the visual medium in the near future.

Ever since motion picture companies on the West Coast adopted the time-worn adage—"if you can’t beat ‘em, join ‘em"—the gold rush to television has been in full swing. The key to this situation is their belief that TV eventually will be wed to motion pictures after dir- vorcée sound broadcasting—an ab- horrent thought in many industry quarters.

Emerging from the year-end survey are these highlights:

- Film will comprise from 65% to 80% of telecasting by the end of 1952, or within a reasonably short time thereafter.
- The films-for-TV industry will record upwards of $10 million in revenue next year, with a sizable part of that for film commercials.
- More and more motion picture stars and executives will channel their time and efforts to films for video; in addition, the TV industry will spawn a growing crop of stars for the movie industry.
- Film production may well centralize on the West Coast and many advertising agency executives may be expected to transfer their operations to Hollywood. Television will play a greater role in world affairs and in entertaining people, largely through film, according to Louis D. Snader, president, Snader Telecine Corp. He reiterates that “80% of television will be on film by the end of the year" and cited interest in films of the Korean war and forthcoming coverage of the GOP and Democratic party conventions.

“If it is my feeling that we can best serve our function by entertaining the people," Mr. Snader asserted, “by providing entertainment we draw into the periphery of our viewing audience the greatest number of people.”

Television will prove to be both a lure and training ground for Hollywood film stars, Hal E. Roach, president of Hal Roach Studios, Culver City, Calif., told BROADCASTING & TELECASTING.

"Many personalities will wait too long before entering television. By the time they’re ready for the move they will discover that television already has its own popular favorites.” Bing Crosby Enterprises, Hollywood, forges 1952 as the first golden year for motion pictures in video, according to Basil Grillo, executive vice president. Firm pioneered in film TV with the Fireside Theatre and is shooting other programs for sponsors.

"Not only is production of good television films increasing in 1952," Mr. Grillo said, "but sales of this product to important national, regional and local advertisers is keeping pace with our production.”

Even greater progress in the film–for–TV industry than this past year is predicted by Jerry Fairbanks, president and executive producer, Jerry Fairbanks Inc. Output should double that of 1951, he states, explaining:

"Sponsors, agencies and networks finally have recognized film for what it can be—the one sure way of achieving professional per- fection in program presentation and the best method of solving the problem of time differences across the nation. Already well repre- sented on all video popularity surveys, filmed programs this coming year may capture as many

as six out of the ten top ratings. And its use by independent station owners for quality programming at costs local and regional sponsors can afford will increase manifold.”

The new year will usher in a “sponsors’ goldrush” to TV film productions, according to Milton M. Blink, executive vice president of United Television Programs.

"It is the regional and local sponsors who come into their own with films, as only with film can they compete with the best of TV shows at a fraction of the cost of a nationwide show. We are extremely high on film and TV in ‘52," Mr. Blink stated.

Aaron Beckwith, sales manager of Ziv TV Programs Inc., said spot television of the filmed–syndicated va- riety is destined for greater im- portance for the same reason spot radio has increased in use.

Swing to Film

More and more national adver- tisers are turning to filmed pro- grams—such as Boston Blackie and Ciao Kid—to do their selling job in specific individual communi- ties, he said. So too, are regional and local advertisers, who find such a flexible programming tool valuable means of getting through to the public.

With the quality of film and of film transmission having become so top grade that resistance to using filmed shows has passed out of existence, the filmed–syndicated television industry is on the verge of a boom paralleling that enjoyed by the transcribed–syndicated radio industry during the past five years, Mr. Blink predicted. Top names are becoming increasingly easy to bring into the field—top actors, writers, technicians.

John Mitchell, vice president and general manager of United Artists TV Corp., sees business going "way up" for 1952 to reach a volume of about three times that for 1951. Sales, too, will increase, he adds.

Network Resistance

“Film business will get bigger and bigger and bigger, and 1952 should be a great year,” Mr. Mitchell said, adding the qualification, "unless there’s a war.” Network resistance to film has finally broken down, he said, and this has opened things up all the way around, setting a pattern for national, regional, and local advertisers.

The end of 1951 also brings an end to red–ink operations, Mr. Mitchell reports, with film companies now starting to make money in television.

Jules Wile, president of Master- piece Productions, sees greater production during 1952 with an in- crease of at least 25%. Sales should have a proportionate rise.

Mr. Wile predicts that, while much more film will be used during 1952, more effort will be directed toward producing half–hour pro- grams, rather than feature–length films for television, primarily because of time costs. Advertisers will want features trimmed to TV time schedules with 54 minutes playing time in an hour’s telecast.

Half–hour and half–long programs will amount to at least 80% of the film business during the year, he said, adding, “1952 will be a good year, a very good year.”

Production Increase

Mervin Pollack, vice president and general counsel of Pathescope Productions, sees a production in- crease of 40%—not because of greatly increased business so much as because Pathescope has to date, somewhat neglected TV for in- dustrial films and plans to rectify that.

Mr. Pollack also sees greater use

(Continued on page 77)
Mr. Schechter Rejoins NBC; Is TV General Executive

A. A. (Abel) Schechter, widely known newscaster, will return to NBC as a general executive in the television network department on or about the first of the year, it was learned last week.

Mr. Schechter, director of news and special events for NBC before World War II and vice president of Mutual in charge of news, special events and publicity after the war, is now a vice president of Crowell-Collier Publishing Co.

In his new post, it was understood, he will be available for special assignments, the first of which will be to take charge of the television network’s ambitious new morning “communications” program.

As part of this assignment he will have the responsibility of organizing, operating and supervising an international news and network news event. His evidence into the art of reporting came at the ‘Providence (R. I.) Journal, followed by the Newark Star-Eagle and finally the famed New York World-Telegram.

After tours at AP and INS he went to the NBC press department in 1932, rising by 1936 to director of news and special events. He was responsible for many innovations in newscasting, and is credited with having sold the Esso Reporter, which pioneered network newscasting under commercial sponsorship. In 1940 he wrote a book, I Live on Air, published by F. A. Stokes Co. He went to the Office of War Information in 1942, on leave from NBC. Within a few months he was a captain in the Air Force and later chief radio officer under Gen. Douglas MacArthur, being discharged as a lieutenant colonel.

After the war he joined MBS as vice president in charge of news and special events. A year ago he joined Crowell-Collier Pub. Co., Id since last April had been vice president in charge of public relations.

Mr. Schechter was born Aug. 19, 1907, in Central Falls, R. I. He completed schooling at Boston U.

Schechter

NBC-TV RATES
Go Up 10% July 1

DETAILS of a new NBC-TV rate increase, averaging out to about 10% for the full network and to become effective July 1, are being completed by network officials and will be given to local agencies and stations by the first of the year.

The last rate boost, last July 1, put the Class A gross hourly rate for 36 interconnected stations at $31,150, and for all 63 stations on the network at $45,425.

The new increase, spokesmen reported, follows NBC-TV’s formula of making boosts by a series without first submitting a pilot film for sponsorship.

Thus the rate boost on a 100% increase in sets would be 56%. NBC indicates that the new rates will initiate in sets since last July’s rate increase at about 20%, so that the overall 10% increase in the full-network rate is in line with the formula spokesmen pointed out. Serving notice by Jan. 1, gives advertisers the customary six-month protection, it was noted.

BCE SERIES
13 Films Planned

BING CROSBY Enterprises, Hollywood, will go into immediate production of a new TV film series of 13 half-hour programs, spokesman announced Tuesday. This was to be the first time a producer has completed a series without first submitting a pilot film for sponsorship.

To be called Coronet Theatre, series will emphasize war, human interest stories rather than the suspense and mystery format of BCE’s Rebou series, recently sold to Packard Motor Car Co. for telecast about Feb. 1.

Explaining investment of capital in full series before offering sales, Basil Grillo, executive vice president of BCE, said, “we felt it was fairer to a potential sponsor to show him a completed series of 13 films.”

Mr. Schechter

Mr. Schechter

MPAA EYES TV
Cooper Is Named

INDICATION that the Motion Picture Assn. of America will be giving a careful study of the TV scene was seen last week in the formal appointment of Edward Cooper as director of its Television Dept.

Mr. Cooper’s appointment was in the negotiation stage a fortnight ago (B&T, Dec. 17). He was serving as staff director of the Senate Majority Policy Committee. He takes over his new duties Jan. 2.

Mr. Cooper had been engaged in communications’ regulatory matters from 1938, when he joined the staff of the Senate Interstate and Foreign Commerce Committee, until he left Feb. 1, 1951, to join Sen. Ernest W. McFarland (D-Ariz.), the Majority Leader in the Senate.

From 1942-46, Mr. Cooper served with the Navy in the Office of the Director of Naval Communications, retiring with the rank of lieutenant-commander.

Mr. Cooper, who is 48, will headquarter in the Washington office of the MPAA.

Klette to DTN
To Head Sponsor Service

DuMONT Television Network has instituted a merchandising and business development department as an additional service to its sponsors and has named Edward Klette, president of Product Advertising Corp. to head the unit, DuMont General Manager Chris J. Witting announced last week.

Mr. Klette, who was recently as president of Product Advertising Corp., as an additional service to its sponsors, and now with the United Cigar-Whelan Stores Corp. to accept his new position, brings many years of experience in merchandising, advertising, and sales promotion to the network. He started his career with United Cigar-Whelan Stores in New York in 1926, ultimately becoming regional manager of the eastern territory. In 1945 he was transferred to California as president of the Whelan Drug Co. of California to expand the Western manager of the organization. He returned to New York in 1950 to assume presidency of Product Advertising Corp., which among other activities, handled two major network TV programs and sales promotion for some 4,000 chain and 15,000 independent drug stores.

The new department set up, Mr. Witting explained, to create and administer merchandising and point-of-sales promotional activities for products of DuMont sponsors.

WDTV (TV) INNOVATION
Rotates Berle, Sinatra

WDTV (Tv) Pittsburgh last week announced that the Texas Co.’s approval, spokesmen reported—an alternate-week schedule for Texas’ weekly Milton Berle show (NBC-TV, Tues., 8-9 p.m.).

Every Tuesday in this time period the DuMont-owned station intends to carry the first half of the Frank Sinatra Show from CBS TV, followed by the Saturday Evening Post withdrawal from the DuMont network at 8:30-9 p.m. from the DuMont network.

First quarter-hour of the Sinatra show is sponsored by Ekco Products.
THREE discernible trends have become apparent in TV applications during the past few weeks.

Applications have begun churning at the bit. Although TV applications have not been impressive in weekly numbers, there have been 17 filed so far this week. This compares with four in November and 10 in October. In December, only 10 TV applications were filed for the whole month.

TV application activity began soon after FCC Chairman Wayne Coy, Comr. George E. Sterling and Broadcast Bureau Chief Curtis B. Plummer estimated that the TV schedule would be drawn by Feb. 1 [B+T, Nov. 5]. They also estimated that after a period for new applications to be filed and old ones revised (60 days was the most mentioned), processing would start. No TV applications for new stations have been processed since September 1948.

PHILADELPHIA ‘Hot Spot’

Philadelphia, ranking fourth in U. S. Metropolitan Areas, is one of the “hot spots” in the FCC’s proposed TV channel allocation plan. It originally had four VHF channels assigned, but under the proposed plan, the FCC deleted Channel 12 and substituted four UHF channels. One of the UHF channels is reserved for educational TV. The three VHF channels are already occupied —by WCAU-TV, WFIL-TV and WPTZ (TV).

WLWT (TV) SHOWS

Augment NBC-TV Schedule

WLWT (TV) Cincinnati says it will be the “independent NBC-TV originating point” shortly after the first of the year. Robert E. Dunnville, president of Crosley Broadcasting Corp., notes that the station already is supplying 2% hours of weekly network production with the ‘Ruth Lyons’ 50 Club.

Total weekly network time supplied will be six hours in January, it is pointed out, after ‘Midwestern Hayrides’ returns for one hour weekly 11 a.m. Saturday (starting Jan. 5), and Mel Martin’s ‘Breakfast Party,’ audience participation, joins NBC-TV at 10 a.m. Mon.-Fri. (starting Jan. 7).

Delineating camera locations for WFIL-TV Philadelphia’s coverage of the Mummers’ New Year’s Day parade (1 to 3) Edward Gardiner, treasurer, C. Schmidt & Sons, brewing firm sponsor; John Gardiner Jr., vice president and sales manager of firm; James C. Gibbon, executive assistant, Al Peiffert Co., and Roger W. Clipp, general manager, WFIL-AM-FM-TV. Group is shown outside City Hall.

Santa at FCC

FCC staffers gave Cyril M. Braun, chief of Broadcast Bureau’s TV Division, box of matches “to thaw the TV freeze” as a gag Christmas present last week. Paul Dobin, chief of the Allocations and Standards Div., got a rubber ruler; he’s charged with working out final allocations of TV channels throughout the country.

OLYMPIC TV

Bids Are Asked

AGENCIES billing more than $5 million business in 1961 and all the television networks have been invited by the U. S. Olympic Committee to submit bids on exclusive television rights to films of the Olympic games next year. The annual athletic event will take place in Helsinki, Finland, from July 19 to Aug. 3.

Two weeks ago the U. S. committee, which headquarters in Chicago, mailed letters detailing the plan to 102 agencies and networks. “Several” responses had come in by Thursday, according to J. Lyman Bingham, executive director.

He explained the Finnish Olympic organizing committee, which handles the international event, retains the right to accept or reject any bid. Proposals will be screened by the U. S. group and then forwarded to the Finnish organization.

Negotiations for radio rights are being handled directly. Details of the TV plan are being worked out now by Mr. Bingham and his staff, and should be ready for presentation sometime this week. The U. S. committee, which has the exclusive TV sales rights, is working on a percentage basis. This money will be used to help send the American Team to the Olympics, estimated cost of which is $850,000.

PULSING RATINGS

New TV Service Offered

PULSING has announced a new TV program rating service, the network Popularity TelePulse, which will combine “individual ratings of TV network shows in nine cities by weight proportional to TV population to yield a single measurement.” This measure, Pulse stated, can be taken as a popularity gauge as network programs are telecast in these markets “in more uniform and standard patterns.” Markets are Atlanta, Chicago, Cincinnati, Cleveland, Columbus, Detroit, Minneapolis, Washington, and Washington. Baltimore will be added in January.

Pulse warned against confusing these ratings with the multi-market TelePulse figures, which include one-station as well as multi-station TV markets.

CBS TV SPOT

Staff Changes Announced

CBS TELEVISION Spot Sales department was the scene of two promotions and one staff addition last week. They were announced Wednesday by Merle S. Jones, CBS TV Sales vice president, in charge of stations and general services, and Thomas H. Dawson, general sales manager of CBS-TV Sales.

Sam Cook Diggles, CBS-TV Spot Sales midwestern sales manager, was named eastern sales manager effective Jan. 1, to replace George R. Duvall, who resigned. Charles M. Mattern, general sales manager of WCBS-TV New York, key station of the network’s video division.

After spending five years with the retail advertising department of the Washington Daily News, Mr. Diggles entered broadcasting as a salesman for WMAL Washington, D.C., in 1949. He saw service with the Merchant Marine during the war and joined CBS in 1949, first as New York salesman for CBS Sales, then as CBS station representative for both radio and TV. He was named TV manager of Radio Sales’ Chicago office in 1950.

MacLean Chandler, account executive in the Chicago office, was simultaneously appointed midwestern sales manager, and Theodore F. Shaker, was named his successor. Mr. Chandler was associated with Leo Burnett Co. in Chicago for 12 years, where he was vice president in charge of radio and TV. He interrupted his career for service with the Navy from 1941-46 and still retains his rank as lieutenant commander. He joined CBS as account executive in Radio Sales’ TV Dept. in 1950.

Mr. Shaker joins CBS TV Spot Sales after association with the TV Sales Dept. of Katz Agency. His previous record includes representing nine drug manufacturers in Michigan, selling for Lorenzen & Thompson, national account radio representative, and for the Farm & Ranch Southern Agricultural.
NCAA POLICY
To Decide TV Jan. 10-12
A POSITIVE television policy for 1962 will be established by the National Collegiate Athletic Assn. at its annual convention in Cincinnati Jan. 10-12, but a firm control over all live telecasts of games is expected to continue indefinitely.

This was the report which came last week after a special two-day meeting of the NCAA Television Committee in Chicago. Operational developments of the controlled "experimental" telecasting of games this past season were discussed by the group and conclusions were drawn from making specific recommendations on policy.

The decision will be made by the membership after a convention report on the $50,000 survey conducted by the National Opinion Research Center, Chicago, on the effect of game telecasts on gate attendance and television.

Mr. Furey said the limitations on telecasting were "completely legal." He said "pressure" for more or different games came from the television industry, newspapers having TV stations and people "in the trade."

Tom Hamilton of Pittsburgh is co-chairman with Mr. Furey. Committee members are Bob Hall, Yale; Max Farrington, George Washington; Edward F. K a u s e, Notre Dame; Reaves Peters, Big Seven; Howard Grubbs, Southwest Conference; E. L. Romney, Mountain States Commissioner; L. H. Spot, Hunter, Southern California.

Other attending were NCAA President Hugh Willet, substituting for Mr. Hunter; Joseph L. Rauh, NCAA attorney in Washington; and Al R. Reynolds, New York, NCAA TV program director.

AT&T's Holiday Show
SPECIAL holiday film program telecast last week by some 80 stations under sponsorship of AT&T Co. was placed by Cunningham & W. A. N. T. S. by N. W. Ayer & Son, New York, as erroneously reported [B* T, Dec. 17]. This was an exception to the normal set-up, which continues, of AT&T handling the television of the chain's institutional advertising and C & W advertising of the classified telephone directories.

DuMONT LABS
By DR. ALLEN B. DuMONT
President, Allen B. DuMont Labs

TV Impact Seen Greater in '52

THE BIG role that television is to play in our lives is still in the making and this will become more and more evident in 1952. Television should not be placed into the fixed category of entertainment...[It] is just a part of the function and place in our lives that television will play.

We look for more attention to be given not alone to video entertainment but to areas of interest in the domain of public relations, to the development of electronic journalism, to sight and sound exploration in the realm of everyday politics, to adult education, to the illustration of how the tenets of religion can and should be applied to everyday life.

The year 1952 will see television playing its most important role in America's history. The viewers will be forced to elect or reject the candidates who will represent them in our government.

Television's quality of honesty, which separates the wheat from the chaff, picks out the sheep from the goats, and differentiates the phonies from the genuine, had its effect in the recent November elections.

To Aid Government
In 1952 the inherent honesty of television will be put to work in earnest in the cause of good, clean government and a return to the fundamentals of the American enterprise system.

It is conceivable that in the working of that accomplishment, television at its efficient best will fill our halls of Congress with statesmen, and our state and local offices with men whose greatest desire is to serve completely the people in health and welfare by means of the application of honesty and sincerity.

We will also see television moving at an increased rate into business and industry. Television is rapidly becoming the eyes for management to check on operations and a valuable new tool for workers to point out difficult tasks with great safety.

Already more than 150 business and industrial TV units are in operation around the country. They are private television systems operated over closed circuits on cables, directly from camera to receivers with no signals being transmitted over the air. Industry officials contend that television's commercial and professional uses will overshadow its role in bringing entertainment into the living room.

Television is already bridging the gap between worker and management. It is used for smoke control in New York City. Steel mills and automobile plants are using television for closeups of operations which might be impossible or hazardous for a human observer.

Television is being used in oil well operations, and several department stores have viewing screens at key points to allow customers to see merchandise being offered on other floors.

The government is making numerous uses of television, many of which are being kept secret for security reasons. However, it is known that television is used for rocket and guided missiles studies, robot planes and other military applications.

Three-dimensional television is presently in use in the Atomic Energy Commission's Argonne Laboratories for handling materials which are dangerously radioactive by remote controlled devices.

The outlook for the television industry in 1952 is closely intertwined with that of the defense effort.

With electronics playing an increasingly important role in the blueprints of our military and naval planners, electronics, next to steel and aircraft, will play industry's most important role in our national rearmament program.

By the end of 1952 the electronics industry will be producing at an annual rate of $4.5 billion which equals the peak industry production figure in World War II.

Because of this tremendous manufacturing effort for the national defense, the production of television receivers, will, of necessity have to be curtailed. The industry which manufactured upwards of 5,000,000 receivers in 1951, following an unprecedented 7,500,000 figure in 1950, will produce approximately 4,000,000 sets, due to shortages of key materials.

In the DuMont organization already 60% of the firm's business is on defense work with a military backlog of over $60 million. The firm hopes to expand its defense production by early spring 1952.

We anticipate that our total sales, which were around $50 million in 1951, will reach a company high water mark in 1952, of between $100-$125 million.

December 24, 1951 • Page 51
Seeing the picture with Sid and Imogene

Television is the most profitable advertising medium ever evolved.

Its costs are big by irrelevant comparisons to halfway media —

slight in relation to what makes it big:

the biggest stars on the biggest programs in television . . .

the biggest audience on the biggest network
For every advertising dollar invested today, television delivers more people... customers... sales than any other medium.

And that is the measure of its success. Specifically, among program viewers, the average show raises sales by 37%.

Results. Such as, for our own Show of Shows — 36.8 extra customers per month for each TV dollar.

And for advertisers who plan big to sell big, NBC offers

Fresh time periods are being opened by NBC-TV, with low budget shows and high budget shows, to place the selling force of television within the reach of all advertisers.
Write or call NBC-TV Sales.
The results figures are from the remarkable study, "Television Today." If you haven't seen this booklet about television's impact, or if yours is worn out with use, write us.

the biggest opportunity for the biggest sales results!

NBC television

The network where success is a habit
**CLARK RESIGNS**

To Form Own Rep Firm

NEW STATION representative firm was incorporated in Illinois last week as George W. Clark resigned as Chicago manager of the John E. Pearson Co., representative firm to head his own company. The firm will be known as George W. Clark Inc. and will headquarter in Chicago. Offices will be opened there Jan. 2 at 333 N. Michigan Ave., and a New York office will be established shortly thereafter.

Chicago manager of the Pearson firm for two years, Mr. Clark worked previously as an account executive at Great Atlantic & Pacific Tea Co. salesmen for Mutual, both Chicago. He was Chicago manager for WLW Cincinnati two years, and WOR-NJ New York one year.

**McCALL'S “MIKE” Seven Women Win Awards**

SEVEN women in radio and video have been named winners of McCall's "Mike," broadcasting honor for outstanding public service. The selections are to be officially announced in the Jan. issue, to reach newstandas Wednesday.


Over WIND and WBEZ (FM) Chicago, Ms. Marshall aired a children's citizenship program entitled, Lady Make-Believe. Judges opined Mrs. Marshall "worked effectively to strengthen local PTAs as forces in education."

Other winners were:
- Kit Fox, director of special broadcasts for WLS, Cincinnati, for her series, "The 18th Month.
- Sister Mary St. Clara, BVM, chairman of economics department, Clarke College, for her radio program on WKID and WDBQ (FM) Dubuque, Iowa.
- Elyde J. Moseman, assistant director of news and special features for WOR-AM-TV New York, for her fund-raising efforts to provide clothing and

**JWT Coast Move**

PLANNING expansion of its Los Angeles area staff and facilities, J. Walter Thompson Co. will consolidate its nine Angeleno Hollywood offices into one central office at 6399 Wilshire Blvd, Los Angeles, effective Jan. 1. Cornell Jackson, agency vice president, will head the Hollywood office; James L. Thompson heads Los Angeles branch.

**AGENCY DISSOLVES**

Rosenberg Adv. Files

ARTHUR ROSENBERG Co., 22- year-old advertising agency, has dissolved and filed proceedings asking for an extension of time to pay its debts.

A notice was placed in Thursday's New York Times indicating that the agency voluntarily proceeded under Chapter XI of the Chace Act. As angoing assets include $100,047 and assets as $116,503. A settlement of 30% is proposed.

The agency has handled WEVD New York plus a number of mail order concerns as American Christmas Decoration and Christmas Wrapping Corp. The latter two accounts have been using an extensive radio spot campaign. Another account, Myer Sharpe, had been using a television spot schedule since last summer. Harold Chartow is president and Samuel Usenstein is vice president of the firm.

A meeting of all creditors is expected to take place sometime early in January. Isadore Leinwand is attorney for the agency.

**LABOR COSTS**

**INDUSTRY must take a stand**

"somewhere along the line, setting up intelligent barricades against personnel costs that will make production impossible," Harold E. Fellows, NARTB president, said Wednesday in addressing Television Assn. of Philadelphia at its annual meeting.

Mr. Fellows recalled the agonies suffered by the motion picture industry as studios became enmeshed in labor difficulties.

In discussing the NARTB Tele- code, he said, "I am not among those who believe telecasters developed a code only under the threat of governmental pressure and the threat of such sound and fury as Senator Benton uttered. I believe television broad- casters wrote and adopted a code because of inherently, like their fel- lowmen who they serve, are decent, self-respecting, God-fearing citizens. Television is going to be as good as you are—no more, and no less; in your absence, it's going to be as bad as the government can make it—and that can be, as we know, in all areas of the world, pretty bad."

Growth of television hinges on three factors, he said, "Business, which must continue to finance it; yes, who must continue to produce it, to make it work, and the public, who will measure its success by responsiveness."

"The optimist on ability of business to finance an "enterprise as expensive as television," sounding this warning, "Wherever business cannot support television, in whatever form it might be true, one of two things will happen; the people will be en- slaved, or the economy will collapse."

**Caldwell Estate**

ENTIRE estate of Louis G. Cald- well, Washington radio attorney who died Dec. 17, was left to his daughter, Mrs. Bar- bara C. Brobeck, under terms of his will filed in District of Columbia court last Wednesday. Mrs. Bro- beck is to receive $6,000 a year for 10 years, when the entire estate is to be turned over to her. She died before that time, it will go to her children. The property includes personal property, cash and securities at $285,- 200 and real estate holdings at $148,000, a total of $433,500. The property includes Mr. Caldwell’s thirty acres of forest, east of Kirkland, Fleming, Green, Martin & Ellis, of which he was Washington resident partner.
PERSONAL RADIO
Envisaged by Sarnoff

PERSON-TO-PERSON radio communications, with every individual carrying a miniature pocket trans-mitter-receiver as he now carries a watch and wallet, was predicted Thursday by Gen. David Sarnoff, RCA board chairman, as the ultimate development of the radio art.

Speaking at a luncheon session of the Radio Executives Club of New York which commemorated the 50th anniversary of the first trans-Atlantic wireless communication, Gen. Sarnoff noted the development of radio art and science from the early ship-to-shore stage through point-to-point, nation-to-nation, continent-to-continent and then to round-the-world transmissions. The whole said, was the very far stage of mass communications, enabling one individual to address his words simultaneously to millions of listeners.

Television is now adding sight to sound in mass communications.

But, Gen. Sarnoff declared, "the destiny of radio will not have been fulfilled until there is the final step of person-to-person communication. Communications ought to be as much of a part of a person as his watch or his wallet. . . . He should be able to communicate with anybody at any time in the world. And when there is no answer it will mean that the person being called is either dead or drunk."

Envisaging how such a system would work, Gen. Sarnoff said that each individual would have his own frequency as he now has his own telephone number. Not much power would be needed, he pointed out, as no one would be very far from a "radio highway" which would channel his message to any point in the world.

Notes Miniature Tubes

Recent developments of miniature tubes and of transistors no bigger than the head of a pin are a big step toward achievement of person-to-person radio, Gen. Sarnoff said. The idea, strange as it may seem to a layman, is "not at all fantastic," he said, to those who have watched and worked with the development of radio communica-tions during the past 45 years as he has.

Before he spoke, Gen. Sarnoff reproduced the early trans-Atlantic signal, the letter "S" which Senator Marconi received Dec. 12, 1901, in Newfoundland, after its trans-mission across 1,800 miles of ocean from England. The reproduction was improved on the original, however, by traveling around the world after he had tapped it out and before it was heard in the starlight roof of the Waldorf-Astoria Hotel where the REC luncheon was held. He also held a radio-telephone conversation with the Marchessina Marconi, widow of the radio inventor, and her daughter, in Rome.

Major portion of Gen. Sarnoff's

film report

AT COST of more than $200,000, Jerry Fairbanks Produc-tions has acquired from NBC-TV all rights to more than 260 TV films the production firm originally made for the network.

The purchase includes 105 five-minute animated Crusader Rabbit, 26 Public Prosecutor, 26 Going Places With Uncle George and 13 Jackson and Jill comedies. Four packages are to be re-edited.

Return to Fairbanks of the films makes the firm's stockpile of television programs largest in the indus-try, the company reports. It now includes more than 500 television programs for syndication.

Comic strip Terry and the Pir-ates is being translated for tele- vision by script writers Arthur Pearson, Norman Hall and Barney Sarecky, Odyssey Pictures, Los Angeles, announced.

First 26 half-hour programs will go into production early in Janu-ary. Carried on underground in Holly-wood, directed by Mr. Sarecky, who will be in charge of production for Odyssey.

Television distribution rights for 42 Ruby Film Co. films have been secured by Sterling Television Co., New York.

Films range in length and type of informal talk, delivered without manuscript or notes, was in a rem-iniscent vein, dealing with his asso-ciation with Senator Marconi from the early days when he was Mar-coni's office boy and one of his main duties was delivering candy and other gifts to Marconi's girl friends in New York "and he had quite a few in those days."

Marconi was an extraordi-nary man, Gen. Sarnoff said, "modest, very quiet and very uncom-municative except to his intimates. . . . He was not much of a talker but a very profound thinker," Mar-coni was never greatly interested in the apparatus at the ends of the radio circuits "and never much of an expert at handling that ap-paratus," he reported, "but he was deeply concerned with what happened between the transmitter and the receiver."

Relating an incident from about 1905, when Gen. Sarnoff from the Marconi yacht, off the Coast of England, had succeeded in talking by radio to Australia, he said that in discussing it later Senator Marconi said: "You know, I under-stand how this works, but before I die there's just one thing I'd like to know and that's why it works."

"He died without knowing and I, and a number of others—live without knowing why to this day," Gen. Sarnoff stated.

Production and Sales . . .

COMMODORE PRODUCTIONS, Los Angeles, has signed Clyde Beatty for series of 26 half-hour films to shoot at General Service Studios, Hollywood. The adventure stories will be filmed in color and production schedule calls for 2 pictures weekly. Shirley Thomas, as-sociate producer, produces the Beatty Mutual network radio series. George Blair directs and story teller is Bill Heath. Stanley Farrar has been signed to play Mr. Beatty's friend in the series.

SCREEN TELEVIDEO PRODUC-TIONS, Hollywood, Electrice The-aatre weekly television film series, begins Jan. 28 on 35 stations, spon-sored by the local power companies in each of the areas. Contract calls for 29 half-hour films with option for 52. Each script is complete in itself, varying from comedy to drama. Gil Ralston produces, Arthur Ripley directs and Rudy Abel is production manager.

JERRY FAIRBANKS PRODUC-TIONS, Hollywood, to shoot Amer-ica for Me, special television, the-atrical, and commercial film, for Greyhound, to be filmed in technicolor for theatrical and commercial release and printed in black and white for television. Half-hour film planned for TV and commercial release.

SARRA Inc, Chicago, has com-pleted a new series of film spots for Jules Montenier's (Stopette) What's My Line? on CBS-TV. One minute commercials are keyed to the show theme, and were super-vised by Mrs. Florence Murdock, account executive at the Earle Ludgin agency.

SIGHT-SOUND TAPE

Ready January '53

NEW magnetic tape recording sys-tem that will take sight and sound at the same time, now being de-veloped by electronics division of Bing Crosby Enterprises, will be available commercially by Janu-ary 1953 [BT? Nov. 18].

Frank Healey, executive director of the electronics division, while admitting there still are some "bugs" to be worked out, said demon-strations of the new process will be held in New York and Holly-wood next June.

Rapidly expanding audience
Network TV

(Continued from page 48)

Theatre, sponsored by The Celanese Corp., and Pultizer Prize Playhouse, sponsored by Frigidaire Division of General Motors Corp. The shows were programmed to capture the imagination and tribute of the public and critics as well. The coming year will see the creation of other programs of equal caliber. This year is at its triumphant threshold.

J. L. Van Veltenburg, President, CBS Television:

"I believe 1952 will see television operations assuming the proportions they're likely to main- 

tain for the next several years. Already we can clearly see that the "shakedown cruise" is over, and 

that television is emerging as a full-scale, year-round, fully na- 

tional medium.

"With the opening of transcontinental facilities during 1951, plus the indications that 1952 will see a 

little more in this direction, new construction at- 

notation is coming, for the first time an advertis- 

ing force that is able to make a formidable competition to other media. At this moment, 

the cost-per-thousand figures for CBS Television have already 

shown the sharp downward trend that puts us some years ahead of the present live-

live media picture. Already, there is abundant evidence that television can more than pay its way; that 

its admittedly huge cost can be more than offset by its tremen-

dous advertising effectiveness, and by its continually growing and 

almost incredibly loyal and en- 

thusiastic audience.

"The big news in 1951, in my view, covered two areas which we'll see greatly expanded in '52: day-

time television's growth and suc- 

cess, and the network's positive push last year, and the astonishing track record of summer television, which I believe none of us could have forecast so optimistically. 

"This track on summer tele-

vision— the almost negligible drop in viewing, the record of many adver-

tisers who actually won larger audiences at lower costs than ever before—brings us to the real- 

ization that the old word "hiatus" seems to be fading out of television's dictionary. Television proved itself in 1951 as a year-round selling 

medium; and I am convinced that 1952 will see many more ad-

vertisers remaining on the air throughout the summer, either with their own spots or with the top- 

flight substitution. For one thing the 1951 season proved was that advertisers could not sell summer viewers short—there were just too many of them!"

Chris J. Witting, Director and General Manager, DuMont Televi-

sion Network:

"Encouraged by an 117% in-

crease in broadcst revenue during 1951 [including network and 

owned-stations billings] and in 

confident anticipation of a further 

step up in business during the next 12 months, the DuMont Television Network is pressing a many-

faceted program of development.

"The growing cost-consciousness on the part of sponsors and poten-

tial sponsors, the expressed authori-

tative questioning as to whether TV's deficiency of famous 

names of enterprises whose support is essen-

tial to its development comes as no 

surprise to DuMont. From the first 

we have insisted that TV must sell 

completely. "For the thousand 

must be in line with the cost of 

other mass media. So, dur-

ing 1951, we have maintained our 
policy of featuring programs 

which, while low in cost, were cap-

able of building substantial, loyal 

audiences.

"In fact, when we read about $100,000 night time programs and 

note the very substantial number of shows calling for $25,000 to 

$50,000 a week in talent costs 

alone, as well as $55,000 daytime 

offering, we are of the fact that we have translated our "low cost of production" philosophy so 

effectively into this medium—and 

achieved such records for our spon-

sors.

"We are confident that our rec-

ord in this area is largely respon-

sible for the increase of broadcast-

ing revenues from approximately 

$8,000,000 last year to an anticip-

ated $12,000,000 of broadcasting 

revenues for 1951, and for the serv-

icing of 35 network accounts in 

1951 as against 26 in the previous year.

"We are currently effecting plans on several fronts to enhance and 

support our ability to build audi-

ences at low cost.

Facilities Expanding

In the first place, we are rushing work on the new DuMont multi-

million dollar television center at 205 East 67th Street, Manhattan, as 

well as on new studio facilities for our Washington station WTTG (TV). The New York 

project is being now expedited in the hope that we may have the first 

of its five studios in operation by early Spring, the rest by mid-year. 

Aside from localizing all of our programming, production, telere-

scripting and engineering activities, under one roof with its at-

tendant efficiencies and economics, this center will also embrace many 

"in-built" money-saving production features. And--and will be the first 

immediately on program costs. 

"The growing attractiveness of public service programs emanating 

from the nation's capital, has 

diated the wisdom of tripling WTTG's space, and this construc-

tion project will give us two new and modern-studios in Washington 
during the early spring.

"The fresh and lively wit devel-

oped by the panel of midwesterners in our Chicago program Down 

You Go, has become increasingly 

popular throughout the network, brilliantly pointing up the poten-

tial of widespread diversification in pro-

gramming. We are now setting up a central division of the network, 

primarily to realize more of that potential in the area of Drama.

"Similarly, the abundance of tal-

ent and producing ability in East-

ern cities outside New York, has been exemplified by such programs as 

Johns Hopkins Science Review, produced by WAAM (TV) Balti-

more, and winner of several more awards and citations this year. To 

take further advantage of such talent and resource we plan to 

also originate some programs in 

studios being built by our Phila-

delphia affiliate, WPTL-TV. . .

New York Election

"Television's performance in the field of 'electronic journalism' has 

won its established place during 1951—

given New York city a new presi-

dent of City Council, in fact. With 

a most significant national campa-

ign season not long past, we will be called on to do a job in the 

public service second to none in its 

history.

"Films have proved highly at-

tractive both as audience builders and revenue producers; therefore, 

just set up a department whose purpose it will be to scour 

not only Hollywood but world pro-

duction, and locate for us the most available footage of feature films 

and to work with the most imagi-

native and capable of the group of 

venturesome young organizations 

now making strides on the air. This production will make available to 

affiliates on an economical de-

pendable basis. . .

"During 1951, DuMont, follow-

ing the tradition of a policy of pio-

neering, took two moves to assure 

top sports events on home screens. Facing an organized effort on the 

part of moving picture theatre 

owners to wrap up major sports 

and limit their presentation to 
theatre audience, the DuMont 

Television Network, acting on its 

own initiative, organized a group of 

television receiver manufactur-

ers to underwrite the Ezward 

Charles-Joe Walcott fight at Pitts-

burgh, establishing a pattern which others have since sought to emu-

late and which DuMont itself plans to 

utilize as the occasion warrants in 

the future.

"So, too, faced with the NCAA 

ban on the telecasting of college 

football this fall, DuMont, which 

intends blustering in the Chicago area with its coverage of the 

Notre Dame home schedules during 

the last two seasons, fared forth 

and introduced National Profes-

sional League football—then found 

it drawing ratings, city for city, in 

excess of the college variety.

"The true and greatest television venture for 1952 is Today, but the pattern of the trend for years of all uses of 

TV, NBC television is based on an even more exciting concept, "Tomor-
ow." A year and another begins— 

and Tomorrow—so let me focus your attention on the potential of 

NBC television in this immediate 

Tomorrow. The advent of the pro-

grammed service started by NBC television in 1952. With it and the other new morning net-

work programming we have announced, we will bring to the public 

the initial concrete realization of the tremendous responsibility that is the burden of those of us in 

television—the stewardship of the greatest medium that has ever exis-

ited. "At NBC we expect, through the programmes of greatest entertainment for diversion, to keep our 

channel the hot channel which most people watch most of the time, with our cultural and information ma-

terial and shows will be planned and shown in a manner, we will present the constant procession of events, both po-

litical and entertaining, wherein the 

viewer will look out on his own world of adventure without leaving his home. The anxious and fearful 

pattern of history in which we live deserves the best from the producing embrac-

es with the American air. The best is what we intend to deliver."
TV Station
(Continued from page 46)
as will be viewed by more people as
will vote in the November
actions.
On the West Coast there is equal
tension. A veteran radio and TV
executive, Philip G. Lasky, KPIX
(V) San Francisco, after observ-ing
that business in the area looks
hot, added, "the market is still growing, in view of
the fact that the set penetration is ill hovering around 30%, and this
is not even planned for by major
advertisers. KPIX will have
operation its large, especially-
platted television studio plant, pro-
biding for the first time extensive
and adequate live-production facil-
ties for this community; this fac-
tor is expected to stimulate pro-
gram production."

Another fast-growing TV area
is Albuquerque, according to George
Johnson, KOB-TV. He said the
market is growing fast, with bank
clearings 8% over 1956. "Televi-
sion advertising in Albuquerque
continues to attract and hold a
more diverse list of accounts," he
added.

MENEEFE CASE
Record Kept Open
CORD was kept open until Jan.
1952, for submission of char-
ser witness testimony by Henry
Menafee, 24-year-old war vet-
ain whose radio telephone and
ater radio license was revoked
the FCC last May for allega-
erating an unlicensed TV station
Madisonville, Tex.
Mr. Menafee explained to Comm.
George E. Sterling, who heard the
ase in Houston two weeks ago
Nov. 26), that he had been old by the two principals in the
proposition that "everything had been
taken care of" regarding FCC
authority to operate the booster
TV station, 90 miles from Houston.
The booster was put into operation
picking up programs from KPRC-
TV in Houston in order to sell TV
sets in Madisonville.
Last September, the Federal
Grand Jury in Houston refused to
indict the three principals in-
olved—L. W. Peay and J. H. Roberts,
in addition to Mr. Menefe. Mr.
Menefe was the only one of the
three over whom FCC had juris-
diction.

Nielson Set Survey
nporting Foote, Cone &
lding research showing heavier
dio listeners to be first pur-
asers of TV sets [B-T, Dec. 17],
A. C. Nielsen reports that a
new study of homes in metropolitan
areas showed that, before tele-
vision, 60% of the homes account
for 71% of the total listening,
with the other half responsible
for only 29%. Of the "heavy"
group, Nielsen states, 63% have
black TV sets, while only 50% of the
"light" group have done so.

ROADCASTING * TeIecasting
Mr. Jett Mr. Lord Mr. Johnson Mr. Lasky Mr. Sholl

VOA TV SEEN
As New U. S. Venture

EXPANSION of the State Dept.'s
broadcasting operations, with
primary emphasis on TV services
to foreign countries, arose as a fresh
possibility last week.

While State Dept. authorities
decided to comment on the report
that an autonomous television division
would formally be set up as a coun-
terpart or branch of the Voice of
America, there were indications that
video operations will be acceler-
ated in the forthcoming year.

The department's motion picture
section has been cooperating with
the International Broadcasting Di-
vision on preparation of films and
kinescopes for distribution to those
nations overseas which maintain
TV operations.

A second straw in the wind is
the work which has been under-
taken by Richard Hubbell, former
CBS executive now serving as con-
sultant to IBD in New York. Mr.
Hubbell reportedly has been draw-
ing up a blueprint for a TV sec-
Hon since last spring.

Under the coordinating unit au-
thorized by Edward W. Barrett,
Assistant Secretary of State for
Air Affairs, members of both
IBD and IMP (International Mo-
tion Picture Division) have
collaborated on film and kinescope
production. IMP makes con-
densed film programs which may be
used on TV; IBD handles kinescope
production. The points are
designed to combat communist
propaganda.

The project has been operating
on a limited basis thus far, but
there is hope that the films and
kinescopes eventually may be chan-
ned into all European TV coun-
tries and South America, which al-
ready is receiving some output.

Theatre Video

MORE than 50 motion picture
theatres are now equipped or are
being equipped with RCA theatre
TV systems, M. F. Bennett, sales
manager of RCA theatre equip-
ment, said last week. During 1951
RCA put its Model PT-100 instan-
taneous system on a factory pro-
duction schedule at Camden, while
manufacture of the special high-
voltage projection kinescope which
is the heart of the system was
begun from the laboratory to RCA
tube plant at Lancaster, Pa.

FILM PAY DISPUTE
SWG Plans to Act

FOLLOWING up complaints that
several producers are releasing for
theatrical showing films reportedly
made for television, Screen Writers
Guild last week announced it will
take action in securing adjust-
ments in fees of its writers signed
by such producers.

Scales paid writers for tele-
vision films are considerably less
than those for theatrical films.

One producer, whose name was
withheld, will be called in for a hear-
ing before the SWG grievance com-
mittee after the first of the year.
SWG commented that it has all
facts needed for prosecution.

One failure of this producer or any
other producer to pay the differ-
cence between the television and
the theatrical film fee will be con-
sidered in violation of SWG's basic
contract and will result in such
producers being put on the unfair
list.

Guild minimum for a half-hour
TV film show is $500; for $425
writers of theatrical films costing
$1,000,000 is $2,000.

On another front, SWG is still
marking time awaiting start of
contract negotiations with the Alli-
ance of Television Film Producers.

The guild has accused the pro-
ducers' group of stalling and
hunted a strike might be used
against the producers to "per-
suade" them to meet with the
guild [B-T, Dec. 17].

FILM PRODUCERS
Facts Effective Jan. 1

CASTING aside concessions made
earlier to television film producers,
Screen Directors Guild last week
notified producers that as of Jan.
1 standard motion picture contracts
will go into effect. Later contract
calls for payment to directors of
$425 minimum per film. Assistant
directors would get completion of
assignment pay plus vacation pay,
not received under present setup.

The guild previously requested
that TV producers start negotia-
tions with them within next 30
days on contract designed espe-
cially for TV films. Guild also is
drawing up separate television con-
tracts for major and independent
motion picture producers.

Under concessions made over
earlier years directors of TV films are
permitted to make unlimited num-
ber of films at $425 weekly mini-
num.
YWERTY

Today . . .

On May 30, 1949 there were 2500 Sets in WFBM- TV's coverage area.

There are 192,500 Sets in use in WFBM-TV's coverage area.

**Weekly Television Summary**—December 24, 1951—TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Sets in Area</th>
<th>City</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>Louisville</td>
<td>WAVE-TV, WHAS-TV</td>
</tr>
<tr>
<td>Akron</td>
<td>WOAY</td>
<td>Brownsville, Tex.</td>
<td>XELD-TV</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WBBM-TV, WLTV</td>
<td>Dayton, WUSB-TV, WMAR-TV</td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>WBAL, WSAH, WJZ-TV, WGN-TV</td>
<td>Miami, WTMJ</td>
<td></td>
</tr>
<tr>
<td>Birmingham</td>
<td>WBKB-TV, WOR-FM</td>
<td>Milwaukee, WTMV</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>WEEI, WAGM-TV</td>
<td>WVXU, WJPC-TV</td>
<td></td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBFO, WGRF-TV</td>
<td>Nashville, WZTV</td>
<td></td>
</tr>
<tr>
<td>Charleston</td>
<td>WCBU, WERF-TV</td>
<td>New Orleans, WNEW</td>
<td></td>
</tr>
</tbody>
</table>
| Chicago       | WBBM, WENR-TV, WGN-TV, WBBQ | New York, WABC, WBS-
| Cincinnati    | WCPO-TV, WKRC-TV, WLWT | WJZ-TV, WNET |
| Columbus      | WWSR, WBNS, WXEL | Newark, WNBX |
| Dallas        | WBIN, WTVN, WTIV | Norfolk, WFAA, W适用 |
| Ft. Worth     | KRLD, WFAA-TV, WSBP-TV | Oklahoma City, WKY-TV |
| Everson       | WOCT   | Omaha, KSTV, WTVW | WAVE-TV, WTMV |
| Dowagert      | WOC-TV       | Philadelphia, WCAU-TV, WFTV, WPXZ | WKBX |
| Jackets       | WPSX, WTVX, WZB-TV, WZKX, WZL | KCOP |
| Detroit       | WXYZ, WXIX, WZTV, WZYZ-TY | Providence, WJAR, WJSM |
| Erie          | WKBW        | Richmond, WTMY | WBTV |
| Ft. Worth     | KSLD, WDSI-TV | Rochester, WHAM-TV | WBBB, WTVN |
| Grand Rapids  | WOOD-TV      | Salt Lake City, KSL-TV, KBTU, KBTV, KSLT | WMBB |
| Great Llamoza | WMVY-TV      | San Antonio, KELT, KSOA, WSAV | WNBK, WSBK |
| Greenwood     | KPMI-TV      | San Diego, WTVS, WTVT | WHBY, WWHO |
| Houston       | KHOU, KFAC-TV | San Francisco, KGTV, KRON, KTVU | KSTP |
| Huntington    | WKBH        | Savannah, WHTV | WDEW |
| Charleston    | WAVE-TV, WJSZ-TY | Seattle, KING-TV |
| Indianapolis  | WFMB, WBBM-TV | St. Louis, KSD-V | WENH |
| Jacksonville  | WMOR-RF      | Syracuse, WHEN, WSTR-TY | WATF, WAVE |
| Jacksonville  | WJIN, WJZW, WJZT-TV | WSBW, WTVI, WTVI, WBBF |
| Johnson       | WKTR, WJMC-TV | Utica, WUTI, WYTV | WGBH |
| Kalamazoo     | WJPC, WJKO-AM | Washington, WMAL-TV, WNSW, WTV, WTVG | WSBN, WTVI |
| Las Vegas     | KECA-TV, KFTV, KLAC-TV, KNNB, KTVN | Milwaukee, WDEI |
| Los Angeles   | KNX, KTLA, KTTV | Newport Beach, WDEI |

**Estimated Sets in Use** 14,872,000

**City Outlets On Air**

**City Outlets On Air**

| Louisville | WAVE-TV, WHAS-TV |
| Brownsville, Tex. | XELD-TV |
| Miami | WTMJ |
| Milwaukee | WTMV |
| WVXU, WJPC-TV | Nashville, WZTV |
| New Orleans, WNEW | New York, WABC, WBS-
| Newark, WNBX | Norfolk, WFAA, W适用 |
| Oklahoma City, WKY-TV | Omaha, KSTV, WTVW |
| Philadelphia, WCAU-TV, WFTV, WPXZ | Phoenix, WKBX |
| Providence, WJAR | Richmond, WTMY |
| Rochester, WHAM-TV | WBBB, WTVN |
| Salt Lake City, KSL-TV, KBTU, KBTV, KSLT | WMBB |
| San Antonio, KELT, KSOA, WSAV | WNBK, WSBK |
| San Diego, WTVS, WTVT | WHBY, WWHO |
| Savannah, WHTV | WDEW |
| Seattle, KING-TV | WSBW, WTVI, WTVI, WBBF |
| St. Louis, KSD-V | WATF, WAVE |
| Syracuse, WHEN, WSTR-TY | WSBW, WTVI, WTVI, WBBF |
| Utica, WUTI, WYTV | WGBH |

**Newspaper reports accounted for 12% of the program total time, of which an 8% portion was devoted to special telecasts by two Los Angeles stations in connection with the Buena Park kidnapping which shortly preceded the test week.**

**Channels' programs and variety programs for general audiences each accounted for 10%. Music took 6% of the programming.**

**Entitled Study No. 2, the television monitoring survey was directed by Prof. Dallas W. Smythe, Institute of Communications Research, University of Illinois, and Pro Angas Campbell, director, Survey Research Center, University of Michigan. Prof. Smythe is a former assistant chief accountant and chief of the economics and statistics branch of FCC.**

According to George E. Probs chairman, Committee to Supervise Monitoring Studies, "the NAEB are making these studies because it is the interest in serving the entire broadcasting industry, the FCC and the public by increasing the knowledge of current television programming."**

Other members of the committee were listed as Richard Hull, director, WOJ-AM-FM-TV Ames, Iowa; Harold McCarthy, director, WBA Madison, Wis.; Parker Westley, general manager, WGBH (FM) Boston, and NAEB President Seymour N. Siegel.

**WTVJ (TV) Issues**

**Rate Card No. 7**

WTVJ (TV) Miami last week—nounced Rate Card No. 7, effective Jan. 1. The new card reflects 16% increase in the hour time charge will be raised fr $500 to $600, WTVJ added.
FROM OLD ST. PAUL'S — Baltimore's Christmas tradition in Television has come to include the famous service from Old St. Paul's, in the heart of the city. The magnificent music and colorful worship service are televised from 11 P.M. to Midnight . . .

FROM THE BALTIMORE CATHEDRAL — At Midnight, the Hour of the Advent, the scene changes to the Baltimore Cathedral—America's Primal Catholic See, known formally as the Basilica of the Assumption and Prince of Peace. The Solemn Pontifical High Mass, with the memorable singing of the St. Mary's Seminarians, runs to its conclusion . . .

TWO FULLY EQUIPPED MOBILE UNITS!
These back-to-back remotes are possible only through WMAR-TV's twin mobile units. Each is self-contained, and can originate a telecast from almost any point within 25 miles of the city. The equipment includes five field cameras, three micro-wave transmitters and receivers, Zoomar and Reflectar lenses, gasoline-driven power supplies, and associated necessary equipment.

IN MARYLAND MOST PEOPLE WATCH

Represented by THE KATZ AGENCY, INC.  NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO

CHICAGO • ATLANTA • DALLAS • LOS ANGELES  TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

December 24, 1951  Page 39
Cited Defense Needs

The primary concern of all in the days immediately ahead is that our defense needs be met promptly and effectively. This will require concerted efforts and sacrifices on the part of the government, the broadcast industry and the general public.

Obviously, more defense weapons mean fewer new transmitters and receivers. But in so far as defense needs will permit, we should strive cooperatively to maintain existing broadcasting operations to the end that we achieve the "larger and more effective use of radio in the public interest."

1952 may well be one of the eventful years in the history of radio and television. Certainly greater demands than ever before will have to be made to give impetus to the rapidly developing defense program, with national elections in the offing and with a reasonable prospect of further development of broadcast facilities. Television will be called upon to play an increasingly greater and more crucially important part in the life of the nation.

POW Reports

(Continues from page 30)

out the day. First names were carried by ABC Radio on an 8 p.m. bulletin, shortly after they were released, with subsequent reports carried at 10 and 11 p.m. At midnight, the network gave over its facilities to the listing and, after a prayer by Dr. Charles Trexel of the United Lutheran Church executive board, names were all listed at 5:56 a.m. Lists, flown by UN planes to Tokyo, were relayed to ABC Radio and TV news departments in New York.

NBC Radio attention was turned to prisoners of war with the regular Ray Sherer broadcast Tuesday afternoon, when release of names was expected to occur shortly. Names from Tokyo were read upon receipt, and were released,—with additional stations,—as soon as verification had been established in Washington. NBC rebroadcast the complete listing at 1 p.m. Wednesday, after full checking had been finished.

Names Unchecked

Decision by Mutual not to broadcast specific names was made on the basis that the names, originating from Communist sources, were checked and were listed without reference to state or local community, initially, and, subsequently, in unordered manner that would make release of the list, for the screen, impracticable. It was felt. MBS spokesmen explained the third reason was that errors in names or other misleading information would only raise false hopes for the families involved. MBS spokesmen notified listeners of up-to-the-minute progress in the listing and covered all general news points without actually naming prisoners. Affiliated stations were provided with specific information immediately after it was available, however, so operators there could answer questions phoned in lossingly.

NBC Television contacted 43 affiliates who cleared their schedules and were open for listing from 11 p.m. EST on, giving literally national coverage to prisoner reports until signoff at 5:10 a.m. Newsman Ed Schneider and mobile TV unit were stationed in the Pentagon news room to provide immediate announcements once names were officially released.

CBS TV extended signoff time six hours beyond the usual network schedule. Coverage started at 7:02 p.m. when John Shafter on the News With John Shafter, a program switched to Walter Cronkite in Washington for reading of first names. A telephone interview with Mrs. William F. Dean, wife of the captive major Dean, was carried on the same program.

After another program interruption at 7:47 p.m., CBS TV engineers collared all regularly scheduled shows and started coast-to-coast telecasting with names shown on screen large-size type as they were announced. Scenes of the Pentagon where name-checking was done, the film version of the Pentagon, were broadcast.

ABC-TV assigned Dorian St. George and Bill Watson to manage their coverage, which became continuous after 9 p.m. until 2 p.m. EST, when the network signed off after telecasting all names available at that point. The DuMont Network broke into program schedules to be the evening to announce all names as they were released. Rather than show names on the screen, however, DuMont telecast filmed reaction shots.

BROKAW MOVES

Returns to Raymer-N. Y.

RETURN of Fred Brokaw to the New York office of the Paul H. Raymer Co. as executive vice president in direct charge of all AM operations was announced last week by Paul H. Raymer, president of the station representing company.

Mr. Brokaw has directed the midwest and west Coast operations of the company for the past 25 years, died Dec. 17 at his home in Upper Montclair, N. J. He had been on location earlier in the day in Connecticut, where he was playing an American consul in the Hayns' film version of the Robert Vogeler imprisonment in Hungary. A veteran of the stage, films, radio and TV, Mr. Van Dough, made appearances on Armstrong Circle and Chevrolet Theaters, with Robert Montgomery show, and Studio One in TV and in such radio dramas as Gangbusters and Mr. District Attorney.

JAMES J. VAN DYK

JAMES J. VAN DYK, 56, actor for the past 25 years, died Dec. 17 at his home in Upper Montclair, N. J. He had been on location earlier in the day in Connecticut, where he was playing an American consul in the Hayns' film version of the Robert Vogeler imprisonment in Hungary. A veteran of the stage, films, radio and TV, Mr. Van Dough, made appearances on Armstrong Circle and Chevrolet Theaters, with Robert Montgomery show, and Studio One in TV and in such radio dramas as Gangbusters and Mr. District Attorney.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad Libs, Financial Commitment, Mystery Plays, Gossip Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers Guard this continuous hazard with our special, tailored-to-the-risk insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION Insurance Exchange Bldg. Kansas City, Mo.
GOVERNMENT production authorities last week issued a compilation of grants, denials and exemptions covering over $18 million worth of radio-TV construction or remodeling projects.

Radio-TV broadcasters fared well in total dollar value of projects for which they sought materials for the first quarter of 1952. But the denials far exceed the grants in point of individual applicants, pointing up the government's oft-repeated warning that construction would tighten with the advent of the new year.

Projects valued at $9,200,000 were approved for three major applicants—Allen B. DuMont Labs, New York; WCAU Inc., (WCAM-FM-TV Philadelphia, Pa.), and CBS Television in Hollywood, Calif.

Rejections amounted to $3,164,414 for upwards of 15 radio-TV petitioners, while another $150,690 was recovered by NBC Inc., ex-empted from construction filing on one of a series of bids.

The list was issued by the National Production Authority on the basis of decisions reached by its Construction Controls Division. They reflect actions taken through Nov. 30 for materials to be allotted during the fourth quarter of 1952. In some instances, the projects are a repetition of dollar evaluations reported on 1951 fourth quarter lists, though the new list reflects regulations governing the new quarter.

DuMont was allotted controlled materials (steel, copper and aluminum) for a TV studio, is slated WABD (TV) (New York) costing $1,750,000. The company had been rejected in a similar bid for authorization in the present quarter [B* & T, Sept. 24, 1951.]

WCAU Inc. was given permission to make alterations on both radio and television equipment, presumably at point of transmitters. Location was Lower Marion Township and amount of project was placed at $2,740,000.

CBS was assured of a first-quarter allocation to continue on its $5,330,000 Gimore Stadium TV studios, which also received fourth-quarter materials. Applicant is Vine St. Realty Corp., Los Angeles.

CBS TV CENTER

Sees January Start

With building permit and materials clearance from National Production Authority in Washington expected by mid-January, NBC will break ground for its proposed new West Coast $25 million radio-TV center in Burbank, Calif., late next month, according to present plans.

NBC has earmarked around $2 million for the first unit of the project which will front on Alameda and California Sts., it was said.

CUBAN VIDEO

Network Operation Nears

FIRST TV network in Latin America will be inaugurated next month, when Goar Mestre's Circuito CMQ S.A. begins feeding a five-station network in Cuba.

Network will consist of CMQ-TV Havana, and Mestre-owned stations in Matanzas, Santa Clara, Camaguey, Santiago de Cuba. The Matanzas station will rebroadcast Havana network programs, but the other stations—will-be fed via kinescopes. Already completed are the Havana and Camaguey stations. By the end of December the Matanzas and Santa Clara stations will be operative. The Santiago de Cuba station will be in operation by the end of January.

Cost of the stations will be over $2 million; network operations will add $1 1/2 million to this sum. Details of the five stations are as follows:

Havana—Channel 6, 20.5 kw radiated power, 385 ft. antenna height above sea level, RCA transmitter.

Matanzas—Channel 9, 3.4 kw radiated power, 795 ft. antenna height above sea level, DuMont transmitter.

Santa Clara Channel 7, 5 kw radiated power, 1,925 ft. antenna height above sea level, GE transmitter.

Camaguey—Channel 6, 2.5 kw radiated power, 705 ft. antenna height above sea level, DuMont transmitter.

Santiago de Cuba—Channel 2, 16.2 kw radiated power, 1,768 ft. antenna height above sea level, GE transmitter.

materials for first-quarter construction also was withheld from ABC, both in New York and San Francisco, for "administrative offices" and "radio-TV studios," respectively. Value of projects was $500,000 in each case. The network had received materials for San Francisco this past quarter.

List of denials for radio-TV cases, complete with applicant, station, location, project description and estimated value, follows:

- Eastern Radio Corp., (WHUM

What's he looking at?

Frank Coulter, Young & Rubicam, is looking at figures on how much was spent last year by a cigarette manufacturer ...

Or, he is looking at your advertisement in the BROADCASTING Yearbook.
October Gross
(Continued from page 85)
the largest users of radio network time in October, with tobacco advertising second, tobacco products third, drugs fourth and soaps and polishes fifth (Table III). For the 10-month January-October period, the five, in descending order, were foods, toiletries, drugs, smoking materials and soaps and polishes. Same five were also the leaders in October 1950 and for January-October 1950, with foods consistently first and toiletries second and some variation in order of the other three classes.

General Foods Corp., New York, moving its three-year sponsorship of The Big Parks Show from NBC-TV to twice weekly on CBS-Television. 3:30-4 p.m., effective Jan. 14, although the program will be aired Monday, Wednesday and Friday. General Foods for its Jell-O, Swans Down cake mixes and Birdseye Frozen Foods will underwrite the show for the weekend days, Wednesday and Friday. The Monday portion of the show will be available to a new sponsor. Young & Rubicam, New York, is agency for General Foods.

Big Brother Citations
BIG Brothers of America, voluntary agency for prevention and correction of delinquency among boys, last week announced that merit citations would be awarded to eight radio and advertising executives for service on the organization's public relations advisory committee. Those cited are:

RTMA
By GLEN McDaniel
President, Radio-Television Manufacturers Assn.

THE YEAR 1951 was one of peaks and valleys for radio-television manufacturers, but the industry emerged stronger and more stable than at the end of 1950 when a whirlwind of scare buying followed the outbreak of the Korean War.

We can face the new year with more optimism and confidence than we could a year ago because the national rearmament program now appears to have sharpened focus and removal of the roadblocks to expansion of television into a nationwide service appears imminent.

The year 1952 will be another period of limited civil production due chiefly to material shortages, but a higher tempo of deliveries of military electronic equipment should step up employment and absorb much of the idle plant capacity that plagued the industry in mid-1951.

Present indications are that about 5.25 million television receivers and more than 12.5 million radios will have been produced in 1951 by the year's end. These figures represent a decline from the 7.4 million TV sets and 14.6 million radios manufactured in 1950, but meanwhile the industry's output of electronic equipment for the armed services has more than doubled. Radio production this year already has produced over 17 million home sets, 4.5 million auto receivers, and 1.3 million portables.

Value-wise, at the manufacturer level, set production in 1951 will approximately $1.25 billion as compared with about $1.7 billion in 1950. But military production during the same periods rose from $500 million to more than $1 billion.

More Shortages Seen
As to probable set production in 1952, all authorities agree that material shortages will hold down the industry's output even below that of 1951. Mr. Edmund T. Morris Jr., director of the NFA Electronics Division, has estimated TV set production in 1952 at between four and five million units. RTMA directors, in an informal poll in November, "guess-estimated" that about 4.4 million television receivers and 10.9 million radios will be turned out next year unless the material situation worsens.

Barring an all-out war, there is every reason for the radio-television industry to look forward to a productive year in 1952.

The radio-television industry has made vast strides during the past decade and is now operating at near the maximum capacity that plagued the industry in mid-1951.

Table III
GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR OCTOBER AND JANUARY-OCTOBER, 1950 COMPARED TO 1950

<table>
<thead>
<tr>
<th>Product Group</th>
<th>October 1950</th>
<th>January-October 1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Forestry</td>
<td>55,567</td>
<td>540,402</td>
</tr>
<tr>
<td>Apparel &amp; Footwear</td>
<td>32,450</td>
<td>547,997</td>
</tr>
<tr>
<td>Automotive, Beer &amp; Wine</td>
<td>305,075</td>
<td>3,357,497</td>
</tr>
<tr>
<td>Building Materials, Equip &amp; Fixtures</td>
<td>218,950</td>
<td>1,171,507</td>
</tr>
<tr>
<td>Cable, &amp; Movie Services</td>
<td>490,917</td>
<td>1,199,502</td>
</tr>
<tr>
<td>Chemicals</td>
<td>236,631</td>
<td>2,200,229</td>
</tr>
<tr>
<td>Drugs &amp; Pharmaceutical Items</td>
<td>1,652,707</td>
<td>18,657,385</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td>5,623</td>
<td>-</td>
</tr>
<tr>
<td>Foods &amp; Food Prods.</td>
<td>3,701,193</td>
<td>35,464,392</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>459,579</td>
<td>4,744,823</td>
</tr>
<tr>
<td>Househeld Equip. &amp; Supplies</td>
<td>8,357</td>
<td>94,481</td>
</tr>
<tr>
<td>Househeld Furnishings</td>
<td>361,902</td>
<td>2,473,002</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>46,831</td>
<td>800,090</td>
</tr>
<tr>
<td>Local Sales</td>
<td>251,283</td>
<td>1,728,050</td>
</tr>
<tr>
<td>Music &amp; Messages</td>
<td>241,123</td>
<td>1,948,417</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

LEE DEATH
Refuse to Reopen Case
POLICE have refused to re-open an investigation into the death of Thomas S. (Tommy) Lee, heir to the late Don Lee broadcasting and automobile distribution fortune, despite an offer by Eve Craig, Honolulu automobile distributor and longtime friend, that he may not have been an accident or suicide.

Mr. Lee jumped or fell to his death from the 12th floor of a Los Angeles building on January 13, 1950, leaving a $12,500,000 estate.

Mr. Craig, reportedly mentioned as one of several heirs in a 1946 "missing will" (B.T. Nov. 19), in mid-December asked that police re-open the case and investigate the death as a possible murder on grounds that Mr. Lee told members of his family that someone was trying to kill him.

ANG-WQXR Pact
Guld Given Jurisdiction
WHAT was described as the first contract between American News- paper Guild of New York, Local 8 (CIO), and a radio station, has been signed with WQXR New York, it was announced Friday.

Signed under constitutional clause which gives ANG jurisdiction in radio station where news is broadcast, pact covers 14 month period from Nov. 1 through next year and assures workers such things as a substantial wage increase now and further increases later, subject to Wage Stabilization Board approval; 36-hour week; a two-week vacation increased to three after five years service; no dismissal except for just and sufficient cause. Contract provides a $125 top minimum for continuity and new commercial copy writers. ANG has some members at WMCA New York, according to Anthony Stella who negotiated contract with WQXR, but no contract has been drawn for the former station as yet. The union lost employer's vote at CBS last year when organizing drive was held there.
inside dope

wemp Milwaukee, during Freedom Week broadcast interviews with four escaped Russian refugees. The fairy-type story is reeled through the eerie life behind the Iron Curtain. Newsman Don O'connor introduced program and handled narration.

one million

WMCa New york prepared last week to interrupt scheduled programs the day that the National Safety Council announced the millionth traffic fatality—expected to have been Friday—for a series of Operation Accident broadcasts. Intended to emphasize the need for compulsory highway compensation to protect accident victims and their families, the broadcasts were prepared on records some weeks ago and feature statements by WMCA President Nathan Straus. Feature feature a series of accident programs last spring, titled The Killers, in which license numbers of traffic violators were broadcast with on-the-scene interviews of accident vic\ntims.

Golf Lessons

KGO-TV San Francisco, Golf Made Easy, Fri. 8:45-9 p.m., sponsored by Robert S. Atkins (clothing store). New innovation on program is use of phosphorescent paint in darkened studio to illustrate correct body movements in a good golf swing. Phosphor-scent outlines golf ball, club and essential body-joints of demonstrator to emphasize important features of swing. Ultra-violet lights are used in darkened studio to bring out necessary lights, special filters are used on cameras. Idea is based on use of black and white striped clothes used by Bobby Jones in making golf instruction movie in 1932.

Public Service Feature

Kdyl Salt Lake City, Meet Your Governor, 6 to 6:15 p.m., Fri., unrehearsed question and answer commentary featuring Utah Gov. J. Bracken Lee and Arthur Richardson, Kdyl news analyst. Each week the governor discussed the latest happenings.

Promotions

BROADCASTING • Telecasting

December 24, 1951 • Page 63

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.
NARND

President, National Ass'n of Radio Farm Directors

RADIO news in America felt the impact of two major forces during 1951—one was technical; the other political. Both monopolized the attention of radio newsmen at the Chicago convention of the NARND, Nov. 12-14.

First major development was the arrival of television as a seriously competitive medium in the news field during 1951. The network drive was an awakening on the part of newsmen everywhere to the urgent need to protect their right to freedom of information.

Extension of network television from coast to coast during the year and successful coverage by TV of several outstanding news events stimulated video's advance into the field of news. Because of the competition, radio news coverage was intensified. Evidence of this healthy improvement in news coverage by radio and television came into focus at the convention. Over 40 top flight entries (a record number) were submitted in the NARND award competition, and judges declared the showing better than ever. At the convention itself, talk of news problems engendered by television dominated the convention sessions. Newsmen already working in TV were no more pre-occupied by these problems than were those who are competing with video.

President Truman's order restating the release of information by government bureaus focused NARND's attention on the responsibility of newsmen everywhere to safeguard news of government from needless censorship. NARND President Ben Chartfield joined with leaders in other news organizations to protest the closing of news channels—except when national security was definitely endangered. Press and radio closed ranks in a common cause to guarantee the integrity of news and to safeguard its accessibility to the public.

At year's end, the executive order is still in force, but NARND's fight for repeal has only begun.

WEAM News Policy

INTENSIVE news coverage will be maintained by WEAM Arlington, Va., under a new program policy effective with appointment of Charles Warren, former MBS White House correspondent, as news director of the station. Daily program will be broadcast at 12:45 p.m. direct from Capitol Hill as well as Congressional roundups at 5:45 p.m. Other news features are planned.

MAY SEeks Refund

On '42-'45 Taxes

MAY Broadcasting Co., which owns and operates KMA Shenandoah, Iowa, petitioned a federal court judge in Des Moines Monday for a refund of almost $40,000 in tax money from the government.

May contends the amount of income tax was "injust, illegal and collected erroneously." It seeks refunds of about $2,700 on 1942, $7,770.14 for 1943, $18,819.95 for 1944 and $10,271.33 for 1945, totalling $59,328.02.

The first witness for May Broadcast- ing Co. was R. H. Sawyer, who discussed the transfer of KMA from the May Feed and Nursery Co. to May Broadcasting Co. in 1950. He estimated the station was worth "at least $500,000" in 1949.

Ray V. Hamilton, partner in Blackburn-Hamilton Co., radio and television station broker, said in his testimony that May Broadcast- ing today is worth between $2 and $2 1/4 million because of its ownership of KMTV (TV) Omaha as well as KMA. In 1957, he said, the station was evaluated at $300,000 to $325,000. He appeared as an expert witness.

Paul A. Loyet, vice president and general manager of KFCO and KIPX (TV) San Francisco, announced last week that the two stations are prepared to move into their new quarters next month.

The radio operation will move January 7 and the television facilities will be moved January 21, he said.

The new headquarters, a modern three-story building constructed at Van Ness Ave. and Greenwich St., at a cost of about $700,000, the largest ever of a million dollars, took a year to build. Stations presently are in an annex building to the Mark Hopkins Hotel atop Nob Hill in San Francisco.

By JIM BORMANN

President, National Ass'n of Radio Farm Directors

Repeal of 'Gag' Order Is Target For '52

FSO, KPXT (TV) Move

Phillip G. LaSkey, vice president and general manager of KSFO and KPXT (TV) San Francisco, announced last week that the two stations are prepared to move into their new quarters next month.

The radio operation will move January 7 and the television facilities will be moved January 21, he said.

The new headquarters, a modern three-story building constructed at Van Ness Ave. and Greenwich St., at a cost of about $700,000, the largest ever of a million dollars, took a year to build. Stations presently are in an annex building to the Mark Hopkins Hotel atop Nob Hill in San Francisco.

Air-casters

HARRY BUCKECK, production manager NBC Radio Hollywood, appointed program director for network's western division. He succeeds Homer Cantfield, named producer of television version of NBC Radio's Dragstrip. Mr. Buckeck's post is to be filled by KAREL PEARSON who will also continue as program operations supervisor.

ALVIN G. FLANAGAN, program manager KECA-TV Los Angeles, named program director KECA-TV. CECIL BARKER, ABC's western division TV director of programming and production, continues in same capacity.

DAVE MANN named to announcing staff WAGE Syracuse. He was with WLNN Lynn, Mass.

DON BLAIR, staff announcer WBBM-FM Wilkes-Barre, Pa., to WJFLAM-FM Beckley, W. Va., in same capacity.

BILL GORDON, disc jockey WKB Cleveland, voted "Cleveland's favorite disc jockey" in Cleveland Plain Dealer radio and TV poll.

MARY LILLY named copywriter WTMA Charleston, S. C. RED MUNRO named morning man and disc jockey WTMA. He was with WCOO Greensboro, N. C.

DICK FISHER named to announcing staff WLAN Lancaster, Pa. He was with WGal Lancaster.

New WLW Transmitter

R. J. ROCKWELL, vice president in charge of engineering, WLW Cincinnati, announced last week that a new-type transmitter for the station is planned for operation in mid-January. The almost distortion-free signal will result from utilization of four new patented ideas in its design, Mr. Rockwell said. The old transmitter will be rebuilt to the same specifications of the new one and kept as a stand-by, he added.

News...

LARRY FINLEY, news director WEEK Peoria, Ill., to KCMD Kansas City, Mo.

CHARLES F. HARRISON, news director WHBF and production supervisor WHBP-TV Rock Island, Ill., named director of news operations WING Dayton, WIZE Springfield, and WQOL Columbus, Ohio.

LES MACHINNEY, West Coast director of news Mutual-Don Lee, elected 1953 president of Los Angeles Astronomical Society.

THE MIDWEST ADDRESS OF CBS

WAXN 510

YANKTON - SIoux City

Page 64 • December 24, 1951

BROADCASTING • Telecasting
AM Station Outlook
(Continued from page 27)

competing media becomes more apparent each year. Radio set sales in Milwaukee continue at a healthy rate.

Hale Bondurant, general manager, KFBI Wichita: "All advertising prospects are . . . looking healthy and especially can radio look for increased business in the first quarter of 1952. Retailers and other firms are giving radio greater consideration because they have learned how to use this powerful medium more and more effectively as evidenced by more and larger orders currently running on KFBI."

Joseph L. Brechner, general manager, WGAY Silver Spring, Md.: "Most of the post war local independents have come of age . . . increasing profits have made it possible for these stations to begin matching the longer established station in promotion and programming budgets. This means better local radio for the listener and better local advertising impact for sponsors."

A. M. Cadwell, vice president and general manager, KOAT Albuquerque, N. M.: "This is a gaining market—you can expect this area to continue its present rate of gain over a number of years in the future. An average of 16 new retail outlets per month show the people are anticipating a gaining market."

John T. Carey, sales manager, WIND Chicago: "With apologies to Winston C, 'there'll always be an AM.' Set sales, portable cars, etc. Analyze listening in TV homes. Analyze radio listening hours versus hours spent reading newspapers and magazines. Then to quote a familiar commercial—(radio) folks say—Happy Days Are Here Again!"

Martin Campbell, general manager, WFAA Dallas—"Radio business, that is local business, has held up very well in the face of two Dallas and one Fort Worth television station competition, and even made gains. I foresee a continuation of this trend locally, and I am encouraging to believe that national advertisers, especially spot, are going to increase expenditures in radio in order to reach the tremendous market without as well as within the service range of TV stations."

Murray Carpenter, co-owner and manager, WABI Bangor, Me.: "Business prospects are excellent. Radio, being the most efficient advertising medium in the area, should grow and grow—and if sold aggressively by men who have confidence in the power of their medium and who know how to use it skillfully. The real problem is not how to get business, but how to keep Uncle Sam from taking all our money away from us. We need added capital for expansion, but taxes won't let us keep any."

Henry B. Clay, general manager, WKKH Shreveport, La.: "Advertisers have been and continue to get results from radio in the area. With our hyped inflationary economy, dollar volume is bound to increase."

Wilton Cob, general manager, WMAZ Macon, Ga.: "With TV penetration about 1% daytime and 3% nighttime, we have no cause, as yet, to worry about the business picture. This is by far the best year in our thirty-year history and local clients took a 20% rate increase in February 1952 without a murmur. Local advertising still constitutes about 45% of our gross income and we expect practically all to give us the green light between Christmas and New Years—the week in which we make verbal contracts for the ensuing twelve months."

George D. Coleman, general manager, WGIB Scranton: "Radio is still the best advertising buy and if clients are sold intelligently by broadcasters, they will continue on the air for many years. Sell the right accounts, the right programs or announcements at the right time, and they will continue for years. If radio stations are careful in accepting advertising accounts, their losses due to bad debts can be kept exceptionally low. For the second consecutive year, WGIB will not charge off a nickel. This speaks well for the type of radio advertisers we handle in Northeastern Pennsylvania."

E. L. Colbourn, acting manager, KTKO Oklahoma City: "... All major Oklahoma City department stores are using KTKO and other radio stations simultaneously for the first time... the outlook for 1952 is very encouraging."

William B. Delph, co-owner and executive vice president, WMT Cedar Rapids, Iowa: "In spite of the downward trend of the network revenue increases in Northern and regional and local business will produce an all-time high in overall revenue for 1952."

Helen Duvall, secretary, WKBZ Muskegon, Mich.: "From every indication, financial prospects in the Western Michigan area and the Greater Muskegon metropolitan market for 1952 will continue to improve. 1951 showed a steady improvement which will average out pretty close to 15% over 1950, and the trend is still upwards."

Robert D. Enoch, general manager, WXW Indianapoliss: "... The last quarter of 1951 has been more difficult than expected. However, some of the confusion seems to be subsiding as Indianapolis business becomes accustomed to the pinch and the extent of the pinch ... the first quarter of 1952 will not be so bad, but will be better than 1951."

John Esau, vice president, KTUL Tulsa, Okla.: "Business nationally and locally will be excellent, we're positive. Network business looks good, but unfortunate net rate cuts bring downward pressure on the sales of our farm and local talent. The trend continues to be downward. We believe radio is entering a revalued era."

S. Fantie Jr., president and general manager, KELO Sioux Falls, S. D.: "The general business prospects for 1952 are dependent upon more outside factors than ever previously encountered in our industry. Obviously, the growth of television will be the dominating factor and the lifting of the freeze, if it occurs in early 1952, will have the effect of forcing many advertisers and/or agencies to revise their plans completely concerning their budgets for the year. In our particular area with our farm product having enjoyed another peak year, we feel very optimistic."

H. E. Fast, general manager, WKRC Cincinnati: "Based on the fact that this is the machine tool center of the country, employment is rapidly reaching an all-time peak. As a result, we think the area will be very prosperous. Most plants are working three shifts and most of these works have radio in operation during working hours."

J. B. Fuqua, president and general manager, WJBF Augusta, Ga.: "With a predicted population increase of 171,000 in our metropolitan area in the next three years, plus the huge payrolls we expect 1952 to be a terrific year in Augusta."

G. David Gentling, general manager, KROC Rochester, Minn.: "I expect business in 1952 to be entirely satisfactory . . . our increase in revenue is accounted for mainly through an increase in local business."

Riley R. Gibson, general manager, KOME Tulsa, Okla.: "The fine work of the Associated Tulsa Broadcasters has improved radio's position in this Magic Empire area, and it will continue to improve."

W. L. Gleeson, president and general manager, KFRO Riverside, Calif.: "Our stations have shown a 9% increase over 1950 and 1952 looks very good. Businessmen are slowly beginning to realize that television is not hurting our radio audience. We have numerous cases of outstanding success in use of radio and they are slowly bringing business back to the medium."

Michael R. Hanna, general manager, WHCU Ithaca, N. Y.: "While there are rumors in some quarters predicting a general recession, I can see nothing but a continued rise in billings for both audio and video. Employment and production are at a peak and there is every reason to believe that this condition will continue throughout 1952."

Tom Harker, vice president and national sales director, Fort Indus.

(Continued on page 66)
AM Stations
(Continued from page 65)

try Co.: "... business may be slightly better in 1952 than in 1951. While we are living in an artificial economy based on huge increases of money, material and manpower for armament which keeps industry humming, wages and prices high, and business good, and yields a stimulating feeling of boom times, it still makes one fearful of the day of reckoning. ... It appears that advertising budgets for 1952 may be equal to or slightly better than 1951, unless lower earnings because of the tax situation prove a deterrent.

Joseph H. Higgins, manager, WTHI Terre Haute, Ind.: "We have analyzed all the current contracts in force for the first quarter of 1952 and they show 10% increase over last year in spite of less desirable available time for local sales .. . we are optimistic for 1952 .. ."

Eugene D. Hill, general manager, WORZ Orlando, Fla.: "... business prospects look better than ever for this winter, barring a general recession, which most folks here feel, is still possible."

Barron Howard, business manager, WRVA Richmond, Va.: "We will get the business, but it is harder work."

W. E. Hutchinson, general manager, WAAF Chicago: "In a large metropolitan market with plenty of television service, our radio station shows a 22% increase in billing for the first ten months of 1961 over the same period in 1950. Assuming consumers disposable income in 1952 will equal or exceed that of 1961, we look for further increases in radio billing in the coming year."

Rogon Jones, president, KVOS Bellingham, Wash.—Radio is not yet selling its local potential by 50% to 100%. It lacks faith, and the right approach but is beginning to realize needs. In another year or two much improvement will be noted.

Ray P. Jordan, manager, WDBJ Roanoke, Va.: "We believe that the principal industries in the Roanoke area will be active in 1952."

J. E. Kauper, station manager, WKIR Iron River, Mich.: "We have every hope that the major networks will not make plans for the invasion of the spot radio field. Such a move on the part of the networks would, I am afraid, seriously affect our national and regional spot business ... we have every hope for a good year in 1952."

Jan King, assistant manager, WEAV Plattsburg, N. Y.: "We at WEAV feel that 1952 being a national election year will reflect in business conditions remaining the same or slightly better."

Lester W. Lindow, general manager, WFDF Flint, Mich.: "Business prospects for the Flint area during 1952 are bright. General Motors is concentrating almost half of their plant expansion for defense purposes in the Flint area ... a good portion of these new facilities should be finished by mid-1952 and with them will come another boom period in their market Retail business ... will be somewhat quieter the first few months of next year. However, experience has always shown that a lull in retail selling stimulates the use of radio by the local merchant since such a time causes him to more carefully assess his advertising results and expenditures. This

variously results in increased radio buying."

J. R. Livesay president and general manager of WLHB Mattoon, Ill.—"I expect 1952 to be about the same as 1951. There may be a 2% to 5% increase in gross billings due to political business. I can see no serious drop. World tension will keep national income high."

Ben Ludy, general manager, WIBW Topeka, Kan.: "National spot looks bigger than ever for the farm market—farmers have more money than ever. Network is slipping, but I find the large national accounts looking to the farm and small town market more than ever."


L. Waters Melbourne, president, WCAO Baltimore: "Believe that general business will be a shade off in 1952 unless government spending is increased. The advertising business does not always get worse paralleling general business. Sometimes it gets better when the merchant presses harder for business."

A. J. Mosby, manager, KGVO Missoula, Mont.: "I was pessimistic last year as to 1951 business which surprised me with a 12% increase in local sales, a 20% increase in national spot sales, and with a 10% decrease in network. The outlook for 1952 appears to be a 20% increase in local sales, a 25% increase in national spot sales, and 10% decrease in network."

Harold H. Meyer, president, WPOR Portland, Me.: "WPOR's present billings highest in station's history. Expect some drop-off after Christmas but it will remain about 20% ahead of last year."

R. J. Myers, administrative assistant, KLRD Little Rock, Ark.: "Prospects in the local and national spot fields look extremely good for the first quarter of 1952. Many factors are responsible; but probably the increasingly attractive features of the market to national advertisers in this area is the reason. Network outlook is not too bright. Rate cuts hurt but loss of business by network has hurt far more. If, by imaginative selling and programming, networks can beat back '52 could be a record year."

Leonard Nasman, sales manager, WMFJ Youngstown, Ohio: "Radio people have gone to work again. More advertising is available for those that will throw away the 'basket' and dig for change."

Vernon A. Nolte, general manager, WHIZ Zanesville, Ohio: "... throughout 1951 WHIZ experienced a growing interest in radio advertising. ... this interest and faith in radio has resulted in higher billings. ... we expect this trend to continue and increase during 1952. ..."

John F. Patt, president, WGAR Cleveland: "... the sales slumps experienced last summer and the early fall and the rate decreases were the combined result of fright psychology and unwarranted pressure from a minority combination of advertisers. This psychology is slowly giving way, I believe, to a resumption of confidence in radio's essential values as a mass selling medium at the lowest cost of any ... on a cost basis or a coverage basis, radio cannot be equalled."

L. R. Rawlings, general manager, KYW Philadelphia: "We approach the year 1952 with more optimism than we have experienced for some time. The trends unfolded during 1951, plus the institution of new programming, promotion, and merchandising techniques convince us that radio can and will do a bigger and better job."

James D. Russell, president and general manager, KVOR Colorado Springs, Colo.: "Radio and general business prospects continue to be excellent in the expanding economy of Colorado Springs. ..."

J. Maxim Ryder, general and promotion manager, WBRY Waterbury, Conn.: "Anticipate improved business in immediate future. Local manufacturing, largely brass factories, operating at 90% capacity and expect to con-
Mr. Dolph  Mr. Nolte  Mr. Mason  Mr. Colman  Mr. Bondurant  Mr. Whiting  Mr. Lindow  Mr. Hanna  Mr. Harker  Mr. Ludy

continue this rate, at least through 1st quarter 1952."

Ernest C. Sanders, manager, WOC-Davenport, Iowa: "In view of the amount of defense work in this area, productivity should remain high. We look for business to be as good or slightly better than 1951. Radio prospects look good for 1952."

Wayne Sanders, manager, KCNA Tucson, Ariz.: "Tucson is gearing itself for a population of 250,000 by 1955. I am sure that KCNA, through its recent power increase, will enjoy its greatest year in history."

Willard Schroeder, general manager, WOOD Grand Rapids, Mich.: "General business prospects for 1952 continue excellent. Activity of purchasing radio advertising seems to continue the same except on network level."

Mort Silverman, general manager, WMRY New Orleans: "1952 should be a banner year. We expect cooperative advertising will be off considerably for at least the first six months of 1952 due to shortages of certain materials... national spot business should be at an all-time high... we expect that in 1952, the local situation will clarify with all stations profiting by taking more realistic attitudes in evaluating their facilities." F. C. Sowell, general manager, WLAC Nashville: "Responsiveness of listeners to radio advertising has been consistently on the rise for the past two years. At our station this is shown in a substantial increase in mail, and more voluntary reports than ever before from advertisers telling of their successful results from using our medium. With radio doing such a swell selling job for its clients, neither TV nor Hooperatigs can hinder its continued march."

Weldon Stamps, manager, KFSA Fort Smith, Ark.: "While there is some uncertainty in some specific lines due to shortages, we do not find it much different from 1942. After momentary lulls, business comes back stronger than ever. Some tax dollars, of course, but largely straight selling advertising."

William V. Stewart, president and general manager, WPBC Minneapolis: "Prospects in the Twin Cities area for 1952 look good to me. Although the business may not 'glide' through the door, it is there for developing... ."

Ben Strouse, vice president and general manager, WWDC Washington: "We see a continuation of the trend which manifested itself in our operation during the last quarter of 1951—an increase in billings over the previous year."

Lawson Taylor, general manager, KFMJ Tulsa: "Radio is going to stop 'giving it away,' and show it still is and will be for sometime the best advertising buy in America."

Hugh B. Terry, general manager, KLZ Denver and Colorado market showing every indication of continued prosperity. Steady increase in population, virtual absence of unemployment, peak business activity, all point to maintaining high level of local and spot business. This condition also emphasized by lack of television in this area."

C. L. Thomas, general manager, KXOK St. Louis: "Local business in 1951 is the highest in the station's history. National spot and network billing is off considerably. The overall, therefore, is down versus 1949. We do, however, look forward to better showing in 1952. Not as good as 1948-49, but better than 1950."

Robert R. Tincher, vice president and general manager, WNAX Yankton, S. D.: "1952 should see a healthy condition in non-TV markets particularly as more and more advertisers become aware of the fact that TV simply does not give any coverage in the Mid-West market areas. Business in general will maintain high levels in 1952, because of the high levels and stabilities of farm income as the basic economy."

W. Walter Tison, owner and manager, WALT Tampa, Fla.: "... a lot of people are contributing towards killing off radio... here we find a lot of people who still like the sound of voices, who like simple programs, who have multiple radio sets in their homes, who enjoy a portable at the beach, and a radio in their car. To these people radio is still exciting, glamorous and friendly."

O. L. (Ted) Taylor, president, Taylor Radio & Television Corp., Dallas—"Each quarter of '51 has continued to show gains over the preceding quarter and over the preceding period of 1950. I am very optimistic about local and national business on radio throughout 1952.""...
GUY W., sales promotion manager Philco Picture Advertising, Chicago; ED BOB SCHULTZ, advertising manager Scott Radio Labs, Chicago.}

**Equipment**

GEORGE J. BEIER named merchandising manager Scott Radio Labs, Chicago. He was advertising and sales promotion manager Philco Distributors of Chicago.

GUY W. WALLIN elected vice president in charge of engineering for the Webster-Chicago Corp. He formerly took charge of military engineering for Motorola Inc., Chicago.


CATHODE-RAY TUBE Div. Allen B. DuMont Labs, is offering all TV servicing. Tele-lead as premium on Du Mont Telecasters purchased between Jan. 1 and Feb. 29. Tele-lead serves a dual purpose: it can be used as a jumper from the AC power outlet to the TV chassis when the protective back of receiver is opened and safety switch is broken, and also serves as a trouble light of convenient size. Premium is latest item offered in the DuMont replacement campaign, announced at the recent National Electronic Distributors Assn. Show in Cleveland.

SAUL DECKER, assistant chief engineer C.B.S.-Columbia Inc., N. Y., manufacturing subsidiary of CBS, named chief television engineer. Mr. Decker succeeds SAYA JACOBSON, who recently resigned, and will be responsible for design and development of all TV and radio chassis, the laboratory's test equipment, and prototype sections. He has previously been associated with Garod Radio Corp., Allen B. DuMont Labs, General TV Corp., Weston Products, and Kinetic Electronics Co.

J. GRADY SMITH, factory representative Tele King Corp., to Kaye-Halbert Distributors Inc., L. A., as district sales representative. H. L. LEIBSON, CPA with Fordyce, Kees & Co., A., to Kaye-Halbert, as comptroller. JOHN FISH, art director Pacific Pathways Magazine, to Kaye-Halbert, as director of art and production.


JAMES SMITH and ROBERT SON-NEWBERG appointed to sales staff Andrea Sales Corp., N. Y.

JOHN H. RIDDEL, named manager Market Research Dept., Caperhart-Parnsworth Corp. Mr. Riddel was with market research division Admiral CBS-Columbia Inc., N. Y. as district sales representative.

S. M. LAWSON, salesman, Baton Rouge branch, Graybar Electric Co., appointed manager of branch.

H. A. GUMZ, production manager for the Weilbacher Corp., elected vice president. He will be in charge of all government orders placed with company.

**Technical**

RUSSELL O. BECKER, engineer KXOK St. Louis, father of boy, Bruce, Dec. 8.

ROLLY CORRATY, engineer WGAR Cleveland, father of daughter, Nancy Jane.

a peak in nearby Allison Park. KDKA is still broadcasting from a 718-ft. tower, serving a vast and rugged terrain with its 50 kw signal.

By 1941 Mr. Baudino had become technical manager and assistant to the general manager of Westinghouse Radio Stations. The 1941-45 period must be identified with the Baudino biographer as the Travel Era. The parent Westinghouse company, with its diversified electronic interests, had developed a process of plating tin by high-frequency radio. Selected to supervise the first major installation, Mr. Baudino spent his time commuting from Philadelphia to Pittsburgh to Weirton, W. Va., to Washington to Philadelphia, and on and on around the circuit.

In May 1945, when James B. Rock entered the service, Mr. Baudino was named to replace him as general manager of KDKA.

The transition from engineering to business was negotiated with ease as he quickly became a prominent civic figure in Pittsburgh. He got into charitable endeavors, board and local activities. Soon he was a member of the crusty Duquense Club, Pittsburgh Field Club, Rotary, Ad Club and Radio & Television Club. He has been added a Radio Pioneers button.

**Technical Accomplishments**

Once an engineer, always an engineer, the saying goes, and it's true in the case of Joseph Baudino. While general manager he was consulted on numerous military and industrial technical problems. His career includes developmental roles in early broadcasts from planes, dirigibles, coal mines, ships and many television projects, including the famed Stratovision technique of linking TV stations and serving a national audience via high-flying planes cruising over fixed courses.

Once he climbed the 718-ft. KDKA tower to change some equipment. Looking around the far-spread hills he figured he might as well do a broadcast—and did.

Last summer when Walter E. Evans, vice president of the parent Westinghouse corporation and president of the station group, needed a man to replace Walter E. Benoit as head of the stations, the decision was not difficult though the shoes were hard to fill. Mr. Benoit was drafted to direct the new Westinghouse Air-Armament Div. at Baltimore, with title of vice president and general manager, and Mr. Baudino became his successor.

His engineering and managerial careers have brought him many honors. He is a member of Tau Beta Pi, Sigma Tau and Eta Kappa Nu engineering fraternities and Pi Mu Epsilon, mathematics fraternity; holds decoration of Commander of the Order of Phoenix from the Greek government; silver W, certificate of merit; Westinghouse Electric Corp.

He was born in Herrin, Ill. Feb. 2, 1904. In high school he became interested in radio, leading to an engineering course at Illinois U. He lectured at Carnegie Tech on radio in the '20s. His politics are Republican and his religion Catholic.

**NARBA STATIONS**

**FCC Reports Changes**

Both Canada and Mexico have reported changes in their stations' facilities, and new stations soon to go on the air, under terms of the 1941 North American Regional Broadcasting Agreement.

The changes and additions are (with probable commencement dates in parenthesis):

**CANADA**


Montreal, new Class II station, 1300 kc 5 kw fulltime DA-1 (Aug. 15, 1952).

Winnipeg, Ontario, new Class II station, 1300 kc 5 kw fulltime DA-1 (Nov. 1, 1952).

CJOK St. John's, Newfoundland, new Class II station, 1300 kc 5 kw fulltime DA-1 (now in operation).

Vancouver, British Columbia, new Class II station, 1260 kc 5 kw fulltime DA-1 (Jan. 1, 1952).

CWRK Chilliwack, British Columbia, new Class IV station, 1250 kc 250 w fulltime, new Class II station, 1270 kc 1 kw fulltime (now in operation).

CFRI Fort Frances, Ontario, new Class IV station, 1250 kc 250 w fulltime, new Class II station, 1260 kc 1 kw fulltime (now in operation).

**MEXICO**

XEXC Tuxtla Gutierrez, Chiapas, new Class IV station, 920 kc 1 kw fulltime.

XEXC Posa Rice, Veracruz, 5 kw DA-N fulltime. (Deactivated.)

XEXC Parral, Chihuahua, new Class IV station, 1340 kc 2 kw fulltime (now in operation).

XEXG H. del Parral, Chihuahua, Class IV station, 1360 kc 250 w fulltime (Feb. 20, 1952).

XEGB H. del Parral, Chihuahua, new Class IV station, 1360 kc 250 w fulltime (April 1, 1952).

**WDRC**

3RF-1st

The 3R's... Ratings, Results, More... make WDRC 1st choice in the
WRC 1st choice in the
Write Harold Martin, WRC, for availability.
WRC, for availability.
Mr., for availability.
CBS ELECTIONS

A THREE-WAY fight for labor representation of certain CBS Radio and Television employees was shaping up last week at the network's New York and Los Angeles operations.

This was assured following a directive of election handed down by the National Labor Relations Board in Washington. Three unions — the IBEW (AFL), NABET (CIO) and motion picture film editors of IATSE Local 776 (AFM) — are involved in the proceedings.

The board charted elections among three groups:
(1) All technicians employed by CBS in its technical operations departments and the engineering research and development department in New York and elsewhere, including cameramen and film editors at CBS Television and WCBS-TV New York.
(2) All film editors and cutters at KNXT (TV) Los Angeles (formerly KTSU (TV)) and CBS Hollywood studios.
(3) All employees on the CBS New York general engineering, research and development staffs — if they desire to hold elections. They design equipment and handle research.

Excluded from the elections are film editors in Los Angeles; sound effects men employed at WBBM Chicago (represented by AFRA); turntable operators at WBBM and WMIB (represented by AFPM); and lighting directors and special visual effect employees in New York and Los Angeles (represented in the former city by IATSE).

The case was divided into two phases. The first petition involved CBS Inc. and CBS Inc. of California, described as a wholly-owned subsidiary, and the National Assn. of Broadcast Engineers and Technicians. Hearings were in New York and Chicago.

NABET had sought to establish a unit comprising design-construction-maintenance workers for all CBS radio-TV operations, including film editors and motion picture cameramen and engineering, research and development engineers. NABET made no bid to represent the above-mentioned workers now under AFRA, AFPM and IATSE.

The International Brotherhood of Electrical Workers, which presently represents some CBS technical employees, took no exception to NABET's position and asked to be included in the election. IATSE held that film editors and cutters and cameramen should be excluded.

CBS Inc. held out for the same exclusion, plus omission of engineering employees, draftsmen and machinists. It asked NLRB to set a unit by functions rather than classifications or job titles.

The second case involved CBS Inc. and IATSE (International Alliance of Theatrical Stage Employees and Moving Picture Opera-
Representatives' Prospects
(Continued from page 30)
Pearson Co., New York, predicts that radio billings of his firm will be about the same for the first quarter compared with last year's first quarter. He sees TV billings going "right to town."

"In spite of the efforts of the major networks to capture every available dollar with an array of rate-chiseling gimmicks unprece-
dented in the history of radio," Mr. Pearson stated, "national spot business may make an outstanding come-back in 1952."

He continued: "Clients are fast learning that no matter how attractive the net-
works may make their sales gimmicks sound, the end result must accom-
plish sales and not just sales. In no instance can any network show prove faster or more direct results than spot radio can. Field men, distributors and dealers alike have gone to bat for spot radio as they are in a position to know what will get the best results in their respective terri-
tories."

"Grass roots stations and regional networks should enjoy a big year in 1952 because they have been proved more flexible than spilt network arrangements and in most cases will not face TV competition for three to five years or more."

"Many of the nation's biggest advertisers have been making tests with spot radio programs this year and results have amazed them. General Mills, Pillsbury, Interna-
tional Milling, Lucky Strike, Standard Oil, Esso, Phillips '66' and many other have learned through experience that spot radio delivers the greatest wallop of any type of radio today. They know from experience that radio today is reaching new heights of effective-
ness, even in TV markets, and they are going to take full advantage of it."

"Television is bound to make a terri-
fic impact in new markets and com-
petition undoubtedly will change the picture in certain major markets. However, it doesn't look as though very many new TV sta-
tions, if any, will be able to go on the air in 1952, unless the freeze is lifted before spring. Even then the FCC will have its hands full processing applications and making final grants."

Mr. Pearson continued: "A political year is always a good year for radio and 1952 should prove the best in recent history for stations throughout the country. Another very encouraging factor is the increased interest on the part of large advertisers in racial and foreign language program-
ning. We look for 1952 to be a ban-
er year for stations specializing in such programming, especially radio stations have awakened to the fact that rid-
ing the coat-tails of a network doesn't pay off any more and they have set to work in earnest to re-
capture the good local programming. Proof that this can, and will get the job done is contained in the fact that some of the highest-rated stations in the na-
tion today are independents and those who have rejected network programming at certain times in favor of local programs that have more interest to the listeners in their areas."

"The coming year will see net-
work affiliates battling even more with the networks over encroach-
ments into station option time and attempting to change option hours. As a result of these hassles, we look for quite a few stations in major to small markets to go en-
tertaining self.

"All in all, we feel very optim-
istic over spot radio's chances of han-
ging up a banner year in 1952. And, even if TV should get on the air in some of the great major markets in 1952, the added competition for the advertiser's dollars should not prevent spot radio from more than holding its own properly sold," Mr. Pearson concluded.

Headley cites Evaluation
Frank M. Headley, president of H-R Representatives Inc., New York, stated one of the "most favorable" signs for radio and TV in 1952 "is the fact that many na-
tional advertisers and agencies are beginning to examine more crimi-
ally the comparative values of radio-TV versus newspapers and maga-
azines. Constantly rising costs of print media coupled with falling attention to space advertising are being more widely noted."

"Hertofore," Mr. Headley said, "attention was focused on televi-
sion versus radio. Now it embraces other media, too, and in compara-
tive analysis, the lower costs and better values of radio-TV adver-
tising cannot help but keep these budgets healthy, while other media may suffer. Therefore, we expect spot radio-television to continue very strong into 1952, barring economic upheavals."

Comparing the first quarter esti-
mate for 1952 with that of 1951, Mr. Headley predicted radio bill-
ings will be down 10% while TV will be "way up."

"Expecting the over-all picture in broad-
casting in 1952 to be com-
parable to 1951, Adam J. Young Jr., head of the New York firm bearing his name, observed that "so far as our own stations are concerned, I suspect that business will be approximately 20% over 1951 for the first quarter. This is based upon substantial sales in-
creases during the year 1951 and even if we maintain our present volume, we will be 20% ahead for the first quarter."

Lloyd George Venard, vice presi-
dent, O. L. Taylor Co., New York, stated "Both media will have greater total billing, but local and national spot will provide this in radio are particularly true in TV cities. In TV cities the increase will go to well-managed AM sta-
tions and to TV. There will be a higher percentage of both radio and TV in TV cities, but radio will show the greater percentage in-
crease."

Mr. Venard predicts radio bill-
ings in the first quarter will be 15% above those for last year's first quarter.

"1952 looks like another good year for radio as well as for those television stations on the air, de-
spite much the same problems as in 1951," according to Robert Meeker, head of Robert Meeker Assoc., New York. He predicted radio billings for the first quarter, as compared to the corresponding period of last year (a "good first quarter," he noted), will remain the same. He expects television to increase 25%.

"Defense spending should cer-
tainly keep our entire economy in high gear in 1952 with shortages in certain lines not too damaging to advertising," he said.

"At the national spot radio level," Mr. Meeker continued, "we look forward to as good a year as 1951 though we and our stations stand to lose considerable revenue to the networks' newly found flexibility. Regardless radio and TV spot should have an excellent year with election cam-
paigns as an additional boost."

"The end of the TV freeze will cause considerable activity and ex-
citement but will have little effect on 1952 advertising budgets. How-
ever, we do believe that with the imminent prospect of TV becoming a national medium, a fairly satis-
factory and workable solution to radio and TV rate problems will be accomplished in 1952."

Diversified Small Accounts
"Volume will be up on the Boll-
ing stations in 1951," George W. Bolling, head of The Bolling Co., New York, predicted. "We look forward to the new year as a year of a greater number of small, well-managed stations to capture a greater share of new business because of the vast improvement in audience ratings, which so many of them are enjoying during the current season."

Mr. Bolling estimated that in 1952 new business "will emanate from a much more diversified list of stations, which we believe will more than offset the in-
roads made on the old line national spot accounts by network sales and television sales."

Wythe Walker, head of The Walker Co., New York, observed that "since national spot is the very best kind of advertising, there will be more of it next year than ever before. But that doesn't mean it..."
will be a better quarter for radio stations. What with the inability of the networks to sell programs, the origin of their creation and the only excuse for their existence, they will keep on trying that same way at that same time on their controlled hours and raid their affiliates for whatever they can get from advertisers. "Most radio managers shake their heads down and, like a gally slave, love their chains. I once was told about a sheepherder who tried to make more money by teaching his sheep not to eat. They died before they learned how."

"The representative in 1952 will keep on creating and selling national spot; the networks will keep on being 'mistaken,'" Mr. Walker concluded. "All indications in New England point toward 1952 being a stronger year than 1951 for both radio and television," according to Elmer Kettel, partner, Kettel-Carter, Boston. Noting '51 was the biggest for New England so far, he predicted radio and TV billings each would be up 10% over last year.

"I think radio is in a stronger position today in New England than ever before," he said, "with stronger signals among more accounts. Rising newspaper costs paid to put some business in radio where newspapers were before favored." Walking "TV is stronger too," Mr. Kettel observed "its rising costs tend to keep many advertisers either out of the medium, or use it sparingly."

Critical of P. I. account broad-casting was lodged by Bertha Bannan, head of her own Boston firm, who predicted increases in both radio and TV billings.

"I deplore the fact that radio stations are acting more and more as 'merchants,'" she said. "The original function of radio selling was to move merchandise from the seller's shelf to the consumer. Now, with P. I. and other direct selling deals, radio stations are eliminating the local merchant who, after all, has been their bread and butter since their inception."

Harry H. Wise Jr., West Coast manager of George P. Hollinger Co., Los Angeles, said, "I can't help but believe television billing will increase during 1952, but at the same time I must admit a fair billing in 1952 at least equal the 1951 radio figure and possibly exceed it."

Lee O'Connell, owner of firm bearing his name, Beverly Hills, Calif., predicts radio billings will be up 10% in first quarter compared to last year's period. "All market factors," he said, "point to a very good sales picture in radio for 1952. Naturally, there will be some ups and downs but the overall average should be up 15% in spots throughout the year."

"Radio, like other major media, has to be sold," is reminder of George Dietrich, Los Angeles manager, Keenan & Eickelberg. "Radio has an advantage to sell itself again with renewed vigor, the results are obvious," he noted. "Business prospects for 1952 are brighter than at any time during the past 12 months," he noted, "far from standing at the post in spite of the tremendous impact of television. Radio listening is up and the entire industry should enjoy a continued upsurge of new billing throughout 1952."

Mr. Dietrich estimated radio billings would be up 30% for the first quarter of 1951.

First Quarter Predicted

The new year "will definitely be a bigger radio year than 1951," in the estimation of Lawrence B. Kramer, manager of the Los Angeles office of Forjoe & Co. and W. S. Grant Co. He predicted a 20% increase in first quarter radio billings over the comparable 1951 period.

"Many advertisers found radio values in major markets better than TV values," he noted, "and went back to radio. The secondary markets are really coming into their own, since most big city power stations no longer do an effective job in prime communities. All in all, after the TV scare, radio, both in primary and secondary markets, made a terrific comeback in 1951 and will continue in 1952." William L. Wallace, West Coast manager of Adam J. Young Jr. Inc., commented, "I feel confident that 1952 will show at a minimum a 10% greater increase in billing. Medium budget advertisers, after venturing into television, have found that radio is still the medium of the masses and in 1952 are again allocating larger budgets to radio than they did in 1950-51."

"Other advertisers capable of maintaining television schedules have found that the loss of fringe markets and non-television areas have made noticeable changes in sales patterns. Both national and regional advertisers know that all markets are still LOCAL and each radio station with its programming geared to its individual community is still the way to tell them and sell them at the local level."

"Radio billings will increase 10% and TV will remain about the same in the first quarter, according to prediction of John D. Gale, Los Angeles manager of Paul H. Raymond Co."

"The only problem with TV," he said, "is to find sufficient time to sell. Radio billing continues to increase because of this condition and for two other reasons: (1) many small advertisers who cannot afford to buy TV are finding that radio will do a very effective job for them and (2) advertisers using spot and network TV are supplementing their entire heavy spot radio schedules — programs as well as announcements — in non-TV areas."

Slow Start Seen

Richard Hashbrook, manager of Los Angeles office, Avery-Knodel, observed, "1951 was an exceptionally good year for spot schedule placements from the Los Angeles area. We hit a peak in July, a tapering off in August, September and October and a slump in November and December. As far as 1952 prospects are concerned, we look for a slow start, an acceleration in April and a year-end total of approximately the same as 1951."

Stanley J. Reiman, Pacific Coast manager of The Katz Agency, said, "According to present indications, radio and TV volume during 1952 will remain approximately the same as 1951 unless there is an important change in the international situation."

He continued, "During 1951 several Southern California accounts who, in the past confined their distribution to primarily the western states, opened distribution in a number of eastern markets. If this expansion program continues, on the part of Southern California accounts, it seems apparent there will be a noticeable increase in the volume of business emanating from Southern California." This approach was taken by Jess M. Laughlin, Los Angeles manager of The Bolling Co., although he predicted radio billings would increase 5% and TV 15%.

"Any predictions I might make are based solely on the steady gains made by these two media in 1951 and are contingent on many intangible," he said, "including our unpredictable administration, strikes, continued inflation, threat of war, etc."

"However, if our manufacturers and retailers are to stay in business," he said, "they must advertise. Radio and television have long since proved that they can move merchandise."

Increase of 10% in radio and 25% in TV billings is expected by Norman E. Noyes, Los Angeles manager of The Brancho Co. "Drawing on all sources of authoritative information," he commented, "1952 should be the greatest period for production and volume of business ever realized. Applying this to our radio and television interest, I believe we may look forward to a mighty big year."

Harlan G. Oakes, head of Harlan G. Oakes & Assoc., Los Angeles, specializing in Spanish-language stations representation, predicted billings in that field would be up as much as 50%. Termsing the Spanish language prospects "excellent," he noted that "is not a true picture for radio in general" however.

A 5% increase in radio and 20% boost in TV billings are expected by Clark Barnes, Los Angeles manager of Headley-Reed Co.

"In 1952, daytime selective radio (Continued on page 78)."
Representatives’ Prospects  
(Continued from page 71)

buying should more that offset the
decline in Class A sales, if any,”
he said. “I also believe that TV
billing will continue to rise steadily
as this new medium continues to
enlarge its audience.”

Radio billings for the first quar-
ter will be up 5% over last year’s
initial period, and TV will run
about the same, in the view of
Lincoln P. Simonds, Pacific Coast
manager of Wnd & Co. “It seems
likely,” he said, “that advertisers
will spend more media money in
’52 in an effort to hypo sales
volume; higher grosses being a
‘must’ for higher taxes and sus-
tained profits.”

“Radio and TV should benefit
most from increased expenditures,
as competitively, both media are
gaining increasingly stronger as
our industry sells itself and gets
its ‘light out from under the
bushel.”

Radio billings in 1952’s first
quarter are expected to be up 10%
over that period in 1951, accord-
ing to Ray Rhodes, Pacific Coast
manager of Paul H. Raymer Co.,
San Francisco. TV boost predict-
is 20%.

“Television can be held back by
just one thing—lack of time to
sell,” he said, continuing, “More
and more advertisers will buy radio
on a selected market basis, accord-
ing to networks’ package deals and
cutting. Two factors will con-
tribute to radio’s increase—grow-
ning Pacific Coast population and
radio’s new found faith in its own
sales ability.”

A 20% billing boost in radio is
expected by W. S. Grant, president
and general manager, W. S. Grant
Co., San Francisco, who said, “We
believe that radio and television
will both show gains in ’52 provided
political and economic conditions
remain approximately as is. Sec-
ondary market stations stand to
show the largest gains in spot
while AM stations in the major
markets where there are TV sta-
tions will be hard pressed to show
gains in our opinion.

“The trend of the NBC and CBS
networks to enter the secondary
markets through affiliates will
have an important bearing on the
strong increase in spot business
which we predict in the outside
markets.”

Carlin French, vice president,
H-R Representatives, Chica-
go, noted billings in 1951 were
substantially larger than in the
previous year. As one indication
1952 will be even better he said, “It
was in the office one entire morning
just taking orders over the telephone!
One Chicago agency told me, for
example, that it will buy 20% more
spot next year.”

“Some advertisers are realizing
that television is not the answer
to all prayers,” he said “and are
getting back to radio spot. Reasons
for this are the lack of spots and
the higher cost of TV. One of our
TV stations has four customers for
almost every spot available.

“The tax situation also will have
a strong effect on next year’s busi-
ness, as a lot of advertisers have
discovered they can’t keep excess
money and will get a direct ben-
efit from it by spending it on advet-
ising.”

Industry’s Selling Job

“One of the main reasons that
radio made more money this year,
in my opinion, is the selling job
the industry did on its own medium
after the NARHS convention in
Chicago last spring. They started
to fight and a lot of advertisers
were re-sold on radio and came back.

Gerald N. Gunst, manager, The
Katz Agency, Chicago, noted:
“Although 1950 was a peak year
for AM spot, overall billings for
1951 also have been extremely
good. There was a general and
distinct pickup in spot starting late
spring and early summer, with a
lot of buying. We expect this
trend to continue in 1952.

“Television, of course, is going
like a house on fire, with no end
in sight. Next year will be even
better than this,” he stated.

Hal Holman, Hal Holman Co.,
Chicago, observed:

“It is a known fact that since
the early days of publishing and
advertising, no new advertising
medium . . . has ever displaced an
other existing medium and each
medium has taken its particular
niche in the national economic
scene. It seems now that television
will fall into the same classification.

“Based on 1951 experience, radio
broadcasters who fear serious in-
roads by television, can feel that
they are not out of the running.
Radio has increased in many instances
over 1950. This has been virtually
true of every year since radio was
radio. And in 1952, this trend this
year showed an increase in both local
and national business.

“The outlook for 1952 is more
of the same, depending of course
on the efficiency of station opera-
tion, management and good pro-
gramming.”

Southwest Outlook

In the Southwest, Clyde B. Mel-
vilie, owner of firm bearing his
name, said, “Overall prospects for
’52 . . . are for increased business
in the radio field. As between ru-
dio vs. TV, more TV, and more
classified advertising will have a
more balanced viewpoint, rather than
a former tendency to throw all
dollars into TV.

“Markets of so-called secondary
concentration are receiving more
study and more volume of business
in AM radio.”

Mr. Melville noted many AM dol-
ars “are coming back that were
in TV.” He said “definitely an up
in AM as far as money to be spent
next year compared with this last
year.”

He predicted radio billings would
be up 10% for the first quarter with
TV up an undetermined amount.

“There isn’t any question but
what advertisers are reaffirming
their faith in radio, and we are
looking forward to getting more
more and more the advantages
they can receive by using radio in
secondary markets, like Abilene,
Tex., and Austin, Tex., instead of
depending on powerhouse stations
in big cities.”

He predicted a 10% increase in
radio billings.

Radio billings will continue the
same way, particularly TV will be up
about 50%, according to David Rutledge,
manager of the Dallas office of The
Katz Agency.

“TV looks awfully good,” he said,
and “radio doesn’t look quite as
good. There has been a lot of TV
Indications are network business
will drop in radio and spot will in-
crease. In the Southwest, with the
regional and small advertisers,
radio looks good because of the
high cost of TV.”

Radio billings will be up 10% and
TV up 33% in view of George T.
Harding, manager, radio divi-
sion, Branham Co., Dallas. He
said:

“Unless some unfortunate world
condition arises, it is believed that
radio and TV billings will con-
inue good through 1952. This is
true in the Southwest where many
new firms have been established and
many new branches of national
concerns, with increased use of
radio, should be good insurance of
better radio and TV billings in 1952.”

Previewing the Canadian mar-
ket, Ralph Judge, sales manager,
H. N. Diderickson & Co., Toronto,
predicts first quarter radio billings
will be above those of 1951’s com-
parable period.

“All the usual indications,” he
said, point “to a most successful
year for national sale of radio time
in 1952. Our future bookings in
relation to first quarter of 1952 are
comfortably in excess of same
quarter in 1951. It is fact that a
considerable number of clients new
to radio have been sold on the
medium within the past year with
radio having developed a result in
1952 is contributing to the optimistic
outlook for 1952. In almost every instance
renewals of these original contracts
have been secured.

“The high evidence of extended
schedules embracing additional
and more heavily concentrated place-
ments give assurance of continu-
ance of the trend. National ad-
vertisers are increasing their
reliance and confidence in locally
produced shows. They have re-
alled the logic of the suggestions
and tailored productions based
on tested and proven acceptance
gained through consideration of
the listeners, choice in each spe-
cific region.”

Steady Contracts

“Many of the locally produced
programs on Stovin-represented
stations have been airing con-
tinuously for years and are still
sponsored by the original sponsors.
This procedure certainly con-
tributes to steady bookings for the
stations.

There are very few signs of an
immediate retarding effect for ra-
dio by TV in Canada. It is true
interest of the public is now keener
in TV, but a great part of this
is still in the curiosity stage.
There is a definite desire for new
radio stations, but this new medium
which even mildly approaches the
fever of radio listening throughout most of its
area is identifiable that in the
future TV in Canada will become a serious
threat to commercial radio within
the next few years at any rate.”

Radio billings for the first quar-
ter will be up 50% over the initial period of last year,
according to A. A. McDermott, man-
ger of Radio & Television Sales,
Toronto.

“Metropolitan radio business
should be up at least 20% in 1952, but
he said, "based on increase in 1951. There are many big radio budgets now being discussed because firms are beginning to realize they have to go out and sell today. British firms moving into Canada are also related to the trend of radio into Canada now are breaking into the Canadian market and this accounts for some new business in 1952.

"With CBC planning to drop some daytime commercial network shows, there is more inquiry for regional daytime networks and spot business. The largest food and soap advertisers are buying more time and looking for new local spots."

"There is a terrific swing to select radio," according to John Tregale, manager, station time division, All-Canada Radio Facilities Ltd., Toronto, "with agencies beginning to realize they can do a better job for their clients through selective placement of programs and announcements. It will not be long till the SRO sign is out in Canadian major markets."

There is more attention to better programming for the listener benefit. There has been an increase in the past year in use of selective shows over spot announcements by Canadian advertisers.

According to Jack Slatter, manager of Radio Representatives Ltd., Toronto, "1951 has been the boom year and everything points to 1952 continuing as good. There is a tendency for advertisers to use more small live local talent shows, catering to local demand which the station operators know best, rather than depending on shows picked by big city agency executives. Smaller stations have come into their own because more and more national sponsors are looking for programs which pin-point to local tastes. There is a shortage of time on larger market stations. In spot announcements, dramatized spots are less popular and there is more of the forthright selling in announcements today."

A 28% boost in radio billings for the first quarter over that of last year's period was estimated by J. L. Alexander, owner of Toronto representative bearing his name. "Indications are that business next year will be over 1951," he said, "according to existing commitments. Small market stations are now being used in greater numbers because of community distribution. The idea that major market stations cover the province is now out, and advertisers are noting a drop in rates when they do not use local stations. The smallest station of which I represent 12 throughout eastern Canada, are about 80% sold out locally and nationally."

DAYTON (Ohio) Advertising Club housed a local boy from the mode good when Frank Stanton (seated), CBS president, spoke before the club earlier this month. Mr. Stanton was introduced by J. Leonard Reinsch, managing director, James M. Cox stations, which include WHIO-AM-FM-TV Dayton.

Advertisers (Continued from page 28)

not give any figures, it is understood in trade circles the company spent well over $1 million for advertising in 1951, with radio getting an overwhelming share.

R. J. Piggott, advertising manager of Grover Labs, said prospects for 1952 are excellent but radio-TV plans aren't available because the fiscal year ends in April.

Dr. Pepper Co. looks for a good year and "use of radio will be up sharply," according to A. H. Caperton, advertising manager. The company has renewed Ted Husing on CBS and starting Dec. 28 will be on the air Fridays at 8 p.m. Dr. Pepper is limiting use of TV to spots and special local shows in selected markets.

Look and Quick magazines plan identical circulation budgets with the difference that those of 1951 but no advertising figures are available.

F. A. English, vice president of Planters Nut & Chocolate Co., proposes to spend $1,500,000 on advertising in 1952, same as in 1951. The bulk will go to national magazines, with four-color copy, with "some portion going to radio and television."

Greyhound's plans for radio and TV in 1952 are not fully completed, according to its agency, Beaumont & Hohman.

Kirk L. Billings, advertising director of Emerson Drug Co., said the company will increase its radio and TV expenditures in the first 70 markets. No network radio or TV will be used, however.

Admiral Corp. sent $2 million for television advertising in 1951, and another amount about the same, with $2,500,000 going to national magazines and $3 million to newspapers. Richard A. Braver, vice president-electronics, said 1952 TV output should match 1950, with about 5 million units to be produced barring all-out war or further restrictions on supplies of raw materials. In that event, the firm's military business would take up any slack, he explained.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., sees a ready market for all TV and radio sets produced in 1952. Greatly increased demand for TV is expected when the freeze ends along with steady improvement in the art. Mr. Abrams expects 1952 to be a better year than 1951.

Lambert Pharmacal Co. looks for an excellent year in 1952, said John Shiel, sales manager. A fourth of the national advertising budget will go to TV and 75% to magazines. Lambert sponsors So You Want to Lead a Band for Listerine toothpaste. Total advertising budget runs about $3 million.

Ford Plans Increase

Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co., indicated the company will increase overall advertising budget to provide for extra coverage needed in introducing three completely new lines of automobiles. In addition it has started a new institutional campaign, "The American Road," supplementing regular product advertising.

W. A. Sheaffer Pen Co. looks for increased sales in 1952 but has no radio or TV plans at the moment, said Carl F. Dinnauer, advertising manager.

D. M. Purpur, advertising manager of Western Auto Supply Co., said the company is using radio TV only "on a very selected basis" with $10,000 covering the 1951 expenditure. Plans for 1952 will follow the same formula.

Harold L. Schafer, president of Gold Seal Co., said the company spent about $75,000 for radio and TV in 1951 but has no commitments for the media in 1952. He described business prospects as steady.

Paul S. Willis, president of Grocery Mfrs. of America, declared the war situation, inflation, tax trends and price controls are uncertainties having a very definite bearing on the food industry next year. On the whole, 1951 was a good year in the food and grocery industry from the standpoint of the farmer, manufacturer and consumer, he said.

Gwilym A. Price, president of Westinghouse Electric Corp., anticipates deeper cutbacks on civilian goods output in the first six months of 1952, with the situation starting to improve by fall as scarce materials become more readily available or substitutes are developed, barring all-out war. Westinghouse has been expanding its plant rapidly. Output of consumer products was down only 10% from the record year of 1950, he said, despite the fact that 40% of unfilled orders are for direct defense needs.

Charles Wilds, N. W. Ayer, is looking at a list of radio advertisers . . . OR, your advertisement in the BROADCASTING Yearbook.
Grants authorizing new stations, changes in facilities, and transmitters appear at the end of this department, accompanied by new station and transfer applications.

December 14 Applications… ACCEPTED FOR FILING

Modification of CP
KDXX Denison, Tex.—Mod. CP authorizing frequency change, change in hours of operation, DA, etc.
KE2X Beverly Hills, Cal.—Mod. CP, as mod., new FM station, for extension of completed date.
KNNF—AM–1150 kc
KTED McAlester, Okla.—CP to change from daytime to fulltime with 1 kw D, 500 w DA-N.
Renewal of License
Following stations request renewal of license.
Application Returned
KRAT Craig, Colo.—RETURNED application for transfer of control Northwestern Colorado Broadcasting Co. to George O. Craig. Total valuation $6,000 shares of common stock (50%).

December 17 Decisions… BY THE SECRETARY

Granted CP for CP
XOKH Oklahoma City, Okla.—Granted CP to replace CP noncommercial educational FM station which expired Nov. 13.

Granted Modifications
WBGR-TV New York—Granted mod. CP for changes in FM station to change ant. gain and trans. output 2,450 kw.
WONR Oswego, Ill.—Granted CP, mod. CP to change frequency of noncommercial

JOIN ZIV SALES

Four Are Appointed
FOUR new sales representatives have been appointed by Fredric W. Ziv Co., producer of transcribed-synthesized radio programs for local and regional sponsorship.
Frank L. Sheenan, Seattle, has been named to the Oregon and Washington territory. Mr. Sheenan at one time was executive with the Seattle Baseball Club and account executive with Totem Broadcasters Inc.
William R. Dothard, assistant sales director for WDFR Baltimore, has been named to the Baltimore-Washington, D. C. area.
Morton G. Brandes, assistant to the publisher of the Philadelphia Daily News, will handle the eastern Pennsylvania and New Jersey region. Previously he was a salesman with R. H. Donnelley Corp. for 10 years.
Harold Winther, sales manager of KEYD Minneapolis, will handle southwestern Minnesota.

Join Ziv Sales

Custom-Built Equipment U. S. ROYAL INC.
1121 Vermont Ave., Wash. 5, D. C. Lincoln 3-7205

COMMERCIAL RADIO MONITORING COMPANY PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 3902
P. O. Box 7037 Kansas City, Mo.
COMMERCIAL RADIO & TELEVISION ENGINEERS

Register to show operation of ant. system has been unaffected, or if affected, has been satisfactorily adjusted.

KLIF Oak Cliff, Tex.—Granted application to change location from Oak Cliff to Dallas, Tex.

KTOE Mankato, Minn.—Granted CP to increase power from 1 kw-d to 5 kw-d on 1480 kc with 1 kw-N, and install new trans., subject to applicant agreeing to satisfy all legitimate complaints of blanket interference occurring within 250 mv/m.

Brightmont Pentacle Tabernacle, Detroit, Mich.—Granted authority to transmit programs to station CKLW Windsor, Ont., Canada, each Sun., from 7:30 to 8:00 EST.

KGGN Breckenridge, Wash.—Granted extension of authority to remain silent 60 days from Dec. 1 pending sale of station. Station not to resume broadcasting without prior FCC authorization if reorganization results in transfer of control.

December 18 Applications . . . ACCEPTED FOR FILING

Modification of CP

WRSW Warren, Ind.—Mod. CP, as mod., authorizing new AM station for extension of completion date.

KTBI Tacoma, Wash.—Mod. CP, as mod., modifying frequency change, power change, DA-Mod., for extension of expiration date.

Modification of License

KTBS Shreveport, La.—Mod. license to change name from Radio Station KTXB Inc. to KTBS Inc.

Extension of SAA


AM-550 kc

WELL Battle Creek, Mich.—CP to change frequency from 1400 kc to 550 kc and increase power from 250 w to 1 kw, install DA, etc.

License Renewal

Following stations request renewal of license:

WSSB-FM Atlanta, Ga., KSWS-FM Council Bluffs, Iowa, and WIS-FM Columbus, S. C.

Application Returned

Merchants & Farmers Station, Raleigh, N. C.—RETURNED application for new AM station requesting 1440 kc, 500 w-D.

December 19 Decisions . . . BY COMMISSION EN Banc

KWEM West Memphis, Ark.—Granted renewal of license.


By Comrs. Friedla. Henncoek

Western Becht. Assoc., modesto, Calif.—Granted petition requesting dismissal without prejudice application.

Southeast Becht. Co., Frequency Becht. System Inc., Shreveport, La.—Granted petition inforam as it requests dismissal of application for assignment of CP of KAJF and denied insofar as it requests dismissal to be without prejudice.

Resort Becht. Co., Hot Springs, Ark.—Granted petition requesting Commission accept late appearance in proceeding upon its application, with that of Springhill Becht. Co., Springhill, La., Radio Reading, Reading, Pa.—Granted petition for extension of time from Dec. 14 to Feb. 1 in which to file exceptions to initial decision released in proceeding upon its application.

WWBR Burlington, N. C.—Corrected order of Dec. 7 to show application was removed from hearing docket.

By Hearing Examiner Elizabeth Smith

KJAY Topoka, Kan.—Granted petition of Nov. 27, as supplemented on Dec. 7, to reopen hearing record in proceeding re its application for CP; stipulation as to engineering facts attached to supplemental petition made part of record and record again closed.

WVOY Vandalia, Ga.—Granted petition to amend application to show changes in construction costs, programming and staffing plan for operation proposed.

By Hearing Examiner Basil P. Cooper

WFTC Kingston, N. C.—Further hearing in application of WFTC for CP be held on Dec. 20 in Washington.

By Hearing Examiner James D. Cunningham

WKOW Madison, Wis.— Granted petition to accept notice of appearance in proceeding re application filed Nov. 30 four days after period of time provided in Commission's rules; petitioner's notice of appearance accepted.

(Continued on page 79)

December 24, 1951 • Page 75
Help Wanted

Managerial

Wanted: General manager for midwestern radio station, 35,000 town. One who wants to get completely into radio business. Family oriented, small community, Salary and share in profits. Education and experience necessary. Box 761L, BROADCASTING.

Wanted: Station manager with successful record. Send picture, references, biography to R. Winters, WBYS, Canton, Illinois.

Salem

Salesman

Salesman-commercial manager, single station southern market, 1000 watt daytime, 2000 watt nighttime. Box 760L, BROADCASTING.

Outstanding opportunity for a successful, imaginative salesman.不能全译

Wanted, a man who record qualified to be

come sales manager of this 500 watt basic network affiliate in a major northeastern market. The man we want will help us sell a small community. Salary and share in profits. Education and experience necessary. Box 761L, BROADCASTING.

Wanted: Station manager with successful record. Send picture, references, biography to R. Winters, WBYS, Canton, Illinois.

Help Wanted

Immediate opening, two combination

men, strong on announcing, salary

$45.00 per week plus expenses.

No experience necessary. We will
draw against expenses paid. Send
details and audition tape to Box 761L,
BROADCASTING.

Excellent opportunity for salesman who knows radio and value of account service. Immediate opening. Send complete details, air mail, P. O. Box 112, Groversle, New York.

Wanted: Station manager with successful record. Send picture, references, biography to R. Winters, WBYS, Canton, Illinois.

Salesman—Opening in rich Fox River Valley area. Prefer man state Wisconsin,

can, near midwest. Salary plus commission. Send complete letter Commercial Manager, WHBY, Appleton, Wisconsin.

Announcers

Wanted—announcer with good hard punching, strong on announcing,

western market. Send audition discs and recent letter. Box 767L, BROADCASTING.

Sportscaster, experienced recreation, football, baseball, also news, staff for employment, midwest city. Write full details, references. Box 764L, BROADCASTING.

Midwest, 1 kw CBS affiliate needs staff announcer. Prefer 1-2 years experience. Send letter, photo, audition recording. Immediate opening. Box 765L, BROADCASTING.

Mornings man needed for 5000 watt midwestern network affiliate. Need man who can take off where present morning man leaves and carry on in his place. One who has personality, selling ability on the air, complete knowledge of microphone, control board operation. One who can work with equipment, who can write. Giving complete background, photo and all references in complete confidence. Write Box 762L, BROADCASTING.

You'll learn more good radio than you thought possible and get good pay if you're a good guy or can be developed into one. Write for our only in important market and audience leader station. Send tape to Box 767L, BROADCASTING.

Announcer, experienced, good staff and deck work, reliable, hard working, give experience and educational re
turns. All references. Box 761L, BROADCASTING.

Wanted: Experienced announcer for p.m. on local station, high class audience. Box 762L, BROADCASTING.

Help Wanted

Managerial

Wanted: General manager for midwestern radio station, 35,000 town. One who wants to get completely into radio business. Family oriented, small community, Salary and share in profits. Education and experience necessary. Box 761L, BROADCASTING.

Wanted: Station manager with successful record. Send picture, references, biography to R. Winters, WBYS, Canton, Illinois.

Television

Technical

Wanted—TV chief engineer. Man must have license, experience completely. Box 580L, BROADCASTING.

First class operator for television. Must have first class license. Wonderfull opportunity. Box 764L, BROADCASTING.

Production-Programming, Others

Wanted—TV production chief. No license needed. All air, in charge of all phases of show, able to handle any problem that may come, dig in, work hard. Right man can have unlimited opportunity. Box 765L, BROADCASTING.

Situations Wanted

Managerial

General-commercial manager with six years experience in coast to coast, 1000

watt south, southwest, or lower west coast station. Well known in industry. Employed. Box 765L, BROADCASTING.

Announcers

Wanted, 24, veteran, draft exempt, experience necessary, will work any place. Experienced all phases. Currently employed. Write Box 764L, BROADCASTING.

Disaster—announcer, experienced, available now. Showmanly, eastern or western preferred. Box 764L, BROADCASTING.

Fully experienced announcer desires able to work anywhere. Now employed. Excellent opportunity in state Wisconsin. Have major market position in paper. Have excellent references. Box 761L, BROADCASTING.

Announcer, first license. Strong on sports news. Frequently employed to announce on radio. Desires more air time. Box 767L, BROADCASTING.

Metropolitan areas. Versatile, first rate talent. Can report any time. Open to offers. Excellent background, experience. Box 762L, BROADCASTING.

Wanted: Small play-by-play announcer for radio or TV. 10 years experience in TV play by play. Has sports, music, news. Excellent background, music, voice, not sure of exact location. Box 760L, BROADCASTING.

Wanted: Experienced announcer, work in Philadelphia area. Box 761L, BROADCASTING.

Wanted: Experienced announcer, work in Chicago area. Box 762L, BROADCASTING.

Wanted: Experienced announcer, work in New York area. Box 763L, BROADCASTING.

Wanted: Experienced announcer, work in Los Angeles area. Box 764L, BROADCASTING.

Wanted: Experienced announcer, work in San Francisco area. Box 765L, BROADCASTING.

Wanted: Experienced announcer, work in New Orleans area. Box 766L, BROADCASTING.

Wanted: Experienced announcer, work in Dallas area. Box 767L, BROADCASTING.

Wanted: Experienced announcer, work in Houston area. Box 768L, BROADCASTING.

Wanted: Experienced announcer, work in Minneapolis area. Box 769L, BROADCASTING.

Wanted: Experienced announcer, work in Washington area. Box 761L, BROADCASTING.
Of filmed programs and reports the trend is strong enough to invite participation as up 100%, to estimate the future of the things going on and the people getting into the field—television is getting for all forms of production, but it feels. Pathsequences Productions, in light of this, is expanding a little, but nevertheless wonders about one possible pitfall in filmed TV programs: What will happen if writers ask duplication of their fees for repeats of a program?

Morris Behrend, general manager of Sarra Inc., reports 1962 production up 100% this year, and feels it conservatively, and the year is going to be “as good if not better than 1961.”

Trend to commercials, as he sees it, is toward simplification and greater dignity—omitting the variety that makes some commercials confusing. “This business of using all those absurd Geographic bylines to make one commercial is on its way out,” he said, “You just cannot do it in 20 seconds.”

Although emphasis on greater dignity may not be forthcoming so soon, it is a matter of concern to some producers, he said, and they hope to see it develop as quickly as possible. The point remains, he observed, “that the best commercial is still the commercial that sells.”

Sees New Techniques
James Gray, vice president of Gray-Reilly Studio, reports that production of TV commercials for 1962 promises to increase between 15% and 20%. Observing the trend toward greater use of film, Mr. Gray anticipates new techniques and technical inventions to facilitate that trend.

William Goodheart, president of Official Films, sees more production during 1952. Describing Official Films as “a new business under a new policy and a new management,” Mr. Goodheart reports he is “very optimistic about the future—completely optimistic.” His company is going ahead on the basis of complete volume, as a result.

Gene Autry, vice president of Flying A Pictures, Hollywood, said he has been impressed in the future of TV in the form of two 52 half-hour western series and another $500,000 in a new building.

“Yes, I believe in TV, and I think that the FCC lifts its freeze the growth... will be one never equaled before by any entertainment form. However, I don’t concede radio to be dead. It will still be a strong factor next year as it was this...

Hollywood turned out over $4.5 million worth of TV film commercials this year and should produce about $10 million in 1962, Harry W. McMahan, executive producer, Five Star Productions, Hollywood, said.

“More commercials will be produced on film, higher budgets will be allocated. Quality of commercials will continue to improve as agencies better understand the potential of the audio-visual medium, in the estimation of Peter de Robeck, national sales manager, Consolidated Television Sales (division of Consolidated Television Productions). Film producers are largely the finance-consumers, (Continued on page 78)
Film in '52

(Continued from page 77)

he points out, continuing:

"From an advertiser's standpoint, TV film offers these advantages: Programs that can be beamed at 'wanted' markets and [those] that can provide top talent and production at costs that are reasonably stabilized while live program costs are on the increase."

Growth of the film TV industry in Seattle, notably on the current FCC television station freeze, limiting the number of clients who can use it on the city's only video outlet, KING-TV. But Vernon G. Witt, manager of Crit- erion Films Inc., Seattle, reports larger '52 TV budgets in any event.

"When additional channels open in Seattle and adjacent centers, commercial film production activity will probably reflect" more advertising opportunities, Mr. Witt pointed out. Meanwhile, considerable interest in commercial films of a public relations or promotion nature has been shown.

"Everything points to 1952 as the biggest year yet for Holly- wood's television film producers," Don McNabb, executive vice president of Dudley Television Corp., said. He cited a current rush of TV business and filming of 34 network TV shows in Hollywood now. As a result, key agency personnel are shifting to the West Coast and there is more production of filmed commercials as well.

"Tremendous steps forward" in manufacture of film for TV were predicted also by Lee Savin, executive producer, Interstate Television Corp. (subsidiary of Monogram Pictures Corp.). On advantages for sponsors, Mr. Savin said:

"Advantageous timing 'buying' is simplified by giving the sponsor the choice of telecasting his show when and where it is most desirable. Live shows and the unac- cessible studio are in the caption, the sponsor this flexibility, nor can the temporary lower costs of live shows overcome the residual rights of the producer and the sponsor in filmed shows."

Reports Film Spot Gains

Norman Lindquist, vice president and television director, Atlas Film Co., Chicago, reported increased "purchasable gains" in TV film spot business this year for his firm. Trend is to shorter spots and chainbreaks because of more frequent availabilities of shorter time slots, he said.

Straight-selling commercials rather than those using gimmicks are more in favor. Additionally, agencies are finding a growing awareness of film's advantages, watching better scripts and are collaborating more extensively with film firms, Mr. Lindquist stated, adding, "The potential will be unlimited if the freeze goes off."

Jerry Campbell, partner in Campbell-Cahill Studio, Chicago, re-

SOUTH CAROLINA Gov. James F. Byrnes (c), former U. S. Secretary of State and U. S. Supreme Court justice, switches on the transmitter at WORD Spartanburg, S. C. Looking on are Walter J. Brown (l), WORD president-gen- eral manager, and Federal Judge C. C. Wyche. Station now operates on new 910 kc with 1 kw [8B-T, Dec. 17]. It formerly used 1400 kc, 250 w.

ported increased TV budgets, simple selling messages requested by clients and heavier demand for film spots.

"Costs are about the same as last year, although there was a large jump between 1949 and 1950. We have seen no pressure from our clients to put out cheaper work. Most of them and their agencies seem to want quality commercials, even if they are not the cheapest."

Cappedoles comments from state- ments by other film producers fol-

Paul Thompson, Thompson Film Services, Seattle — "I'd venture there will be increased production in shorts for television. . . . The advertising agencies are just beginning to wake up to the astounding results that can be obtained by visual advertising. . . ."

Adrian Weiss, Adrian Weiss Productions, Los Angeles — "A product identified with poor quality, key agency personnel are shifting to the West Coast and there is more production of filmed commercials as well."

"Advantageous timing 'buying' is simplified by giving the sponsor the choice of telecasting his show when and where it is most desirable. Live shows and the unac- cessible studio are in the caption, the sponsor this flexibility, nor can the temporary lower costs of live shows overcome the residual rights of the producer and the sponsor in filmed shows."

Reports Film Spot Gains

N

W. M. RICHARDSON

Dies in Auto Accident

WILLIAM RICHARDSON, 28, general manager of WBYS-AM-FM Canton, Ill., was fatally in-

jured in a head-on automobile collision near Canton, Ill., on Dec. 11. At the time of the accident, Mr. Richardson was en route to his home near Lewistown. Funeral services were held in Salem, Ky.

Born in the state of Grah-

AM. had a son, Joseph, a 15-year-old girl riding in the other car who was criticallyjured. . . .
November Box Score ... 

STATUS of broadcast station authorizations and applications at the FCC on Nov. 30 follows:

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
<th>Licensed</th>
<th>Conditional</th>
<th>Construction permits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>2,480</td>
<td>1,094</td>
<td>107</td>
<td>117</td>
</tr>
<tr>
<td>FM</td>
<td>1,440</td>
<td>694</td>
<td>57</td>
<td>168</td>
</tr>
<tr>
<td>TV</td>
<td>1,067</td>
<td>532</td>
<td>863</td>
<td>75</td>
</tr>
</tbody>
</table>

*On the air.*

Your box score of broadcast station authorizations and applications at the FCC on Nov. 30 follows:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,480</td>
<td>1,094</td>
<td>107</td>
</tr>
<tr>
<td>1,440</td>
<td>694</td>
<td>57</td>
</tr>
<tr>
<td>1,067</td>
<td>532</td>
<td>863</td>
</tr>
</tbody>
</table>

*On the air.*

Non-Docket Actions... 

**AM GRANTS**

**New York**—Clay Ferber, publisher of The Journal (The Milwaukee Journal) to John R. To
day, of 5101 Chicago Ave., Chicago 24, Ill., for 1925 Licensee, 1925 Licensee, for assignment of Licenses, Inc., to WBU, WBBM AM, FM, and AM-FM for station in Charle

**FM GRANTS**

Augusta, Ga.—Georgia City Broadcasting Co., licensee of WJA, to Transferee for transfer of WJH, to ABC for FM station in Savannah, Ga., for operation on 98.1 MHz.

**TV APPLICATIONS**

**FCC Actions**

December 20 Applications...! ACCPETANCE FOR FILING Modification of CP

**FCC PACT**

Cuba First to Ratify the New North American Broadcat Agreement (NARBA) is Cuba. On Dec. 17, the Cuban Senate ratified the text of the North American radio conference which was signed Nov. 15, 1930.* [Page 79]

**URUGUAY VISITS**

Hector M. Laborde, general manager of the Uruguay government radio network (SODRE), Montevideo, is on a four-month tour of radio-TV installations in the United States. The purpose of the trip, he said, is to facilitate exchange-of-persons program. Uruguay has developed special feature broadcast services for farmers, students and children, he said.

**LITTLE BOY ON RECORDS**

Tommy Tucker

MMG 11067; Little Sylvia — Savoy B16

Evelyn Knight — Dec. 27842; Martha Til

ION — Coral 60585. 

December 29, 1951 — Page 79
Roslow Answers Chappell

CHARGE that Dr. Matthew Chappell resorted to a "cute statistical trick" to discover low correlation between Pulse and Hooper ratings in individual cities in contrast to high correlation between U. S. Hooperatings and Nielsen Radio Index ratings was hurled last week by Dr. Sydney Roslow, director of The Pulse Inc.

In an answer to the summary of the Chappell report on the various types of audience rating surveys released the previous week by C. E. Hooper, chairman of the Test Survey Committee, to refute Mr. Hooper's statement that Dr. Chappell was added to the committee's suggestion. Dr. Baker, as quoted by Dr. Roslow, recalled that several names were suggested from the roster of the New York Radio Research Council and as Mr. Hooper and Dr. Roslow agreed on a name "I stepped to the phone and called the individual and invited him to work with the committee. Both Larry Deckinger and Matt Chappell were selected in this way."

Declaring that "half research is worse than no research," Dr. Roslow states that "the national U. S. Hooperatings are based in Correlation [with NRI] are not the same kind of ratings now issued locally by our competitor [Hooper]. The TV ratings are based on about 50% diary returns and 50% telephone coincidentals. The present system employed by our competitor is over 50% unaided telephone, as a result of which low programs are abandoned by the broadcasting industry with our competitor helping to make this decision."
The data employed in the ratings are the ratings of national network programs. They are not based on the ratings of all stations, large and small, in a local market.

"It will doubtless surprise our competitor that Pulse Multi-Market radio ratings of network programs also correlate high with NRI," Dr. Roslow asserts. He reports that the period March-April, 1951, the correlation between Pulse and NRI was .82 for daytime programs, compared with an .87 correlation between Hooper and NRI, with a Pulse-NRI correlation of .83 for evening programs, against a .85 Hooper-NRI and adds: "Remember that the Pulse Multi Market Radio is national in the sense that the NRI is and should not be expected to correlate so well."

Denying any admission that Hooper ratings should be "accepted at the gospel," Dr. Roslow states that correlation here "means only that there is agreement in the rank order of programs ratings." He adds that the failure of the Chappell report to cite actual U. S. Hooperatings and NRI ratings is that "there is a wide gap in actual size between the two, and the notes the Chappell comment that "total audience sizes vary from 25% greater than the average audience for high rating programs to 70% greater for low rating programs as Audimeter data seem to indicate."

In contrast, Dr. Roslow lists the following comparison between Pulse Multi Market ratings and NRI for March-April:

<table>
<thead>
<tr>
<th>Average of All Programs</th>
<th>Pulse</th>
<th>NRI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday night</td>
<td>7.8</td>
<td>9.7</td>
</tr>
<tr>
<td>Tuesday night</td>
<td>7.3</td>
<td>8.9</td>
</tr>
<tr>
<td>Wednesday night</td>
<td>7.5</td>
<td>9.8</td>
</tr>
<tr>
<td>Thursday</td>
<td>6.5</td>
<td>7.5</td>
</tr>
<tr>
<td>Friday night</td>
<td>7.9</td>
<td>9.1</td>
</tr>
<tr>
<td>Saturday</td>
<td>7.2</td>
<td>9.2</td>
</tr>
<tr>
<td>Sunday night</td>
<td>7.9</td>
<td>9.3</td>
</tr>
<tr>
<td>Monday daytime</td>
<td>7.0</td>
<td>9.1</td>
</tr>
<tr>
<td>Thursday</td>
<td>5.3</td>
<td>9.9</td>
</tr>
<tr>
<td>Friday</td>
<td>5.5</td>
<td>9.9</td>
</tr>
</tbody>
</table>

Dr. Roslow quotes from the Chappell report the following correlations obtained between "Pulse ratings and the so-called coincidentals for three markets!"

<table>
<thead>
<tr>
<th>Coefficient of Correlation Between Roster and Telephone Coincidentals Ratings</th>
<th>San Francisco</th>
<th>New York</th>
<th>Chicago</th>
<th>Oakland</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.6-0.9</td>
<td>0.51</td>
<td>0.51</td>
<td>0.27</td>
<td>0.83</td>
</tr>
<tr>
<td>1.0-1.9</td>
<td>0.41</td>
<td>0.41</td>
<td>0.42</td>
<td>0.84</td>
</tr>
<tr>
<td>2.0 and over</td>
<td>0.83</td>
<td>0.84</td>
<td>0.86</td>
<td>0.54</td>
</tr>
</tbody>
</table>

Dr. Roslow declares, "Had Dr. Chappell bothered to read the expression of the Pulse sampling method in the Pulse reports 'borrowed' for his study, he would know that Pulse is using probability sampling,

```
DERBY SIGNS CHERTOK
DERBY FOODS, Inc., Chicago, announced last week by Jack Chertok Productions Hollywood to produce a series of 26 half-hour video films entitled, Sky King. Transaction is reported to involve $95,000 for the first season, which will be based on the MBS radio series entitled, Sky King, which is also sponsored by Derby Foods. The company will promote it its Pen Peanut Butter on TV shows. Filming is slated to get underway early in February. Agency for Derby Foods is Needham, Louis & Brobray, Chicago.
```

---

**WLWT FILM BUY**

GETS NEW RUN FEATURES

NEW FILM purchase has been made by WLWT (TV) Cincinnati of 18 feature films being released by Snader Productions. Bernie Barlow, assistant to the vice president in charge of TV for Crosley Broadcasting Corp., station licensee, pointed out the purchase will enable WLWT viewers to see current films within a few weeks of their release to first run theatres. Films will be shown on Family Theatre.

The group of 1950-51 films either have been or will be released within the next few months to first run theatres around the country and at the same time they are being made available to TV stations, it was stated.

Those films already released, have been issued within the past 18 months, Mr. Barth said. Thus the films, which include 13 Alexander Korda color films, and a number of other Korda studio films and an all-star RKO release, could possibly be playing at a neighborhood theatre at the same time they are on WLWT television, he explains.

---

**CBS PUBLICISTS**

**GUILD ASKS WAGE BOSS**

WEEKLY wage increase of $77 was asked by Publicists Guild for CBS Hollywood Radio and TV publicists during opening negotiations last week. The proposed pact for $77 would increase current salaries in line with those of motion pictures. The guild on behalf of the network's 13 publicists, who average $89 per week with $77 as minimum, asks $140 plus $14 (10%) cost of living (latter to fluctuate with changes). Proposed sum is meant to keep pace with $100 motion picture suits for junior and senior scale wagers.

CBS' contract with the guild expires Dec. 31, as does that of ABC. Networks have approached the guild on subjects of joint negotiations, but guild reaction at this point, is not favorable.
HEARINGS

NEW YORK State Bar Assn.'s Committee on Civil Rights went on record last week—and asked the association to follow suit—condemning the broadcasting industry for executive proceedings while any witness is testifying, "except at public hearings on pending legislation."

The Committee also held that no such executive proceedings would be constitutionally sponsored. It asked the association to urge that all Congressional and executive hearings be governed by a "code" embodying its recommendation. The association will vote on the proposals at its annual meeting Jan. 24-28 in New York.

The proposal, proposed by the 30-man committee extended to still photographs and moving pictures (newsreels) as well as radio and TV. The "code" which the group advocated to govern proceedings, if it may properly be allowed in hearings on pending legislation—would include a provision to make sure that "the necessary apparatus, graphs, movies, pictures, television, and radio broadcasting should be as inconspicuous as possible."

The proposed prohibitions were attributed to a desire to protect individual rights and to assist committee in performing their tasks as efficiently as possible. Report said:

It is often asserted that Congress has the job of enlightening and educating the public, and that it is this characteristic duty which gives the Constitution function against the danger to individual rights.

Nor do we find any sound Constitution al legal ground for assertion sometimes made that television, newsreels, radio or the cameras have rights guaranteed by the First Amendment to record and broadcast governmental investigations. Equally clearly, however, any attempt to deprive the public in the hear to legislative or executive proceedings while they are in progress.

Schedule Problem

The "precise" schedules of radio and TV make it difficult to give full coverage, the committee said, and in addition the danger that legislators [or witnesses] may use the tremendous national audience for personal advantage at the cost of a dignified and fair proceeding cannot be ignored. The report continued:

Moreover, where the accuracy of the legislation that is being considered is in question, there is a constitutional danger that men's reputations and careers may be affected. Consequently, it is this very process involving reputation and livelihood that are under attack, which furnishes the best possible argument and creates the loudest clamor for further broadcasting.

The committee noted that legislative hearings generally fall into one of two categories: (1) pending legislation; (2) on the administration of governmental affairs, dealing with such questions as the honesty or ability of administration officials. The committee believes that (1) is the most serious, attempting to elicit facts and recommend legislation, and (4) hearings to inform the public, etc.

In the first type—hearings on pending legislation—the "danger that a witness' rights will be invaded is relatively slight," the committee concluded. But it felt "the danger of abuse exists," and that a committee code should be drafted "to minimize as far as possible the disturbing influence of cameras, flash bulbs, and microphones."

The Committee added that such provisions would be a "wise precaution."

In addition the code should inspire a witness whose reputation may be in doubt to take advantage before the committee to rehabilitate himself. And if the witness in the interim should desire to express his views to the committee without the added publicity of television, radio, and newswreel, his wishes should be respected and the cameras and microphones should be shut off.

Special Instances

In the case of hearings on administrative investigation, the committee felt the question of radio, TV and other coverage hinges on whether hearing is held: "If so faras [the hearings] are judicial or quasi-judicial in nature we believe they should be conducted without television, newswere, cameras or sound, but if not, and the hearings are not judicial in character . . . there will undoubtedly be instances where full coverage is desirable."

Even in the latter instances, the committee thought there should be adequate rules of procedure for such conduct, procedures that will protect the individual witness and prevent their being held up to ridicule and contempt.

In the case of hearings to find facts and recommend legislation to inform the public, etc., the committee held that "mike fright or stage fright impair a witness' ability clearly and intelligently, and additionally, "widely spread public coverage of such a hearing through television, radio, and newswagel may violate the most basic rights of a witness being questioned to the utmost of his personal and business life."

Further, it was said, such hearings must necessarily be "selective," and are not primarily designed to determine innocence or guilt. The report asserts:

Anything which makes it still harder for a witness to defend himself while being questioned at length to his inadequate opportunities for self defense and eliminates the possibility that Television and radio coverage have just such fundamental effect on the procedure of precise time schedule and the necessity of reinstating legislation that might save him his reputation.

We believe there is no real defense for allowing these hearings to be broad cast. We strongly favor such an extension of the court on the subject of the granting of quasi-judicial and non-judicial principles.

A serious constitutional question arises when a witness applies under subpoena refusal to testify on the ground that the exposure of his soul subject him to severe mental and physical strain and he is unable to

LEBS (Continued from page 26) permanent monopoly extending from newspapers to high power radio stations to the only available television channels and to their networks. In one community I can mention, there are three powerful daily newspapers which possess the only three clear-channel stations, the three most famous networks, the three desirable FM channels and are operating the only three VHF television stations that community will ever have. It is hardly necessary to point out the difficulty of the competition against such hori zontal monopolies. It is important that we realize that this newspaper-AMTV combination is ever spreading and that within the foreseeable future the major power of all communications in America will be in the hands of 500 men. However fine these men, such an unchanged concentration of power violates the principles of competitive free enterprise.

Return to Radio

"I further predict that 1952 will see an increase number of advertisers priced back from TV to AM. The trend has already begun. An honest appraisal of costs and profits will bring many to the realization that many more advertisers the economy of AM radio particularly for mass consumption products needing repetitive mention. I predict that in 1952, will see national networks using AM radio stations. We will see an end to such staggering figures that Phonovision, Sliktron and similar home payment, non-advertising devices will be seen as an inevitable necessity for TV. AM is there to stay and, in one network or another, to expand, but 1952 will see more national advertisers looking for AM effective but too expensive novelty."

I predict that 1952 will produce by changes in the relationship of radio and sports. Sports fees, blackouts, sports relations upon the freedoms of station journalists to discriminate between radio as well as violations of the statute law will in 1952 bring the first strong reaction from an angry and awakening radio industry.

I predict that in 1952 America will for the first time realize that the Liberty Broadcasting System is no joke. We have already heard the question: 'What are the leading networks WMGM, WCLF and KMPC in New York, Chicago and Los Angeles respectively. Liberty is already America's second largest network. A new giant is in the land.'

(Jock) FERNHEAD, general of KAY San Francisco "YA staffers with 15-pound Christmas."

CASTING • Telecating

Coverage Is Opposed By N. Y. State Bar

(Continued from page 26) that we are evolving sound procedures to assure a healthy future for radio.

Our television activities this year, we feel, more firmly entrenched NBC as the leading network of the medium. We have increased the number of program hours and will continue to do so. We have added great bargaining power, and this policy, too, will endure. We have proven the worth of sales methods improved over radio. We are trying to restore the American public best in its particular manner. And we have confidence in our own ability to bring this concept to complete realization."

AAC (Continued from page 28) ing pace with the needs of the times.

Agencies and media will need no words of warning. They can work creatively to make advertising more effective and to bolster advertisers' confidence in their advertising expenditures. We must strengthen our business relationship—such fundamentals as rate cards and contracts, to facilitate time-buying—in improving billing practices, in speeding up collections and in existing by all, each. And we must work with a high sense of public responsibility, to allow program criticism.

Individually and through our organizations, we have a full docket. To have a full pocket too, it will be a busy year.

Think clearly—that the light, camera, microphone and the devices, the thoughts of millions of watchers and listeners, and the heat and confusion, make a hearing as to him a "third degree." The "third degree" method of eliciting information has been roundly criticized by both Bar and Bench as inimical to the interest of justice and violation of due process.

The Committee, headed by Louis Waldman of New York City, said its report dealt "primarily" with Congressional hearings, but also applies to "executive proceedings of an analogous nature, and on a state as well as a federal level."

December 24, 1951 • Page 81
THIRD annual TV program popularity poll conducted by Cleveland Plain Dealer shows "Mama" in first place as favorite program. Poll conducted by George E. Condon, radio editor of newspaper which has conducted radio popularity contest for 23 years. Results of the TV poll follow:

**Favorite Program:***
1. Mama (CBS) 
2. Goodfry (CBS) 
3. Showboat (NBC) 

**Favorite Entertainer:***
1. Goodfry (CBS) 
2. Red Skelton (NBC) 
3. Martin & Lewis (NBC) 

**Network News Program:***
1. John Cameron Swayze (NBC) 
2. Doug Edwards (CBS) 

**Local News Program:***
1. Dorothy Fane (NBC) 
2. Warren Guthrie 

**Best Variety Show:***
1. Toast of the Town (CBS) 
2. Showboat (NBC) 
3. Goodfry (CBS) 

**Favorite Mystery Program:***
1. Suspense (CBS) 
2. Lights Out (NBC) 
3. The Whistler (CBS) 

**Favorite Musicals Show:***
1. Fred Waring (CBS) 
2. Hit Parade (NBC) 
3. Paul Whiteman (ABC) 

**Best Dramatic Show:***
1. Days of Our Lives (CBS) 
2. Mama (CBS) 
3. Kraft Theatre (NBC) 

**Favorite Television Program:***
1. Gene Carroll 
2. Bob Dale 
3. Soupy Sales 

**Favorite Sports Program:***
1. Basketball (Cleveland Indians) 
2. Program by Bob Neale (news and interview) 
3. Wrestling 

**Favorite Children's Program:***
1. Uncle Jack's House 
2. Adventures of Superman (NBC) 
3. Howdy Doody (NBC) 

---

**BROWN BUYS KBIS**

CONTROL of KBIS Bakersfield, Calif., is being bought for $38,250 by veteran broadcaster Harold Brown from Guy, Fred and Reno Marchetti, according to application filed with FCC Friday. Mr. Brown, at present KBIS commercial manager, was formerly with KJM Fresno and KERN Bakersfield. After FCC approves Mr. Brown's 61% ownership, he will become general manager of station. Associated with KBIS is KMAR (FM).

**EDWARDS SHOW SHIFTS**

Ralph Edwards Show to start on NBC-TV Monday, Jan. 14, instead of Jan. 7, as previously announced. Program will be aired there after Mon., Wed., and Fri. from 3:30-4 p.m. EST rather than 12:30-1 p.m. EST, Mon.-Fri. Latter time slot will be filled, starting Jan. 7, by NBC-TV's Luncheon Date, musical-variety program emanating from Chicago.

**DIETRICH ON SUNDAY**

ABC RADIO's Cafe Istanbul starring Marlene Dietrich will go on air every Sunday night from 9:15-9:45 p.m. beginning Jan. 6. Preview of show with highlights of Miss Dietrich's career will be broadcast Dec. 30.

---

**P E O P L E . . .**

THOMAS P. HOIER, 74, radio and TV, stage and vaudeville actor, died Thursday in Poly-clinic Hospital, New York. In recent years he had played character roles in several after noon radio serials, including Young Widdler Brown. He is survived by his widow, Mrs. Esther Boggs Hoier.

SAMUEL RUBENSTEIN, a founder and vice president of Arthur Rosenberg Co., which was dissolved November 20 (95 years old), has resigned to join Miller Adv. Agency, N. Y., as vice president and account executive.

DICK WINTERS named director of promotion and publicity, WINS New York, to succeed Joseph G. Besch, recently appointed assistant general manager.


WILLIAM B. RYAN, president of Broadcast Advertising Bureau, will speak at first 1952 luncheon of Radio Executives Club of New York, to be held Jan. 10 at Waldorf-Astoria.


EARLE K. ANGSTADT Jr., buyer at Macy's, N. Y., and Oscar B. Lubov, assistant merchandising director of William H. Weintraub Co., N. Y., to Young & Rubicam as merchandising executives.

SIDNEY A. WELLS, vice president of McCann-Erickson, Chicago, succeeds Homer Havermale as Chicago manager Jan. 1. Mr. Havermale, who is retiring, continues as advisor and consultant. Mr. Wells joined McCann-Erickson in 1928, going to Chicago office in 1938-"a name no longer in connection with the firm," was named vice president in 1945.

ALAN SWEETOW resigns as vice president of Sander-Rodkin Agency, Chicago, to open own package company, Television Features Inc. Firm, located at 159 E. Chicago Ave., specializes in television shows, production and commercials, motion pictures and radio production. Telephone Mohawk 4-7050.

RAY F. McCARTHY, formerly of Berry Motor Co., St. Louis, and Blue Cross, named director of public affairs and publications of KMOX, CBS-owned station in St. Louis. At one time he was head of Community Chest in Washington.

GEORGE H. SANDEFE, controller for NBC's radio-TV network in Washington, resigned Monday to join Wofford & U. S. O'Brien to direct chamber's radio-TV activities. Arthur Hamilton, of NBC New York O&O division, named by WRC-WNBW (TV) Manager Eugene Juster as successor to Mr. Sandefur.

HOLLIS D. BRADBURY, formerly eastern manager and later sales engineering supervisor of RGA Engineering Products Dept. film recording sales, named nation's manager of film section. He has been with RCA 24 years.

JOE GANS, vice president in charge of television, Thwing & Altman, father of girl, Laurie.

BROADCASTING
In 1900, a very familiar sign among hundreds of others was this one pictured above. Yes, the metal sign tacked to the tree and the ad painted on a barn were a major part of America's advertising effort in 1900. And in those years it was successful advertising—it reached people!

From this form of advertising, many companies grew to be today's largest manufacturers.

Twenty-five years ago, radio had its beginning and soon had its place next to newspapers and magazines. Radio itself built great companies and made them even greater because it gave the advertisers a new method of reaching more people more frequently and more efficiently.

Today, television has been added and with its added impetus of sight and motion, together with the spoken word, has already taken its place in the American "scheme of advertising." The basis of today's successful advertising is the more modern media... and television is the most modern of them all. Its full potency has not yet been determined.

In WLW-Land we have found, however, that the combination of television and radio reaches more people more often and more economically than any other combination of media. The technique is as new and modern as television itself.

WLW TELEVISION
THE NATION'S STATION AND ITS TV SERVICE
Three dots that opened a new era!

When Marconi, on December 12, 1901, heard a "3-dot" radio signal—the letter "S" in Morse Code—from across 1,800 miles of sea, it was an experimental triumph that opened a new era in the art of communications.

Before this historic event, wireless telegraphy had been limited primarily to communications between the shore and ships at sea. Marconi's success, however, was the forerunner of many other important developments which led eventually to RCA worldwide radiotelegraph service that now operates more than 80 direct circuits to 67 countries.

As radio progressed, its usefulness was expanded by invention and development of the electron tube, the harnessing of short waves which made world-wide transmission a reality, and the automatic transmission and reception of messages at high speed.

Radio, with its magic of spoken words and music broadcast over the world... television, the miracle of pictures in motion transmitted through the air... these mediums of modern communication have added notable links in the chain of electronic advances first forged in 1901 from the mere sound of three dots.

See the latest wonders in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., New York. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.

Today RCA Communications sends and receives about 81 million words each year across the Atlantic; the messages are automatically recorded on tape, for error-free transmission.