WERE WINS DOUBLE VICTORY IN HEAVY VOTING
CLEVELAND STATION ALERT TO LOCAL PROGRAMMING NEEDS

IN the heaviest voting ever recorded Cleveland listeners voted the Rosary their "Favorite Program," topping every other local and network program in Cleveland. Listeners also voted the show their "Favorite Cleveland Originated Program."

The Rosary is a live locally originated WERE public service program broadcast seven nights a week at 7:45-8:00.

This sweeping victory points up the sensitivity of this 5000 watt Cleveland independent to the programming tastes of Greater Cleveland.

WERE delivers the programs that Cleveland wants to hear—news, music and sports... Cleveland Indians, Browns and Barons—programs vital to the community.

Your sales message gets across—on the station that gets across to Greater Cleveland—WERE, 5000 watts at 1300 on the dial.
A fellow matures rapidly in Television. KPIX, San Francisco's pioneer station, went on the air on December 22, 1948. Now, three years later, KPIX has the wisdom that characterizes Television's veterans...the wisdom, among other things, to recognize that in Television you can't stay young...and you must never grow old!
exploring every market... from eight strategically located offices throughout the United States... giving you superior coverage with quick and thorough personal service to Advertisers and their Agencies.

All offices company owned and operated

Headley-Reed Company
Radio Station Representatives.
Sunday afternoons at two, time on WDEL-TV for the Wilmington, Delaware, Public School half-hour show, "School Report." Under the general supervision of John Hunt, Public Relations Director of the Wilmington Schools, the program content is kept pertinent and timely... aims to interpret present-day schools to the community, and to assist teachers to understand community needs and reactions.

A recent "School Report" program in the 1951-52 series, a parent-teacher problem clinic, is pictured here. Parents dramatized some of the questions being asked about modern educational methods. A panel composed of six supervisors and teachers then explained and discussed the questions posed.

"School Report" typifies the many public service telecasts carried by WDEL-TV in its continuing endeavor to serve its viewers and to help make its coverage area a better place in which to live.
CLOSED CIRCUIT

ASSOCIATED PRESS, which has been making its plans quietly, has privately advised number of TV stations that it shortly will announce news service on film for its TV station membership. Prospects were told by Oliver Framling, asst. general manager for radio-TV operations, that news service will be "something different." Announcement likely to be forthcoming in January.

UNHAPPINESS of NBC network top executives over affiliates' brusque rejection of some proposed sales strategies is not lessened by preliminary accountant's reports that NBC's O & O radio stations reported a meager $1.5 million profit before taxes of some four times that of NBC network figures being roughly $7.5 million for O & O stations less than $2 million for network.

CHICAGO office of one of top station representatives reports that radio billings as of Oct. 1 this year equaled all of 1960 billings and that city proceedings then have been "phenomenal." Most representatives during normally slowed-down holiday season were busy delivering availabilities up to 6 p.m. Monday before Christmas.

FABULOUS Glenn H. McCarthy, Texas oil millionaire, hosteler (Shamrock) and broadcaster (KKZY Houston) contemplates going into Latin American TV in big way. On drawing boards, it's reliably reported, are half dozen VHF stations - three in Venezuela, where he holds oil interests, and three in Guatemala.

CBS will designate Herbert V. Akerson, vice president in charge of station relations, as its liaison member of NARTB TV Board. This follows network action last week in joining NARTB TV for network and two owned and operated stations - WCBS-TV New York and KNXT (TV) Los Angeles [B*7, Dec. 24].

YOUNG & RUBICAM, N. Y., currently studying advertising plans for Time and Life magazines' 1962 campaign, 1962 campaign plans are expected to be continued, with definite decision forthcoming within fortnight.

FACED WITH probable biggest deluge of work in its history, FCC will seek at least another $2 million appropriation for upcoming fiscal year, present $5.9 million budget which runs until June 30. At that time Commission should be well in throes of TV city-by-city hearings.

IN RE FCC financial plight, it's no secret that it's looking for means of getting additional hearing officers to supplement seven examiners available for TV hearings. Delays in individual city proceedings, it feels, will make it more costly for both taxpayers (via government) and applicants.

WITH TRANSFER of WCPN Boston to new Baker-Beamish ownership (CLOSED CIRCUIT) (Continued on page 6)

GOTTLEB, DELLA CIOPPA
NEW CBS RADIO V. P.'s


Mr. Gottlieb becomes vice president in charge of network programs CBS Radio. Mr. della Cioppa becomes vice president in charge of network programs-Hollywood, CBS Radio, succeeding Harry S. Ackerman who has been Hollywood vice president in charge of network programs for both CBS Radio and Television and continues as network program vice president there for CBS Television.

STREIBERT CHAIRMAN

THEODORE C. STREIBERT, president of WOR AM-FM-TV New York, appointed chairman of Radio Advisory Commission on Information, U. S. State Dept., which he had previously served as chairman of subcommittee investigating Voice of America's facilities planning and development program and member of subcommittee on management and personnel. Radio Advisory commission is one of four; others represent press, motion pictures and general business.

LANIGAN TO JOIN ABC-TV

JOHN B. LANIGAN, specialist in consumer advertising for Time magazine, will join ABC as vice president in charge of television sales effective Feb. 1. Mr. Lanigan succeeds Fred M. Thrower, who resigned last month to join CBS-TV as vice president in charge of sales [R*7, Dec. 5].

BUSINESS BRIEFLY

CAMPANA AGENCY - Campana Sales Co., Batavia Ill. (Italian Beverages), names Tim Morrow Agency, Chicago, to handle its account, which includes network radio. Frank Duggan is account executive.

PURINA HOOKUP -Ralston Purina Co., Feed Division, to sponsor transcribed Eddy Arnold show on 11-station NBC western hookup, starting Jan. 5 for 52 weeks. Package, owned by Brown Radio Productions, to be aired Sat., 8-8:30 p.m. (PST). Agency, Gardner Adv., St. Louis.

VALENTINE SPECIAL - Elgin American Division of Illinois Watch Co., Elgin, Ill. (compacts, jewelry), to sponsor one-time segment of The Big Show on NBC Sun., Feb. 10, 6-6:15 p.m., as Valentine promotion. Agency, Russel M. Seeds, Chicago.

KRAFT BUYS - Kraft Foods, Chicago, buys last open time period in MBA's child strip series, signing Bobby Benson Show Mon. 4-4:30 p.m. (CST) from Dec. 31 on full network plus Hawaii, 52 weeks. Malted milk and caramels to be promoted. Kraft has ordered another segment of Queen for a Day, switching Tues.

CARPET FIRM BUYS TV

JAMES LEE AND SONS Co., Bridgeport, Penn., will sponsor series of half-hour TV shows entitled Meet the Masters, featuring such radio celebrities as Arthur Rubinstein, Jascha Heifetz, Marion Anderson and others to start in 36 cities, coast to coast. D'Arcey Agency, New York, placing programs, mostly for Sundays but specific times and station list not yet completed.

Westinghouse to Sponsor Conventions

WESTINGHOUSE ELECTRIC Corp. to sponsor $3 million Presidential election package on CBS Radio and CBS Television, including summer political conventions, 19-week get-out-the-vote campaign and election results. Agency handling account is Ketchum, MacLeod & Grove, Pittsburgh.

Campaign will cover 100 major markets, coast-to-coast. CBS will use all interconnected cities for TV coverage, reaching balance by radio. Only Pittsburgh, Philadelphia and New York to have simultaneous radio-TV service. TV network will be expanded as fast as new cities are added to interconnected facilities.

Westinghouse and Ketchum, MacLeod & Grove have been working three months on project. Both CBS and NBC had made presentations.

Under joint policy of Republican and Democratic committees, sponsorship of Chicago Presidential nominating conventions is permitted on dignified basis. Republican convention opens July 7 and Democratic convention July 21. Convention coverage rights are not exclusive and provide 20-hour minimum for each (see early story, page 52).

Starting Aug. 11 Westinghouse will sponsor campaign designed to inform electorate and stimulate voting. Equal time will be provided both parties to present campaign issues through candidates and other leading figures.

J. M. McKibbin, Westinghouse vice president in charge of consumer products, said: "Westinghouse is bringing the conventions, the elections, the candidates and the campaign issues to the American people to stimulate maximum interest in the world's greatest demonstration of Democracy at its best. We have planned this program to help produce the biggest turnout of well-informed voters in the history of American elections."

Handling TV-radio project for Ketchum, MacLeod & Grove are George Ketchum, president; Edward Parrack, vice president in charge of Westinghouse account, and Lansing Lindquist, radio-TV director.

Westinghouse recently completed nationwide coverage of college football on NBC-TV network.

Total cost of entire political radio-TV coverage, including merchandising and promotion, expected to pass $3 million figure.

for more AT DEADLINE turn page

December 31, 1951 • Page 5
N. C. GROUPS PREPARE
FM PROMOTION PLANS
Project conceived last summer to stimulate FM receiver sales and given impetus at Aug. 22 meeting in Roanoke, Va. (B&T, Aug. 27). Final plans for North Carolina FM drive were announced at last minute at Charlotte meeting attended by 45 broadcasters and distributors.
John H. Smith Jr., NARTB FM director, told meeting that 41 N. C. stations are offering FM service. James D. Seerest, RTMA secretary-general manager, credited NARTB President Harold E. Fellows with fathering NARTB-RTMA teamwork idea in promoting FM set sales.
E. Z. Jones, WBBB-FM Burlington, is chairman of North Carolina special FM promotion campaign committee. He said FM stations will carry 15- or more spots per day, mentioning deal by firm. Special programs, promotional material for dealers and newspapers as well as other projects will be provided. Earl Gluck, WSOC-FM Charlotte, president of North Carolina Assn. of Broadcasters, pledged support of that body.
RTMA's FM Promotion Committee is headed by Don Whiting, who said packets of promotional material will be supplied stations, dealers and distributors.
ATLASS PETITION
ATLASS Amusement Co. petitioned FCC Friday for permission to intervene in license renewal hearings of WKOW Madison, Wisc., scheduled to be heard Jan. 21 before FCC Hearing Examiner James D. Cunningham (B&T, Nov. 12). Stations license renewal application was set for hearing on implication that Madison CBS outlet got its network affiliation by hiring Atllass company as management consultants, and that licensees have agreed on control of station. Atllass firm, which owns and operates KMCO Des Moines and has management contract with WMCA New York, has a program director of WIND Chicago, Ralph Atlass Jr., is vice president and general manager of WIND, controls WLON Minneapolis, KIOA Des Moines and has management contract with WMCA New York. Dr. H. Leslie Atlass Jr. is also program director of WIND.
Pre-hearing conference of attorneys is scheduled to take place Jan. 3 befor Examiner Cunningham in Washington.
RESEARCH AWARD
EDWARD L. BERNAYS Foundation Radio-Television Award, $1,000 U. S. bond, to be presented by American Sociological Society to individual or group contributing best piece of research on effects of radio and television on American society. Reports must be submitted before June 15 to F. Stuart Chapin, chairman of judging committee, at U. of Minnesota Dept. of Sociology, Minneapolis. Information available at society in care of New York U., Washington Square, New York 3.

In this issue—
A B&T projection of new U. S. Census Bureau figures shows 42,427,000 radio homes in the U. S. as of Jan. 1, 1952. Here's a list of the most up-to-date and accurate estimates available on the number of radio homes in all U. S. metropolitan areas. Page 28.
NFC tells affiliates it won't use controversial radio rate formula, now planned to be effective in mid-1952, a second time. Re-evaluation of whole rate question is promised after present plan adopted. Page 28.
Radio network gross billings last November were $14,377,161, 9% below billings of year before: Page 29. TV network gross billings last November were $19,019,997, twice as big as in November, 1950: Page 30.
ASCAP got $12 million from radio and TV broadcasting in 1951—about 85% of its total income from music licensing. Page 29.
Gian-Carlo Menotti's new opera, composed especially for television, is reviewed. Page 30.
Xavier U. of Cincinnati says TV has no effect on children's learning in school. Results of a study of 1,000 Cincinnati youngsters. Page 30.
Details of new NBC-TV network rate increase. Rates up 9%, but per thousand down to $1.71, says NBC. Page 30.
It was Christmas on the air for U. S. broadcasters. Page 39.
Federal Civil Defense Administration briefs communications delegates on radio-TV silence plan for emergency. Page 39.
New test case challenging legality of state gross receipts tax on station goes to court this week in suit filed by KPOA Honolulu. Page 34.
THE YANKEE NETWORK

announces the appointment

of

H-R REPRESENTATIVES, INC.

as its

National

Radio Representative

Effective January 1, 1952

☆

H-R REPRESENTATIVES, INC.

will also represent

Local Stations

WNAC Boston
WEAN Providence
WONS Hartford

THE YANKEE NETWORK
DIVISION OF THOMAS S. LEE ENTERPRISES, INC.
21 BROOKLINE AVENUE, BOSTON 15, MASS.
they say it's a television age, BUT...

**WIBC** Indiana's first and only 50 KW radio station

has increased its share of nighttime audiences

**36.8%**

No doubt about it, television has grown rapidly here in Indiana. But WIBC's share of nighttime audiences has done a heap of growing, too!

WIBC's share of this "A-time" audience shows a gain of 36.8% over the comparable period in 1950, according to the latest Hooper (Feb.-April, 1951).

By contrast, all other Indianapolis radio stations showed a drop in percentage of the nighttime audience of the Hoosier capital.

So, before you buy time or television in Indiana, investigate the solid evening lineup of good listening on WIBC...the only Indianapolis radio station that gives you an out-of-state "bonus" coverage.

Ask your JOHN BLAIR man for particulars on these excellent nighttime availabilities.
WHAT LAW

Makes Pork Cost Less in December Than It Does in September?

The good old law of supply and demand. With pork, it works like this:

More than half the pigs are born in spring — also according to law, the law of nature. They spend the summer and early fall growing to pork-chop size.

Then, along about the time the first leaves fall, all these pigs begin to come to market. And the same thing happens that happens with any other perishable commodity (strawberries or eggs or oranges) when there is suddenly a lot more than there was.

The price just naturally goes down!

That chart at the top shows how the cycle goes. More pork — lower prices through the winter months; less pork — higher prices through the summer.

But summertime is always the time when a big new meat crop is "growing up" on America's farms and ranches.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U.S.
Spot

Network
WARNER-HUDNUT Inc., N. Y., renews Walter Winchell, Sun., 9-9:15 p.m., on ABC Radio, for 52 weeks. Agency: Kenyon & Eckhardt, N. Y.
FRIGIDAIRE DIV., General Motors Corp., Dayton, Ohio, sponsoring Pulitzer Prize Playhouse on ABC-TV. Started Wed., Dec. 19, 10-11 p.m., EST.
AMERICAN CHICLE Co. renews two shows, The Top Guy and Defense Attorney, effective Dec. 31, for Clorets. Agency: Dancer-Fitzgerald-Sample, N. Y.
S. C. JOHNSON & SONS, Racine, Wis., to sponsor Robert Montgomery Presents, Mon., 8:30-9 p.m. CST, on full NBC-TV Network on alternate weeks. Agency: Needham, Louis & Brorby, Chicago.

Agency Appointments
SUNNY SALLY VEGETABLE GROWERS, L. A. (packaged fresh vegetables), names Davis & Co., L. A. Regional radio and TV will be used.
ROBERT WILLIAM FOODS Co., L. A. (macaroni products), appoints Davis & Co., L. A. Media will include radio and TV.
LEHON Co., Chicago (asphalt roofing products), names Ewell & Thurber, same city. Radio is used. Account executive is E. E. SPROUL.
RING-IN DISTRIBUTING Co., S. F., appoints Richard N. Meltzer Adv Inc., S. F., to handle regional advertising for Ring-In, automotive chemical product. Radio and TV will be used.
PURE FROZEN Lemon Juice Corp. of America (Nilar), Chicago, names Ruthrauff & Ryan, same city. ROBERT ARCHER is account executive.

Adpeople
FRANK A. DUNN, Los Angeles branch manager Libby, McNeill & Libby, S. F., named sales manager of western division.
HAROLD C. KAVALARIS, grocery products promotion manager, Sperry Div. of General Mills Inc., S. F., named national promotion manager of General Mills Inc., Minneapolis. He is succeeded in S. F. by RICHARD N. CONFER, formerly with Minneapolis office.
ROBERT BEATTIE, general sales manager; CLARK PETTIT, advertising and sales promotion manager, and FRED TWINING, assistant general sales manager, Golden State Co., S. F., have formed partnership to purchase entire stock of Robison's Dog Food Inc., S. F. Mr. Twining has resigned from Golden State to head dog food company. Other partners are remaining in present positions.
JOSEPH E. GRIESEDBECK elected vice president and assistant general manager Falstaff Brewing Corp., St. Louis. KARL K. VOLLMER elected vice president and named director marketing department. HERBERT A. GOODWIN, vice president in charge of sales, resigns to join Blatz Brewing Co., Milwaukee. R. B. WIGHTMAN appointed advertising director Falstaff.

LACK OF COVERAGE

You wouldn't go to bed in the dead of winter and use a towel as a cover—you'd use a blanket or two. Why? Naturally, it's to keep warm—but basically it's a question of coverage.
The same thing is true in advertising. In Chicago and the Middle West, you're out in the cold in thousands of Middle Western radio homes if you're not using WGN.
WGN blankets the Middle West like no other station—WGN reaches more radio homes per week than any other Chicago station. Why use a towel sized medium when WGN offers such tremendous coverage.
Get the most for your money—make WGN YOUR BASIC BUY.

A Clear Channel Station
Serving the Middle West
Chicago 11
Illinois
50,000 Watts
720 On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 120 E. 43rd Street, New York 17, N. Y., for New York City, Philadelphia and Boston
Geo. P. Huntington Co.
Advertising Solicitors for All Other Cities
Los Angeles—413 W. 5th Street • New York—580 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—600 Montgomery Street

Page 10 • December 31, 1951

NEW BUSINESS

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Advertising Solicitors for All Other Cities
Los Angeles—413 W. 5th Street • New York—580 5th Avenue • Atlanta—223 Peach Street
Chicago—307 N. Michigan Avenue • San Francisco—600 Montgomery Street
Follow the lead of such shrewd time buyers as Surf and Philip Morris. Cash in on the huge, home-grown audience awaiting you on ABC's weekday afternoon block of daytime dramas. It's an hour and a quarter of deftly written, superbly produced dramatic favorites... aired at a time when homemakers can listen. It's the buy you've been searching for! For further details, see back cover of this insert.
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<thead>
<tr>
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**Radio Programs**

**SUNDAY**

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<td>Carter Studd, Drive Pearson</td>
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<td>6:15</td>
<td>SXB Symphony (Ronald's)</td>
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<td>WCR Symphony (Cardinal's)</td>
<td>CBC</td>
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<td>Radio, Inc.</td>
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<td>The Big Band Show</td>
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What a block... What a buy!

**MARRIAGE FOR TWO.**
Newest dramatic success of veteran scripter Elaine Carrington! This engrossing tale is now available to local and/or national advertisers as an ABC Radio Co-op Program. 4 pm.

**VALIANT LADY.**
The intensely human story of social worker Joan Scott, a woman who meets life on its own terms. Written by writer-extraordinary Hector Chevigney. 3:45 pm.

**JOYCE JORDAN, M.D.**
The Strange Romance of Evelyn Winters. (Filene'sMode.)

**MARY MARLIN.**
Old, old favorite... listed among radio's top ten for more than 13 years! Now given new life by the dynamic storytelling of authoress Mona Kent. 3 pm.

Any one of these great shows offers an advertiser a large, ready-made audience of receptive listeners. Blocked together, the pulling power of each of ABC's five afternoon dramas is multiplied by five. They exert more influence, more pressure on housewives than any other advertising medium of comparable cost. Don't delay! Contact your ABC Radio representative today!
EDITOR:
Your proof-reader appears to be as confused as we buyers of radio and TV time when it comes to bigger, Pulse, Nielsen, et al acceptances.

On page 88 last week's [B&T, Dec. 17] a news item which was called "Popularity Data—Hooper Releaes Nielsen Area Study" want to describe A. C. Nielsen's new Popularity TV ratings for programs aired in markets with a minimum of three stations.

This being the season for for-overfulness and good will toward men, so much will be more except to wish you and your staff...a happy New Year.

Herbert Gruber Chief Timebuyer Cecil E. Presby New York

EDITOR'S NOTE: The for-overfulness of A. C. Hooper and Nielsen is also noted.

Big Boys' Bonanza?

EDITOR:
Immediate opposition should be registered by all prospective UHF applicants directly to the [FCC] against the proposal of the Federal Communications Board to limit the FCC to "lump" all TV applicants in an area into one general hearing, regardless of whether they applicants wanted only VHF or UHF.

Little has been said in the trade area about the following situations that anyone can see-developing:

(1) New applicants, especially those in the operating business, are being staggered by the fantastic legal fee estimates being bandied about in Washington to prospective TV applicants. I have friends who are long-time station owners and who have been quoted fees as high as $60,000 in a metropolitan market! This is based on our expensive legal hassles, hearings, transcripts, high powered witnesses, counsel, etc. How many remember the long and bitter and expensive fight to get FM channels in New York City?

(2) Were the Commission to grant the FCBA request the natural result would be that people who were willing to go into UHF forthwith, would be blocked by being lumped with applicants whose primary interest is VHF. These applicants are willing to fight it out for VHF but don't want anyone to get UHF started until the VHF channels are passed out. These applicants are banking on the belief that if they lose out on VHF then they can take "second best" in line, a UHF channel.

(3) The next inevitable result would be death to many small applicants who simply can't match the legal costs of the big money applicants. This is an old dodge with many a rich corporation behind it by an individual. And the legal dodges and expenses involved in even AM radio today can surely wear out and break many a little fellow. Thus, control passes by default to the big money applicant.

(4) If TV is to be the property of the big money people, individuals or corporations, God help this country. Radio was built on the work of hundreds of small operators. TV deserves the same spark of initiative and personal perspiration as radio. More money alone does not insure a successful business in any line. If the TV grants are to go to the big money applicants, I predict a demand by many more folk for Congress to step in and stop the whole proceedings.

(5) Opposition should also be registered to the proposal advanced by Congressmen E. J. Sterling that networks and others be given the right to hold up to 7 TV grants, 2 of which would be in UHF. This is a grab of more power for the big operators, and in a field where even the FCC admits there are not enough channels to go around. Why, with such scarcity, should networks and group operators be given more grants?

It is now a fact of electronic life that the limited spectrum makes UHF a "must" for developing a truly national TV system. If such is the case, are we not willing applicants of a localized nature for UHF, why open the doors to more grants to networks and a few others? I personally think the number of grants to be held by any one individual or group or corporation, major or minor interests, should be three, and not five as at present.

S. A. Ciser Vice President WKTY Louisville

[EDITOR'S NOTE: Broadcaster-Owner Ciser has been a crusader for an independent radio cause. His TV views, largely expressed here, were also communicated to the FCC in a letter to Chairman Wayne Coy.]
what happens when goes to MONTANA?

The XL Stations Make LIFE the LEADER in Montana in the short span of weeks.

Let the proven "Sales Power" of the XL STATIONS make your PRODUCT the leader in the Pacific Northwest.

The XL Stations

KXXL  KXXL  KXLF
KXXY  KXXLJ  KXXLK  KXXLQ
Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles
MESSAGES FROM THE MEN WHO SELL LIFE

“The picture changed when LIFE had the advantages of advertising on KXLJ as clearly proven by LIFE outselling magazine X by 436 copies.”

John W. Hollow

“Sales were up an average of 10% over the same period a year ago. We feel that this increase is directly attributable to the radio advertising done on KXLF . . . ”

Peg Robertson

“For a period of nine weeks in 1950, magazine X sold 8,191 copies as against 7,832 for LIFE. It’s a little different story since LIFE’S spot campaign on KXLK. During the same period in 1951 magazine X sold 8,239 as against 6,607 for LIFE. LIFE outsold magazine X by 368.”

Julius E. Hilgard

“The recent spot announcements on KXLQ for LIFE definitely held up the sale through a period which normally shows a slump in magazine sales . . . an average gain of 80 copies per issue.”

Floyd E. Green

“Figures on our sales of LIFE, since the spot announcements on KXLL show that with the issue of March 26, we had 202 copies unsold, . . . April 16, one copy unsold. On the May 14 issue, sales increased by 115 copies over our original quota.”

Percy Frazier, Jr.
WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

Page 18 • December 31, 1951

George T. Harding

THE entire radio career of George T. Harding, radio division manager in the Dallas office of Branham Co., has been spent in Texas. Since 1928 he has ranged from the then 50 w KGDR San Antonio through Austin, Dallas and Corpus Christi stations, and then to Branham seven years ago.

His Branham job, Mr. Harding says, represents journey's end for him professionally speaking, pending the time when he will retire, buy that small Texas dream ranch, and pass the years with gun and rod.

This "Branham network" jurisdiction in the Southwest takes in not only his native Lone Star State, but Oklahoma, New Mexico, Colorado and Louisiana as well. He estimates he travels some 20,000 miles a year in his far-flung bailiwick from the Gulf of Mexico to the Rockies (he makes Denver two or three times a year), from the Mississippi River to the Rio Grande.

As a radio-TV representative, he has to keep in close touch with leading Southwest agencies and accounts, plus division managers of the many national companies with regional headquarters in Texas and neighbor states.

He became a Radio Pioneer at the recent New Orleans NARTB meeting when Henry Slavick, WMC and Memphis; and Ralph Wentworth, BMI, suggested he sign.

His entry into radio in San Antonio in 1928 has a kind of classic quality. A younger George Harding (he's now 62) was assisting in

(Continued on page 67)

K-nuz

Dood it Again!

...WINS

AWARD FOR 1951
AS IN 1950

Yes, for the second time K-nuz is winner of the Nabisco Promotion Award for outstanding sales promotion of Nabisco Milk Dog Biscuits. K-nuz again demonstrates its ability to pull and keep on pulling.

For information call

FOR JOE
National Representative
or DAVE MORRIS
General Manager
at Keystone 2581

P. O. Box 2135
TWX 401

K-NuZ Radio Ranch

HOUSTON'S LEADING INDEPENDENT
agency beat

MAX D. ANWYL and PAUL C. HARPER Jr. elected to board of directors Needham, Louis & Brorby, Chicago. Mr. Anwyll is secretary-treasurer, and Mr. Harper is an account executive and also directs the agency's training program.

JOHN RIDER, co-owner KATY San Luis Obispo, Calif., named general manager Vick Knight Inc., L. A. Agency has erected own building at 818 N. Fairfax Ave., Hollywood, where operations will be headquartered.

ROLAND H. CRAMER, service group head of Chicago office, G. LES-TER WILLIAMS Jr., manager of Cincinnati office, and WILLIAM J. BRENN, service group head at New York offices of McCann-Erickson, elected vice presidents.

WILLIAM E. BERCHTOLD to McCann-Erickson, as vice president and chairman of advisory committee on advertising plans for Chicago office. He is former executive vice president and chairman of plans board Foote, Cone & Belding, N. Y.

CAR R. GIEGERICH, account executive on E. R. Squibb & Sons, Amer-

(Continued on page 84)

FLORENCE MURDOCH, an ef- ferent personality who describes herself as “a cre- ate type dishwasher who gets real drunk when the dishes are very greasy,” uses any and all kinds of detergents in television. Tracking back and forth be- tween an ivory tower and the front office at Earle Ludgin agency, Chicago, she concentra-tes her poodle-clipped head on video problems confronting Ekco Products, So- deorant and Mc-Laughlin’s Manor House coffee.

These clients buy such popular net- work features as the Frank Sinatra Show, What’s My Line? and Stud’s Place, in that order, all of which are her “babies.” A tele- vision specialist, in spite of herself and a natural affinity for the simplicity of black and white, Florence Murdoch has been entrenched in the visual medium since 1946.

Mrs. Murdoch (her husband, Bill, has an advertising specialty firm), Stottiee commercials (scripting and production), often writes them, and helps plan overall campaign and show tactics. With the Ludgin agency seven years, she has served as writer, contact woman and planner on appliance, home economics and consumer products accounts, along with the various and sundry tasks that face that busy Chicago agency.

Born in Louisville, Mrs. Murdoch attended the U. of Chicago, in violent fashion breaking a family tradition that all the girls go to Vassar. During vacations, she worked as a general reporter on the Louisville Courier-Journal, and, after graduation, as a movie critic and assistant woman’s editor on the same paper.

After her marriage (she met Mr. Murdoch when he was visiting Louis- ville on business) she moved to Chicago and joined Aubrey, Moore and Wallace agency.

Convinced that too many printed ideas originate an overall campaing and are then transposed into the TV medium, Mrs. Murdoch thinks orig- inal television ideas are needed, along with a swing away from the often pop- ular concept among advertising people that those in printed media are the real thinkers.

A proponent of the integrated approach to advertising—wherein the individual combines account planning with creative production —Mrs. Murdoch “knows what makes the watch work, but per- haps has sacrificed some of the creative impulse in the discovery.”

She and her husband, who are in

(Continued on page 75)
NOW Ready-to-use plans

NOTE: ALL WEIGHTS ARE APPROX.
Typical 2-kw TV station layout for VHF (ERP range, 2 to 20 kw)
A low-cost arrangement for getting up to 20 kw ERP with an RCA high-gain antenna. The installation includes: an RCA 2-kw transmitter, control console, transmitter monitoring equipment, audio equipment, sync generator, video equipment, and power supplies.

The drawings spread across these pages are layouts of typical TV transmitter rooms using RCA equipment. They are prepared expressly for TV station planners in accordance with the best engineering practice known today. Each plan represents the basic or minimum TV transmitter room equipment needed to get "on the air" for a specific power. Each indicates the approximate space needed for the equipment—including approximate weights of individual units. Each provides wide flexibility for equipment rearrangements to meet the special or future requirements of individual stations.

"Ready-to-use" plans like these are just one of RCA's many television services now available to you—through your RCA Sales Representative. For a complete engineering analysis of your station requirements, call this expert. He can show you exactly what you will need to get "on the air" for a minimum investment.

*Effective radiated power
Just one word tells the story of
WITH in Baltimore—BARGAIN!
You get more for your money on
WITH! Here's why: WITH delivers
more listeners-per-dollar than any
other radio or TV station in town.

Here's proof: WITH regularly
carries the advertising of more than
twice as many retail merchants as any
other station in Baltimore. Just
because WITH produces low-cost
results. Get the whole story from
your Headley-Reed man.
By Roy Crater

REPORTS circulated late last week that NBC President Joseph H. McConnell had said the network's controversial new rate formula will be abandoned or revised after the round of rate adjustments which has been planned for effectuation in mid-1952. But they were discounted by Mr. McConnell as a misinterpretation.

He also told Broadcasting that telecasting that he was not sure when affiliates would be notified how the formula will affect their own rates, but that he would send the notifications "at an appropriate time."

NBC does not intend to keep the formula—or its provision taking TV penetration into account in appraising radio rates—so "rigid that it could not be changed "as the necessities dictate," He said he made no commitment to revise the formula at any given time. Meanwhile, at least one affiliate predicted there will be a substantial number of disaffiliations if NBC goes through with its plan to apply the formula even once.

Affiliates participating in the Thursday conference were Paul W. Morey of WTCN Hartford, who heads the all-radio Affiliates Com.
JENNINGS
To Assume ABC Post
WARREN JENNINGS, account executive, radio spot sales division of ABC, since December 1950, has been appointed national spot sales manager for ABC's owned radio stations, effective Jan. 1.
Mr. Jennings' background includes work with trade and consumer publications, advertising agencies, and TransAmerican Broadcasting & Television Corp. From 1941 to 1950 he served as eastern sales manager in the New York office of the Crosley Broadcasting Corp. He is former president and secretary of the Radio Executives Club of New York.

JACKSON PROMOTED
Elected McGillivra V. P.
HUB JACKSON, manager of the Chicago office of Joseph Hershey McGillivra Inc., has been elected vice president and director of the station representative firm. A veteran of 18 years of station and advertising experience, Mr. Jackson has previously served at WJAC Augusta, Ga.; KABC San Antonio; KTHS Hot Springs, Ark., and the Russell M. Seeds Agency in Chicago. It is planned that Mr. Jackson will advise McGillivra-represented stations in programming and will endeavor to increase their billings from the national spot field.

Neubauer Named
RUDI NEUBAUER has been named sales manager of WMJQ, NBC owned and operated station, effective today (Monday). He succeeds Howard B. Meyers who resigned to join The Taylor Co., station representative firm, as Chicago manager. Mr. Neubauer has been employed by NBC Chicago since June 1929 when he joined the press department as an office boy. In 1942 he entered spot sales, returning to it early this year after a stint in AM network sales. Among the NBC accounts with which he is credited are International Harvester, Standard Oil of Indiana and Fisk Sales Co.

King Midas Appoints
KING MIDAS Flour Mills, Minneapolis, has named G. Crutenden & Eger, Chicago, to handle its advertising. Radio spot is used regionally. Account executive is T. W. Blakeslee.

HANNA NAMED
To Head All GE Stations
ROBERT B. HANNA Jr. has been appointed manager of the newly established broadcasting stations department of General Electric, Schenectady.
Mr. Hanna formerly managed the company's stations, WGY, WGY-FM and WRGB (TV) Schenectady.
In his new position he will be responsible for all activities in the company's AM, FM and TV operations and the company's five international short wave stations.

REED APPOINTED
By John Pearson Co.
APPOINTMENT of Frank M. Reed, midwest advertising executive, as manager of the Chicago office of the John E. Pearson Co., radio and television station representative firm, was announced last week by President John E. Pearson.

Mr. Reed succeeds George W. Clark, who has resigned to open his own representation company [B&T, Dec. 24]. The appointment is effective Jan. 7.
In the advertising field for 28 years, with experience in all types of media, Mr. Reed started with Stack Adv. Agency (later Stack-Goble) in Chicago in 1923 as an office boy. He remained with the agency, most of the time as a space buyer, until it was dissolved in 1942. He then joined WIND Chicago as a salesman and later moved to William G. Rambeau Co., station representative.
He next joined Hill Blackett of Blackett-Sample-Hummert as director of media and in 1949 went with Mr. Blackett as head of media in the merger with Grant Adv. Agency. About a year later he joined MacFadden Publications in Chicago as a space salesman.

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FINEX UPS AM SPOT
FINEX Co., Fort Wayne, Ind., adds to its AM spot schedule for Finex cough syrup starting Jan. 2 with three one-minutes and two chain-breaks weekly for nine weeks in 13 markets. They are Milwaukee; Burlington, Iowa; Joplin, Mo.; South Bend, Yankton, Sioux City, Akron, Indianapolis, Rock Island, Toledo, Cedar Rapids, Topeka and St. Joseph, Mo. Agency is Russel M. Seeds, Chicago.
WITH no visible barrier standing in their way, transcription and program packaging firms are con-
dent they will show profitable revenue gains in 1952. The opti-
mistic view is due mostly to the heavy use of spot radio throughout the country.

During the past year the trans-
scription industry's billings reached a high peak because of spot pro-
gramming. It is felt that this trend will continue into 1952 on a more ex-
ensive national and regional basis.

The general consensus of the transcrip-
tion industry's executives, answering a Broad-
casting • Telecasting question-
aire, was that the billings will rise about 16% over 1951.

Only one company felt it had suffered a bad year, several thought their business had re-
mained the same and would continue to do so through 1952. Some felt that television had been a mixed business, while others felt that TV had given the transcription busi-
ness a needed boost.

Many of the companies have

Index to Yearend Statements
By Industry Executives

(Continued on page 38)
THE NATION'S regional networks, capitalizing on the desire of spot and area clients for reduced advertising costs per message, lock to 1952 with a great measure of enthusiasm.

Without exception, these executives who banded their stations to facilitate concentrated sales campaigns for particular markets or areas, predict a sizable boost in their billings.

In a sense, the regional networks are handling some business from advertisers caught in the confusion over competitive media costs, television and the major network rate situation.

Saturation buying of selected markets is the theme, with accent on the better secondary market stations. In the case of regional chains, provision is made for basic and supplemental outlets covered under single contracts.

Trends reporting in the annual yearend roundup compiled by Broadcasting • Telecasting number well over 160 stations. The coverage ranges ever into such states as Arizona, California, Washington, Nevada, Montana, Utah, Wyoming, Colorado, New Mexico, Oklahoma, Texas, Maine and the District of Columbia.

Highlights of the survey are these:

- Cutbacks in automobiles and electrical appliances will be more than offset by food, drug and other billings.

- Spurt in population and retail sales figures has been phenomenal in many markets.

- Many advertisers are expected to alter budgets earmarked for other media—while deferring TV plans—in favor of regional network placements.

While regional network executives neglected to mention FCC's continuing TV station freeze, it was a foregone conclusion that they felt removed from this problem until such time as more stations go on the air.

It is not without significance, that a heavy bulk of regional operation is centralized in present TV-less markets. Thus, choice of media here is virtually devoid of any television competitors.

Yet, three of the larger regionals—the Don Lee Broadcasting System, the Oklahoma Network Inc. and the Metropolitan Network in the District of Columbia area—are concentrated in video markets but generally situate films in . . .

Regional Networks

RECRUITING ADS

RECRUITING planners for the U. S. Army and Air Force are picking up the threads and crocheting a new pattern for media advertising.

This was learned last Thursday following a meeting of top military personnel and the Pentagon. A definitive policy to govern future recruiting programs is expected to crystallize sometime in January.

Army-Air Force policy had been shredded under the impact of Congressional criticism last October, with the result that radio, TV and other advertising media were deluged with want ads and money for recruiting drives.

Later the Defense Dept. reassured the broadcasting industry that none of the money lifted from other media went to 22-sided media [B+T, Dec. 10].

Seek Overall Policy

Last week's conference was held to devise an overall policy for recruiting, without immediate regard to the problems of any but individual media (radio network advertising is the problem).

About $700,000 out of 1951 military funds remain intact after the freeze. The radio network stations involved enjoying more than 90% of the more than $60 million spent on advertising, according to Crawford C. Paton, divisional manager of the American Federation of Radio Artists.

The 1951-52 budget makes no provision for radio purchases and only $45,000 for television on the ground that the then $900,000-plus allocation included sound broadcast money. The 1952-53 budget will be submitted in January.

Shortly after Congress reconvenes Jan. 8, the Defense Dept. will take official steps on Capitol Hill to thaw the freeze on the $3.1 million fund for advertising-recruiting. It was this ban which actually persuaded the military to drop radio programs, the Pentagon heard from committees before last July 1. This procedure will involve consultations with the Senate and House Appropriations Committees.

It was explained that the Defense Dept.—and not the Military Personnel Procurement Service—will handle this matter.

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Sees Military Production Up

Mr. Folsom

UHF TV transmitter near Bridgeport is "the first and only UHF transmitter operating on a regular schedule."

MILLER NAMED

Bar Committee Head

APPOINTMENT of Neville Miller, Washington radio attorney, as chairman of the American Bar Assn. Standing Committee on Communications was announced Thursday by ABA President Howard L. Barkdull.

Mr. Miller will serve out the three-year term of the late Louis G. Caldwell, expiring in 1954. The committee has jurisdiction over all legal questions involving communications. Other members are Ben S. Fisher, Eugene L. Gary, John C. Kendall, John T. Quisenberry, Carl I. Wheat and Barmore P. Gambrell.

Fleischl Named

M. M. FLEISCHL, acting general manager of WMCA New York since July 1, has been named vice president and general manager, Nathan Straus, president, announced last week. Mr. Fleischl succeeds Norman Boggs, who resigned in July to join Don Lee network as vice president in charge of sales. Mr. Fleischl has been with the station since 1941, serving as an account executive, local sales manager and overall head of the station.

December 31, 1951 • Page 27

FOLSOM

THE AMERICAN public purchased approximately 5 million TV receivers during 1951, the total in use through the country to more than 15 million video sets, Frank M. Folsom, RCA president, said in a year-end statement. He noted that these sales, plus installation and service costs, added more than $1,500 million to the national income.

B ut, Mr. Folsom stated, "the glamour of television sometimes overshadows the fact that the radio and phonograph business is also in a very healthy condition. As a matter of fact, production of radio receivers and radio-phonograph combinations during the year was approximately 12 million units—more than twice the figure for television sales. As a result, the number of radio sets in use throughout the United States at the year's end was more than 100 million, or an average of more than two sets per family. No other medium of communications reaches so many persons."

Production of radio and TV sets during 1952 "is expected to be somewhat lower than it was in 1951," Mr. Folsom said, due to a scheduled slow-down in the industry. He anticipated that "the industry as a whole will produce between 4 and 4 1/2 million television receivers and 9 to 10 million radio sets and radio-phonograph combinations."

Government contracts for scientific research, engineering development and production of military equipment were accepted by RCA in 1951 in rapidly increasing numbers, Mr. Folsom reported. "This volume of work, substantial in 1951, is expected to be three or four times greater in 1952 and will reach record levels during 1953. Next year's military output will probably equal in dollar volume the 1940 rate, when RCA plants were devoted 100% to war production."

Increases in transmitting power expanded the service areas of many TV stations and, coupled with improvement in receiver design, stepped up the distribution of TV sets in those areas, Mr. Folsom noted. Noting that "present conditions indicate that public demand for TV and radio sets will continue at relatively high levels during 1952," Mr. Folsom said that if the trend is "left as is," new stations may go on the air. He expected present markets to be developed further and looked forward to "a new approach to national business. The trend," he said, "is increasingly in favor of larger screen sizes."

Anticipating the shortage of supplies for non-military production to be most acute during the first half of 1952, Mr. Folsom looked for this condition to ease during the latter months of the year, when "expanded production of suppliers begins to reach manufacturers." RCA Victor, he stated, "expects to produce both television and radio receivers to the full extent of its material allocations throughout 1952."

Increased manufacturing facilities during the past year, added to those built earlier "under the impetus of television," give RCA the greatest production potential of its 32-year history," the RCA president said. He cited "miniaturization of equipment" as one of his company's outstanding engineering contributions to military requirements.

Cites UHF Progress

In addition to introducing a new line of "superpowered TV receivers" which Mr. Folsom cited as "10" important developments of the year," the RCA president noted, "RCA also has developed better equipment for UHF television transmission and reception, Mr. Folsom said. He noted that the RCA-NBC

TOP 10 RADIO-TV ACHIEVEMENTS

RCA's Dr. Joliffe Lists for 1951

TEN MAJOR radio-TV achievements of 1951 were listed by Dr. C. B. Joliffe, vice president and technical director of RCA, in a year-end summary issue last Thursday. His selections:

1. Field-testing of RCA's compatible color TV "under regular operating conditions" by the public and industry its potentialities for "service," and including showings at the New York World's Fair and the Juvenile Theatre. Tests also included transmissions from New York to San Francisco and Los Angeles and back—a distance of almost 5,000 miles—on Oct. 16,17 and 18.

2. National Television System Committee's adoption of field-tested standards for a compatible color system, which were incorporated in the RCA-NBC equipment and field tests started. Other companies also began tests.

3. "Emergence of the practicality of the UHF portion of the broadcasting spectrum for television's expansion into 70 new channels that can provide for more than 2,000 UHF stations and bring TV coverage with range of nearly every American community. Major contribution toward this achievement resulted from operations of RCA-NBC of its first UHF experimental station on regular schedule at Bridgeport, Conn., which has become the testing ground for the receiving set industry."

4. "Inauguration of coast-to-coast television service employing microwave relay.

5. "Start of pilot production of the transistor, a tiny device which will eventually replace certain types of electron tubes and play an important role in communications of the future."

6. "Development of new and improved electronic equipment for the armed forces. An important example is 'miniaturization,' or diminishing the size of electronic instruments through development of smaller components; also, the development of special electronic tubes to meet the needs of demands of military applications."

7. "Super-electronic computer, designed by Dr. John Von Neumann in cooperation with the U.S. Navy, as 'Project Typhoon,' conducted 1,600 test runs of proposed guided missiles at an enormous saving to the government in expended materials."

8. "Theatre television, which became a new industry and service and spread across the country for independent operation in networks linked by radio relays or coaxial cable.

9. "Multiple transmitting antenna, developed by RCA, which made possible broadcasts from five to 20 coast-to-coast TV stations and three FM stations simultaneously from the tower atop the Empire State Building in New York."

10. "Extension of the usefulness of industrial TV, one of the most significant being the television microphone which gives a new versatility of the light microscope."

Dr. Joliffe noted that many of these achievements represent fruition of research and pioneering conducted continuously by RCA and the electronic industry and expressed the view that 1952 will see even greater productivity by radio-TV scientists and engineers.

FLEISCHL Named

F. T. Caldwell

FRED T. CROCKETT, 68, director of International Telephone & Telegraph Corp. and former president of its manufacturing associate company, Federal Telephone & Radio Corp., died Dec. 21 at Memorial Hospital, New York. His wife, the former Shirley Osborne, survives.
CONGRESS OUTLOOK

By SEN. ED C. JOHNSON (D-Col.)
CHAIRMAN, SENATE INTERSTATE & FOREIGN COMMERCE COMMITTEE

RADIO and television have progressed to a point in this country where immense benefits have accrued to practically all people, rich and poor, country and city. No other country can boast of such a notable achievement. Free enterprise and private initiative under our kind of democracy have brought about this spectacular development and are entitled to a low bow.

Its phenomenal advance is of enduring value; it is inherently of the nature of the industry. They are a natural outgrowth of the dynamic nature of the industry. The impact on practically every phase of life, has unleashed excitement and hope which unerringly, like the magnetic compass which heads north, points to a changed social . . . cultural outlook.

It should be recognized that the many problems confronting the radio and television industry are not deliberately designed. They are a natural outgrowth of the dynamic nature of the industry. They are the logical outgrowths of any important development in its early stages.

The hectic and anxious days of the past few years have unquestionably established the communications industry, particularly television, as a major need of this hour. The rapidity with which events appear on the screen of life is demanding accurate understanding, appreciation, and analysis makes us wonder what on earth we would do without radio and television. They are truly democracy's greatest need.

It is needless to emphasize that the day and the absorbed demands of the military program will play a significant role in the development which takes place within the radio and television industry during the coming years. Television has become a casualty of the war, or at least rearmament has been used as an excuse to postpone all scientific development in the color television field. Just what short-range or far-reaching effect the military demands will have on television construction and television as a whole, when the freeze is lifted by the Commission is beyond the realm of common-sense conjecture. One thing is certain, it will have an effect. The question remains, what is the extent and to whose advantage will it be used?

I cannot close this tribute without commending the industry for its adoption of the Television Code. Whether this voluntary plan of censorship will work, what extent and may or may not only be determined by time. This willingness to handle an obvious problem within the industry rather than to wait for governmental interference is in the best American tradition.

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Leaders See Radio and TV in Front Ranks

By REP. ROBERT CROSSER (D-Ohio)
CHAIRMAN, HOUSE INTERSTATE & FOREIGN COMMERCE COMMITTEE

THE BILLS dealing with communications matters which have been referred to the House Interstate & Foreign Commerce Committee reflect fairly accurately the problems which will be presented during the coming year.

First of all, as in the case of every other aspect of our individual and communal lives, the communications industry will be affected by the differences in viewpoint of the different nations of the world. Legislation designed to strengthen the security of the United States with respect to radio communications has already been acted upon by the committee during the first session of this Congress (electronic monitoring equipment and authorization for additional radio monitoring stations).

A majority of communications bills referred to this committee deal with one or more of the wide range of problems related to the inter-relationship between American broadcasters, the public interest and the Federal Government. These problems have been with us since the inception of the broadcasting industry and are proof of the vitality of this industry.

One of the bills which has already passed the Senate (S 658 [McFarland Bill]) deals generally with many facets of this relationship. It is the privilege of this committee to continue during the second session of the 82d Congress, the study of this bill which was begun late during the 81st Congress. The House Committee on Interstate and Foreign Commerce, in keeping with its record of exercising the greatest of care in dealing with all legislation referred to it, is intent on concluding the study of this matter and hopes to make a lasting contribution in this difficult field.

Educational TV

Other bills referred to this Committee are concerned particularly with television programming, including the present state of educational television programs and the prevention of violations of good taste in television programming. I am pleased to know that the television industry has voluntarily undertaken to cope with these problems and is seeking to set its own house in order without interference by the Federal Government. The Committee on Interstate & Foreign Commerce will be greatly interested in observing what the results will be of the television industry's own efforts in this direction.
**NETWORK GROSS**

11 Months Down 4.5%

**COMBINED gross time sales of four nationwide radio networks for November totaled $14,377,151, a decrease of 4% from the November 1950 gross, Publishers Information Bureau reported last week. For the 11-month period, this year's cumulative gross was $160,099,646, a drop of 4.5% below the gross for the same period of last year.**

Individual network figures for ABC, CBS, MBS and NBC (PIB does not include Liberty data) are given in the accompanying table. The table gives monthly figures for each network, corrected as of Dec. 26.

**ASCAP MONEY**

**Tune Rights Get $12 Million**

**PAYMENTS from broadcasters for the right to use ASCAP tunes during 1951 aggregated in the neighborhood of $12 million, according to preliminary estimates. This sum, which includes both radio and television rights fees, accounts for about 85% of the gross income of $14 million which it is estimated ASCAP will receive from all sources for music licensed during the past year.**

Radio stations and networks, by far the largest source of revenue to the society, will pay some $9 million for 1951 broadcast rights to the tunes of ASCAP member writers and publishers when the year's accounts are all settled, according to calculations based on ASCAP revenue of approximately $8.5 million for the first nine months of this year.

Television networks and stations with ASCAP licenses will contribute another $2.70 million in ASCAP royalty fees for 1951, that figure being calculated from the three-quarters payments of $2 million by this group. This figure does not include the interim payments being made monthly by TV broadcasters who have not accepted licenses from the society but are using its music under a special arrangement pending court determination of the proper fees for such use. These interim fees, it was estimated, would add another quarter-million to ASCAP's 1951 TV revenue.

In accordance with its long-standing custom, ASCAP mailed checks for final quarter royalties to its writer and publisher members to reach them before Christmas, estimating the three-month revenue, with adjustments to be made at the end of the first quarter of 1952.

Dividends for the final quarter of 1951 were said to total nearly $3 million, bringing the year's distribution to approximately $11 million. All of the society's receipts are disbursed to members after the overhead and other expenses have been cared for.

**NETWORK RADIO**

(Continued from page 28)

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**REGIONAL NETWORKS**

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<td>July</td>
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<td>6,387,193</td>
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<td>August</td>
<td>2,475,325</td>
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<td>September</td>
<td>2,165,971</td>
<td>6,445,255</td>
<td>1,324,063</td>
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<tr>
<td>October</td>
<td>3,158,714</td>
<td>6,515,723</td>
<td>1,759,468</td>
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<td>November</td>
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**Regional Networks**

Mr. Wagner, president of ABS, thinks network billings may rise as much as 10% in the next three months over January-March 1951.

"Alaska has finally come into its own as an important market," he observes. "Radio in Alaska is outstandingly the best medium to cover the market. The business outlook is tremendous both generally and for radio. The network numbers six stations.

Prospects for Hawaii appear "slightly more favorable for 1952 radio revenue," R. M. Fitkin, general manager of the Aloha Network, said. For Aloha, Mr. Fitkin felt a 20% increase is indicated in 1952-53 first quarter comparisons. Mr. Fitkin draws one reservation:

"Our economy is dependent upon labor peace which is the largest problematical condition each year. Steady growth in the territory is still evident and anticipated for the immediate future."

Comprising the Aloha Network are KIPA Hilo KTOH Lihue KHON Honolulu and KMWJ Waipahu.

**KVGO to Go on Air**

WILLIAM T. KEMP, president of KVGO Cheyenne, Wyo., announced last week that the new station is ready to go on the air in January or early February. The new outlet will operate on 1370 kc with 1 kw. It will be affiliated with MBS and Intermountain Network.

**KBIG Signs KLAC**

FIRST sponsor signed by KBIG, ABC's outlet in Southern California's newest daytime station scheduled for March opening, is another radio station, KLAC Los Angeles will have daily series of 30-second spots, Monday through Friday, preceding KBIG's sign-off at sunset. Make Believe Broadcasting, which has the KLAC show in benefit by KBIG's announcement.

**BUICK DRIVE**

To Use Networks, Spots

A RADIO "saturation" campaign using network and spots [CLOSED CIRCUIT, Dec. 3] will be launched by Buick's 1952 models starting Sunday, Jan. 13, through Friday of that week. Seven network shows will be used on a total of 1,147 network stations, plus 410 local stations for spot announcements. Included in the plan is a segment of The Big Show on NBC Sunday, Jan. 13, 7-7:15 p.m., followed on Monday by Big Heaven, mystery show on ABC, 8:30-9 p.m.; on Tuesday, the Peggy Lee show on CBS, 7:30-8:30 p.m., and on Friday, Top Guy on ABC, 8:30-9 p.m.

On Thursday, Jan. 17, two shows will be used: Hollywood Playhouse, 9:30-10 p.m. on ABC, and the Peggy Lee Show on NBC, 7-7:45 p.m. On Friday, The Martin and Lewis Show on NBC will continue an extra 15 minutes beyond its usual time for Buick, and Mutual's Fulton Lewis news program at 7 p.m. will be sponsored.

In addition to these network shows, estimations of daytime spots on 410 local stations.

Kudner Agency, New York, handles the Buick account.

**KMAC 25th Birthday**

KMAC San Antonio celebrated its 25th anniversary last Wednesday and at the same time observed completion of a reconstruction program at its building, located at 222 W. Commerce St. General manager of the station and its FM affiliate, KISS, is Howard W. Davis, who has been named New York manager. Since 1933, KMAC is affiliated with CBS, Mutual, Liberty and Texas State Network. A special section of the San Antonio Light carried tributes to the station.

**UBC N.Y. Office**

NEW YORK office has been opened at 1790 Park Ave. by United Broadcasting Co., a concern in Washington. Richard Eaton, UBC president, announced that Robert L. Wittig, formerly with Ra-Tel, has been named New Y ork manager. United stations are WOOK-Washington; WINX Rockville, Md.; WSDI Baltimore; WARK Hagers- town, Md.; WANT Richmond, Va., and WFPN (FM) Washington.
Moment! This was it. For General MacArthur . . . and for KCBS.
Thousands of eyes were on the General as he arrived in San Francisco. Thousands of ears were tuned to 50,000-watt KCBS as it turned in what turned out to be the year's top special-events broadcast. (The KCBS local staff covered the event for the CBS Radio Network; all other networks imported special staffs.)

For its broadcast, KCBS received the National Association of Radio News Directors' Award "for distinguished achievement in the field of radio reporting of an outstanding special event." As the awards committee commented: "It was truly a superb example of radio reporting . . . broadcasting in a class by itself!"
**AMALI AND THE NIGHT VISITORS**, first opera ever created for television, as broadcast Christmas eve by NBC-TV set a standard that will be both handled better, Composers, cast and production crew cooperated admirably to deliver to the home viewers an hour of entertainment that magically combines music, drama, photography and the performance of the script at its best with the splendid that is opera.

Gian-Carlo Menotti, commissioned by NBC to compose an opera expressly for television, comes through with a simple Christmas story inspired by the 15th century painting of Hieronymous Bosch, "The Adoration of the Magi." A lamp sheets and its well lighted path by the neighbors to provide food and entertainment for her royal guests, Amahl talks with them and is fascinated by the mystery of the new boy who will rule the world by love alone. As they depart they offer his crutch as a gift to the holy child and miraculously it is filled. When Amahl is taken home his mother to care for the household pets, he bids her farewell and joins the Magi in following the star.

Mr. Menotti, who a dozen years ago wrote an opera for radio, also at NBC's commission, and who has seen critical plaudits and the public tribute of sold out houses with The Medium and The Two Blast, did not relax his skill nor relinquish his standards in composing Amahl and the Night Visitors.

Clent Allen, 12-year-old soprano who made his video debut in the role of Amahl and, like every boy by his name, was taken Kuhlmann as his mother; Andrew McKinley, David Aiken and Leon Lisher as the three kings, and Francis Monachino as their servant, all performed their vocal and acting parts to the hilt. And Mr. Menotti, who before the opera began explained that the characters were based on his childhood conception of the Magi, gave them plenty of attractive touches, such as the inclusion of licorice lozenges in a king's jewel chest for the delight of the boy.

Samuel Cotzofin, general music director of NBC, who produced the program, and Mr. Menotti, serving as stage director for his own opera, confined the action to limits suitable for the best TV reproduction. Eugene Schippers and his orchestra provided adequate background for the players. John Butler's choreography was keyed precisely in the right tone for the peasant dances. And Thomas Schippers, the conductor, got from each performer the right effect at the right time.

The viewing public, by its response which completely clogged NBC's telephone switchboard following the telecast, displayed agreement with this reviewer's feeling that Amahl and the Night Visitors ranks with the best that television has offered to date. Hall Broadcasting, who sponsored the program for Hallmark greeting cards, appropriately confined the commercials to a simple statement of sponsorship and a visual name card.

**Chirurg Dividend**

BOARD of directors of the James Thomas Chirurg Co., New York and friends are set to enjoy a year-end dividend of $5 per share. This is in addition to regular dividend of $5 per share, bringing total payment for 1951 to $10 per share.

**KTHS Move**

EIGHT-YEAR-LONG struggle of KTHS Hot Springs, Ark., to use 50 kw on its 1990 kc frequency moved a step closer to reality last week when FCC Hearing Examiner Basil P. Cooper issued an initial decision station to Little Rock, Ark., permit... challenging the argument that the Arkansas station now gives to WBAL Baltimore and KCBR Rosario, Mexico — both class 1-B stations operating with 50 kw on 1990 kc.

NABRA treaties since 1944 specified a Class 1-B operation on 1990 kc. The station was licensed for Hot Springs to support a 50 kw station, KTHS owners felt, particularly in view of the elaborate array that would have been necessary to protect their station.

In 1944, KTHS asked for permission to move to West Memphis, Ark., across the river from Memphis, Tenn. This was denied in 1950 on the ground that such a move would make the station essentially a Tennessee, not an Arkansas, facility and NABRA terms that 1990 kc to be used in Arkansas.

In August 1950, KTHS asked for permission to move to Little Rock, Ark., and renew application which the hearing examiner proposed to grant last week.

Hearing was occupied by two other applications for the same facilities, but both were withdrawn by the applicants. WNOE New Orleans wanted to change from 1000 kc, 50 kw day, 5 kw night with directional antenna, and KGKR Fayetteville, Ark., from 1450 kc, 40 kw day.

KTHS is licensed to a subsidiary of the Shreepoart (La.) Times. Same principals own KKKK Shreepoart. Hearing Examiner Cooper found that 0.5 mw/m 2 day time contour of KTHS at Little Rock will serve 7.38% of the area and 6.7% of the population served within the 0.5 mw/m contour of KKKK. He also found that the 2 mw/m day time contour of the two stations do not overlap, nor does any part of the normally protected 0.5 mw/m nighttime ground wave come. Therefore, the examiner found that the overlaps did not violate the FCC's duopoly rule.

**Change to Little Rock With 50 kw Proposed**

**WJOY CHosen**

IS NYHT Contest Winner

**FIRST PRIZE** in the 1951 "Friendly Town" radio contest conducted for the fourth consecutive year by the New York Herald Tribune Fresh Air Fund was awarded Wednesday to WJOY Burlington, Vt., "for its effort during the last year to provide vacationing in the country for children of needy New York families.

Some 275 local stations in the 13 eastern states from Maine to West Virginia participated in the contest. Additional prizes were awarded to other stations as follows:


In announcing WJOY as winner, Fund officials pointed out that 246 invitations for summer vacations in the Burlington area were extended to New York City children. "We at WJOY had a real thrill working to make Burlington the top Friendly Town," Albert B. Spokes, general manager of station, said in a telegram to Frederick H. Lewis, Herald Tribune Fresh Air Fund director. "We consider that our campaign was one of our most important and worthy public services ..."

**Expresses Appreciation**

Earle Pulney of WGY Schenectady, chairman of the Friendly Town Radio Committee, said "our stations appreciate the interest taken in our broadcasting systems whose presidents judge the contest."

Network executives serving as judges included, Mr. Pulney, American board chairman; Robert E. Winton, ABC president; Frank White, president of MBS, and Lawrence W. Lowman, CBS vice president and general executive.

**Sweeney Named**

MICHAEL SWEENEY, who has been in the advertising business in New York and Chicago for some 30 years, will head the New York office of the O. L. Taylor Co., station representatives firm, effective tomorrow (Tuesday). For the past year, Mr. Sweeney has been with the Frederick W. Ziv Co., in Baltimore and Washington, and before that had served in ABC sales in New York for eight years.
WAGE • Syracuse, N.Y.

offers you a revolutionary concept of

MERCHANDISING

for selling the rich Central New York Market

Not merely satisfied to offer you a loyal audience of 184,000 families, at the lowest cost per thousand in Central New York, WAGE tops off a smart advertising buy by going all-out on that vital PLUS factor—merchandising. A full-time merchandising department, actively supported by the entire commercial staff, never stops developing new merchandising approaches, tailored to your needs.

Just a few successful examples of WAGE'S unique merchandising: Jumbo postcards... letters... direct mail folders... point of purchase posters... program tie-ins... cross-courtesy plugs... window displays... newspaper ads... WAGE State-Fair... personal appearances... WAGE-Savers (home grocery lists)... ticket tie-ins. No other station in the area offers so much!

GET FULL DETAILS FROM YOUR

O. L. TAYLOR MAN

BROADCASTING • Telecasting
The action arose when KPOA Honolulu filed suit to recover money it had paid to the territory under protest. The tax law was passed in 1947.

NARTB is entering the trial as a friend of the court. The association has long contended such taxes are unconstitutional and took a part in the drawn-out litigation surrounding the New Mexico gross receipts tax case. Vincent Wasielwski, attorney, and Neal McNaughten, Engineering Dept. director of NARTB, left Washington Friday night for Honolulu.

Representing KPOA in the trial is Attorney Kenneth C. Davis. The station tried last winter to get an injunction from the U. S. District Court, Hawaii, to restrain collection of the tax on the ground that radio is an instrument of interstate commerce and not subject to such intrastate levy.

Appeal Pending

At that time the federal court dismissed the suit without prejudice, holding that while it had jurisdiction it would await decision by a state court. KPOA has pending an appeal in the Ninth U. S. Circuit Court of Appeals.

Mr. McNaughten is to testify as an engineering witness. It is understood KPOA will contend it operates in interstate commerce despite the 2,000-mile separation from the mainland. The station's signals are said to be picked up with regularity in California and are heard even on the East Coast of the United States.

The Hawaiian tax case is described as similar to the New Mexico case and 1056 Fishers Blend case. In the latter instance the U. S. Supreme Court held a state tax unconstitutional. New Mexico, however, is collecting its 2% gross receipts tax on local advertising of stations in the state but not on national advertising. This compromise came out of the intricate maneuverings that marked the litigation there.

KOIN features the Largest Local Staff of Artists of Any Pacific Northwest Station!

"Newspaper of the Air"
"Come and Get It"
"The KOIN Klock"
"Music to Remember"

are just four of KOIN’s top locally produced live programs designed to bring listeners of the Oregon country the finest in radio entertainment.

Another reason KOIN is tops in the market and your best buy to cover Oregon and Southwest Washington.
in the South's largest city
HOUSTON, TEXAS
the 14th market in the nation

JOHN BLAIR & COMPANY, National representative
DALLAS • DETROIT • NEW YORK • LOS ANGELES • CHICAGO • SAN FRANCISCO • ST. LOUIS
increase in national spot sales strongly indicates that phonograph records and transcriptions are be-
coming of increasing importance in competing for listening audi-
ences," that is the comment of D. K. Broadhead, president of Allied
Record Manufacturing Co. Mr. Broadhead feels that local pro-
gramming in metropolitan and sec-
ondary markets, via radio, will
come about in 1952.
"Every indication points to a
very big year in both media for
new programming," Walter B.
Davidson, West Coast repre-
sentative of Lang-Worth Feature
Programs, said "Broadcasters and
telecasters are demanding better
programming and better service
for 1952. A mighty healthy sign,
and Lang-Worth is expanding its'ac-
tivities in the West as well as the
East, to answer the growing
demand for its services."

Bob Reichenbach, general man-
ger of Cheshire & Assoc., feels
the closing year has been a "rugged
one for many of the supposedly
well established transcription opera-
tors." Commenting on the coming
year, he said, "Perhaps it's wish-
ful thinking but we believe the
widespread cutting back of net-
work program activities during
1951 can only stimulate the trans-
scription in 1952." He believes that
"low-cost" dramatic features are
in demand by advertisers.

Expectations for expanded ac-
tivities and higher billings are put
forward by Clifford E. Ogden, gen-
eral manager, Broadcast Div., Cap-
tiol Records, in his comment. Mr.
Ogden looks for more local and
national spot business for radio,
increasing Capitol's subscribers
list. The firm also plans to enter
the TV field because of growing de-
mand for film programs and spe-
cialized music.

E. Lloyd Jones, vice president
and business manager, Bruce Eells
＆Assoc., summed up the coming
year this way; "Although radio
will continue to more than hold its
own during the coming year, that
television will blossom to full
maturity with the inevitable
lifting of the freeze, thus resulting in
greatly increased revenues for all
connected with the industry...."

"A bonanza year" is the antic-
ipation of C. P. MacGregor, presi-
dent of C. P. MacGregor. Co. He
feels that TV will be no hindrance
to the transcription business dur-
ing 1952, as some think. "Across
the country there are countless
areas where the TV screen is
'blacked out', — and where trans-
scribed radio spot programs still
remain the best possible medium
for promotion and public-

You're riding high when you approach Central
Ohio's multi-million dollar car and accessories
market dominated by WBNS RADIO. Use the only
CBS outlet in a prosperous 24-county area to get
more listeners at a lower cost per prospect. WBNS
influences listening and buying habits with the 20
top-rated programs**. For time availabilities and
rates, write directly or contact your John Blair Rep-
resentative.

The majority of Chicago's trans-
scription firms feel that 1952 will
bring forward more spot program-
ning and better promotion and pub-
licity service for clients.

All of those reporting are opti-
mistic about 1952,
become network
advertisers are
switching to spot
radio and televi-

Milton Blink, executive director
of United Television Pro-
grams, feels 1952 billings
will continue to
rise above the
company's $500,000 billed in 1951.

Among the 1952 goals is the ini-
tiation of a free publicity and pro-

THE RIGHT APPROACH TO CENTRAL OHIO'S
$6 MILLION* CAR AND ACCESSORIES MARKET

Mr. King Mr. Davidson

Mr. Broadhead Mr. MacGregor

Mr. Blink

* S.M. Survey of Buying Power
**Latest Hooperating
vision and the rest into spots... Transcription companies have gotten a lot of business in the past couple of years from break-ups in advertising budgets as clients left network radio.”

DALLAS

In Dallas James E. Sellers, partner in The Sellers Co., expects that billings will keep rising. “We have had all we could do in 1951. It doesn’t seem as if the only thing I see that would slow us down next year is a lack of materials. Other than that, I don’t see a thing to worry about.”

PHILADELPHIA

General consensus in Philadelphia is that business will continue to increase. An increase of 17% is expected during the coming year with many advertisers using more transcribed radio spots.

Gene Hessell, president of Air-Tone Sound & Recording Co., thinks that billings will increase 15% during 1952. He also feels that business will be held down slightly, due to the limited availabilities of time on stations.

William P. Robinson, owner and president of Robinson Recording Labs, feels that many advertisers who turned to TV, have found it expensive and have returned to radio. He expects business for his firm will increase 20% over the 1951 volume.

BOSTON

In Boston John W. Spellman, sales manager, Trans Radio Recordings, feels business for the coming year hinges on international and national events. Should the FCC unfreeze channels, and with the coming political campaigns, TV set sales will increase, thus increasing transcription business. Business in the area has rebounded the same and he expects it will follow the same road in 1952.

CANADA

Canadian firms expect business will continue to increase during 1952, with more spot radio being used in place of costly network programs. Business was very good in 1951, partly due to advertisers preparing for TV.

Len Headly, manager of RCA Victor Recording Studios, Toronto, thinks “spot broadcasting or selective radio...” Trans Radio Recordings, feels business for the coming year hinges on international and national events. Should the FCC unfreeze channels, and with the coming political campaigns, TV set sales will increase, thus increasing transcription business. Business in the area has rebounded the same and he expects it will follow the same road in 1952.

Mr. Nielsen

Mr. Sindinger

broadcasters continue to base important decisions on such data, 1952 will probably see this trend intensified; accurate program ratings are fundamental, but less and less often will they be the sole criteria of program performance,” Mr. Nielsen opined.

“Equally significant, this year,” Mr. Nielsen observed, “has been the growth of the concept of relating audience measurement to consumer purchase data. Next year should witness more general use of such data.”

In conclusion, Mr. Nielsen said, “Both these trends are vital to the two top media: To TV, because its increasing costs must be shrewdly applied; to radio, because its proper use still can mean intense impact at low cost.”

Mr. Callard saw that “one change that has been noticeable is the increased control of television expenditures and television research by the sponsor.”

“This is due,” explained Mr. Callard, “to several quite basic and fundamental reasons. TV costs represent a high proportion of the advertiser’s appropriation and serious financial consequences result frequently when mistakes are made. With other media, mistakes may not be as noticeable, but in the case of television, errors are measurable and in fact are frequently obvious to practically the entire industry.”

“A second reason for increased control by the sponsor,” continued Mr. Callard, “involves the coordination of television activities with other media as well as coordination with dealer promotion. This requires individual market data which are used to economize the total advertising appropriation.”

Mr. Ward said that although radio is groggy from the impact of television, 1952 “seems destined to be a year of determined action by radio.” He foresees a return “to the battle lines” of the men who made radio as great as it is.

Mr. Hooper reassured his confidence in radio and opined that most of radio’s difficulties are centered within itself.

He strongly advised the securing of new facts on radio audience measurement and advised adoption of a new form of hard, competitive selling. “And the steps must be taken in that order,” advised Mr. Hooper, “first the facts, then their interpretation, then the solicitation.”

“Radio has been so economical for advertisers to use, so productive of results, so profitable to own that it has defied comparison with other media. Radio can stand comparison,” Mr. Hooper declared.

Mr. Seiler foresees expansion of TV programming to include the entire day. “In television, 1952 should belong to daytime programming,” he asserted. “Experiments during the past year leaves no room for doubt that the TV set can attract commercially valuable audiences from early morning throughout the day.”

Mr. Seiler also seemed confident. “Radio also will

Research Experts

(Continued from page 25)

Mr. Ward

Mr. Hooper

Mr. Nielsen

Mr. Sindinger

POLITICAL FEATURE

MBS Airs Both Parties

MBS was scheduled to serve as a “battle front” for political campaigning yesterday (Sunday) with a full-hour broadcast, Politics—1952, featuring key Democratic and Republican spokesmen.

Mr. McLendon honored

In ‘Sporting News’ Grid Poll

GORDON B. McLENDON, LBS president, has been named the No. 1 football broadcaster for 1951 by The Sporting News. Previous recipients of the annual award were...
BUSINESS IS BIGGER ON COLUMBIA PACIFIC!

Radio is bigger than ever on the Coast.
And sales are bigger than ever on the Columbia Pacific Network— with 21% more sponsored quarter-hours than last year. Because Columbia Pacific now delivers a bigger share of audience than last year ... a bigger share of audience than any other West Coast network.*

COLUMBIA PACIFIC NETWORK
Represented by CBS Radio Spot Sales

*Nielsen, Jan.-Sept. 1951-1950
SAVVERY WANTED

SAVVERY WANTED: from the Pixies to Secretary of Commerce Charles Sawyer for $100,000 [B*T, Sept. 3] approved by the FCC last week.

An action followed after the Commission had set the purchase for a hearing on the question of overlap among WCOL and WING Day-
ton and WIZE Springfield, all Ohio [B*T, Oct. 29]. The latter two stations already were owned by Mr. Sawyer.

Comr. Robert Jones dissented without a written opinion.

In his petition for reconsideration [B*T, Dec. 3], Mr. Sawyer pointed out that none of the stations overlapped during nighttime hours. During daytime hours, his petition pointed out, the 0.6 mV/m of WING completely overlaps the interference-free contour of WIZE and the 2 mV/m contour of WING covers substantially all of the 2 mV/m contour of WIZE.

The complaint against the station was filed by Thomas J. V. Cullen, chairman of the Orange County (N. Y.) Democratic Committee. All of the Democratic candidates were defeated in last month's elections.

CPCL is call letters of new 1 kW sta-
tion on 900 kHz at Timmins, Ont., which will handle mainly French-language programs.

STATIONS SWITCHING

APPLICATION for the exchange of WEEK Peoria, Ill., for KTKO Oklahoma City [B*T, Nov. 12] was denied by the FCC last week.

The essence of the involved parlay is this: (1) O. L. (Ted) Taylor transfers his KTKO to Sen. Robert S. Kerr (Oklahoma City). Kerr-Mcgee group (2) transfers Kerr-McGee group (2) transfers WEEE to Mr. T. Tower.

(3) No money changes hands. (4) Mr. Taylor sells WEEE to Fred L. Vance and family for $250,000. Mr. Vance is a former employee of WEEE and spent his youth in that city. He now is manager of the Dallas office of the O. L. Taylor Co., station representational.

Part of the agreement is a pledge that a TV station for Peoria will be filed by a new corporation owned 50% by Mr. Vance, 50% by Kerr-McGee group and 15% by Mr. Taylor.

The total assets of the new station, operating with a 1 kw on 1650 kHz, were listed as $150,000. Current liabilities, $10,513.

Total assets of KTKO, operating with a 5 kw on 1920 kHz, were listed as $295,000. Current liabilities, $3,844.

The new station will be an ABC affiliate; KTKO is ABC.

Other Broadcast Holdings

Kerr-McGee group now owns KRMG Tulsa, on 740 kHz with 50 kw, 25 kw not. Tulsa is 98 miles from Oklahoma City. In addition, Sen. Kerr’s brother, A. M. Kerr, owns 15.3% of KMUS Muskogee, Okla., and 21.1% of KINH Hugo, Okla. KRMG is already a TV affiliate; Tulsa and it is expected that an application for KTKO Oklahoma City will be filed for KTKO following FCC approval of the transfer.

Mr. Taylor also owns KANA Wichita, Kan., and KRVG Weissaco, Tex.

WDBJ

FOR ROANOKE AND SOUTHWEST VIRGINIA

The million people in WDBJ’s coverage area will earn nearly a billion dollars this year. Here’s WDBJ’s family coverage, according to the 1949 BMB:

Day — 110,590 families in 36 counties
Night — 85,830 families in 31 counties and 3 to 7 days weekly

Day — 90,320 families
Night — 66,230 families

For further information:
Write WDBJ or Ask FREE & PETERS!

HST’S CAR

NEW communications rail-
way car for use by President
Truman is about ready to go into service, according to the War Hormos, July 1945. It replaces a rebuilt baggage car first used by President Roosevelt during the war. Changes in the car, made at the St. Louis Car Co., are being made at an Army Signal Corps shop in Baltimore following a recent shakedown run. Equip-
ments include radio-telephone and telephones that can be cut into lines when the train stops. The Signal Corps will operate the car.

WDBJ

Established 1924
CBS Since 1929

AM — 5000 WATTS — 980 Kc.
FM — 41,000 WATTS — 94.9 M.

SOUTHWEST VIRGINIA’S PIONEER RADIO STATION
Bee Baxter of KSOO Wins McCall’s Mike Award for Outstanding Service to the Community by a Woman Broadcaster

Thank you, McCall’s, for the nationwide award to Bee Baxter for Outstanding Service to the Community by a Woman Broadcaster. We are confident that the many thousands of midwestern housewives in Bee’s daily audience join with KSOO in congratulating Bee on this occasion. Bee Baxter is an example of the outstanding local personalities who have maintained KSOO’s leadership in Sioux Falls and its rich trading area. KSOO now moves into its twenty-fifth year of service on its established 1140 kc. clear channel assignment with new and expanded 10,000 watt* facilities. Now Bee Baxter and the other top KSOO personalities will serve additional thousands of midwestern families.

KSOO
The Voice of Sioux Falls

Soon——
10,000 watts daytime
*5,000 watts night time

ABC Affiliate Represented by AVERY-KNODEL, Inc.

December 31, 1951 • Page 41
THE LATEST WCKY STORY

A BIG PLUS

FOR WCKY ADVERTISERS

THE OUT-OF-HOME AUDIENCE

WCKY is the #1 Station in Cincinnati
For Out-of-Home Listening

INVEST YOUR AD DOLLARS WCKY'S-LY
HERE'S THE BILLBOARD REPORT

• Out-of-Home Listening

. . . CINCINNATI

. . . According to Pulse Reports

The percentage of radio sets in use out of the home during the average quarter-hour period in July was 19.8. Compare this with the percentage of sets in use in the home in the average quarter hour, which was 2.6. Thus, the summer out-of-home audience was about 13 per cent of the at-home audience, and about 11.6 per cent of the total.

The top Cincy shows for out-of-home listening during the summer of 1951, according to Pulse, follows:

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
</tr>
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<tbody>
<tr>
<td>12:30-4:30</td>
<td>WCPO</td>
</tr>
<tr>
<td>5:00-5:30</td>
<td>WCKY</td>
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<tr>
<td>4:30-5:00</td>
<td>WCKY</td>
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<tr>
<td>12:30-12:45</td>
<td>WCKY</td>
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<tr>
<td>12:45-1:00</td>
<td>WCKY</td>
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<tr>
<td>3:00-4:30</td>
<td>WCKY</td>
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<tr>
<td>2:00-2:30</td>
<td>WCKY</td>
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<tr>
<td>12:00-12:15</td>
<td>WCKY</td>
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<tr>
<td>5:30-6:00</td>
<td>WCKY</td>
</tr>
<tr>
<td>1:00-2:00</td>
<td>WCKY</td>
</tr>
<tr>
<td>12:00-12:15</td>
<td>WCPO</td>
</tr>
</tbody>
</table>

ON THE AIR EVERYWHERE
24 HOURS A DAY
7 DAYS A WEEK

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

or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281

THE LATEST WCKY STORY
Disbarred?

THE NEW YORK State Bar Ass'n's Committee on Civil Rights wants to exclude television and radio (along with newspapers) from "public" hearings to protect the rights of witnesses and maintain the dignity of the proceedings.

But as far as the bar committee is concerned, newspapers are going right in.

Just how does the press offer greater protection to the witness than TV or radio? It doesn't. TV and radio report exactly what is happening as it happens. They do not report what a witness thinks has happened or, more to the point, what an editor thinks should have happened. The simple truth is that the greatest protection an honest witness can have is accuracy in the reporting of his testimony.

Why doesn't TV and radio be lumped with newscasts and still cameras in the bar committee's list of objectionable instruments? They shouldn't. They have none of the animac characteristics—glaring lights, zoom lenses, hooved editors—of commercial television and facsimile.

With the passage of a dozen years, how many of these tenets need revision?

There's one seeking to build circulation "to saturation in 40,000,000 homes." Today there are 100 million sets in 44,4 million households (see story page 23)—covering better than 95% of the population. More than 76% of the new automobiles have radios, and in the classroom radio is virtually standard equipment.

Better than par for that course.

Foster commercial television and facsimile?

TV okay. Facsimile is a fast accompi teehnically, but is used for commercial rather than news distribution (broadcast) purposes. The answer might be that it's still cheaper to get a newspaper delivered to your front door. But if newspaper rates keep increasing (they're 18 cents in Los Angeles) facsimile may still beckon.

So, with these slight alterations, we commend to all persons identified with broadcasting (which includes television broadcasting) a rededication of the Radio Platform for the next dozen years.

Comes the Congress Dawn

IN ANOTHER week Congress reconvenes. It will be a rip-snortin' exhibition from the opening gavel until the electioneering gets under way in the fall of this Presidential campaigning year.

Never before in our generation, or perhaps even in modern history, have there been so many issues for the political spellbinders. And with television yet! The Korean conflict, the corruption scandals, the crime investigation are but the top-billings in a gigantic mosaic of headline gristle.

You might think, under these circumstances, that legislation pertaining to the broadcast services would be lost in the melee. Perish that thought. Those TV allocations are too enticing a political morsel. And remember, Sen. William Benton, he of the buckster background who has filled the reformer veils to determine what we choose to call his "Board of Radio and TV Censorship," his campaigning causes celebre.

The concept of a score of legislative proposals effecting the broadcast arts that probably won't see the light of day. It's these others with political connotations that concern us.

And while on the subject of Congress, we would be remiss if we didn't take editorial note of an important change. It isn't the retirement of a Senator or the empty seat of a Committee chairman. It is the resignation of Edward Cooper as executive aide to the Majority Leader, who for ten years before had served as the communications expert of the Senate. Ed Cooper has joined the Motion Picture Assn. of America as the chief of its television department. The MPAA couldn't have found a better informed or qualified expert.

Ed Cooper served his superiors and his nation well. What isn't generally known is that communications in general and radio in particular, are his hobby. How, by virtue of the presence of Ed Cooper on the Senate side, he commanded the respect of both Republicans and Democrats. It was the force of his logic and his knowledge of the matters that blocked many an abortive legislative thrust. He sat as a 97th Senator insofar as the communications services are concerned.

We wish Ed Cooper well. But we confess we would feel better about a fair shake for radio if he were still there in the Senate.

Radio's Platform—1940-52

OVER THE long Christmas holiday weekend, we browsed through back issues of this journal (then carrying the bonnet: Broadcasting—Broadcast Advertising). Our eyes lit on the editorial page of the final issue of 1939.

The words had a familiar ring. We were dis- couraging on the year ahead, and how it behooved every person identified with radio to take inventory. The theme was: happily, there are two basic components in American radio—the public and the listener. In between are such essential personages as the client, the advertising agency and the federal regulatory authority.

Then the observation:

"But the most important person—outside of the listener, he meets his service obligation."

There was a once-over lightly of the problems of the old year and of the traditions established by radio. We thought it advisable to set down in typewriter the immediate objectives of radio, as a sort of creed in which it dedicates itself not only to the public service but to a vigorous defense of those principles for which it must stand to perpetuate that service.

We then enumerated our "Platform for American radio," which we said would modify as conditions warranted. The "platform," as it was published the year 1940, was as follows:

American radio to free as the press.

Maintenance of a free, competitive sys- tem of broadcasting.

Programs providing greatest good for the greatest number.

The right to render public service with- out reimbursement.

Maintenance of highest moral, social and economic standards.

Stand aloof from political partisanship on the air.

Build radio circulation to saturation in 50,000,000 American homes, with radio in every classroom, office and automobile.

Keep abreast of modern technical developments.

Foster sound and progressive development of commercial television and facsimile.

Our respects to:

GEORGE RICHARD SWIFT

FROM apprentice to general manager of WCBS-TV New York, the flagship station of the CBS Television Network.

The in capsule form, is the success story of G. Richard (Dick) Swift, who began his 20th year in the field of broadcasting Dec. 30.

His first day in the business was the same date in 1932 when, as an ambitious youngster just out of high school, he brushed aside his father's arrangement for him on a trade newspaper and went to work for CBS instead, as a "Junior Assistant Production Man."

It was an impressive title—but it really meant apprentice.

Opportunities for learning were plentiful at CBS, then a comparatively new, yet booming network, and it wasn't long before the young Mr. Swift had absorbed and learned enough to produce and direct several important network programs. His first step up the ladder came when the Program Dept. put him in charge of popular music, which permitted him to discover and introduce some of today's headliners in the field—singers Nan Wynn and Barry Wood, for example.

While popular music director, Mr. Swift spotted a vocal coach he thought showed promise as a conductor. He urged his superiors to give the man an opportunity and finally succeeded in getting time on the network for a variety show featuring a new maestro. Today that former vocal coach is one of radio and television's best-known conductors—Ray Bloch.

Later, Mr. Swift became producer of one of CBS' biggest network shows, Phil Cook's Al- manac, which he continued producing and direct- ing when Mr. Cook established his early-norning program on WCBS.

Eager to acquire a working knowledge of all facets of radio, Mr. Swift accepted a permanent appointment at WCBS under Arthur Hull Hayes (now vice president in charge of the network's San Francisco office) and began learning the ins and outs of the business side of radio.

He was assistant program director for the station. Later, on his own initiative and to round out his experience, he asked to be transferred to the sales staff.

On May 20, 1946, he was appointed assistant general manager and program director.

In this capacity, he developed some of the station's most popular shows, including Arthur Godfrey's, This is New York, Phil Cook's and Margaret Atwell's.

In March of 1949 he was named general manager.

(Continued on page 61)
Sometimes mental walls, too, need to be removed. Radio can help.

Typical of industry's new attitude toward community relations is the gradual disappearance of the unfriendly and forbidding factory wall. Although a protective fence may sometimes be needed for security reasons, industry has found that friendship with neighbors as well as with customers pays dividends. In labor supply, for example. In cooperation with local suppliers. And in relations with local government.

It isn't always a physical wall, however, that stands between a plant and its community. Sometimes an imaginary wall exists in the minds of the community's members. a vestige, perhaps, of bygone policies.

In removing mental walls, in improving liaison between plant and community, radio programs can help tremendously. And at reasonable cost. Radio can be as informal as you like, as flexible as you need, as friendly as only the human voice can be.

Does it take special circumstances or particularly unique skill to use radio to good effect in community relations? No. Almost any company can benefit. And in six of the nation's leading industrial areas. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon. Westinghouse stations are ready to help. They are in their 32nd year of helping industry make friends with its neighbors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ WBZA KYW KDKA WOWO KEX WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales
HEART FUND
Radio, TV Units Named

BRUCE BARTON, board chairman of BBDO, who is national chairman of the 1952 Heart Fund Campaign, last week named Thomas M. McDonnell, radio director of Foote, Cone & Belding to head the National Radio Committee for the fund drive and Rodney Erickson, manager of Young & Rubicam Radio and TV department, to head the National Television Committee.

Mr. Barton also announced these additional committee appointments:

Radio Committee—Frank Stanton, president, CBS; Frank White, president, Mutual; Theodore L. Bates, president, Ted Bates & Co.; Thee Gannon, director, radio-TV program development, William H. Weintraub & Co.; William R. Joyce, William Morris Agency; Frederick A. Long, director of radio-TV, Geyer, Newell & Ganger; Garth Montgomery, vice president, director of radio-TV, Kennedy & Eckhardt; Arthur Froyer Jr., vice president, radio-TV, BBDO; and Roy Winsor, Biow Co.

Television Committee—Robert E. Kintner, president, ABC; Philip H. Cohen, vice president, director of radio-TV, Sullivan, Stewart, Conwell & Bayles; Myron P. Kirk, vice president, director of radio-TV, Kudner Agency; P. A. Louis, director of radio-TV, Dickey Adv.; Tom McDermott, director of TV, Benton & Bowles; Julius F. Seeback Jr., vice president, WOR and WOR-TV New York; Lewis H. Titterton, vice president, radio-TV production, Compton Adv.; William M. Tuttle, vice president, director of radio-TV, Ruthrauff & Ryan; and Sylvester L. (Pat) Weaver Jr., vice president, television, NBC.

Harry R. Farrall

HARRY R. (Pat) FARRALL, 55, assistant to the publisher and advertising director of the Warren Tribune-Chronicle and vice president-general manager of the Tribune station, WHHH Warren, Ohio, died Dec. 22 after a two-week illness from a heart condition. Mr. Farrall started his newspaper career in East Liverpool, Ohio. He went to Warren in 1934 when he joined the Tribune as advertising manager. Mr. Farrall had served as president of the Warren Chamber of Commerce for the year ended last March 31 and was chairman of its board at the time of death.

Arthur Pollock

ARTHUR B. POLLOCK, 74, president of CFCA (FM) Kitchener, Ont., and Dominion Electromechanical Industries, died Dec. 17 at his home after a lengthy illness. He started making radio receivers in 1925 and a few years ago was granted the first Canadian FM license for a station not affiliated with an AM station. He is survived by his wife, one son, and two brothers.

FRANK C. OSWALD, assistant to secretary-treasurer WGAN Cleveland, appointed administrative assistant to EDWARD LAMB, president Edward Lamb Enterprises (WTOD Toledo, WTVN-TV Columbus, Ohio, WICU-TV Erie, Pa.).

FRED K. LEO, publicity director, president and commissioner All American Girls Professional Baseball League, appointed public relations director and member of sales staff WHBF-AM-TV Rock Island, Ill. Mr. Leo has served with WMBO Aurora, Ill., and WMBD Peoria, Ill.

CHARLES D. MELTON, acting manager WSIC-AM-FM Statesville, N. C., appointed manager. He succeeds EARL BOYLES, resigned.

PAUL ELLIS, merchandising specialist Kraft Foods Corp. in Seattle-Tacoma area, named merchandising supervisor KRSC Seattle.

Personal...

CHARLES H. CRUTCHFIELD, vice president and general manager WBT and WBT-TV (Charlotte, N.C.), named to national radio and television committee of Broadcasting Week... PAUL H. GOLDMAN, vice president and general manager KNOE Monroe, La., was selected "high man" among workers on membership committee of local Chamber of Commerce... ARTHUR HULL HAYES, CBS vice president and general manager WKRC Cincinnati, appointed director Redwood Empire Assn.... JOHN D. SCHEURER Jr., operations assistant to general manager WIPF-AM-TV Philadelphia, named to serve on membership committee of American Public Relations Assn.... MURRAY BRABSHORN, managing director of NARTSR, named national chairman of radio and television committee for Good Neighbor Day.

Yes, sir, such an excavator moves a lot of earth with each scoop.

And KWK can supply a lot of sales-drive to help move your product in the St. Louis area.

Contact your Katz man to unearth the facts about the high power job KWK can do for you.

Globe-Democrat Tower Bldg.
Saint Louis

FRONT OFFICE

1922 WOC 30 Years Later 1952

BUSINESS BETTER THAN EVER

WOC is the oldest radio station west of the Mississippi River. Carried 1st network broadcast of a Presidential Inauguration west of the Mississippi—Calvin Coolidge, March, 1925. Carried 1st network broadcast of a World Series west of the Mississippi—Cardinals vs Yankees, 1926. It has scored many firsts—including one of 1st stations west of the Mississippi affiliated with NBC.

Today, WOC can point to local BUSINESS BETTER THAN EVER. 24.2% more local advertisers bought time on this station July 1, 1950 to June 30, 1951, than in any previous 12 month period.

Local advertisers spent 14.4% more money for time on WOC during this period, than in any previous 12 months.

Get the facts about this radio station where BUSINESS IS BETTER THAN EVER. Get them from your nearest P & P office, or from us direct.

Col. B. J. Palmer, president
Ernest S. Sanders, manager
Davenport, Iowa
Basic NBC Affiliate
5000 W—1420 Kc.
Free & Peters, Inc.
Exclusive National Representatives

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Network Buying Slows in Nov.
Page 49

TV's Effect On Schooling
Page 50

Latest Set Count By Markets
Page 56

A Warm and Friendly Wish
for Happiness and Success
in the Coming Year 1952

WSB-TV ........... Atlanta
WBAL-TV ........... Baltimore
WFAA-TV ........... Dallas
KPRC-TV ........... Houston
KHJ-TV ........... Los Angeles
WHAS-TV ........... Louisville
KSTP-TV ......... Mpls-St. Paul
WSM-TV ........... Nashville
WTAR-TV ........... Norfolk
KPHO-TV ........... Phoenix
WOAI-TV ........... San Antonio
KOTV ............... Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
Way down in Evansville, Indiana—164 miles from Indianapolis—many viewers claim WFBM-TV as their favorite station, not only because the programs are good but also because it comes in best!

All of which points up the big BONUS you get when you buy this great Hoosier station. In addition to the 192,500 TV sets installed within its 60-mile radius, your programs on WFBM-TV get a “free ride” over the air waves to additional thousands of televiewers far and beyond the station’s 60-mile area.

WFBM-TV, on channel 6, is doing a wonderful sales job for scores of profit-minded advertisers. You’ll want to be in on this truly big deal for a big 1952!

*Source: BROADCASTING-TELECASTING, December 31, 1951

First in Indiana

WFBM Radio Is First in Listening, Too!
* First in the morning! * First in the afternoon!
* and a Great Big First at Night! 50% more listeners at night than any other Indianapolis station.

* Hoosier Ratings, February through April, 1951.

WFBM-TV
Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY
The NBC rate increase amounting to 9% for the total network, is effective Jan. 1 in the case of new advertisers and July 1 for advertisers who have signed up before Jan. 1. For an evening half-hour on the network the new rate will be $29,865 as compared to $27,406 now.

An increase in the frequency discount structure for 52-week advertisers is being made, Mr. Frey said, so that they may take advantage of TV's all-season sales pull at measurably reduced costs. The 26-week discount plan is being eliminated, with the new structure to be based on 30- and 52-week contracts.

The 9% overall rate hike compares with an 18% increase in TV home circulation since the current rates went into effect last July 1, it was pointed out.

Mr. Frey also noted that there will be more than 15 TV homes on Jan. 1, as against less than one million at the start of 1949. Under the new rates, he estimated that the cost-per-thousand homes will have dropped from $4.88 in January 1949 to $1.93 in January 1952, and will have declined to a new low of $1.71 by the time the new rates become effective for current advertisers next July 1.

New network rates for individual affiliates, with comparisons with the old rates are as follows:

<table>
<thead>
<tr>
<th>Affiliate</th>
<th>Old Rate</th>
<th>New Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNBY New York</td>
<td>$4,000</td>
<td>$4,300</td>
</tr>
<tr>
<td>WTJU Utica</td>
<td>$75</td>
<td>$80</td>
</tr>
<tr>
<td>WTVF-TV Syracuse</td>
<td>$175</td>
<td>$150</td>
</tr>
<tr>
<td>WELJ-TV Boston</td>
<td>$1,700</td>
<td>$1,250</td>
</tr>
<tr>
<td>WJAR-Providence</td>
<td>$750</td>
<td>$800</td>
</tr>
<tr>
<td>WITZ Philadelphia</td>
<td>$1,900</td>
<td>$2,100</td>
</tr>
<tr>
<td>WDIH-TV Wilmingon</td>
<td>$475</td>
<td>$525</td>
</tr>
<tr>
<td>WBAL-TV Baltimore</td>
<td>$1,000</td>
<td>$1,100</td>
</tr>
<tr>
<td>WBNW Washington</td>
<td>$950</td>
<td>$975</td>
</tr>
<tr>
<td>WIVR Richmond</td>
<td>$75</td>
<td>$80</td>
</tr>
<tr>
<td>WTAR-TV Norfolk</td>
<td>$475</td>
<td>$500</td>
</tr>
<tr>
<td>WSG-TV Arizona</td>
<td>$750</td>
<td>$800</td>
</tr>
<tr>
<td>WSKC-TV Birmingham</td>
<td>$400</td>
<td>$435</td>
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<tr>
<td>WLJW-TV Lanham</td>
<td>$45</td>
<td>$50</td>
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<tr>
<td>WJAC-TV Johnstown</td>
<td>$550</td>
<td>$565</td>
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<tr>
<td>WIBK Cleveland</td>
<td>$1,075</td>
<td>$1,125</td>
</tr>
<tr>
<td>WKEN-TV Buffalo</td>
<td>$900</td>
<td>$975</td>
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<tr>
<td>WHAM-TV Rochester</td>
<td>$550</td>
<td>$575</td>
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<tr>
<td>WSPD-TV Toledo</td>
<td>$600</td>
<td>$750</td>
</tr>
<tr>
<td>WTVT-Detroit</td>
<td>$1,350</td>
<td>$1,425</td>
</tr>
<tr>
<td>WIVL Dayton</td>
<td>$625</td>
<td>$700</td>
</tr>
<tr>
<td>WLWC Columbus</td>
<td>$675</td>
<td>$725</td>
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<tr>
<td>WMLW Cincinnati</td>
<td>$925</td>
<td>$1,025</td>
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<td>WSAZ-TV Huntington</td>
<td>$425</td>
<td>$455</td>
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<td>WVIT-TV Louisville</td>
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<td>$375</td>
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<tr>
<td>WSM-TV Nashville</td>
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<td>$375</td>
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<td>WMJ-TV St. Louis</td>
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<td>$1,225</td>
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<tr>
<td>WTVI Milwaukee</td>
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<td>$525</td>
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<tr>
<td>WOC-TV Des Moines</td>
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<td>$300</td>
</tr>
<tr>
<td>WOW-TV Omaha</td>
<td>$450</td>
<td>$550</td>
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<tr>
<td>WDAY-TV Kansas City</td>
<td>$675</td>
<td>$725</td>
</tr>
<tr>
<td>KSTP-TV St. Paul</td>
<td>$650</td>
<td>$800</td>
</tr>
<tr>
<td>WMCH-TV New Haven</td>
<td>$800</td>
<td>$800</td>
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<tr>
<td>WMYT-TV Greensboro</td>
<td>$400</td>
<td>$500</td>
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<tr>
<td>WNTV Charlotte</td>
<td>$400</td>
<td>$500</td>
</tr>
<tr>
<td>WMAJ-TV Jacksonville</td>
<td>$300</td>
<td>$400</td>
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<tr>
<td>WDFV Pittsburgh</td>
<td>$900</td>
<td>$900</td>
</tr>
<tr>
<td>WJLM-Lensing</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>WMJ-TV Lansing</td>
<td>$425</td>
<td>$425</td>
</tr>
<tr>
<td>WMJ-TV Grand Rapids</td>
<td>$700</td>
<td>$700</td>
</tr>
<tr>
<td>WBAL-TV Annapolis</td>
<td>$900</td>
<td>$900</td>
</tr>
<tr>
<td>WOOD-TV Grand Rapids</td>
<td>$700</td>
<td>$700</td>
</tr>
<tr>
<td>WOL-TV Ames</td>
<td>$400</td>
<td>$400</td>
</tr>
</tbody>
</table>

* Figures for 1950 not available.

** Revised as of Dec. 26.**

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### NOVEMBER GROSS

**GRADUAL slackening in the rate of acceleration of TV network time sales can be noted from the following figures compiled by Publishers Information Bureau which show November 1951 leading November 1950 by a margin of only slightly over two to one, compared to a more than three to one ratio between the first 11 months of this year and last. (Comparison is not exact as DuMont figures were not included in the 1950 totals, but as they are omitted from both the November and the January-November tables the generalization holds.)**

The first table gives individual TV network gross time sales for November and January-November this year and last. Second table recapitulates monthly grosses of each network for 1951, corrected up to Dec. 26.
"WHETHER or not children learn in school is not affected one way or another whether or not they have a television set at home.

"Nor is their learning affected very much by the way parents control television.

"These answers are "clearly indicated" by a study into the effects of television on children's school accomplishments conducted by Xavier H. Nimmons, Cincinnati. Funds ($2,500) were donated for that purpose by Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York, WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton, WLWA (FM) Cincinnati, WLWF (FM) Columbus, WLWB (FM) Dayton). Conclusions are quoted from a report of the Cincinnati Enquirer, Cincinnati, September 15, 1951.

Walter F. Clarke, assistant professor of education, conducted this study last spring, using nearly 1,000 children in the sixth and seventh grades in public and parochial schools in the Cincinnati area. Data used included the child's mental age, his achievement in school subjects and other mental aspects of his viewings of TV programs. Children from TV homes were matched with their mental equals from homes without television.

Notes Related Factors

In reporting a lack of a significant difference between learning progress of children with TV and those without it, Nimmons has warned that "it would be a gross misinterpretation of the data to hold that in the case of a given child his habits of watching television could not affect his school work."

The data gathered in this study revealed that poorer television habits and lower IQs, lower parental control and poorer mental outlook of the television child were found in the same child. Like most recreations, television can be used to excess which may result in damage to physical well-being and mental growth.

The report includes a cautionary note—that the Xavier research dealt with television only as it is—recreational TV, without any implications as far as educational TV is concerned.

But if the study showed no detrimental effect of TV on school achievement, it did contain "startling" implications regarding some other effects of this recent addition to many American homes. For example: The children studied—mostly 12 and 15-year-olds—were found to spend an average of 3.7 hours each school day in front of their TV sets, 30 hours a week, five more than they spent in school, if Saturdays and Sundays were counted.

An "appalling percentage" of parents apparently do not care how long their children watch television or what programs they see, according to the report, which stated that 52% of the children said they could watch whatever programs they choose. More than half of the children (58%) reported watching Home Theatre from 11:06 to well after midnight at least once a week, with 13% stating they saw these late night shows at least five times a week, while another 11% said they watched other programs at the same hours and 9% of the youngsters reported keeping the boxing matches at 1 a.m. Sundays.

Evening dramatic programs designed for adult audiences were watched by a "surprising" number of children, the study found, with more than half of the sample viewing TV Theatre from 9 to 10 p.m. Wednesdays and 22% watching Studio One from 10 to 11 p.m. Mondays.

Most popular program was the Tuesday night Milton Berle Show, seen by 86% of the children. Then came three Westerns — Six Gun Theatre, 85%; Six Gun Playhouse, 83%; Hopalong Cassidy, 70%. Captain Video drew 76% of the preadolescents, Arthur Godfrey's Talent Scouts, 69%; Stop The Music, 62%, and Twenty Questions, 56%.

Cities Mystery Show Data

In the Mystery-crime category 62% of the children watched Big Story, 55% Lights Out, 49% Big Town, 48% Plainclothes Man, 47% Million Dollar Theater, 45% T-Men in Action, 41% The Web, 40% Hands of Mystery, 36% Suspense, 29% Famous Jury Trials, 29% Danger and 17% Mystery Playhouse.

The pattern in mystery-crime show watching is "significant," the survey showed, with children apt to see all of these programs if they saw any at all. Those reported watching a mystery show at 11:15 Sunday night also said they had seen mysteries at 9:30, 10 and 10:30 that evening. It was also found that the child's IQ was not a factor in his seeing the more likely he was to watch many of these programs.

Wrestling on television also attracted the younger, with the highest IQ group who see one wrestling telecast a week to watch all that are on when they are not in bed. Wrestling, like the mystery and Western, appeals most to the lower IQ group.

Children whose viewing was controlled were largely in the higher IQ group and their viewing followed a pattern for the week: these TV programs they were allowed to watch, the survey found: Monday — Godfrey's Talent Scouts; Tuesday — Milton Berle and Cascade of Bands; Wednesday — Arthur Godfrey; Thursday — Stop The Music; Friday — Twenty Questions or We, The People, Cavalcade of Stars; Saturday — Big Top, Show of Shows; Sunday — Zoo Parade, Hopalong Cassidy. Incidentally, children whose TV viewing was less than five hours a day on weekends, four hours a day on school days, were considered to be controlled.

In his summary statement, "Mr. Clarke concluded, "is not offered as a final answer to the problems of television and its educational relationships. It is hoped, rather, that it presents some of a more comprehensive study of the effects of TV upon children of a group of children who need to be studied still further."

WFAA-TV

COMPLETION of a $180,000 expansion program by WFAA-TV has been announced by Ralph W. Nimmons, manager of The Dallas Morning News Channel 8 station in Dallas.

He stated this has doubled the station's floor space, to its present 12,238 sq. ft., thereby making it the largest network-affiliated station in the Southwest devoted exclusively to television.

A new studio, 23 by 36 ft., has been added to supplement the previous studio which was 25 by 36 ft. Folding doors connect the two studios and allow for production of shows in both, with cameras being taken from one location to the other with maximum use being obtained from each studio.

A new set storage and property room, measuring 25 by 36 ft., with a complete set construction shop, has been added, plus a garage of the same size, to house the station's $95,000 televizor.

An assembled office building has been added next to the cream-colored brick building on Hines Blvd. Overall dimensions are 32

Expansion Program Is Announced

RALPH W. NIMMONS (center), manager of WFAA-TV Dallas, points to the new assembled office building complex film and art studios to Mrs. Jessie Southworth, public relations director of Sanger Bros. department store, Dallas, and Harry L. Koengberg, publicity director, WFAA and WFAA-TV.

PARAMOUNT CASE

FCC to Hear Jan. 15

PARAMOUNT case begins as scheduled Jan. 15 before FCC Hearing Examiner Leo Remick, with legal arguments and legal points of the FCC's denial of the request to intervene in the case [B*T, Oct. 5]. The St. Louis Hollywood theatre owner was denied intervention by FCC. Motions Comr. George E. Sterling on the ground it had no legal standing. That view was upheld by the full Commission, with Comr. Robert Jones dissenting.

Request of Gordon Brown, WSAW Rochester, N. Y., to intervene in opposition to the merger, was also denied [B*T, Nov. 21]. We were submitted by Motions Comr. Paul A. Walker for decision to the full Commission.

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GRUEN BUDGET
90% Earmarked for TV

HENRY DORFF, director of advertising for Gruen Watch Co., Cincinnati, disclosed last week that 50% of Gruen's 1962 advertising budget has been earmarked for television. This is about a 25% increase over the 1951 budget, Mr. Dorff said.

"In radio," he added, "we plan nothing except to continue certain spot contracts in selected local markets that are a carry-over from the past. This will not amount to much as far as a budget percentage is concerned."

Hoag Transfers

ROBERT B. HOAG, general sales manager of CBS-owned KNXT (TV) Los Angeles since 1949, transfers to CBS Television Spot Sales as an account executive, effective Jan. 15.

FATE OF TV

TELEVISION, "the greatest thing ahead," cannot be properly assessed today or next year, Joseph H. McConnell, NBC president, said last week in a year-end statement. "Perhaps the year 1958 will bring us a breathing spell," he stated; "perhaps by then we will be able to evaluate the ultimate role of television in the national scene."

1956, as foreseen by Mr. McConnell, will find 28 million TV homes in this country, accommodating a viewing audience of 84 million people, more than half the total national population. By then, "we think of television as an instrument of mass communications for all of America," McConnell said.

Theatres, TV, he noted, will add another 4.3 million persons to the video audience—through 4,300 TV-equipped theatres, each seating an average audience of 1,000—bringing the total nearly to 90 million daily televisioners.

See $8 Billion in '55

Total national expenditures for advertising—$1.775 million in 1955—will rise to $8 billion in 1955, Mr. McConnell anticipates, adding that with the present "leaping demand" for TV time, "it is probable that television in 1955 will achieve billings of $1 billion, or one out of every eight dollars spent by American advertisers in all media."

But, Mr. McConnell said, "despite the vast increases in revenue, the major networks will not record large profits. Income will be plowed into growth. It is possible, even probable, that networks will continue to show losses in this period of feverish expansion."

To make his prophecy come true, more TV stations will be needed, the NBC president stated, citing the opening of the UHF band as the answer. This, he said, will give us 70 new television channels; it will permit up to 2,000 new stations to operate; it will free the VHF band from current restrictions. And it will offer an opportunity for nearly every community in America to enjoy television."

With only 12 VHF channels available and only 63 major market areas now served with TV, "we have got to open up the UHF band," Mr. McConnell declared. Reporting that the FCC is "fully aware of this need" and "action [is] almost under way to open up UHF," he expressed confidence that "1955 will see TV stations dotting many regions now remote from any signal."

By 1956, Milton Berle may very well reach Broken Bow, Okla.

If the ban on color TV, presently imposed because of defense requirements, is lifted next year and if the FCC agrees to reopen the question, he said, "1955 might see a compatible color system getting underway with the solid support of the radio and television industry."

Indeed, if compatible color television becomes a reality, my forecasts for '56 might fall short. Color television is the best product showcase within the dreams of any advertiser. It is bound to stimulate the industry's advertising revenues, just as it is certain to attract more and more viewers."

Two Name Agency

SOUTHWESTERN Fishing Rod Co. and Athletic Shoe Co., both Chicago, name Burlingame-Grossman, same city, to handle their advertising. Sid Brighta is account executive on both. Southwestern is considering television as media plans are being worked out. Athletic Shoe may use TV spot in test markets for its new line of Shearing bedroom slippers.

McConnell Sees '52 As 'Breathing Spell'

BOYD, NBC TALKS 'Hopalong' Asks $8 Million

NEGOTIATIONS were in progress in Hollywood last week for NBC to acquire William Boyd Enterprises on a capital gains basis, with the asking price reported in the vicinity of $8 million.

In addition to obtaining the lifetime services of Mr. Boyd as "Hopalong Cassidy" for radio and television, the transaction would include the various merchandising activities and other commercial activities which have sprouted from Mr. Boyd's success in portraying the character.

Included would be the newspaper comic strip and comic book rights, outright purchase of 66 "Hopalong Cassidy" movie films and possible TV film series starring the movie TV star. NBC already holds distribution rights for films and also first refusal rights on properties.

The decision to sell on a capital gains basis, according to Robert Stabler, Mr. Boyd's manager, is based on the heavy taxes and expense burden involved. Despite Mr. Boyd's average annual gross over-all earnings, it has yet to recoup all of the $400,000 spent in obtaining TV rights to old "Hopalong" movies now being shown on TV, according to Mr. Stabler. He said Mr. Boyd's gross in 1951 income was $2,032,000 but that the net after taxes is only $140,000.

Cites Low Net

Although "Hopalong" commercial tie-ups grossed $25 million this year, net for Mr. Boyd is $1,200,000, Mr. Stabler said. He explained Mr. Boyd received $650,000 from the lease of his films to TV; $120,000 from comic strip rights; $55,000 from radio and about $7,000 from Capitol Records. The $650,000 from old movies to TV is the gross figure with the net about $350,000, Mr. Stabler said. After various expenses, Mr. Boyd's share comes out on an extraordinary, ordinary income, but taxes cut that down to an estimated $140,000, he pointed out.

Negotiations were begun several weeks ago in New York. They are still in preliminary stages and several weeks are expected before any conclusions are reached, it was said. Jack Cram, head of NBC-TV film syndication department, heads the network's delegation to Hollywood.

C-P-P Signs NBC-TV

COLGATE - PALMOLIVE - PERT Co., Jersey City, will sponsor three half-hours of a five times a week half-hour series called The Big Payoff effective Tuesday, 3-3:30 p.m., on NBC-TV. The click show, created and produced by Walt Framer, will star Randy Merriman as host and Bea Myerson, "Miss America of 1946," as hostess. William Esty & Co., New York, is agency.
POLITICAL CODE

CODE of standards designed to guide radio-television networks in covering the 1952 conventions is "generally acceptable" to industry, but certain comments were placed before the two major parties, it was learned last week.

All major networks have been sounded out on possible changes in the standards, which are provisionally drafted by industry representatives. The code and industry comments were forwarded to the Democratic and Republican National Committees. They will be placed before their respective executive committees in the next fortnight.

Network representatives had no "objections" to the standards as revised by both party groups, according to Ken Fry, radio-TV chief of the Democratic National Committee.

Industry members weighed suggested code revisions in a New York meeting early in December. Thomas Velotta, ABC vice president, in charge of news and special events, is coordinating coverage plans.

Spelled out in the code are such factors as type of sponsor, extent of coverage, exclusivity of rights, cost of facilities [B&T, Nov. 26]. It presumably is patterned after proposed standards recommended for coverage of Congressional hearings.

Approximately 55 million people are expected to witness convention proceedings next summer on television, according to best estimates, with the usual projection of three viewers per set.

The GOP conclave gets under way July 7 and the Democratic convention July 21. Both will be held at the International Amphitheatre in Chicago, with extensive arrangements for radio-TV coverage.

Over 2,000 radio and virtually all TV outlets will participate.

Mull Cost Question

Cost question involving use of technical equipment during the period of installation may prove to be thorny if the national committees hold out for the proposition that the networks should bear the total cost. Usual practice has been for industry to pay a considerable part of technical equipment cost. Installation expenses for radio-TV are estimated at roughly $500,000.

Both the Democratic and GOP party groups are straining to clear the code hurdle as soon as possible, paving the way for study of other problems. The Democratic National Committee also will act in January on choice of an advertising agency for '52 media activities. The GOP has deferred this aspect until convention time. Extent of budgets won't be known until agencies are selected [CLOSED CIRCUIT, Dec. 10].

Set primers will be another indicator for sizing up the radio-TV plans of individual Senas.

Demos, GOP to Study Industry Comments

Set RECEPTION

ARRL Backs Design Drive

POWERFUL American Radio Relay League has thrown its weight into the campaign to "sell" TV set manufacturers into improving the design of TV sets so reception will not be ruined by "ham" transmitter operations.

In a letter to the presidents of all TV receiver manufacturing companies, A. L. Budlong, general manager of the ARRL, asked them to provide "in normal design processes, adequate protection in current and future models against transmissions not in the television channels themselves. Pointing to what he called receiver defects "susceptibility to overload and lack of adequate selectivity"— Mr. Budlong emphasized that these "mistas" should not be repeated in UHF.

Mr. Budlong indicated that the RTMA Committee on Television Receivers was studying the problem. He also pointed out in the current issue of QST, journal of the ARRL, in which George S. Turner, chief of the FCC Field Engineering & Monitoring Division, reported substantial progress in setting up community committees and getting manufacturers to provide filters when their sets are found to be at fault [B&T, Nov. 19].

'Sheds' Cuts Prices

REDUCTIONS ranging from $20 to $60 on designated 16, 20- and 20-inch receivers were announced by the Crosley Division of Avco Manufacturing Corp. last week. Actually, officials said, the reductions, based on prices prevailing on Sept. 12, amount to $140-190 compared to prices established when these sets originally were introduced.

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NHL ANSWERS

Government Charges

PROFESSIONAL football has stated its case in the suit filed against the government [B&T, Oct. 15].

Suit was entered by the government in an attempt to restrain the National Football League from limiting radio and television broadcasts.

Gist of the NFL 38-page argument, filed Dec. 22, in U. S. District Court, is: Professional football is not a trade or commerce within the meaning of the Sherman Anti-Trust Act, and therefore is not subject to its restraint. Also asserted is the lack of any law violation in the league's policy of limiting or restricting radio and TV broadcasts outside a certain radius of the city in which the home game is played.

While acknowledging that it follows a practice of limited broadcast, the football league said it is not an unreasonable restraint and is imposed only on 12 days a year to protect the good will and franchise of each football club.

However, the brief continued, in order to maintain the good will and advance the franchises' value, the league permits radio broadcasts and telecasts of games in cities other than in those in which games are being played.

Suit is to be argued Jan. 8 before Judge Allen Grim.

Other points of the brief: Public is not deprived of anything since the game can be seen later in motion pictures which are telecast or can hear broadcast recordings; league has property right in radio and TV and can select whenever it wants, whenever it wants, to make radio broadcasts and telecasts.

SCHRECHT BOXED

APPOINTMENT of A. (Abe) Schecter as an NBC general executive for the television network [B&T, Dec. 24] was confirmed last Wednesday by Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television. Leaving a vice presidency with Crowell -Collier Pub. Co. to take the post, effective Jan. 1, Mr. Schecter will supervise various major NBC-TV projects, Mr. Weaver said.

Mr. Schecter's assignment will be to take complete charge of the new two-hour early-morning communications show, Today. Mr. Schechter established and for several years was director of the NBC News and Special Events Dept., and after World War II, was vice president of Mutual in charge of news, special events, publicity and TV coordination from 1945 to 1956, when he joined Crowell-Collier.
**CANADIAN TV**

**Govt. Upholds CBC Plan**

Canada's Parliamentary Radio Committee has thrown out a plea from the Canadian Broadcasting Corp. for a separate regulatory body and an opportunity for private stations to get into television immediately.

Committee's recommendations to Parliament noted there have been several investigations of radio broadcasting in Canada in later years and all of them found principles underlying the Canadian radio broadcasting system sound. It proposed, Canadian Broadcasting Corp. continue to be the regulatory body and one that will handle technical problems. However, closer liaison between CBC and private stations was urged. Committee also asked that CBC proceed as soon as possible with the extension of TV coverage for Canada.

During the debate on appropriations for the Canadian Broadcasting Corp. and a high-powered Canadian Parliament at Ottawa, Socialist Leader M. J. Coldwell, commended the government on its TV policy. He said that "to let private interests have a say in management that would be a punishment on the Canadian people for the neglect of this Parliament, I don't want to see our people get the kind of punishment that they are getting from commercial television. I am convinced our people would rather wait a while than have the kind of punishment that they have in the United States."

Donald M. Fleming, Conservative Party, upheld the right of private enterprise to get into TV. He stated that Canada was without its own TV stations, the government was against licensing private TV outlets. He did not see how the government could justify its denial of outlets to people who were perfectly willing to risk anywhere from $50,000 to $100,000 to lose money on TV stations. As a result Canadians would not have a great deal of TV for several years, he said.

Meanwhile, an amendment to Bill 17, which is pending before the Canadian Parliament, has been offered. It would widen the appeal of Canadian independent broadcasting stations to the government. Arthur W. Roebeck (L-Toronto) supported the amendment to widen the grounds on which a privately-owned station may apply for a licence. The government had decided to suspend its license. It would allow stations to appeal to the courts on questions of fact as well as of law as had been originally proposed in the bill.

**TELEVISION aid in New York's fund campaigning for United Cerebral Palsy has proven such a success, other cities are reporting planning to use TV formula in winning youngsters by discussing program factors in New York drive are (1 to r) Jinx Falkenburg and Tex McCray, two of many TV, radio and entertainment stars who appeared, and Robert M. Waitman, vice-president of United Paramount Theatres and chairman of UCP Talent Committee.**

**LIGHT BEAM RELAYS**

**Dr. DuMont Sees Future**

PROGRESS in development of TV signal transmission by invisible light rays is claimed by Dr. Allen B. DuMont, head of the Allen B. DuMont Laboratories. In a series of experiments, the method, first announced last January, will be ready for network relay use within two years and for community service in five years.

Dr. DuMont holds a patent on the process and has been working on it several years. The Navy used light for voice transmission in Boston harbor early in World War II, he said. Tests of the technique were shown to the public in the '30s.

Because solid objects between transmitter and receiver would block out signals, community service would be restricted to areas with uninterrupted line-of-sight from a central antenna to home. That limitation, Dr. DuMont feels, is more than offset by low cost of transmitting and receiving equipment.

Good reception via light beams has been shown on a 250-ft. tower from the transmitter, he said, with extension to five miles adequate to cover most small and many medium-size communities.

**NOT'S TV in '52**

AMERICAN League's Washington Senators, which restricted the telecasting of games to 21, less than one third of its total home base-ball games in the 1951 season, have announced the same policy for the coming baseball season. The Senators finished in seventh place at the end of the 1951 season. Christian Heurich Brewery, which sponsored the games last season on WTTG (TV) Washington, and several night games to Baltimore, have taken up its option on television and radio rights. All 77 home games will be on radio and television (excluding satellite season). There were no provisions for telecasts to Baltimore.

**ARMY SERIES SET**

**51 Outlets to Air Films**

SERIES of 13 half-hour films, The Big Picture, describing the progress of the Korean war from its break on June 25, 1950, up to Aug. 20, 1951, will start running on 51 TV stations as a weekly series sometime during January. Program is being telecast by the army TV Branch, Public Information Div., Department of the Army, and the Signal Corps Photographic Center, utilizes films made by camera units of the armed forces. It is on 16mm film and is distributed by Col. E. M. Kirby's Radio-TV Branch of the Department of the Army in Washington.

Series is available for local sponsorship, with the Federation Bank & Trust Co., which is sponsoring the program on WCBS-TV New York each Sunday, 2-3:30 p.m., starting yesterday (Dec. 30), announced as the first advertiser to sign for this program. Capt. Carl Zimmermann, formerly in radio, is Washington writer and announcer of the series.

**USES NEWSREEL STYLE**

The Big Picture, comprising War and Its Messe, War and Its Men, War and Its Machines, according to the third episode previewed in New York last Thursday, traces the events of the Korean war in newreel style, each episode covering roughly a month of action. Lt. Al Gannaway, representing Col. Kirby, who was ill and unable to attend the advance showing, said that it is hoped that the series may be extended beyond the 13-week cycle. Ten of the 13 episodes have been completed, he said; the other three are now being edited and prepared for telecast at the Signal Corps Photographic Center at Astoria, Long Island, New York.

**DON LEE TV**

**Marks 20 Years Dec. 23**

DON LEE Television Dec. 23 celebrated its 20th anniversary. In observance of the event, the network's present Los Angeles station, KHJ-TV, carried a special documentary program outlining history of the station over the 20 year period.

Harry Lubcke, formerly chief engineer for the network and now an independent television consultant, was guest moderator on the program.

The western network began its television career Dec. 23, 1931, with experimental station KFWX. In May 1948, the station became officially known as KTLA. Two years later Don Lee was temporarily out of television when CBS purchased the outlet renaming it WTTW. In 1961, it was back, with the purchase of KFI-TV Los Angeles, whose call letters were changed to KHJ-TV.

**SEATTLE LAW**

**Limits TV Dealer Promotion**

A SEATTLE city ordinance enacted in 1954 is being interpreted to restrict the promotion of television sets, and Seattle dealers do not like it.

Through their organization, the Seattle Retail Television and Motion Picture Dealers Assn., they have asked the city council to amend the measure, which requires a $7-a-day fee for "television set dealers." In at least one instance, the measure, which calls for licensing of merchants who use sound to attract prospective purchasers, has been invoked against a TV set dealer who had a receiver operating on his premises.

The dealers' association has met with the city council's license committee, in an effort to have the law modified. The committee is currently studying the matter.

Broadly written, the measure covers virtually all types of vending machines and more particularly the effect of causing crowds to collect in public places. Sole exception written into the ordinance is the street selling of street vending machines. That is not intended to cover television, however, would seem indicated by the date of its enactment, when television was not available to the purchasing public, according to one source.

**'BANK' TO CBS TELEVISION**

**Switches from NBC Spot**

BRISTOL-MEYERS Co. decided last week to move its Break the Bank television program from NBC-TV to CBS Television, where spokesmen said it will start on the full 62-station network on Jan. 15. In the September 20-30 p.m. spot vacated by the shortening of the Fred Waring Show to 30 minutes.

The decision will mean approxi- mate doubling of the station's billings to CBS-TV, it was estimated.

The radio version of Break the Bank is carried on ABC and has been simulcast on NBC-TV for the last year. Simulcasting started in October 1948 and a year later an independent TV version was launched on NBC-TV. Agency for the account is Doherty, Clifford & Shefield, New York.

The quiz show is one of several programs NBC has sold to the CBS-TV schedule on Jan. 13. Others include the return of Mr. Imagination, Quiz Kids and Columbia Television Workshop.

**WTVJ Expansion**

**IN LINE with expansion plans, WTVJ (TV) Miami has announced that it is constructing a new high-rise building to house its present facilities. The new addition will make more office space available in WTVJ's present building, Mitchell Wolfson, WTVJ president, said. The expansion plan was for completion of the new building by February.**

December 31, 1951 • Page 53
OPERATION SUCCESS!

with DUMONT Telecasting
The rich heritage of over 12 years experience in the design, manufacture and use of telecasting equipment is reflected in every piece of Du Mont equipment today. This experience results in equipment without peer for performance, dependability and operating economies.

Du Mont-equipped stations were among the first to “break into the black” a few years ago. Today a roster of the most successful stations in the television world shows an impressive percentage of partial or 100% Du Mont-equipped operations.

It was Du Mont who first advocated the “Grow As You Earn” basis of station equipment. This has paid dividends to the many stations who recently increased their transmitting power through the Acorn-to-Oak Series Transmitters. Such power increases were achieved with no loss of “time on the air” or loss of former equipment.

 Truly, a Du Mont-equipped TV station exemplifies OPERATION SUCCESS!

---

**Equipment**

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**START SMALL . . . GROW BIGGER**

---

(300 Watt) ACORN

5 KW OAK TRANSMITTER

---

TELEVISION TRANSMITTER DIVISION,
ALLEN B. DU MONT LABORATORIES, INC.
Clifton, New Jersey
**telestatus**

The RCA Engineering Products Dept. has developed a video special effects amplifier which, RCA said, "can electrically accomplish fades, dissolves, superpositions, wipes, insertions and other dramatic picture combinations that are made possible by the speed of the Regiscope." The apparatus is a single rack-mounted unit which accepts the two picture signals to be mixed, together with a masking signal, delivering the desired composite signal. The masking signal, which controls the relationship between the two video signals, may be delivered by virtually any type of TV camera or by a synthetic-signal generator. When the masking source scans black, one signal is transmitted; when it scans white, the other is transmitted. "Effects and mask shapes are limited only by the imagination of the producer or programmer," RCA said, predicting that the new amplifier will soon render any number of animatic and mechanical effects devices.

* * *

'**Regiscope' Helps TV, Film Effects**

An electrical, remote control system that brings flexible, large-screen animation to miniature characters, has been perfected and patented under trade name of "Regiscope" by Edward Nassour, independent Hollywood motion picture and television producer.

Representing more than 10 years of laboratory experimentation and an expenditure of approximately $75,000, it will go into manufacture within 10 days, according to Mr. Nassour. He and his brother William will retain control of the manufacture and usage of the Regiscope, producing films for themselves and for other TV and motion picture companies.

He pointed out that cost of Regiscope-controlled caricature filming will be approximately one-third that of current pen-and-ink animation and will revolutionize use of animation in live-action scenes. Recent demonstration showed that flexibility of facial expressions and body movements, controlled at high speed or slow movement, surpasses any previous methods of animation in many respects. First professional TV Regiscope system will be in certain sequences of the feature film "Ring Around Saturn," which Mr. Nassour will produce.

The Nassour Bros. also have started a new, as yet untitled television series that will utilize characters controlled by the Regiscope system. New series, when developed, will require more than $200,000 have been established at 5833 Sunset Blvd.

where the "Regiscope" sequences and featurettes will be produced.

* * *

**'Out-Of-Home' Viewing Reported for N. Y.**

"Out of home" listening and viewing in New York area added 16.5% to the regularly measured "home" audience in radio and 10.2% for television, Pulse Inc. reported last week.

The plus provided by out-of-home radio listening was greater during the daytime than at night. From 6 a.m. to 6 p.m. away-from-home listening boosted the radio audience by 16.7% as compared with 14.7% at night.

The opposite holds true for television. Nighttime viewing in public places or in the homes of friends and relatives was more than triple the daytime level. At night, this out-of-home viewing added 11.3% to the video audience; during the daytime, 7.0%.

* * *

**'Howdy' and 'Foodini' Termed Objectionable**

SHOWS, Howdy Doody and Foodini the Great, were tabbed as "objectionable" for children by the

(Continued on page 90)

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**Weekly Television Summary—December 31, 1951—TELECASTING Survey**

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<th>City</th>
<th>Outlets On Air</th>
<th>Sets In Area</th>
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<tr>
<td>Albuquerque</td>
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<td>114,604</td>
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<tr>
<td>Ames</td>
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**Total Markets on Air 64**

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**Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, public broadcasting and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Advertisers on WSB-TV picked up a big hunk of additional market as of this past September 30th. That is when WSB-TV switched to Channel 2 and began telecasting with 50,000 watts of radiated power from the world’s tallest television tower. WSB-TV now carries your picture story, clear and strong, to thousands of TV homes never reached before — and still unreached by other Atlanta stations. If you want more for your money — get on WSB-TV.
TAKES SSB POST

V. H. Rothschild Named

APPOINTMENT of V. Henry Rothschild, New York attorney, as vice chairman of the Salary Stabi-

lization Board in a move to speed up processing of cases has been announced by Roger L. Putnam,

Economic Stabilization Administra-

tor.

Mr. Rothschild, SSB general counsel and board member, will spell Justin Miller, salary board chief, with authority to direct op-

erating activities of the Office of Salary Stabilization. Judge Mil-

ler, NARTB general counsel and board chairman, has been loaded with administra-

tive responsibilities while serving on a parttime basis, Mr. Putnam noted.

At the same time Mr. Putnam an-

ounced a series of movies designed to help SSB clean up a mounting backlog of cases, including a deci-

sion touching on over-scale perform-

ers in radio, TV and other entertain-

ment fields. SSB is "owed under" with a backlog of more than 3,000 cases, he added.

Mr. Putnam's program includes steps to (1) clean out old cases promptly by mobilizing a task force from EGA; (2) revamp SSB's in-

ternal structure, and (3) organize a nationwide information service for employers, utilizing 70 field of-

fices of the Wage-Hour Division of the Dept. of Labor.

Mr. Rothschild, who assumes his
new post Jan. 2, will relinquish the general counsel's position. As vice chairman, he will work for

closer coordination between the board and the Office of Salary Stab-

ilization, its administrative arm. Board members have been serving in

an advisory capacity.

It was Mr. Rothschild who charted the board's course on the salary question in the entertain-

ment industry urging that over-

scale talent adhere in each indus-

ty to self-administering regula-

tions drawn up by the government, rather than to a voluntary code

promulgated by industry (B&T, Dec. 10).

The board has not yet formu-

lated regulations for entertain-

ment, but it was expected that a

decision would be forthcoming more quickly as a result of the realign-

ment action. Sports also will draw a

ruling from SSB.

A report has been submitted by a special SSB panel, which report-

edly advocated voluntary code pro-

cEDURE following talent hearings on TV and radio. The course charted by Mr. Rothschild before the National Assn. of Manu-

furers has the effect of overriding the panel's recommendation on this

aspect (Closed Circ. Dec. 17).

HARRY J. HARMS, active in selling to dis-

tributors since 1947, named dis-

trict sales manager for Nassau

and Suffolk Counties by New York

factory distributorship, receiver sales division, Allen B. DuMont labs.

SET DEMAND

INDUSTRY output of TV sets will have to be increased "substantial-

ly" by the end of 1952 if there are

going to be enough sets to satisfy
demands of persons in newly-

opened video areas.

This is the opinion of John S. Meck, president of Scott Radio

Laboratories, Chicago, who predicted last week that 12,600,000 sets will be

needed to fill the "immediate de-

mand" for receivers within six months after new stations go on air in what now are non-TV areas.

Basing his conclusions on a sur-

vey conducted by Scott among 143 families in Fort Worth, Tex., Tampa, Tucson, Denver and Port-

land, Ore., all non-TV areas-Mr. Meck said the 16,800,000 families now in TV sets will need to buy sets faster than did residents of TV markets. "It took about 4 1/2 years to put just over 13 million sets into homes of about 27,412,700 families now estimated to be within reach of television. If families in the new television markets go for it as they indicate they will, nearly three-quarters of them will be storming the dealers' stores within six months after broadcasting starts."

Mr. Meck said of the families answering the survey questions, 2% already have TV, even though they are beyond a 100-mile limit. Of the rest, 59% said they would buy a set as soon as telecasting begins locally, with another 32% saying they are undecided. Only 7% said they do not plan to buy.

Mr. Meck said TV set production for 1952 is estimated as 4 1/4 mil-

lion, which compares with 12,600-

000 sets that will be needed after new stations go on the air.

ABC-TV Signs Henrich

TOMMY HENRICH, who earned nicknames of "Old Reliable" and "Mr. Clutch" during his 13 years in big league baseball, has been signed to a long-term contract as TV sports-

caster by WJZ-TV New York, key video station of ABC Television Network. Starting his three-year, $18,000-a-year deal for WJZ, Dec. 18 on the Russ Hodges Sports Show (11:10-11:20 p.m. EST, Monday, Tuesday, Thursday, and Friday), he will travel the country, reporting, "Mr. Hodges' out of town trips."

Program is slated to be telecast five nights weekly after first of year and plans call for the two sportsmen to have an early evening sports show as well.

RCA Names Smith

DOUGLAS Y. SMITH, with RCA nearly a quarter-century, was named last week as manager of

sales operations for the RCA Victor tube division, according to L. S. Thees, general sales man-

ager of the department. Earl M. Wood succeeds Mr. Smith as manager of the Lancaster plant and the Rothenberger, Mr. Smith's prede-

cessor, was named manager of the RCA-Victor eastern division.

PASADENA SHOW

On Nationwide TV

FIRST nationwide telecast of the Tournament of Roses parade and Rose Bowl football game at Pas-

adena, Calif., Jan. 1 will feature six Congressional Medal of Honor winners selected by the U. S. Treas-

ury to promote the sale of savings bonds. The medal winners are serving as grand marshals of the parade.

Sponsoring the parade is Wool-

worth Co., with Gillette Safety Ra-

zor Co. taking the Illinois-Stanford game. Escorting the medal win-

ners for the Treasury is T. Harry Gatten, bond promotion specialist of the Savings Bond Radio Section.

KFMB-TV San Diego has joined Tele-

vision Broadcasters of Southern Cali-

fornia.

WWW:...
The Goodwill Mission

and the coming year

Lots of good wishes for the Holiday Season.
Your Blair sales contact will tell you more.

It is not only the work of these stations—WMBG (AM), WCOD (FM), WTVR, and WMBG (FM) in Petersburg, VA. So are WTVR's records of firsts in Norfolk's. So are those for the station with the FCC.

Havens & Martin, Inc., filed formal application for the station with the FCC on March 8, 1944. WTVR's license was granted on March 31, 1948.

The South's first television station was WTVR.

The cost was staggering, so was the effort. But the vision and the belief were there. The WMBG station was built even in a recession age. Some years ago, a handful of big men put a handful of television stations on the air. The biggest of these was WTVR, March 31, 1948. When a handful of big men put a handful of television stations on the air.

WTVR's firsts in Norfolk's are impressive. So are those for the station with the FCC.

WMBG's firsts in Norfolk's are impressive. So are those for the station with the FCC. The South's first television station was WTVR.

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MAGAZINES TO $500 MILLION

...people are still talking about the network that is just starting to hit the airwaves today.

**Radio's Future**

**BBDO, Inc.**

Headquarters: New York, N.Y., Mr. Donald L. Bland, Pres.

This is a letter to you, Mr. Bland, from BBDO, Inc., one of the largest advertising agencies in the world. We are pleased to inform you that our agency has been selected to handle the advertising for your new network.

Your network, which will begin broadcasting in [insert date], promises to revolutionize the way people receive information. With the rapid expansion of radio and television, it is clear that there is a great opportunity for new ideas and creative approaches.

We at BBDO are confident that we can work with you to create a successful advertising campaign that will help your network reach its full potential.

Sincerely,

[Your Name]

Agency Executive
SETTING POWER ON 50,000 WATS
ON THE AIR EVERYWHERE 24 HOURS A DAY

OUT OF HOME LISTENING

As a bandwagon fostered by Adler Electronics, the National Broadcasting Company's huge 50,000-watt station, WOR, has

JOHN SPORTS GROUP

WINNER

Awards went to John Sports Group for best sportscasting. The award was presented by John Sports Group.

NAVAL SCIENTIFIC

Its Assistant Director, Dr. Harold Godfrey, said, "Our research on the influence of sound and music on the behavior of man has been

To the G. C. V.

SHIP-RUGGED DRUM

Prizes, rugged drum

Our Respect To
### Table 1: Demographic Data

<table>
<thead>
<tr>
<th>Region</th>
<th>Households</th>
<th>Population</th>
<th>Median Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>30,228</td>
<td>87,430</td>
<td>$43,125</td>
</tr>
<tr>
<td>Midwest</td>
<td>35,000</td>
<td>76,890</td>
<td>$47,230</td>
</tr>
<tr>
<td>South</td>
<td>25,816</td>
<td>66,923</td>
<td>$35,825</td>
</tr>
<tr>
<td>West</td>
<td>26,653</td>
<td>78,698</td>
<td>$43,972</td>
</tr>
<tr>
<td>Total</td>
<td>120,756</td>
<td>342,841</td>
<td>$43,125</td>
</tr>
</tbody>
</table>

### Table 2: Employment Data

<table>
<thead>
<tr>
<th>Industry</th>
<th>Employees</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>2,659,852</td>
<td>3,776,937</td>
</tr>
<tr>
<td>Finance</td>
<td>102,906</td>
<td>105,762</td>
</tr>
<tr>
<td>Real Estate</td>
<td>34,478</td>
<td>35,003</td>
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<tr>
<td>Construction</td>
<td>27,506</td>
<td>28,167</td>
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<tr>
<td>Transportation</td>
<td>84,647</td>
<td>85,436</td>
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<tr>
<td>Wholesale</td>
<td>45,069</td>
<td>45,848</td>
</tr>
<tr>
<td>Retail</td>
<td>77,506</td>
<td>78,447</td>
</tr>
<tr>
<td>Health Services</td>
<td>15,228</td>
<td>16,977</td>
</tr>
<tr>
<td>Education</td>
<td>116,102</td>
<td>130,745</td>
</tr>
<tr>
<td>Total</td>
<td>3,659,852</td>
<td>3,776,937</td>
</tr>
</tbody>
</table>

**Note:** Data is based on the latest available statistics from the U.S. Census Bureau as of December 31, 2023.
The Phoenix Alert System, or PAS, is being launched in Arizona months after deployment in the West Coast. The system is a game-changer in emergency communications.

"Our new alert system is a crucial step in ensuring public safety," said Mayor Lindsey of Phoenix. "Our city is taking proactive measures to safeguard our residents in the face of potential emergencies.

"The Phoenix Alert System uses advanced technology to provide timely and accurate warnings to the public. It's a significant upgrade from our previous system, which relied on less effective methods of alerting residents.

"This system was created to improve the city's emergency response capabilities and ensure that we can reach every corner of Phoenix as quickly as possible. We are proud to be one of the first cities in the U.S. to have such a modern alert system.

"We encourage all Phoenix residents to sign up for the Phoenix Alert System so that they can receive immediate and accurate information in the event of an emergency."