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J. S. Radio Homes by Counties Page 23

Estimated Mutual Time Sales for '51 Page 25

50 Radio Revenue Released by FCC Page 27

TELECASTING

Begins on Page 59

21ST

The Newsweekly of Radio and Television

OFFICES IN: NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, ATLANTA
WHAS serves the rich rural market of Kentucky and Southern Indiana

* The team of Davis and Proctor travels tens of thousands of miles each year, talking to farmer groups, individual farmers and their wives, both giving and seeking information most needed and most used. This close contact with their listeners enables Davis and Proctor to give the best possible service to their loyal farm audience — and it builds a confidence that gives greater impact to your sales message.

*The 1950 census reveals that 63.5% of the Kentuckiana population lives in rural areas.

QUALITY OF PROGRAMMING MAKES THE DIFFERENCE

WHAS FARM PROGRAMS

RFD Replies
6:30-6:35 a.m. Monday through Friday

Market Digest
6:35-6:45 a.m. Monday through Friday

Farm News
6:45-7:00 a.m. Monday through Saturday

Farm and Market News
12:45-1:00 p.m. Monday through Friday

Tomorrow's Agriculture
6:30-6:45 a.m. Saturday

Only this WHAS Farm Team brings up-to-the-minute market information, farm news and weather reports to this rich rural market.

Don Davis
WHAS Farm Program Director
is a college trained agriculture expert, with a practical farm background gained on his own farm in Indiana.

Jim Proctor
Assistant Farm Program Director
well-known for his 4-H activities in Kentuckiana, holds a Bachelor's degree in Agriculture from Purdue University.

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

Basic Affiliate of the CBS Radio Network

Victor A. Sholis, Director
Neil D. Cline, Sales Director

Represented nationally by Edward Petry and Co. * Associated with The Courier-Journal & Louisville Times
CROSS COUNTRY: — For four months running WHIM leads all independents throughout the U. S. both morning and afternoon.*

IN PROVIDENCE:—WHIM delivers daily 14 locally produced quarter hours with ratings above 4.0. All four network stations combined deliver only five such quarter hours.**

No Baseball—Just Music & News

* Independent Station Ranking
Hooper: June-July; Aug.-Sept. 1951

** Providence Hooper: Aug.-Sept. 1951

1000 watts WHIM 1110 kc
Providence, Rhode Island

Represented Nationally by the Headley-Reed Company
The fabulous TWIN MARKET...FIRST IN THE SOUTH!

A Tale of Two Cities
THE SOUTHWEST'S LARGEST METROPOLITAN MARKET...

DALLAS and FORT WORTH

Metropolitan Dallas-Fort Worth leads the South as a two-county market within 28,525 of one million people. Pacing the county-seat cities in population growth that is as fascinating as it is fabulous are the one-time farm towns now prospering largely as home sites for Dallas and Fort Worth-employed commuters. The amazing gains in population since 1940 of Dallas and Tarrant County towns point up the Dallas-Fort Worth market as the geographic center of the Southwest, the natural crossroads of distribution.

This is why KRLD-KRLD-TV is your best buy

EXCLUSIVE OUTLET FOR CBS

The Bronham Company
Exclusive Representative

KRLD, 50,000 watts full time, and KRLD-TV, Channel 4, Texas' Most Powerful TV Station, completely dominate the Southwest's great 2-for-1 Market...the Dallas-Fort Worth urban sales area.

John W. Runyon, President
Clyde W. Rembert, General Manager
ADMIRAL SIGNS SPORTS; DENIES TV HURTS GATE

ADMIRAL Corp., Chicago, will sponsor the Chicago finals of Golden Gloves boxing tournament and All-Star football game exclusively on DuMont Television Network and Mutual March 7 and Aug. 15 respectively.

Events, sponsored by Admiral last year also, were carried on 43 TV stations and more than 300 MBS affiliates.

Seymour Mintz, advertising manager of Admiral, refuted claim that TV causes reduced gates for sports events. He said in 1951 there were 22,180 persons attending All-Star game which was telecast in Chicago, compared with attendance of 88,885 in 1950 when game was not shown in Chicago and Milwaukee. Both events originated with WGN and WGN-TV Chicago.

RADIO OUTPUT FOR YEAR TO REACH 12 MILLION SETS

PRODUCTION of radio sets in 1951 will reach 12 million when final figures are collected, according to Radio-Television Mfrs. Assn. TV output to run well over 5 million sets. Figures cover entire industry.

RTMA announced radio output totaled 747,914 sets in November, with TV amounting to 415,932 sets, a drop of about 38% for former and 44% for latter compared to November 1950. Radios with FM tuning facilities totaled 40,092, with another 16,873 TV sets containing FM band tuners.

Output for first 11 months of 1951 follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Tele-</th>
<th>Home</th>
<th>Porta-</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>645,715</td>
<td>750,289</td>
<td>75,394</td>
<td>345,789</td>
</tr>
<tr>
<td>Feb.</td>
<td>597,814</td>
<td>690,345</td>
<td>69,420</td>
<td>397,379</td>
</tr>
<tr>
<td>Mar.</td>
<td>684,913</td>
<td>868,975</td>
<td>147,627</td>
<td>454,297</td>
</tr>
<tr>
<td>April</td>
<td>619,094</td>
<td>784,120</td>
<td>94,152</td>
<td>451,912</td>
</tr>
<tr>
<td>May</td>
<td>239,132</td>
<td>541,557</td>
<td>184,171</td>
<td>593,334</td>
</tr>
<tr>
<td>June</td>
<td>386,457</td>
<td>546,133</td>
<td>228,454</td>
<td>576,408</td>
</tr>
<tr>
<td>July</td>
<td>192,396</td>
<td>166,062</td>
<td>70,135</td>
<td>383,056</td>
</tr>
<tr>
<td>Aug.</td>
<td>186,705</td>
<td>296,587</td>
<td>77,588</td>
<td>398,285</td>
</tr>
<tr>
<td>Sept.</td>
<td>377,196</td>
<td>509,345</td>
<td>140,355</td>
<td>502,405</td>
</tr>
<tr>
<td>Oct.</td>
<td>411,867</td>
<td>513,609</td>
<td>94,653</td>
<td>397,061</td>
</tr>
<tr>
<td>Nov.</td>
<td>123,322</td>
<td>471,734</td>
<td>64,111</td>
<td>390,069</td>
</tr>
</tbody>
</table>

**TOTAL** | 4,798,056 | 6,124,376 | 1,255,934 | 4,320,805

Bill Would Ban Beer from Radio & TV

NEW anti-alcoholic beverage advertising bill (beer, wine and liquor) expected to be introduced in Senate this month. Report emanating from Washington's "dry" camp which bills are marked for introduction and hearing in Senate at end of month or first of February drew reserved attention Friday from principals involved.

"Dry" forces understood to be plumping for legislation restricting proposed ban to interstate radio and television. Heretofore, "dry" anti-advertising bills have encompassed all media, including broadcasting.

Possible sponsors are Sen. Ed C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee, which has jurisdiction, and Francis Case (R-S. D.).

Sen. Johnson told Broadcasting & Telecasting he would not be "dry" forces, and had given assurance that if such a bill is introduced he would consider holding hearings by end of this month. Sen. Case, said to be potential sponsor of bill, also was approached but as yet had not prepared bill. However, he told Broadcasting & Telecasting he expected to talk to Sen. Johnson shortly. (Sen. Johnson was co-sponsor of Reed-Johnson Bill in 80th Congress which would have banned "wet" advertising in all interstate media.)

Reed-Johnson bill was in hearing in 80th Congress but died on Senate floor.

Newly considered bill, if passed, could shake foundations springwell from which radio-TV gain much revenue. Radio networks grossed $2,774,866 alone in 1950, spot [B&T estimate] $5,015,901 same year; TV networks grossed $1,600,960 in 1950, spot [B&T estimate] $3,440,710 same year. In radio, beer, wine and liquor class placed fourth in list of spot leaders for 1950, and first in TV spot program rankings. Additionally, category only includes beer and wine (liquor is minor revenue factor in radio-TV) [B&T, April 16, 1951].
NINE-FOLD GAIN SHOWN IN TV ADVERTISERS

NUMBER of advertisers using TV has grown from 727 in January 1949 to 6,585 in January 1952. For a report, Mr. C. Rorabaugh, publisher of Rorabaugh Quarterly Report on TV advertising, to which 105 of country's 108 TV stations regularly report their advertising schedules. Following table shows number of advertisers using network TV, spot TV and local TV advertising in January of each year, 1949 to date. Figures for 1962 are Rorabaugh estimates:

<table>
<thead>
<tr>
<th>Year</th>
<th>National and Regional Spot Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>33</td>
</tr>
<tr>
<td>1950</td>
<td>255</td>
</tr>
<tr>
<td>1951</td>
<td>225</td>
</tr>
<tr>
<td>1952</td>
<td>650</td>
</tr>
</tbody>
</table>

KOIL OMAHA REDUCES RATES FOR EVENING HOURS
KOIL Omaha will cut its 6-10:15 p.m. rates by about 50% Feb. 1 and realign its time classifications after "careful study of radio and television rates in their proper ratio to the stabilization of the listening-viewing patterns of all broadcast audiences" in area. Class A time runs from 7 a.m. until 10:15 p.m., with Class B after 10:15. Class C has been eliminated. Prices for Class A and B equal those which were formerly B and C.

Manager W. J. Newens said, "After nearly 2% years of multiple TV stations here, and after a year-and-a-half of direct cable service, it appears we must now consider a level upon which radio tune-in will settle. Nighttime radio tune-in seems to be about as same as daytime. He reported that local clients "in all cases contacted so far about the rates have either maintained or increased their advertising budgets."

OMAHA TRANSIT TO CEASE
TRANSIT service of KBON-FM Omaha to stop Jan. 15, according to Paul R. Fry, station president-general manager, after two years. M. Fry said station decided to close the three-month temporary extensions of FCC pending FM study; decline in national advertising and decision to concentrate on TV advertising. In operation of Inland Broadcasting Co.'s two AM outlets, KBON and KOLN Lincoln.

ABC Radio Sponsors
(Continued from page 5)

second with $7,207,177; tobacco products third, with $4,409,870; religion fourth, with $1,790,319, and radios and appliances fifth, with $1,610,149.

Leading advertisers on ABC Radio in 1951, following General Mills, included Sterling Drug Co. ($2,707,239), Swift & Co. ($2,386,810), Philip Morris & Co. ($2,451,217), Philco Corp. ($1,469,469), Western Auto ($1,167,470). The above figures of ABC Radio during past year, in addition to Dancer-Fitzgerald-Sample, were: Cecil & Pressrey ($2,585,120), J. Walter Thompson Co. ($2,380,810), Maxon Inc. ($1,718,289), Loen & Mitchell ($1,455,217), Harry Goldman Adv. Co. ($1,400,449), Kudner Agency ($1,310,036), Roy S. Durstine Adv. ($1,271,024), Knox Reeves Adv. ($1,008,044).

In this Issue—
Will Justin Miller of NARTB succeed J. Howard McGrath as U. S. Attorney General? Washington speculation is that he may—and that FCC Chairman Wayne Coy may be enlisted from government service to join the radio-TV trade association. Page 23.

Radio set ownership is at new high. Story of new U. S. Census Bureau information is on Page 33, and complete list of radio homes in every county of the U. S. begins on Page 38.

Official FCC figures on 1950 broadcast members of the AM-FM stations and networks took in $444.5 million, up 7.1% over 1949, Page 27, and business on TV stations and networks was $105,9 million, 208.7% bigger than in 1949. Page 61.

Radio and television networks look to big sponsors to take some of the enormous financial load of covering the 1952 political convention. Page 25.

What's the new Congressional session going to mean to broadcasters? A B&I analyst says, "Proposition and possible legislation is on Page 36."

Here's the new Seal of Good Practice that will be displayed by TV stations subscribing to the NARTB's television code. Page 61.

A basic broadcasting equipment problem in 1952 will be channeling the flow of component parts into military and consumer production. Page 86.

New Year begins with 14,994,000 TV sets in circulation, according to current B&I survey. Page 75.

Some members of the Federal Communications Bar Assn. don't agree with the association's proposal to lump all TV applications for the same city into one general hearing after FCC thawns the freeze. Page 68.

Mutual's gross time sales in 1951 were $17,876,768—11% bigger than in 1950. Page 28.

1961's important news events summarized for radio on Page 44 and for television on Page 75.

New Year's Eve from an arm chair. In Review. Page 38.

WOR-TV New York will start originating programs from its new $1,250,000 "Television Square." Page 98.

TV antenna on New York's Empire State Bldg. will be model for similar installations planned for Minneapolis and Denver. Page 69.

Although industry sources say the government's restrictions on color television are not clear, the National Production Authority is sticking by its original order. Page 79.

Upcoming
Jan. 8: Second Session of the 82nd Congress of the United States begins.

(Other Upcomings page 36)
There's nothing better than...

First Place!

Hooper Radio Audience Index, November, 1951

Omaha, Nebr.—Council Bluffs, Iowa


<table>
<thead>
<tr>
<th>Morning 8 A.M. - 12 Noon Mon. - Friday</th>
<th>25.6</th>
<th>14.6</th>
<th>29.9</th>
<th>16.6</th>
<th>6.9</th>
<th>1.6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afternoon 12 Noon - 6 P.M. Mon. - Friday</td>
<td>38.3</td>
<td>32.5</td>
<td>10.1</td>
<td>12.3</td>
<td>9.3</td>
<td>2.2</td>
</tr>
<tr>
<td>Saturday 8 A.M. - 6 P.M.</td>
<td>36.3</td>
<td>21.8</td>
<td>12.4</td>
<td>15.9</td>
<td>8.8</td>
<td>4.1</td>
</tr>
<tr>
<td>Total* 8 A.M. - 6 P.M. Mon. - Saturday</td>
<td>33.7</td>
<td>24.8</td>
<td>17.6</td>
<td>14.3</td>
<td>8.4</td>
<td>2.2</td>
</tr>
</tbody>
</table>

* Every rated hour shown above given equal weight

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday!
- Largest share-of-audience, in any individual time period, of any independent station in all America! *

*Based on the latest available Hooper share of audience for unaffiliated stations including the Omaha and Council Bluffs market (Mar.-Apr., 1951). 12 noon through 6 P.M.

Represented By

Bolling Co.

Kowh

Omaha

"America's Most Listened-To Independent Station"
"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

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

SOURCES:

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

Represented by Hollingbery

5000 C B S
Watts
Affiliate
To a time buyer

with a client who wants lagniappe

Now that the smoke of the holiday parties has cleared away, giving place to the normal, everyday smoke of battle, let's discuss a truth that is stronger than friction, an eternal verity of the great Midwest, the pulling power of WMT.

We're not blase, understand, but we just don't get butterflies in the stomach anymore when we find more evidence of WMT's selling oomph. We expect it. For example, whenever visiting firemen get the grand tour through the station, we just point to Killian's Department Store across the street and casually mention how they sold 2,200 pairs of socks with one commercial on their regular 9 a.m. news . . . and 600 men's belts with another single shot.

Day in and day out we hear tell about folks who buy something or do something because WMT suggested it. We know WMT persuades—40,000 of our Eastern Iowa friends turned out for our annual Farm Field Day.

One of our prize stories of persuasion, though, is this: Man named Joslyn runs a store in Manchester, 40 miles up the road. He bought a covey of spots on WMT to push a sale. Couple days later he phoned. "Call off your announcers, I'm cleaned out," quoth he. "What's more," he added a bit wistfully, "we had burglars last night."

Now where else in the world can you get lagniappe like that?
"For the FIRST Televising of the Kefauver Hearings...

THE 1951 SYLVANIA AWARD

WDSU-TV CHANNEL 6 NEW ORLEANS

Spot


THRIFTO PRODUCTS Co., Petaluma, Calif. (distributors of Thrifto cream, whip, and non-fat milk), launch extensive campaign in eight San Francisco Bay Counties. Radio and television will be used. Agency: Ley & Livingston, S. F.

Network

GOODYEAR TIRE & RUBBER Co., Akron, Ohio, renews The Paul Whiteman Goodyear Revue for 13 weeks on ABC-TV. Agency: Young & Rubicam, N. Y.

PROCTOR & GAMBLE Co., Cincinnati, renews sponsorship for 52 weeks of three daytime serials on CBS Radio. Three programs are: Ma Perkins, for Oxydol, through Dancer-Fitzgerald-Sample, N. Y. (Mon.-Fri., 1:15-1:30 p.m.); Young Dr. Malone, for Crisco, through Compton Adv., N. Y. (Mon.-Fri., 1:30-1:45 p.m.); Brighter Day, for Ivory Flakes, through Young & Rubicam, N. Y. (Mon.-Fri., 2:45-3 p.m.)

LEVER BROS., N. Y., renews Radio Lux Theatre, on CBS Radio, Mon., 9-10 p.m. EST, for 52 weeks. Agency: J. Walter Thompson Co., N. Y.

Agency Appointments


PARKWAY HOUSE, Phila. (apartment development), names Weightman Inc., Phila. Radio and TV will be used.

GUILD HALL FABRICS, division of Mandee Fabrics, N. Y., names Wm. Wilbur Adv., same city. TRUDY RICHMOND is account executive.

CALORIC STOVE Corp., Phila., names McKeel & Albright.


S&S ENTERPRISES OF SAN FRANCISCO (distributor for Fireside Chef, electric motor driven inset for fireplace or outdoor barbecue), appoints Walter McCreery Inc., S. F.


SHADES OF CALIFORNIA Inc., L. A. (aluminum awnings) appoints Yam- bert, Prochnow, McHugh & Macaulay Inc., Beverley Hills, Calif. Radio and TV will be used.


Adpeople

L. EVERT LANDON, president Nailey's Inc., Tacoma (food products), elected president Tacoma Chamber of Commerce.

HARRY G. HAGGLAND, assistant advertising manager Hale's Bros., San Jose, Calif., department store, named advertising manager Eastern Department Store, Portland, Ore.

TILLIE LEWIS, president Proctor Products Inc., Stockton, Calif. (canned fruit, vegetables), named 1951 Business Woman of the Year by women's editors of Associated Press newspapers.
WOV mobile recording units in Italy now operate out of WOV's Rome studios in a team of two FIAT Giardiniera's—the attractive station wagons you see pictured here. With them, WOV visits cities, towns, and villages from one end of Italy and Sicily to the other, producing programs (and films) for Italian-speaking radio and TV audiences in the U.S.A.

We chose FIAT on the basis of the toughest test to which you could submit any car. Covering 40,000 miles in one year, we took this amazing performer up and down all the highways and byways in the land. We climbed narrow rocky tracks where a goat would have to watch his step. We drove our FIAT at open throttle down Italy's magnificent autostrade.

We bullied it and we abused it, and at the end of the most gruelling year we could devise, we were told that our car was "only just broken in!"

When you visit Italy, enjoy your tour in a FIAT. Write to ENIT, the Italian National Tourist Office, 21 East 51st Street in New York, for details on how you may obtain a new FIAT for your use in Italy, disposing of it at a favorable price when you leave. Or contact WOV in New York or Rome, and we'll be happy to assist you.

National Representative:
John E. Pearson Co.

ROMA STUDIOS: VIA di PORTA PINCIANA 4 • 730 FIFTH AVE., NEW YORK 19

January 7, 1952 • Page 11
The Neighbour on Your Roof . . . .

Canada—your northern neighbour—is as close to you as many of your best domestic markets.

Canadians have the same buying habits as the people you're selling to now. And they are buying more and more each year as their purchasing power increases. Canada's top of the world!

The source of this growing prosperity is Canada's production:
- Over 85% of the world's nickel
- Over 45% of the world's asbestos—and undisclosed quantities of uranium.
- Gold, iron and lumber abound in Canada.

Recent discoveries of oil in the prairies hold a promise of self-sufficiency on this continent for centuries to come.

Yet this rich market has barely been skimmed.

Now, Canada not only wants to buy your goods, but does buy—more than anyone else—and PAYS CASH.

So—if Canada wants your goods how best can you sell 'em? Obviously you want the greatest advertising coverage at minimum cost to sell in this booming market.

Radio is the answer.

94% of all Canadian homes have a radio, giving you the most complete coverage available.

Radio is your salesman-in-the-hearth, already installed, waiting for your message, by-passing the rural road, the footpath, bad weather and the closed door.

Radio is there already.

"In Canada you sell 'em when you tell 'em!"

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

Canadian Association of Broadcasters

108 Sparks St. 37 Bloor St. West. Ottawa. Toronto.

The Neighbour on Your Roof . . . .

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"In Canada you sell 'em when you tell 'em!"

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

Canadian Association of Broadcasters

108 Sparks St. 37 Bloor St. West. Ottawa. Toronto.

FRANK BARNABY WOODRUFF is a man who thought in television terms long before the terms of television were themselves formulated.

A firm believer in "visual aids" in advertising, Mr. Woodruff, account executive, Falstaff Beer, Dancer-Fitzgerald-Sample, New York, had recommended the inclusion of that factor for many years before TV became the entity it is today.

From the advertising man's approach, Mr. Woodruff says, "the time element in the long message actually appears shortened because of visibility. A 2-second announcement can seem like a 3-second announcement if the building interest in the commercial is used effectively."

In advertising since 1929, Mr. Woodruff, a Chicagoan, actually began his education as a history major at the U. of Michigan. His first job was with Dodge Brothers in Detroit, serving in the sales department. Four years later he moved into his first advertising position when he joined Campbell-Ewald, where he "did everything from copy writing to account work."

He remained with the firm until 1934, when he embarked on his own as an independent copy writer and promotion man. Subsequently he moved to N. W. Ayer agency, Detroit, as production manager. After three years he joined General Motors in sales promotion for the Pontiac division. In that capacity he first acquainted himself with visual aids and in 1937 linked forces with Jam Handy Film Co. in Detroit to carry out his visual principles.

In 1941 he formed his own advertising firm, specializing in aide films for industrial pictures. It was a year or so later that he became the originator and moving force behind a new development in motion pictures: the addition of sound to the factors of sight and sound. After the first major test at the Vogue Theatre in Detroit, World War II started and curtailed the experiment because of equipment scarcity. Mr. Woodruff returned to Chicago and joined the editorial staff of La Salle Extension U., as an instructor.

In '42 he moved to the Illinois Bell Telephone, Information Bureau, where he used advertising methods to keep up the morale of the employees and to recruit new workers, and in 1947 he returned to the Jam Handy office in Chicago.

For the next two years, one of his major accounts was with Falstaff Brewery. He remained with the account and in 1961 was named account executive for the brewery with DP&S (the agency handling Falstaff). The advertiser currently uses about 20 shows locally in radio, and film shows in 22 local TV markets in addition to its baseball schedule of the Game of the Week on Mutual, plus sponsorship of the St. Louis Browns on a regional network.

Mr. Woodruff is married to the former Katherine McNamara. They have two children, Kay, 23, and Charles 21. The Woodruffs live in a New York apartment.

His hobbies are sculpturing and presenting talks on advertising at Harvard and DePaul U. among others.

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Mr. Woodruff

In 1941 he formed his own advertising firm, specializing in aide films for industrial pictures. It was a year or so later that he became the originator and moving force behind a new development in motion pictures: the addition of sound to the factors of sight and sound. After the first major test at the Vogue Theatre in Detroit, World War II started and curtailed the experiment because of equipment scarcity. Mr. Woodruff returned to Chicago and joined the editorial staff of La Salle Extension U., as an instructor.

In '42 he moved to the Illinois Bell Telephone, Information Bureau, where he used advertising methods to keep up the morale of the employees and to recruit new workers, and in 1947 he returned to the Jam Handy office in Chicago.

For the next two years, one of his major accounts was with Falstaff Brewery. He remained with the account and in 1961 was named account executive for the brewery with DP&S (the agency handling Falstaff). The advertiser currently uses about 20 shows locally in radio, and film shows in 22 local TV markets in addition to its baseball schedule of the Game of the Week on Mutual, plus sponsorship of the St. Louis Browns on a regional network.

Mr. Woodruff is married to the former Katherine McNamara. They have two children, Kay, 23, and Charles 21. The Woodruffs live in a New York apartment.

His hobbies are sculpturing and presenting talks on advertising at Harvard and DePaul U. among others.
CARLTON A. JOHANSON, Doremus & Co., S. F., elected vice president.

GARDINER LAYNG and WILLIAM L. SHINNICK, account executives Young & Rubicam, Chicago, elected vice presidents and named contract supervisors. Mr. Layng has been with the agency since 1933, and Mr. Shinnick since 1947.

RICHARD P. EHST, art director Gordon Manchester Adv., Washington, appointed director of art and production. GEORGE D. McGUINNESS, account executive, appointed director of radio and TV. MILICENT A. THOMAS named secretary to office manager. Firm also announced opening of newly expanded offices at 1737 H Street, N.W.

JAY ELIASBERG, research department Kenyon & Eckhardt, N. Y., to Foote, Cone & Belding, N. Y., as supervisor of advertising research.


CASS MUSLER, Lester Harrison Inc. Adv. Agency, N. Y., admitted to membership in firm. He will participate actively in general management and will become associate chairman of plans board and new business department.

RICHARD LEMEN, art director Beaumont & Hohman, S. F., to Richard N. Meltzer Adv., S. F., in same capacity. He will be succeeded at B&H by Victor Persson, assistant art director.

KEN BARTON named West Coast manager Duane Jones Co., to service Vitamin Corp. of America (Rybutol, Juvenal, Vyone) account. He was former West Coast manager Schwimmer & Scott Inc. and one-time radio-TV director Walter McCreery Inc., Beverly Hills.

KINNARD & KINNARD Inc., Minneapolis, Minn., elected to membership in American Assn. of Advertising Agencies.

DON GIBBS, vice president Warwick & Legler, L. A., to Kudner Agency, N. Y., as member of copy staff.


W. B. STUART-BULLOCK, creative director Campbell-Mithun, Minneapolis, to Alfred Colle Co., Minneapolis.

LEONARD M. SIVE & Assoc., Cincinnati, elected to membership in American Assn. of Advertising Agencies.

JEAN LAURENT, staff Cosmetics & Toiletries Magazine, N. Y., to Lawrence Boles Hicks Adv., that city, as account executive and feminine products copy chief.

JARMAN & SKAGGS Adv., Ogden, Utah, moved to new offices at 1457 S. Main St.

WILLARD G. GREGORY Adv., L. A., moves to new quarters at 416 E. 8th St.

JAMES LOVICK & Co. Ltd., Vancouver, moves to new location, fifth floor, 789 West Pender St., Vancouver.


WIL ROBERTS Adv., Phila., moves to new and larger quarters at 1524 Chestnut St.

BROADCASTING • Telecasting

...in radio and...in TV

"The MODERN WOMAN" is your best buy!

RUTH CRANE'S PERSONALIZED COMMERCIALS PRODUCE OUTSTANDING SALES RESULTS

Since 1943 "The MODERN WOMAN" on radio has produced significant sales figures for an impressive—and impressed—list of accounts. Leading advertisers will testify to the effectiveness of Ruth’s “telling and selling” technique. Heard MONDAY thru FRIDAY 11:30 a.m. to 12 noon.

Call or Wire
The KATZ AGENCY, Inc.

W AM M FM A TV L

The Evening Star Stations
WASHINGTON, D. C.
One of our clients has furnished a fur-lined beer Stein that we'll award to the one who best tells us how WSTV did it. . .

Pat Moxley
P. S./the Advertising Co.
St. Louis

[EDITOR'S NOTE: Send us the fur-lined beer Stein, Auto radios and battery-operated portables abound in Steubenville as in every other place.] * * *

Salesman's Friend

EDITOR:
We are very anxious for our salesmen to have a copy of BROADCASTING • TELECASTING issue of Dec. 17, 1961, in their portfolio. We believe they can use the article, "How Do Agencies Rate the Raters?", to a great material benefit . . .

Gene Tanner
Commercial Director
WSIX-AM-FM Nashville

See Your Lawyer

EDITOR:
I think your magazine is one of the most unique and exciting that I have ever seen. I became acquainted with it in the reception room of my lawyer's office and found, up until I subscribed to it myself, that I hoped he would be busy a few minutes longer the next time I called on him so that I would have more time to digest it. Your journal does what I consider a most conscientious job of reporting. I find that it is of real value in assessing radio and television in relation to other media . . .

S. H. Rose, President
Grand River Chevrolet Co.
Detroit

Resurrection

EDITOR: . . . The next time you run a picture, be sure, for gosh sakes pick something funny, or an obituary with which to mix it up. I came awfully close to being in the same boat with Mark Twain. Wasn't he the guy who reported his own published obituary as being greatly exaggerated? . . .

Fred C. Brokow
Executive Vice Pres.
Paul H. Raymer Co.

[EDITOR'S NOTE: Into a story in Be 7 Dec. 24 announces Mr. Brokow's appointment as executive vice president of the Raymer company, an astigmatic printer slipped in two lines which belonged to an obituary appearing elsewhere on the same page. We are glad to know that Mr. Brokow is alive and kicking—but not as handsome as he has a right to.] * * *

Mislabeled

EDITOR: . . . Please be advised that Harlan G. Oakes & Assoc. are a national representative firm, specializing in Mex-American radio. We are not "the western representatives for XEO-XEOR" as stated in your [issue of Dec. 17]. National Time Sales in New York are the New York offices of Harlan G. Oakes & Assoc. . . . We also maintain offices in Chicago, San Francisco and Los Angeles . . .

Harlan G. Oakes
Harlan G. Oakes & Assoc.
Los Angeles

* * *

Loyalty

EDITOR: I was exceedingly pleased with your recent editorial titled "Air Raid Changer," in which you discussed the President's executive order regarding control of electromagnetic radiation. The broadcast industry will play a major part in community affairs as far as civil defense operation in an emergency is concerned, and it is of the utmost importance that the operating and management personnel of the industry be of unquestioned integrity.

Chas. E. Dewey Jr., Chief
Communication Division
Civil Defense Agency
Jefferson City, Mo.

BAB Sets Meetings

BAB's Research Advisory Committee, under Croley Broadcasting Corp. president, Robert E. Dunville, will meet at BAB headquarters in New York on Jan. 14 and the Promotion Advisory Committee, headed by President Donald W. Thorburn of WCAU Philadelphia, will meet there Jan. 15.
33.7% Above Station B*
67.3% Above Station C*
125.4% Above Station D*

*Total rated time periods, share of
Radio Audience Index. Hooper Radio Audience Index
Report, October 1951.

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY and COMPANY
**Feature of the Week**

Marjorie Ramsey, winner of the WCHS Charleston, W. Va., Defense Bonds sales contest, has returned from an all-expense trip to Europe with renewed enthusiasm for "the fine job our men are doing over there." The WCHS-sponsored contest was conducted among West Virginia schoolteachers [IB*7, Oct. 22].

Miss Ramsey, 27-year-old science teacher at Logan, W. Va., flew out of New York Nov. 20 to visit five countries.

The whirlwind trip took Miss Ramsey to England, France, Germany, Switzerland and Italy. As one might expect, Paris made a very deep impression. She returned Dec. 12.

Lewis C. Tierney, West Virginia Defense Bond chairman and president of the Tierney Co. which operates WCHS, explained that the purpose of the trip was twofold: To stimulate bond buying and to give the winning teacher an opportunity to see first-hand what American defense dollars are doing to bolster the western world against communism.

Quota for the state drive was $6 million. With the help of the WCHS contest, bond sales soared to $9.2 million. In the three weeks that the school contest was in progress, $500,000 worth of bonds were sold.

Looking very pleased are Mr. Tierney and Miss Ramsey as they examine Defense Bond pledges.

Pupils canvassed their neighborhood and sold bonds on behalf of their favorite schoolteacher. Miss Ramsey's pupils enthusiastically amassed a sales total of $50,000 maturity value.

Runner-up in the contest received for her school a sound motion picture projector with a film library. Third-place winner was awarded a radio-phonograph and a record library. All prizes were awarded by WCHS.

Since Miss Ramsey was away from her classroom several weeks, WCHS paid the salary of a substitute teacher.

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**Strictly Business**

Dr. Jules Montenier

The man who revolutionized the deodorant business by carrying on full-dug advertising campaigns in the winter months and making an appealing product pitch to men as well as women is a Swiss scientist with a doctorate from the U. of Geneva.

Dr. Jules Montenier, president of the Chicago company of the same name, developed the formula for Stopette anti-perspirant just four years ago. Working closely with Earl Ludgin, advertising agency there, he mapped out a city-by-city, medium-by-medium campaign which has gained national distribution for Stopette and put the product among the leaders in a highly-competitive field. The major vehicle for successful sales has been the popular quiz show, What's My Line?, on CBS television.

Born of French parents in Switzerland, Dr. Montenier was asked by the European perfume industry to handle research on the mutation of flowers for perfumes when he was still in his early 20's. His interest in the limited application of his scientific knowledge was broadened to all phases of the cosmetics industry, in which he has

(Continued on page 20)
Do Some Independent Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today... some independent thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading independent radio stations. Don't take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

**THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tr>
<td>WCUE</td>
<td>Akron, Ohio</td>
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<td>WBNY</td>
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<td>WJMO</td>
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<td>KSTL</td>
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<td>KSON</td>
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<td>KSTN</td>
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<td>WOLF</td>
<td>Syracuse, New York</td>
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<td>Tulsa, Oklahoma</td>
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<td>WNEB</td>
<td>Worcester, Massachusetts</td>
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<tr>
<td>WBBW</td>
<td>Youngstown, Ohio</td>
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</tbody>
</table>

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

_Aim for BULL'S-EYE results...with the AIMS GROUP_
GET READY FOR NEXT YEAR!

Right now is the best time to plan your 1952 fire safety campaign. Winning campaigns are based upon long-range planning and effective use of every means at your command. Save all clippings, photos, letters of commendation or any other material pertinent to your fire safety work. Send in your exhibit—it need not be elaborate—to The National Board of Fire Underwriters, 85 John Street, New York 38, N. Y., before February 15, 1952.

Any radio executive may send in an entry on behalf of his own station—or the local fire chief may do it in your behalf. The National Board takes no part whatever in the judging. Awards are based on worthiness and effectiveness of the campaigns involved. All decisions of the judges are final.

WINNER LAST YEAR

Station KANS, Wichita, Kansas, wins its second Gold Medal Award. Walter Gage, left, NBFU, presents check to Announcer George Gow and Manager Archie Taylor. Honor Award Citations were made to four stations.
What happened to the time?

A lot of things are scarce these days. Steel. Aluminum. Machine tools. Raw materials. So scarce, in fact, that Uncle Sam has them on a priority list.

But in American industries today, the scarcest commodity of all is... time!

With military orders urgent, with complex new weapons in the making, time is the key word of our defense program.

But there's one way a manufacturer can get a "priority" on time.

He can ship his parts and products via Air Express—the service that gets top priority of all commercial shipping services!

Air Express is first off the loading platform... first on the planes... first to arrive at destinations anywhere in the 48 states!

Whatever your business, you can profit from the regular use of Air Express. Here's why:

IT'S FASTEST — Air Express gets top priority of all commercial shipping services—gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns at no extra cost.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE — Air Express service costs less than you think, gives you many profit-making opportunities.

For more facts, call Air Express Division of Railway Express Agency.

AIR EXPRESS GETS THERE FIRST
KXO El Centro, Calif., today celebrates its 25th anniversary. Its first broadcast was aired Jan. 7, 1927, under call letters KGEN.

Nostalgia of old songs and top news and sports headlines flavored the quarter-century anniversary of WJBJ New Orleans, La., Nov. 27. Silver Jubilee broadcast, I Hear Music, culminated a month-long campaign of reminders of the occasion. Other radio stations also joined in celebration and Veterans of Foreign Wars and other groups gave testimonial luncheon citing WJBJ's public service role. Station is owned by Mrs. Louise C. Carlson, general manager. Assistant manager is her son, Ed Carlson. Anniversary show was emceed by Jim Landry and written by Bob Smith.

Gillham Adv. Agency, Salt Lake City, noted its 40th year Dec. 14 at its annual employees' dinner at the local Alta Club. Marion C. Nelson, president and with the agency 31 years, paid special tribute to veteran employees Lon Richardson, senior vice president, 20 years service; Dan H. Leahy, artist, also 20 years; Clair Lindgren, artist, 13 years; J. R. Furner, production manager, 12 years.

Quarter century of broadcasting by Westinghouse Radio Stations' KEX Portland, Ore., was theme of special programs aired Dec. 2. Westinghouse has owned and operated the station since 1944. In the past five years, station occupied new, modern studios in Portland, increased its power to 50 kw and installed an FM transmitter.

Dinner at the Athletic Club in Columbus, Ohio, for employees of Byer & Bowman Adv. Agency marked that firm's silver anniversary on Nov. 30. When it started in business, working capital was $200. Now its projected annual billing is about $2,750,000.

Engineering staff member Raymond J. Lloyd of WIP Philadelphia was honored at an informal last month by Benedict Gimbel Jr., president and general manager, WIP, in recognition of 25 years with the station. He is now the station's oldest engineer in point of service.

RCA Victor Div. now has more than 1,200 employees boasting 25 or more years of continuous service. Total was reached with addition in December of 154 men and women to the RCA Victor 25-Year Club at dinners held in various plants located in Indianapolis, Chicago, Hollywood, Harrison, N.J., Denver, Philadelphia, Pulaski, Va., and Lancaster, Pa. Club was organized in 1946.

KYA San Francisco staffers observed the station's 25th anniversary Dec. 18.

Les Farber, CBS-KNX Hollywood writer, has completed his 21st year in radio. Mr. Farber currently is writing KNX's Second Cup of Coffee Club and Comedian Theatre.

Bill Pierce, personality show WQAN Scranton, Pa., celebrated his 25th year in radio Jan. 1. Mr. Pierce, who is the start of The Pierce Show and Bill Pierce One House Show on WQAN, has spent his entire radio life in Scranton.

**Strictly Business**

(Continued from page 16)

specialized since coming to this country when he was 29.

An active researcher as well as a successful businessman, Dr. Montenier has worked on most of the major cosmetic research carried out in the U. S. of recent years. Many name-brand cosmetics are the result of his research and formulas, and they include such products as hair dyes, eyelash coloring, facial powders, lipsticks, perfumes, creams, hand lotions and deodorants.

When he perfected Stopette he took the subject of body odor out of the bathroom and into the living room. Via television, Stopette was advertised as a non-irritating, non-damaging anti-perspirant.

Dr. Montenier was the first in his field to use the flexible plastic spray bottle with a fine spray. Packaging, in the plastic bottle, followed development of DuPont's polyethylene material, set a trend in the cosmetic industry.

"Poof," the word in Stopette commercials describing the sound of the spray as it comes from the bottle, has been chosen as the name for a new product which Dr. Montenier will introduce in January. The name alone will be used to advertise the new deodorant powder, described as a complement to Stopette for overall body use. Poof will be packaged in the same kind of spray bottle.

Dr. Montenier says television "has played an important part in the growth of our business. In the cosmetic industry, we have been fresh in the first firm to use television extensively because our product, Stopette, can be very dramatically demonstrated in full action, which is no other form of advertising does well.

"While we believe other forms of advertising media are necessary in the promotion of a cosmetic, we find that in the cities where we use TV, we have a higher percentage of increased business. We intend to keep on using television for any product of the future that lends itself to this medium as well as our Stopette spray deodorant."
A Young Man of DISTINCTION...
in a MARKET OF DISTINCTION

The market is Minneapolis—St. Paul where the PER CAPITA CONSUMPTION OF FLUID MILK IS THE HIGHEST OF ANY MARKET IN THE UNITED STATES!

WTCN is the station in the market which for 10 years has carried 80% of the joint advertising budget subscribed by the Milk Producers and the Milk Dealers.

No spectacular offers or "gimmicks"—just a solid program of news and the telling of the milk story by John Ford—a WTCN Town Crier. The increased rate of milk consumption, year by year, has been steady—rather than spectacular. A desirable method, we submit!

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"

WTown Crier N of the Northwest

MINNEAPOLIS—ST. PAUL
RADIO ABC 1280 • TELEVISION ABC CBS DUMONT CHANNEL 4

BROADCASTING • Telecasting

January 7, 1952 • Page 21
"58,508 votes! Is everybody voting in WAVE's Disk Jockey Contest?"

If you think there's any other important advertising medium in Louisville, aside from WAVE, we won't say you're wrong. But for the past ten weeks, The Oertel Brewing Company's late-evening Disk Jockey Show (10:15 to 11:30 p.m.) has been pulling an average of 3,771 individual mail pieces per week, plus 2,080 individual telephone calls. Emcee Bob Kay is swamped, and Oertel's '92 Beer is selling like mad all over the WAVE area. This in a market with six other radio stations and two television stations. Write us for all the facts — or ask Free & Peters!

WAVE
5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
MILLER ATTORNEY GENERAL?

Will Coy Move to NARTB?

IG RADIO names entered the Washington political scene last week in the speculation over appointment of a successor to Attorney General J. Howard McGrath. Justin Miller, NARTB board chairman and general counsel and former federal judge, was mentioned as a possible successor to Mr. McGrath. Both President Truman, at his news conference last Thursday, and Judge Miller were non-commutative.

And the mere mention of the possibility of a vacancy at NARTB raise to the inevitable speculation that FCC Chairman Wayne Morse might be enticed into the industry fold—either as Judge Miller's immediate successor, or as head of the television operations of the trade association.

Washington's sizable political audience has been stoked to white heat for weeks over the Government corruption disclosures. The popular pastime has been to pick the successor to Mr. McGrath, on the assumption that he would resign or receive appointment to an even higher post—possibly in the diplomatic corps. Mr. McGrath, however, has stated he knew nothing about his impending appointment abroad.

Miller Declines to Comment

Judge Miller, who became NARTB board chairman last year, relinquishing the presidency to Harold E. Fellows, likewise declined comment last week on the report—first used by Ray Henle of NBC—Sunoco Three Star Extra—on Wednesday. Mr. Henle did not mention Judge Miller by name, but his description of the man was pat.

Judge Miller told Broadcasting Telecasting Wednesday afternoon—before the Henle broadcast—that he "appreciated the compliment" of being mentioned for the Attorney Generalship. He said that even if he had been approached, he would be in no position to comment. Afterward, however, he was unavailable to newsmen.

Mr. Henle in his Jan. 2 broadcast stated that he had been informed "that the new Attorney General already had been decided upon, he has been approached and presumably has agreed to serve." He added that the appointment would be announced within a week, perhaps in view of the broadcast, "within a matter of hours." Then, he continued, "McGrath's successor, we understand, will be a former federal judge who stepped down from the federal bench a few years ago, one of the highest courts in the country, to accept an important quasi-judicial position in private industry. The prospective Attorney General is said to be a close friend of the Chief Justice of the United States, Fred Vinson, and highly thought of by the bar."

At his Thursday news conference the President was armed for bear on questions regarding the Attorney Generalship. Asked whether Mr. McGrath had requested in writing that he be relieved, the President said that he was not going to answer any questions regarding continued drastic action that he proposed to take. He added that when he was ready he would make further announcement.

There was the view that Judge Miller perhaps would have been sounded out as to his possible availability, but with no actual approach from President Truman. Also, it is presumed entirely possible that the speculation was in the wrong direction, and that the President perhaps wanted to know whether Judge Miller might be willing to become a member of the proposed three-man clean-up commission to root out corruption in Government. Mr. Miller is currently chairman of the Salary Stabilization Board, and his background would appear to qualify him ideally for either the Attorney Generalship or high-level activity. He is a former assistant attorney general, and served both on the U. S. Court of Appeals for the District of Columbia, which bench he left to join NAB (NARTB's predecessor) in 1945, and the United States Tax Court.

Lighter Duties

Since Mr. Fellows assumed the NARTB presidency last June, Judge Miller has not been burdened with day-to-day operations of the NARTB. He is required to spend only about one-third of his time on NARTB affairs in Washington headquarters. It was for this reason that he accepted the call by former Stabilization Director Eric Johnstone to assume the chairmanship of the SSI on a part-time basis.

Mr. Fellows has won high tribute from both broadcasters and telecasters since he assumed the presidency six months ago. He has tightened up the association's operations, and effected substantial economies. When the reorganization was effected, it originally had been contemplated to have in the TV organization the counterpart of Mr. Fellows, this, however, was changed to give him supervision over all operations.

There exists, however, the desire on the part of some directors—notably in TV—to bolster operations, particularly in the light of the new TV self-regulation code. Mr. Coy's name previously had been mentioned for a top NARTB post, either in the overall organization or in TV.

Even before the President's refusal to answer any inquiries concerning the Attorney Generalship, questions were being asked in broadcasting quarters whether Mr. Coy might not be persuaded to discuss possible affiliation with the NARTB. The FCC chairman, it is known, has been approached informally in recent months about the NARTB TV position, but only to the extent of sounding him out on a top trade association status. Mr. Coy has shown intense interest in adoption of the NARTB TV Code, which becomes effective March 1.

Mr. Coy, it is reliably understood, has listened but hasn't been moved (Continued on page 81)

SET OWNERSHIP

OWNERSHIP of radio receivers increased in nearly every county in the United States during the 1940-50 period though population rose in only 50.3% of the counties.

Revised data showing 1950 radio homes by counties (see table) have been computed by Broadcasting Telecasting from new county household figures just made available by the U. S. Census Bureau on the basis of the decennial census. (New radio homes and total households data by metropolitan areas were printed in the Dec. 31 Broadcasting Telecasting.)

In only a relatively few instances, the new figures show, was there a loss in number of radio homes in a county. Heaviest decline, percentages, occurred in tiny Esmeralda County, Nev., which lost three-fifths of its 1,500 population in the decade.

This, of course, is a freak case. It is matched on the other hand by Benton County, Wash., where both total households and radio homes more than quadrupled.

The Census Bureau's household figures cover the 3,070 counties in the United States, showing a total of 42,856,061 households as of April 1950, when the decennial census was taken. In a figure compiled for Broadcasting Telecasting, the bureau found a total of 44,380,000 households (occupied dwellings) in the nation as of Jan. 1, 1962 [34T, Dec. 31, 1961]. In these households live 155,600,000 persons compared to 150,697,361 as of April 1950.

No breakdowns showing areas where the increase of 1,860,000 households has occurred since April 1950 can be made, according to the Census Bureau. The increase occurred as the total population was increasing 4,224,000, or 2.8% (April 1960) to 155,600,000.

In computing radio homes by counties in 1950, Broadcasting Telecasting used the new Census

Complete Tabulation of all U.S. Counties With Breakdown of Radio Homes on page 38

Up in Nearly All Counties

January 7, 1952 · Page 23
H. STONE TO ABC
Resigns From KPHO-AM-TV

HARRY L. STONE, general manager of KPHO-AM-TV in Phoenix, Ariz., has joined ABC in San Francisco in an executive capacity, it was learned last week. He will assume charge of the Pacific Coast regional and national radio network sales for the network there, according to ABC headquarters in New York.

Mr. Stone has been active in radio for some 30 years.

Gayle Grubb, vice president and general manager of KGO and KGO-TV, remains in charge of ABC San Francisco radio and TV operations.

The shift was consonant with ABC’s evolution into separate radio and video operations, it was explained.

Assumes Stone Duties

John C. Mullins, president of KPHO-AM-TV, in announcing Mr. Stone’s resignation indicated he will assume the general management vacated by Mr. Stone in addition to his present duties. Mr. Mullins will continue to spend the majority of his time in Phoenix.

Mr. Stone joined KPHO-AM-TV on Jan. 22, 1951. Previously he had been associated with WSM Nashville, Tenn., for 22 years, part of them as vice president and general manager. He is credited with having helped construct in 1922 WCBQ, Nashville’s first station, which later became WBAY. He served as announcer, program director, and commercial manager.

In 1928 he moved to WSM as announcer and subsequently was named general manager. He also served as chairman of NBC’s Station Planning Advisory Committee in 1941 and of the original Clear Channel Group. In 1947 he was chairman of employee relations for NAB’s 6th District.

BAB’s ’52 Promotion

WILLIAM B. RYAN, president, BAB, will outline BAB’s radio promotional plans for 1952, and Kevin Sweeney, BAB vice president, will describe results of measuring radio on a truly competitive basis with newspapers Jan. 10 (Thursday) at a luncheon meeting of the Radio Executives Club of New York at the Waldorf-Astoria Hotel.

WDAF Appoints

WDAF Kansas City has named Henry I. Christal Co. as national representative, effective Jan. 1.

L. STONE RESIGNS
Leaves KIRO, Joins KBR

LOREN B. STONE, veteran radio executive on the West Coast, plans to resign as vice president and manager of KIRO Seattle effective Jan. 15, it was learned last week.

Mr. Stone, it was said, will become general manager of KBR-Seattle Broadcasting, Wash., associated with KIRO for the past 16 years. Mr. Stone served several years in the post he now vacates, and Saul Haff is president of Queen City Broadcasting Co., operators of KIRO-AM-FM.

In 1931, Mr. Stone entered radio by joining the KOMO Seattle sales staff. Later, he went to KIRO.

CBS-GUEDELL PACT
TV Show Also Planned

A LONG-TERM agreement between CBS Radio and John Guedell Productions, Inc., under which the Limelight House Party, CBS Radio series, will also be presented in a television version on CBS-TV, is to be announced today (Monday) by Horace A. Schmihan, president of the CBS Radio Division.

CBS Radio in effect takes over ownership of the program for the duration of the contract, it was understood.

Tentative plans look toward starting the TV version in March and to schedule it immediately preceding the radio version, which will continue in the 3:15-3:40 p.m. a.m., Monday through Friday. The TV show will be 30 minutes instead of the radio version’s 25, however.

Pillabury Mills, which sponsors the radio House Party, will sponsor the TV version, but the TV 90 minutes of the TV version and will cut its sponsor-ship of the radio show to the 3:30-3:40 p.m. portion, after which it sponsors Cedric Adams from 3:40-4:55 p.m.

Stone to DuMont

IRVING SETTEL, advertising director of Conner’s Inc., retail stores, and instructor in advertising at Pace College, has been appointed sales, promotion, marketing and advertising consultant for the DuMont Network, Donald A. Stewart, coordinator of the film program, announced Wednesday. Mr. Settel is author of the widely-used textbook, “Effective Retail Advertising,” and of the “Advisor,” syndicated feature. A new book by Mr. Settel, “Television Advertising and Production Handbook,” is scheduled for September publication by Thomas A. Crowell Publishing Co.
CONVENTIONS

Philco Signs NBC TV-Radio

A PAIR of prize political plums had been picked off by the NBC and CBS Radio and Television Networks last week. Both networks were actively—and hopefully—searching for more.

Philco Corp. announced it would sponsor—after a two-year test—portrayed as $3.8 million—NBC Radio and TV coverage of the Democratic and Republican Conventions in Chicago this July, certain pre-convention activities and results of the November elections.

Westinghouse Electric Corp. already had announced [B&T, Dec. 31, 1951] that it will sponsor convention and election coverage, plus a 13-week television-the-vote campaign, on CBS Radio and CBS Television, though on a more restricted number of stations—100 major markets, with the radio station selections made to Westinghouse and DuMont TV Network’s first sale under its new “Selectives Facilities Plan” [B&T, Dec. 10, 1951]. This requires Westinghouse to provide theABC facilities available to all other CBS Radio affiliates, for sale through CBS Radio to non-competing advertisers.

Cost. Westinghouse pact was placed unofficially at about $3 million. Negotiating With Prospects

ABC officials meanwhile were in active negotiations with prospective sponsors for both radio and TV coverage and DuMont TV Network also was reported “in negotiations.”

Mutual spokesman said Friday that they were undertaking “strong presentations” to a number of potential sponsors. Sears Roebuck & Co., which has “...used a network medium, rep- reportedly was considering the sponsor- ship role on the ABC Radio and TV Networks.

In addition, which was said to be considered convention sponsorship was Time Inc., which sponsored off-the-floor developments at the 1948 conventions on NBC-TV and whose plans for Time and Life campaigns for 1952 are under study by Young & Rubi-

The negotiations with both Westinghouse and Philco had the un- official, tacit approval of both the Democratic and Republican National Committees, it was learned.

Both groups have under study a proposed code of standards for physical coverage of the conventions, including sponsorship factors. The Democratic National Committee is expected to pass ap- proval on the standards of practice at an important meeting next week in Kansas City, Kan., Jan. 25-27.

Still at issue, as reported in the Dec. 31, 1951, Broadcasting and Telecasting, is the question of who shall bear the cost of in- stallling studio equipment. Feeling in some political quarters is that networks should support the financial burden. Multiple sponsor- ship also is an industry problem, it is noted.

Reasoning on facilities is that conventions are held to select Presi- dential candidates, and that broad- casters should handle, with responsiblity for facilities falling on industry shoulders.

In disclosing its plans for cover- age, NBC, William R. Matthews, vice president in charge of public relations, David Taylor, general public relations for NBC, and General Executive for NBC-TV A (Abe) Schechter.

Several ABC and NBC-TV forum and discussion programs will originate from Chicago.

Elaborate Coverage Plans

In addition to "elaborate plans" for both radio and TV coverage of the convention itself, including a minimum of 20 hours to be de- voted to each convention by each CBS network, Westinghouse-CBS plans include a get-out-the-vote series in both radio and TV, to start in August and extend to the day before elections, with several equal time to be afforded each of the two major parties.

The Westinghouse campaign will cover 100 major markets. These will include TV in all cities which are interconnected by convention time, with three cities—New York, Philadelphia and Pitts- burg—for each network. Each will have both radio and TV coverage under Westinghouse sponsorship, but under CBS Radio’s selec-

MSC BILLINGS

51 Time Sales Show Increase

MUTUAL Broadcasting System during 1951 had gross time sales of $24,787,758, a gain of 11.0% over the $22,457,579 gross time sales of this radio network during 1950, probably the only one of the four nationwide networks whose figures are available for comparison.

Coverage from the convention floor presumably will be handled on a pool basis to all the networks.

Cost. Westinghouse will handle the audio transmission from the convention hall for all TV networks.

NBC-TV coverage will be under the direction of William R. Matthews, director of public affairs for the television network, while Henry C. Cassidy, director of news and special events for radio, will direct the radio network coverage.

Time sales of NBC for 1951 over those of 1950, will rise $512,180, or 11.0%.

MBS 1951 Gross Billings*  

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<thead>
<tr>
<th>Month</th>
<th>Cumulative</th>
<th>Monthly</th>
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<tr>
<td>January</td>
<td>$1,542,887</td>
<td>$1,542,887</td>
</tr>
<tr>
<td>February</td>
<td>$1,527,704</td>
<td>$1,527,704</td>
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<tr>
<td>March</td>
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<td>$1,673,016</td>
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<td>June</td>
<td>$1,698,118</td>
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<tr>
<td>July</td>
<td>$1,727,914</td>
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<tr>
<td>August</td>
<td>$1,759,468</td>
<td>$1,759,468</td>
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<td>September</td>
<td>$1,794,480</td>
<td>$1,794,480</td>
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<tr>
<td>October</td>
<td>$1,832,921</td>
<td>$1,832,921</td>
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<tr>
<td>TOTAL</td>
<td>$21,575,758</td>
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</tr>
</tbody>
</table>

* December billings estimated

BROADCASTING • Telecasting

Edwards’ late evening newscasts utilized $1,908,675 worth of MBS time; and Quaker Oats Co., buying two 30-minute spots on Mutual for Roy Rogers Show, Challenge of The Yukon, Sergeant Preston of the Yukon and Man on the Farm.

For the year, total time was $3,130,593 more time on MBS during 1951 than any other agency, according to the network’s records, which show gross billings for this agency of $1,898,956 for the year.

When Mutual time sales are broken down by product classes, seven such categories are seen to have accounted for more than $1 million worth of time on this network during the year, including 1951. Food and food products was the heaviest user of network time, #1,155,127 worth. Drugs and toilet products ranked second with $2,287,349, Cigars, cigarettes and

Continued on page 24}
**Legislation**

There is no dearth of issues in waiting for the second session of the 82nd Congress which convenes tomorrow (Tuesday)

When the gavel is rapped, bringing to order the legislative houses, the broadcaster can ask: What does it mean to me?

There are issues affecting every American, broadcaster and brick layer, television applicant and grocer. They cover high taxes—then there may be voting—what is to return in 1953; investigations—unless unforeseen international crises develop, Congress will be talk-of-the-town or more scandal and government inefficiency; appropriations—how much and where the government is going to spend.

All these factors involve decisions that cover the face of the country. How high the cost? This yardstick in turn is measured by the fateful cost of the inflation dice.

The broadcaster also can ask: Might Congress do something that may substantially change the pattern of my industry? The answer is: It can; that is, partly so.

For one, there is the bill (H 658) now being studied which would amend the Communications Act of 1934. This measure, authored by Sen. Ernest W. McFarland (D-Ariz.), was under perusal by the House Interstate & Foreign Commerce Committee last October when Congress adjourned. At that time, Chairman Robert Crosser (D-Ohio), who told BROADCASTING, "Telecasting a fortnight ago that the committee is 'intent on concluding the study of this matter and hopes to make a lasting contribution in this difficult field' "[Dec. 17, 1951] announced that the McFarland Bill would be first on the committee's agenda when Congress goes back into session.

**Important to Broadcaster**

This bill is important to the broadcaster; it is reported out of the committee and voted out of joint Senate-House conference this year (It has been passed by the Senate), the bill, "is part of the President affixes his signature.

As now written, the McFarland bill could affect not only FCC's position in the broadercaster's world, but also the procedures by which the broadcaster does business with the regulating agency.

The bill's purpose is technical in parts and in the words of Rep. Crosser, "brings the triple relationship between American broadcasters, the public interest and the federal government."

The McFarland Bill would do these things:

- When the broadcaster goes before FCC for renewal of his license, he should have the right to prove and to operate in the public interest, as he must do now. The "burden of proof" would be placed with the Commission. The broadcaster would no longer be required to file a detailed original application when he is filing for a license renewal.
- There would be 30-day protest period allowable on grants which are issued without a hearing. The FCC would have to complete its work within three months from the date the action was taken.
- A time limit would be placed, within 15 months of the FCC's action on original applications, renewals and transfer cases. An exception would be made if an applicant has already been notified that applications are set for hearing or grants are issued without hearing.
- FCC would have the authority to issue cease and desist orders where a licensee has failed to live up to regulations. At present, FCC must either ignore violations or refuse renewal.
- When the Commission's regulations or requirements are not clear or have double entendre, it would be authorized to clarify where clarification has been necessary.
- FCC's procedure in cases which must go to formal hearing and any court review that may ensue would be defined and simplified.
- The current problem of "double jeopardy" in antitrust cases, whereby a licensee is subject to both FCC action and the courts, would be alleviated. FCC could refuse a license only after the court has ruled that an applicant's license is revoked.
- On another tack, a key challenge to the broadcaster is that posed by Sen. William Benton's (D-Conn.) proposal that a National Citizens Advisory Board on Radio and Television be established by Congress. Sen. Benton's own description of his plan—that it would create an "annual Blue Book" for the industry—best describes its far-reaching potential.

When Congress adjourned last October, Sen. Benton indicated that he expected the Senate Interstate & Foreign Commerce Committee, which already has held a preliminary hearing on the bill (S 431) to report to the Senate this spring. This would mean that the FCC would be called upon to submit an annual report to the Senate on its "industry's performance, accomplishments and future trends." The Senate Commerce Committee, of which Benton is a member, would have to review the FCC's annual report in order to determine whether the Commission is acting in the public interest.

**Ziv Signs**

TEN-YEAR radio rights to Matt McFarland's Bold Venture, New York's first English language bilingual network station, have been acquired by Frederic W. Ziv Co. and film actor Dan Ziv. The contract has been signed, also for syndicated series based on the former Ziv's experiences. Mr. Ziv is currently working on a documentary and an hour-long dramatic series for the FBI.

Twelve months, the series will be ready for syndication. The project has been produced and directed by Mr. Ziv. It will be shot in Hollywood at a cost estimated in the neighborhood of $125,000 per half-hour program—Mr. Ziv said that 32 shows will be taped by July 30. Mr. Ziv reported. He said the $125,000 production cost is believed to make the show the highest budgeted of any being prepared for 1952.

The Ziv company's national force of 200 men will start selling the series today.

"This is probably the most important show in Ziv's history," Mr. Ziv said, "not only because of the large investment we have placed in it, but because of the fact that the company is combining a commercial venture with an important public service. Through this program the American radio public will be made more aware of the inner working, methods, and goals of communists in the U.S., therefore more conscious of the menace of communism to our nation."

He also viewed the project as further evidence of Ziv's faith in the future of radio. In three series alone within the past 12 months, he noted, Ziv has committed itself to at least $2 million a year in production costs. The two others of this trio are Bold Venture, starring Humphrey Bogart and Lauren Bacall, and Freight Train, featuring Irene Dunne and Fred MacMurray.

Musical director for the series, "I Was a Communist for the FBI," was released nationally. Ziv spokesmen noted that during his nine years' work for the FBI he had provided the bureau with 20,000 pages of reports, 30,000 pages of exhibits, letters, party propaganda pamphlets, and other material, apart from 1,000 names, and was credited by Pittsburgh newspapers with "splittering Pittsburgh's communist organization." He was said to have belonged to 75 organizations identified as communist fronts, and to have served as secretary of the American-Slovene Communist Bureau, a registered communist party post.

Mr. Ziv negotiated the radio rights with Mr. Ziv and Mr. Andrews' contract with Famous Artists Corp., representing the actor.

His appearance in the new series, in the role of Matt McFarland, will be Mr. Andrews' first venture in a regular radio series, the Ziv executive pointed out. He also noted that Mr. Andrews has both a distinction, "it is unblemished personal reputation," and in his 33 motion picture appearances has become well known "in large and small communities throughout the nation."

**Bills Wait Congress' Return**

Reports from Washington indicate that the two most important bills before Congress—Broadcaster's Bill and House Interstate & Foreign Commerce Committee—the House Interstate & Foreign Commerce Committee, the Senate Interstate & Foreign Commerce Committee, and the House Interstate & Foreign Commerce Committee, would be expected to shut down the operation of the TV Code as composed by the NABRT.

Added to this dynamic-packed legislation is the expected lifting of the telecast freeze early in 1953. Congress may well have much to say about it—the legislation body has expressed interest in the directive and this year is an election year.

**Political, Libel Issues**

Should there be a swelling desire that Congress look into the problem of political broadcasts by statutory means. This was discussed at the meeting of the subcommittee in June 1952, a joint hearing told the Senate Commerce Committee, in an interview [BD, Dec. 21, 1951].

In the field of investigations, the Senate Internal Security Subcommittee, headed by Sen. Pat McCarran, (D-Nev.) has been investigating information dealing with possible subversive infiltration in the radio-TV industry. The Senate group has now listed a number of agents and their names, has been asked what to do with them, since for months, the subcommittee has been attempting to determine which might be considered to be "loyal."

This month, President Truman will present his budget requests for the operation of government in the fiscal year 1956 (July 1, 1955, to June 30, 1956). With the requests will come a preview of how much money will be needed to operate the Foreign Trade Commission, the State Dept.'s Voice of America, and, if any, what money sought will go to media (Continued on page 88)
## 1950 AM-FM Revenue

**Up 7.1% Over ’49, FCC Says**

**Total 1950 AM-FM Revenues of $444.5 million, up 7.1% over 1949’s $415.2 million, was announced last week by the FCC in its annual financial data report.**

Expenses for AM-FM stations totaled $373.6 million, compared with 1949’s $302.6 million.

Income before federal taxes added up to $88.2 million, 29.7% over 1949’s $59.6 million.

Total figures are for all networks and stations.

The four national networks, including their 18 owned and operated stations, took in $106.0 million in 1950, compared with $105.3 million in 1949. Expenses amounted to $87.3 million in 1950 vs. $86.8 million the year before. Income totaled $18.7 million in 1950, compared with $18.5 million in 1949.

Report issued last week contained final figures. They are more conservative than the FCC estimate last spring which looked for a $70.9 million revenue total for 1950 (B.P.T., April 28, 1951).

Significant is comparative report on revenues, expenses and income of 1,665 identical AM stations in markets with and without TV. Revenues in 1950 for 389 radio stations in TV markets totaled $189.3 million, compared with $152.5 million in 1949—an increase of 4.5%. Revenues for 1,276 radio stations in non-TV markets were $116.0 million, compared with $118.5 million in 1949—a gain of 3.3%.

Income before federal taxes for the 389 radio stations in TV markets was $33.5 million, compared with $27.7 million in 1949—up 21%. Income for the 1,276 radio stations in non-TV markets totaled $20.6 million, compared with $13.9 million in 1949—a gain of 48.2%.

Only two TV cities showed a decrease in radio revenues in 1950 compared with 1949—Cleveland and Chicago. Cleveland’s auroral revenue dropped 1.6% and Chicago’s 0.1%.

In the 63 TV markets, there were 518 AM and FM stations and 107 TV stations in 1950. Radio revenues for 1950 totaled $264,469,-000, TV revenues $69,192,000. TV therefore was 26.2% of total broadcast revenues in 1950, 10.7% in 1949 (58 TV cities) and 4.4%.

### Comparative Financial Data of Standard (AM) Networks and Stations

#### 1949-1950

<table>
<thead>
<tr>
<th>Item</th>
<th>1949</th>
<th>1950</th>
<th>Percent of increase (decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of networks</td>
<td>2,143</td>
<td>2,117</td>
<td>1.2%</td>
</tr>
<tr>
<td>Number of stations</td>
<td>12,392,316</td>
<td>12,286,543</td>
<td>(0.8)</td>
</tr>
</tbody>
</table>

#### Industry Totals

- **Total broadcast revenues:**
  - AM and FM: $309,555,000
  - TV: $84,856,000

- **Total broadcast expenses:**
  - AM and FM: $220,994,000
  - TV: $51,990,000

- **Total broadcast income:**
  - AM and FM: $88,561,000
  - TV: $32,866,000

#### Nation-wide & Regional Networks & Their Owned & Operated Stations

- **Total revenues from non-network time sales:**
  - AM and FM: $38,054,388
  - TV: $11,71,258

- **Total revenues from network time sales:**
  - AM and FM: $279,494,354
  - TV: $71,654,412

- **Total revenues from other sources:**
  - AM and FM: $21,915,540
  - TV: $15,651,011

- **Total revenues from all sources:**
  - AM and FM: $503,068,898
  - TV: $129,969,917

- **Total expenses from all sources:**
  - AM and FM: $358,345,894
  - TV: $101,998,914

- **Total net income:**
  - AM and FM: $144,723,004
  - TV: $27,970,94

#### Standard (AM) Stations

- **Total revenues:**
  - AM and FM: $358,345,894
  - TV: $101,998,914

- **Total expenses:**
  - AM and FM: $350,001,014
  - TV: $101,998,914

- **Total net income:**
  - AM and FM: $8,344,880
  - TV: $0

### Note

1. The 4 nation-wide AM networks (ABC, CBS, NBC and BBC) owned and operated a total of 18 stations in 1949 and 1950. The 4 TV networks (ABC, CBS, DuMont and NBC) owned and operated a total of 14 stations in 1949 and 1950. Some networks indicated that expense allocations between AM and TV operations were not complete to the extent that certain indirect operating expenses of TV are included under AM operations.

2. Income before federal taxes for the 389 radio stations in TV markets was $33.5 million, compared with $27.7 million in 1949—a gain of 21%. Income for the 1,276 radio stations in non-TV markets totaled $20.6 million, compared with $13.9 million in 1949—a gain of 48.2%.

(Continued on page 92)
CHANNELING of the flow of component parts into electronics and other equipment for military and civilian use is the biggest problem as the United States prepares to hurdle the "hump" of mobilized production during 1982. The cause of the problem is the right place, at the right time, and in the proper quantities, has been a major source of concern among government and industry officials and congressional leaders in recent months. In a sense, the problem is more pressing than materials shortages. Progress on component production lags in radio-TV receivers and other consumer durable goods is held out for the second and third quarters of the new year, with little relief for the latter part of 1982. The same holds true for commercial broadcast equipment.

Ominous reports circulating last week of a worsening condition might preclude the issuance by the FCC of construction permits, once the TV freeze is lifted, were discounted. For Structural steel, it was pointed out, is the most critical item, but self-certification is permitted and manufacturers are still producing towers. Moreover, it was pointed out that possibly 50 to 100 TV transmitters are in stock, which should be adequate to take care of construction permits authorized with the freeze. Once the FCC, once the TV freeze is thawed, for most of 1982, in any event.

As for the steel situation, it was stated that even though the capacity is not expanded to permit installation of towers, wooden structures could be used temporarily, as was done during the last war. The electronics industry in America has expanded to meet increased demand for components in complex equipment, according to E.T. Morris, acting director of the Electronics Production Board. He claims that the industry has the best record for delivery of military equipment among the most critical products.

Review Is Needed

Despite this record, a review of the electronics picture is needed to take stock of 1982. Looking toward a re-evaluation in the near future, Mr. Morris is expected to call a conference along lines similar to those conducted for machine tools, chemical and other fields condition might preclude the issuance by the FCC of construction permits, once the TV freeze is lifted, were discounted. For Structural steel, it was pointed out, is the most critical item, but self-certification is permitted and manufacturers are still producing towers. Moreover, it was pointed out that possibly 50 to 100 TV transmitters are in stock, which should be adequate to take care of construction permits authorized with the freeze. Once the FCC, once the TV freeze is thawed, for most of 1982, in any event. As for the steel situation, it was stated that even though the capacity is not expanded to permit installation of towers, wooden structures could be used temporarily, as was done during the last war. The electronics industry in America has expanded to meet increased demand for components in complex equipment, according to E.T.

FM NETWORKS

THROUGH a revision of American Telecasting schedules, the way has been opened for FM networks to use a combination of off-the-air pick-ups and AT&T lines in connecting their stations.

This is the same provision which the AT&T permits to television, and the revision permits the FCC to change tariff schedules to allow interconnection of Bell program channels with FM broadcast facilities. The purpose is to encourage FM stations to further their network plans, FCC said. Previously, FM networks had to either depend entirely upon off-the-air pick-ups or else use AT&T facilities for the entire route of the network.

The plight of FM stations, which wanted to employ interconnected facilities but were thwarted by the tariffs previously in effect, was brought to the Commission's attention originally by WFLN (FM) Philadelphia. That station wanted to rebroadcast programs originating at WQXR-AM-FM New York. It sought to have the programs from WQXR picked up, off-the-air, at Trenton, N.J., and have them relayed by AT&T lines from Trenton to Philadelphia. AT&T re-fused to lease lines from Trenton, however, and insisted they either be leased from New York to Philadelphia or not at all. The WFLN FCC permit to FCC for authority to use certain frequencies for a private FM network on a common carrier basis, but the Commission did not want to set aside frequencies for this purpose because of lack of spectrum space.

Realizing WFLN had a problem, the Common Carrier Bureau of FCC persuaded AT&T to sell to WFLN facilities which would permit receiving FM programs off the air at an intermediate point and transmitting them over the shorter distance on telephone company facilities without obtaining such facilities for the entire distance.

The cost of FM network programming should be reduced in many instances under the new tariff revision, FCC reported.

PROJECT REQUESTS

Meanwhile, more light was shed on projects reported in the Dec. 24 issue of BROADCASTING & TELECASTING, but not clarified at that time.

The projects involved requests from RKO Keith Orpheum Theatres Inc., Anco Enterprises Inc. and Rockefeller Center Inc., all of New York.

RKO was turned down on materials for its Colonial Theatre which, under present plans, would house new studio facilities. Originally, RKO had been surmised the bid involved theatre TV, NBC-TV also figured in a Radio City studio application, though the latest was filed through Rockefeller Center Inc.

Anco Enterprises had planned to lease certain television studio to NBN in a project costing $2,009. The request drew an exemption from the FCC.

NBA also hopes to break ground for a proposed $35 million radio television station at Oradell, N.J. This first unit comprises "TV studio facilities" with applicant listed as KNNB (TV) Los Angeles. No decision is expected for another month or more.

Broadcasters also may obtain priority materials for existing buildings or facilities where a component (copper wiring or other item) is required. They can complete installation or "minor capital addi-
PROTEST DROPPED

By CWV in Lamb-WHOO Case

OPPOSITION by the Catholic War Veterans against purchase of WHOO-AM-FM Orlando, Fla., by Broadcaster. Attorney Edward Lamb has been withdrawn.

Telegram received by the FFC from Donald J. McQuade, national commander of the Catholic War Veterans, withdrawing letter of protest received by the Commission in October, shortly after Mr. Lamb filed for FCC approval of his $500,000 purchase of the Orlando stations [B*T, Oct. 15, 1951].

Mr. Lamb expressed his gratitude for the confidence shown in his newspaper and broadcast operations, upon being informed of last week’s action by CWV, and said he was happy that what may have been a serious injustice had been corrected after an examination of the facts.

Mr. Lamb has been under attack by Rep. Leonard W. Hall (R-N.Y.) ever since the WHOO sale was announced [B*T, Oct. 15, 1951, etc.]. At one time Rep. Hall was pressuring for a Congressional investigation and he has indicated he intended to press the matter further. Reason for Mr. Hall’s antipathy, according to the New York congressman, is Mr. Lamb’s reputed affiliation with organizations named subversive by the Attorney General. Mr. Lamb has denied the charges.

Mr. Lamb is owner of WIGU (TV) Erie, Pa., where he publishes the Erie Dispatch; WTVM (TV) Columbus and WTOD and WTRT (FM) Toledo. He gained national prominence as attorney for the postal workers union which gained portal-to-portal pay.

SET OUTLOOK

Three Firms Report

REPORTS from three manufacturers on electronics production point up the ratio of orders between essential military production and civilian output.

Westinghouse Electric Corp., Pittsburgh, reported that over 40% of all unfilled orders are being shipped off to military needs. Production of consumed durables (radio-TV receivers, etc.) was down only 10% last year compared to 1950, chiefly because of material substitutions, changes in designs and a scarcer production drive.

Raytheon Mfg. Co. expects peak production this year when two plants begin full-blown operation. Firm’s Belmont Div. reports an upsurge in TV set business, reflected in black ink statements. During the quarter ending Aug. 31, Raytheon reported a drop in earnings because of higher taxes and slanted TV set demand throughout most of 1951.

Ross Siragusa, president of Admiral Corp., Chicago, feels that shortages “so freely prophesied” will not materialize this year. He

RECORD FIRMS

Outlook Bright—Folsom

OUTLOOK for the record industry in 1952 may be regarded as very optimistic,” Frank M. Folsom, RCA president, said last week.

“The sales trend of records should continue sharply upward,” he predicted, “unless material shortages cause a slackening in the production of the newer speed instruments. But even then, sales should be above those of 1951 due to the increased number of instruments now in use and the eagerness of their owners to obtain larger quantities of the improved recordings.”

Further increases in sales are expected in the transcription and packaging business during 1952, according to James P. Davis, manager of RCA Victor Custom Record Sales Div., and A. B. Sambrooks, sales manager of RCA Recorded Program Service. Mr. Davis sees further revenue gains “...through the introduction of such products and services as the 45 rpm system for sales training, plus a new and comprehensive line of premium, promotion and children’s records.”

Following the “biggest” 10 years in company history, Mr. Sambrook feels, 1952 will produce even larger billings. “Our huge success is based on big name, commercial programming designed to earn talent fees as well as time charges for stations.”

Samuel A. Gaines

SAMUEL ALEXANDER GAINEE, 34, commercial manager and assistant station manager of WLET-AM-FM Toccoa, Ga., died Dec. 20 following a heart attack. Mr. Gaines had been in Toccoa for the past seven years. He was a member of the First Methodist Church where he served as Sunday school superintendent; a member of the board of stewards of the Toccoa Chamber of Commerce. Surviving are his wife and two children, Samuel Alexander Jr., 6, and Susan, 4. A brother, Roy Gaines, serves as WLET program director.

Frederick Gleason

FREDERICK B. GLEASON, 75, former general commercial manager of the Western Electric Co., New York, died at his home at Greenwich, Conn., Tuesday night. Mr. Gleason joined Western Electric as a member of the Chicago sales force in 1904 and was associated with the company for 33 years before retiring in 1937. He had been general manager for the past two years prior to his retirement. He is survived by his widow, a son and a sister.

said there would be no TV set shortage and claimed economic experts have “underestimated the ingenuity and productive capacity of American industry.”


PROGRAM, Symphonic Hour, is signed by WAAF Chicago with Chicago Federal Savings & Loan Assn., as the sponsor. Bank’s agency man, Robert Cunningham (1) of Crichtfield Adv., inks dotted line. Watching signing is Station Mgr. George E. Holleman Jr.

BASSETT & CRAIG Co. local Ford dealers, bought 8,400 spot announcements on WLRP, New Albany, Ind., when Oliver Pedigo (r), station cmbl. mgr., stuffed fan mail into a currency bag, commenting WLRP advertising was “money in the bank.” Shirley L. Bassett (I) and Roy W. Craig (seated) complete contract.


EXCLUSIVE contract is signed by Frank Brookhouser (1), Philadelphia news columnists for radio “gossip and commentary column” on WIP Philadelphia. At ceremony are Benedict Gimbel Jr. (center I), pres. and gen. mgr., WIP; co-sponsors Charles Boise (center r), v. p., Tele King Distributors, Philadelphia, and Vic Hendler (r), Philadelphia Tele King dealer.
NBC RENEWALS
Eight Radio Shows Signed
NBC RADIO network last week announced renewals of eight evening programs—representing total weekly gross time billings of $111,500—including Cities Service Co. through Ellington & Co., New York, for Band of America (6-9 p.m., Mondays); and Sunoco Oil Co., Philadelphia, through Hewitt, Ogilvy, Benson & Mather, New York, for Sunoco Three Star Extra (8:30-9 p.m., Mon.-Fri.).

Other renewals in the group but previously reported [B*T, Dec. 24, 1961]: R. J. Reynolds Tobacco Co. (Heine, Albright Tobacco for Grand Ole Opry; Mutual Benefit Health & Accident Assn. of Omaha sponsorship of On the Line with Bob Considine; E. T. DuPont de Nemours & Co.'s Catalogue of America; Reynolds Metals Co. for 6:30-7 p.m. Sunday portion of The Big Show, plus three "Operation Tejdem" programs.

ILLEGAL RADIO
Two Men Caught in N. Y.
COMPLAINTS that transmission signals of WJZ New York were being intercepted from an East Manhattan source led to the arrest Saturday of two men charged with violating Federal communications and gambling acts by taking bets over a homemade radio telegraph relay. The accused were reported by FCC Engineer William Kiser as the first persons ever held in New York for violating such a system for gambling purposes.

Arrested were Fred Fisher, 33, of Brooklyn, a former New York policeman, and Edward Chady, 27, of Manhattan, who were charged with operating a radio transmitter without a FCC license and of gambling without $50 Internal Revenue Tax receipts.

The two men were arrested by New York police at the request of Federal authorities. Police raiding two apartments held by the men uncovered a system by which a telephone in one could be answered from another, via a radio hookup.

Arraigned on the FCC complaint, Mr. Chady was held on $3,000 bail for hearing this week, and it was expected that Mr. Fisher would face similar charges. U. S. Attorney Myres J. Lane said that both men would probably incur tax stamp charges from the Dept. of Internal Revenue.

ARB Expands Service
AMERICAN Research Bureau last week announced inclusion of cumulative audience reports on multisemester experiments for all stations receiving ARB’s city ratings service. Seven systems were not receiving the daily program report at least once during the week

Mr. Thomason
Mr. Keller

Mr. Ebener
Mr. Wiseman

WOW-AM-TV SPLIT
Now Operate Separately
AM and TV operations of WOW Omaha began independent operation last Tuesday.

The new operations policy, announced by Frank P. Fogarty, general manager, WOW Inc., included the following personnel changes:

Assistant General Manager Lyle DeMoss now devotes full time to TV programming and production.

Fred Ebener, local radio sales manager, has been elevated to the post of television sales manager.

W. O. Wiseman, sales promotion manager, has been named WOW AM sales manager. Messrs. Ebener and Wiseman succeed Robert Dooly, who resigned as sales man-

NLRB VACANCY
Peterson Is Mentioned
THE NAME of Ivar Peterson, well known in trade association circles, was mentioned in Washington last week in connection with a possible appointment to the National Labor Relations Board.

There were reports that Mr. Peterson, an administrative aide to Sen. Wayne Morse (R-Ore.), would succeed James Reynolds as a member of the NLRB. The latter resigned late last month.

Mr. Peterson was assistant director of NARPB's Employment-Employer Relations Dept. from February 1946 to April 1947 when he was transferred to NARPB's Legal Dept. as an attorney. He was instrumental in preparing the Wage-Hour Act manual published by the then NAB and a review on the political time question involving stations' rights. He resigned in September 1948 to become an assistant to Sen. Morse.

NEW UP V. P.'s
Thomason, Keller Elected
LeROY KELLER, general sales manager of United Press, and Mima Thompson, general manager of United Press Newspictures, have been elected vice presidents of UP, President Hugh Baillie announced Thursday.

After working on several Knoxville papers, Mr. Thomason was made North Carolina-Virginia manager of UP in 1938, moved to Chicago as business representative in 1947, became Central Division manager in 1943 and on Jan. 1 was named head of UP's new newspaper picture operation [B*T, Dec. 31, 1961].

Mr. Keller joined the Denver Bureau of UP in 1929, was transferred to the New York sales staff in 1936 and served the press association successively as eastern sales manager, assistant business manager and general sales man-

A-V Rate Card
RATE CARD listing charges for use of its studio facilities, tape recording, editing, multiple tape recording and instantaneous and master disc recording has been issued by Audio-Video Recording Co., New York. Issuance followed completion of the firm’s five new studios and offices at 730 Fifth Ave., which was marked by a cocktail party and buffet for approximately 1,000 industry people Dec. 14. In the expansion program, more than 10,000 sq. ft. of sixth floor space were converted to house the four Audio & Video companies: Audio & Video Products Corp.; Audio-Video Recording Co.; A-V Tape Libraries and Magna-Crest Corp.

Greystone Buys
GREYSTONE PRESS, New York, will sponsor two special one-time-only ABC Radio programs on Tuesdays: In the 8:30-9:30 p.m. time period, on behalf of its book, Family Legal Advisor, the show titled Sidney Walton News will be sponsored, and from 8:15-9:30 p.m. the book Magic of Believing will be promoted on a show of the same name. Huber Foge & Sons, New York, is the agency.

Mr. York
Mr. Keller

NRDGA MEET
Program Award Highlights
MAJOR broadcast event scheduled for the 41st annual convention of National Retail Dry Goods Assn., to be held today (Monday) through Thursday in New York’s Statler Hotel, will be awards for the best retailer-sponsored program during 1961. Presentation will be made 9:30 a.m. Wednesday.

All Wednesday meetings, with the day’s agenda to be given over completely to promotion sessions, may be of interest to broadcasters, according to one NRDGA spokesman. Sessions will include a forum among prominent ex-retailers, now also outstanding in other fields, who will give suggestions and pass judgments under the title, “If I Were Back in Retailing.”

Broadcast Advertising Bureau’s Jack Hardesty is expected to discuss radio participation by retailers when he presents the best program awards, and radio’s Tex and Jinx McCrary will attend the convention as moderators for a session on display, to be held at 11 a.m. Thursday. Broadcasters interested in attending any meetings are advised by Robert Mayer, NRDGA public relations director, to register at the press room.

Page 30 • January 7, 1952

BROADCASTING • Telecasting
A True Anniversary Story

For Folks Who Like Dogs
(under-dogs, that is)
and enjoy happy endings...

An amazing thing has happened in Lorain, a prosperous industrial city of 52,000 people in Northern Ohio. Merchants may now spend their advertising dollars where they choose.

The butcher, the baker, all businessmen can now advertise on both the radio and in the newspaper with no fear of being forced to cancel their radio contracts to retain their newspaper advertising.

"But what's amazing about that?" you ask.

This. Until a year ago—or to be more precise, January 5, 1951—no merchant had this freedom in Lorain.

If he advertised on the Elyria-Lorain radio stations, WEOL and WEOL-FM, his contract for advertising in the only Lorain newspaper, the Journal, was summarily terminated. If he cancelled his radio contract, he was again acceptable to the advertising columns of the Journal.

There were some merchants who were unable to swallow this un-American concept. These few stubborn men believed that the disposition of their advertising money was a choice reserved for themselves. These merchants refused to be coerced. They spent their advertising money on WEOL.

Of course, their advertising in the Journal was refused. But it's pleasant to report that they suffered no calamitous setbacks in the operation of their businesses. They prospered, in fact, proving again that people enjoy listening to the radio, have confidence in radio advertising and buy the goods radio advertises.

Well, that's how the situation stood. If you advertised exclusively in the Journal, you were okay. Split your appropriation to include WEOL and you were out of the paper.

It might have gone on like that. It has, in some places, for a long time.

But the President of WEOL, Roy W. Ammel, feels pretty strongly about individual liberties, including his own, and our American system of freedom of enterprise. It was his firm conviction that the actions of the Lorain Journal were monopolistic and in violation of the Sherman Act.

Mr. Ammel asked the assistance of the Department of Justice. After full investigation, the Department charged the Journal and its officers with violation of the Sherman Act in Cleveland District Federal Court.

On January 5, 1951, Judge Emerich B. Freed published his decree finding the Lorain Journal and its officers guilty of the charge and enjoining them from further monopolistic action.

The Journal appealed the decision to the United States Supreme Court.

On Tuesday, December 11, 1951 the Supreme Court handed down its momentous verdict, sustaining Judge Freed's decision by the unanimous vote of 7-0. So it is that Lorain merchants can now spend their advertising money wherever they choose, for whatever they choose.

We're happy about it at WEOL, of course. Operating under such a handicap for several years has meant frequent recourse to the red ink. But in spite of the Journal's campaign we've kept our transmitters on the air. And thanks to a grand, loyal staff and the world's most patient stockholders, we've continued to serve a continually growing audience with the best of broadcasting service.

Yes, we're happy that things are looking up for us.

But far more important than our immediate prosperity, we believe, is the vital precedent that has been set by this case; a precedent that reaffirms the freedoms that have brought greatness to our nation and established America as the shining hope of the world.

WEOL and WEOL-FM
1 KW day and night
The Elyria-Lorain Broadcasting Company

Roy W. Ammel
President

Maurice J. Condon
General Manager

Broadcasting • Telecasting
January 7, 1952 • Page 31
IN REVIEW

Programs: New Year’s Eve program from the Meadowbrook Hotel, New York, over the Stork Club; Hotel Astor Balloon; Astor Hotel Balloon; Delmonico’s, 10 p.m.

Networks: ABC-TV, DuMont Television Network; CBS-TV, NBC-TV.

Celebrities: Bernie Cummins and Eddie Lahr and bands; Commentators Ben Grauer, Walter Herlihy and Taylor Grant; Bob Eberly, Sherman Billingsley, John Haynes, Mary Hasty, Guy Kibbee, Jim Fay, Don Walker, Dorothy Gray, Dolores Gray, Paul Lukas.

FOR THOSE who wisely preferred to shun the bright lights on New Year’s Eve and elected to night club through television’s revealing eyes, the experience was at least a sober if not always rewarding adventure.

A little invaded radio’s traditional domain of picking up top festivities with mixed success, proving that the mere existence of TV’s penetrating eye does not make good viewing. While viewers were treated free to a not inconceivable dosage of dance music and cabaret acts, the thought occurred that radio has done this sort of thing much better— and with greater dexterity.

FRANK DALY’S Meadowbrook at Cesar Grove, N. J., emerged as perhaps the biggest item of the DuMont Television Network. But not even the presence of Bob Eberly, an able singer, on this TV-taodeled show saved it from the television nose-ruining switch.

The program featured Mr. Eberly in a singing-emcee role, along with Don Russell and the orchestra of Bert Cummins, who has won some measure of popularity on the strength of sustaining radio pickups. Perhaps it was not so much the fault of Mr. Cummins and Russell as a poorly organized program characterized by loose ends and a jumble of confusion. Typical of the confusion was Mr. Russell’s comment at one point when he felt perhaps the dancers should leave the floor: “Say, who’s rushing this show anyway?” A good question.

Mr. Eberly, who gained fame through recordings and appearances with Jimmy Dorsey’s band, played the saxophone on the show, too. He was, however, in fine voice, though Mr. Eberly with Bernie Cummins is not Mr. Eberly with Jimmy Dorsey.

I am told by this reviewer why, with first-class talent at a premium, Mr. Eberly does not have his own program.

ABC-TV’s New Year’s Dinner Party proved generally more rewarding. The program featured band and song stylists from New York’s Hotel Astor, the Galaxy. Featured was the band of Eddie Lahr.

Commentators Walter Herlihy and Taylor Grant filled in with tableside interviews which, while interesting, aren’t likely to be preserved among TV’s milestones. And what can you say after you say that the music was good and the floor show acceptable?

NBC-TV planted an old New Year’s veteran, Ben Grauer, on the marquee of the Hotel Astor for a New Year’s Eve pickup. Mr. Grauer kept reminding viewers that 1952 would be a memorable year, a prediction obviously more soberly evident to home viewers than celebrities, either in night clubs or in Times Square.

Mr. Grauer had difficulty in raising his voice above the din of an estimated million people—most of them young kids who crowded the square. Best shot on the welcome to 1952: The slow descent of the luminous ball from the New York Times Bldg.

CBS-TV also had its cameras in Times Square—but not until after you had spent 25 interminable minutes at Sherman Billingsley’s celebrity Stork’s scene. Viewers taking in this spectacle doubtless were glad they had stayed home.

Mr. Billingsley was shown in his conventional role of table-hopping with such guests as Haynes and Healy, Jim Farley, Guy Kibbee, Morton Downey, Dolores Gray and Paul Lukas. It must be reported that Mr. Billingsley was not up to his usual communicative standard. Sometimes the words would just not come out.

Here, too, a lack of camera coordination was painfully evident in the view that result was not always aware he was in range. When assured he was, there was a plug for the cigarette which sponsors him weekly.

Christmas Prologue: Sunday, 9:30-10 p.m. EST

Cecil Jan. 4 show included Maurice Jarvis, W. Jack Roney and Dennis E. Connell. (Actors, who are professionals, not Georgetown students, vary from week to week.)


WYBC, Cassidy Ash.

“THE PAST is prologue. Study the past.”

From this quotation which adorns the front of the National Archives Bldg., Georgetown U. takes the title of Prologue.

The program, produced and directed on the campus of the Washington Jesuit institution, attacks communism not by frontal assault but by insinuation and by praising the United States.

Neither does it lay itself open to the charge of being a vehicle for Catholic propaganda. Its regular format begins with current events, reflects back to similar situations in United States history, then obliquely presents the Christian view.

Prologue is slated for 52 performances including four cycles, each dealing with 13 episodes in this nation’s history. Yesterday’s presentation, 11th in the first cycle, dealt with the “Flag, Its History and Meaning.”

Program was aimed at bringing a deeper understanding of the significance of our flag.

Through recalling brave deeds of those who defended the flag, it was pointed out that Christ himself thought men should “Render unto Caesar the things that are Caesar’s and to God the things that are God’s.”

Over-sentimentalism toward the flag as well as scoffing is derided Prologue attempted to show that a true understanding of the flag’s symbolism will eliminate the need for over-sentimentalism.

In the program’s own words, it tries simply to “bring a message of faith, hope, and courage from the pages of history.” In this reviewer’s opinion, it succeeds.

ADVISING POST

Streibel Is Named

APPOINTMENT of Theodore C. Streibel, president of WOR-AM-FM-TV New York, as chairman of the advisory committee of the U. S. Advisory Commission on Informa- tion was formally announced by the Dept. of State last Wednesday [B&T, Dec. 31, 1951].

Mr. Streibel has been serving as chief of a radio panel—one of four set up by the department during 1951. He has been active on an investigative subcommittee of the panel.

In accepting the chairmanship Mr. Streibel succeeds Judge Justin Miller, NABRT board chairman and administrator of Salary Stabilization Board. Judge Miller is on leave of absence as commission member and radio committee chairman.

Other members of Radio Committee are Charles R. Denny, NBC; Wesley E. Johnson, Associated Press; F. S. Opper, NBC; F. Pedderson, Northwest U. presi- dent; California State Department of Professional Radio Education; Jack Harris, WJZ, New York; J. H. Drolton, WNYC; M. F. Johnson, WJZ; Shanghai; John F. Patt, Richmonds, Madison; Myron B. Byunoy, American Cancer Society; G. Richard Drivas, KWIN, Chicago; S. C. Hugh Terry, KLZ, Denver.

‘SAM SPADE’ SUIT

CBS, Regis Radio Win Case

WARNER BROS. last week lost the almost three-year-old “Sam Spade” plagiarism case against CBS, Regis Radio and Dashiell Hammett when a federal judge ruled in Los Angeles that the motion picture studio’s purchase of Mr. Hammett’s Maltese Falcon copyright in 1925 did not give it all future rights to Sam Spade, central character in the book.

In the suit, introduced in 1948, Warner Bros. contended, on the basis of its purchase of the Maltese Falcon, that CBS airing of the Sam Spade series constituted plagiary of the radio series and took two packages of the series for CBS, which has since discontinued its airing. Decision held that, although studio had all rights to Mr. Hammett’s principal characters such as Sam Spade remain the author’s property.

JOHN KING

Was Radio, Movie Pioneer

JOHN KING, 77, pioneer radio and theater manager of Detroit, died Tuesday at his home in Encino, Calif. He had operated Gateway Inn, near Eagle River, Wis., in recent years.

Mr. King was born John Kunsky. He started Detroit’s motion picture theatre in 1907, enlarging his inter- ests in Detroit and spreading to California. Eventually he helped found and manage one of the major motion picture chains, including ownership of WXYZ De- troit and WOOD Grand Rapids, Mich.

In 1928 he was elected vice president of First National Pictures, one of the dominant motion picture concerns of the era. Since 1930 he had been in semi-retirement. Surviving are his wife, Mrs. Sara A. King, and a daughter, Mrs. Robert Albright.

Patent Rules Delay

FCC postponed until Jan. 31 deadline for comments on its proposed patent disclosure rules [B&T, Dec. 3, 1951] following requests for extensions from “a large number of companies and individuals.” Only filing up to last week was opposition by John M. LeBolt of Crompton Paper Co., who said it would be “next to impossible to comply with,” and would provide unnecessary information to competitors and would require a great deal of paper work by all those holding patents. He feels that Mr. LeBolt, “that it would discourage the filing of patents . . .” Proposed rule would require annual filing of patent in- formation by broadcast-communi- cation companies.

ABC Radio will again broadcast annual “Coach of the Year” dinner— honoring outstanding football coach of 1951—Jan. 10 at 10:00-11:00 p.m. EST from the Hilton Hotel, Chicago.

ABC Sportsmaster Harry Wimser will act as emcee.
Chief Says:

"Greater Cleveland is sold on WJW."

Greater Cleveland's strongest signal sells for WJW advertisers.
In 1951, MBS Billings (Continued from page 25)

<table>
<thead>
<tr>
<th>Company</th>
<th>Dollars</th>
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<tbody>
<tr>
<td>National Biscuit</td>
<td>$1,257,723</td>
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<tr>
<td>Lutheran</td>
<td>$1,150,415</td>
</tr>
<tr>
<td>Sterling Drug Inc.</td>
<td>$1,056,596</td>
</tr>
<tr>
<td>Cudahy Packing</td>
<td>$1,049,000</td>
</tr>
<tr>
<td>Debby Foods</td>
<td>$1,046,596</td>
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<tr>
<td>Quaker</td>
<td>$1,043,497</td>
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<tr>
<td>Gillette Safety Razor Co.</td>
<td>$1,028,675</td>
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<tr>
<td>Alcoa</td>
<td>$987,011</td>
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<tr>
<td>Mutual Benefit Health &amp;</td>
<td>$987,011</td>
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<tr>
<td>Accident Insurance</td>
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<tr>
<td>Alcoa</td>
<td>$987,011</td>
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<td>Le Leu</td>
<td>$987,011</td>
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<tr>
<td>Shinie East-West Football</td>
<td>$1,056,596</td>
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<td>Committee</td>
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<tr>
<td>Admiral Tobacco</td>
<td>$1,049,000</td>
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<tr>
<td>Wm. H. Wise &amp; Co.</td>
<td>$1,049,000</td>
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<tr>
<td>Wm. F. Samuel Tobacco Co.</td>
<td>$1,049,000</td>
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<td>A. O. Smith Corp.</td>
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<td>E. H. &amp; S. Inc.</td>
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<tr>
<td>Wafex Inc.</td>
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<tr>
<td>Phillips Petroleum Corp.</td>
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<tr>
<td>Shipstad &amp; Johnson</td>
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<td>American Mutual Bond Co.</td>
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<tr>
<td>Curtis Circulation Co.</td>
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<tr>
<td>American Bird Products Inc.</td>
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<tr>
<td>Kiplinger Washington Co.</td>
<td>$1,049,000</td>
</tr>
</tbody>
</table>

Total Billings: $2,220,719. Laundry soaps and household supplies stood fourth in line among types of MBS advertisers during the year, spending together a total of $1,656,071 for MBS time. Religious advertisers, fifth, account for $1,588,889; building materials advertising contributed $1,284,219 to the MBS gross for the year, and labor and political business added another $2,086,675.

Month-by-month billings breakdown shows October as high revenue month of the year for MBS ($1,785,468), due to the sale of the World's Series broadcasts to Gillette Safety Razor Co. otherwise, MBS billings hit an early year high in March ($1,648,000), declined in May to a low of $1,251,069, and climbed to December's $1,717,814.

1951 Advertiser Expenditures*

<table>
<thead>
<tr>
<th>Category</th>
<th>Dollars</th>
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<tbody>
<tr>
<td>Religious</td>
<td>$1,150,415</td>
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<tr>
<td>Building Materials</td>
<td>$1,056,596</td>
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<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>$1,056,596</td>
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<tr>
<td>Medical Appliances &amp; Equipment</td>
<td>$1,056,596</td>
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<tr>
<td>Tobacco</td>
<td>$1,049,000</td>
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<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>$1,049,000</td>
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<tr>
<td>Radio &amp; TV sets, etc.</td>
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<tr>
<td>U. S. Government Advertising</td>
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<tr>
<td>Miscellaneous</td>
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<td>Parks</td>
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<td>Publishing &amp; Media</td>
<td>$1,049,000</td>
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<tr>
<td>Automotive</td>
<td>$1,049,000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$2,220,719</td>
</tr>
</tbody>
</table>

*December Billings estimated

Capper Will

Management to Continue

MANAGEMENT of Capper Publications, Inc., including WIBW Topeka and KCKN Kansas City, Kan., will continue under the same group of business associates and executive officers who operated the two properties for the past three decades, under terms of the will of former Sen. Arthur Capper, probated in Topeka Dec. 27. Ben Luddy is general manager of the station properties.

A major bequest of Capper Publications stock, amounting to $1,626,894 of the 400,000 shares of $1 par value, was made to top ranking employees of the newspaper and farm paper organization. Under the will, additional shares may be sold to those employees still active in the company. In addition to the station properties, properties included two daily newspapers and eight weekly farm publications.

Why do it the hard way?

Make your selling job easy in the mid-west in HANNIBALAND* with KHMO, Hannibal, Mo.

Currently there are over 35 towns throughout the entire Hannibal area in which there are organizations advertising on KHMO (local). They know that KHMO reaches the buying power of the 240,470 radio families who live in this large, 41 county area.

You can reach the majority of this rich population too with KHMO. Write, wire or phone KHMO or Pearson today for availability.

KHMO

5000 watts day
1000 watts at night

*HANNIBALAND...the rich 41 county area surrounding Hannibal, Mo., Quincy, Illinois and Keokuk, Iowa.
We cannot quarrel about our competitors underselling us—they ought to know what their product is worth.
CONVENTIONS (Continued from page 85)

to the two conventions and that these will be supplemented by some 200 technical staff members.

NBC news figures who will report include John Cameron Swayze, Dave Garroway, H. V. Kaltenborn, Ward Bond, Chaplin, Leon Pearson, George Hicks, Ben Grauer, Robert McCormick, Morgan Beauty, Earl Godwin, Richard Harkness, David Brinkley, Leif Eid, Ned Brooks, Ray Hente, Albert K. and Clifton Utley, Alex Dreier, Bob Lette and Elmer Peterson.

Philo's sponsorship was announced by James H. Carmine, Philco executive vice president, and Joseph H. McConnell, a new president. Mr. Carmine added:

"Philo welcomes the opportunity to bring to the American public these history-making events in lovely presentation of televisions using the 1940 convention in Philadelphia, which was seen by only a few thousand persons. So rapidly has television grown that this year in a small broadcast area buildings will be equipped with television receivers by election day 1952 and television is expected to exercise for the first time in history a profound influence on the outcome of the 1952 convention and election, and with an estimated NBC audience of 70 to 75 million seeing and hearing the candidates in action."

Philo distributors and more than 25,000 dealers plan to hold "open house" so that additional persons can hear and watch the coverage of the announcement.

Westinghouse plans on CBS Radio and TV were announced by J. M. McKibbin, Westinghouse vice president in charge of consumer products, who said its purpose is to "attract a maximum interest in the world's greatest demonstration of democracy at its best" and "to help produce the biggest turnout of well-informed voters in the history of American elections."

The Republican convention is slated to open July 7 and the Democratic Convention July 10.

Mutual has announced that it will present "extensive plans" for Republican convention coverage to the GOP Convention Committee when it meets in San Francisco Jan. 16-19. (Democratic Convention Committee meeting date has not been set.) "Every phase of both major party conventions" will be covered, according to MBS, which noted that it now carries 16 hours of news programs per week.

MBS convention coverage will be supervised by Art Feldman, director of special events, and William Burgh, director of news. News casters slated to take part, the network said, include Bill Henry—who is coordinating chairman of the broadcasting committees for both conventions—Joseph H. McConnell, Fulton Lewis Jr., Cecil Brown, Cedric Foster, Robert F. Hurleigh, H. R. Bakuhi, Sam Hayes, William Hillman, Fred Vandenboom, Frank Singsin, Markelzel, Helen Hall, Bill Cunningham, Les Nichols, Les Higbie, and Frank Edwards.

Components

(Continued from page 88)

"Limitation of two tons of carbon steel and 200 pounds of copper (and no aluminum) was drawn. Quarterly quota is $1,000 for each MBO project.

NPA defines installation as "the setting up or relocation of machinery, fixtures, or equipment in position for service and connection thereof to existing service facilities in an existing building, structure or project." Distinction is drawn between installation and actual construction.

Comparative priority is given to "emergency"—radio and television sales, service or repair shop.—It entitles the repairmen to obtain a TV antenna to install a television receiver, but he is not permitted to use the symbol to secure a receiver "for installation as a complete unit." Installation again is defined as "relocation," etc.

U. S. electronics manufacturers, according to Swayze and Brinkley, are working to meet defense and civilian needs also are in line for relief through potential imports from Germany and Italy.

This was the substance of a report issued by EBP Chairman Morris, and released by the Defense Production Administration.

Mr. Morris' views were based on a survey he and military authorities compiled while visiting those two countries in October. It holds out major hope for increased availability of selenium rectifiers, resistors and resistance wire in the U. S.

"In the case of resistors, selenium rectifiers and fine enamelled wire, however, we are unable to obtain, from domestic sources entirely, the quantities or types of components needed to round the electronics program," Mr. Morris said. He noted shortage of high-grade selenium and said importation of half a million German rectifiers (using Swedish selenium) "would help avert an impending shortage."

Rectifiers are needed by "several important defense-supporting and civilian industries, and the home radio and television receiver industry," he pointed out.

Mr. Morris has recommended to his board that individual contractors use these sources—some seven firms in Western Germany and Milan, Italy—when delivery schedules of American-made components are impeding the defense electronic program.

TAX WRITEOFFS

RAPID tax writeoffs for a number of electronic firms have been announced by the Defense Production Administration for the period Nov. 24 to Nov. 30. Approvals will enable the following firms to accelerate tax amortization on new or expanded defense facilities:

United Electronics Co., Newark, N. J., for electron tubes, $25,224 out of $27,878 requested (or 65%);

Electronic Associates Inc., Long Branch, N. J., for electronic equipment, $2,918 out of $2,918 requested (or 100%);

and Consolidated Engineering Corp., Pasadena, Calif., for electronic instruments, $39,003 out of $58,164 (65%).

JANUARY 7-10: Retail Dry Goods Assn., 41st annual convention, Hotel Statler, New York.

JANUARY 7-10: Second session of the 82d Congress of the U.S. begins.


JANUARY 10-12: National Collegiate Athletic Assn. meeting, Cincinnati, Ohio.


JANUARY 15: BAB Promotion Advisory Committee meeting, BAB headquarters, New York.


JANUARY 18: Washington State Assn. of Retail Radio Sales Clinic, Tacoma, Wash.

JANUARY 18: Board of Governors, Canadian Broadcasters Assn., meeting, Hotel Statler, Victoria, B.C., Ottawa.

JANUARY 19: South Carolina Broadcasters Assn. winter meeting, Hotel Columbia, Columbia, S. C.


JANUARY 21: Canadian Copyright Appeal Board, Ottawa.

JANUARY 22-23: Newspaper Advertising Executives Assn. convention, Edge- water Beach Hotel, Chicago.

JANUARY 21-26: American Institute of Elec- trical Engineers, winter general meet- ing, Hotel Statler, New York.

JANUARY 24-26: Advertising Assn. of the West, midwinter conference, Oakland, Calif.


FEBRUARY 4-5: Maritime Broadcasters Assn. meeting, Fort Cumberland Hotel, Anmherst, Nova Scotia.

FEBRUARY 9-10: International Radio and Elec- tronics Exposition, Bombay, India (Further information obtainable from Consul-General of India, 3 E. 84th St., New York 21, N. Y.)


FEBRUARY 11-12: British Columbia Assn. of Broadcasting, Vancouver, Van- couver, Vancouver, B. C.


What makes WREC lead the parade?

LISTENERS!

What makes the most listeners?
Program superiority ... plus operational perfection.

CONSEQUENTLY WREC'S HOOPER RATINGS AVERAGE HIGHER THAN ANY OTHER MEMPHIS STATION.

that's why we say

WREC
Memphis No. 1 Station

Affiliated with CBS Radio, 600 KC, 5000 Watts

Represented by The Katz Agency, Inc.
Set Ownership
(Continued from page 38)

Bureau household figures for 1950 and latest radio homes saturation figures of Broadcast Measurement Bureau show that there were 13,915, 169,012 telecasting homes in 1950, an increase of 22% over the 1940 census. This was based on the telecasting homes in 1950 now being computed by the Bureau of the Census. Households are official Census Bureau figures.

Radio Homes in the United States by Counties

(Radio Homes are Broadcasting • Telecasting estimates based on published figures from the 1940 Census of Population and the recent census now being computed by the Bureau of the Census. Households are official Census Bureau figures.)

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<tr>
<th>County</th>
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The median size of city households in 1950 varied from 2.5 to 3.4 persons. Households with two or three persons constituted from half to three-fifths in individual metropolitan areas.

The nation's center of population movement during the 1940-50 decade from a point two miles from Carlisle, Ind., to a point eight miles northwest of Olney, in southern, east-central Illinois. Since 1970 the center has moved westward from a point 23 miles east of Baltimore, Md., with possibility it will reach a center around St. Louis, about 200 miles east of the geographical center of the nation in Smith County, Kan.

In the Bureau computations showing households cover 9,076 counties plus 29 independent cities. Of these cities 27 are in Virginia. Others are Baltimore and St. Louis. Separate geographic districts are District of Columbia and Yellowstone National Park.
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**Broadcasting**

**Teletasting**

**Continued on page 48**

January 7, 1952 | Page 39
Experienced Hand Wanted

Cappy Miller's back from visiting relatives and tells about a big snow storm that knocked out the electric power for miles around.

Naturally, the local power company was doing everything possible to restore service but a good many folks kept calling in and one woman gave them a new twist.

"I don't mind not having lights," she grumbled, "but I've got 20 cows in my barn and they all have to be milked by machine. Nobody around here knows how to milk a cow by hand any more."

From where I sit, it's only too easy to forget how to do something—even as simple as milking a cow—if we don't keep at it. And that goes for practicing tolerance, too. Like forgetting our neighbor has a right to decide for himself whether or not to enjoy a thermometer glass of beer. If we don't keep the other fellow's point of view in mind we're all liable to get "snowed under" by intolerance.

From where I sit
by Joe Marsh

Copyright, 1952, United States Brewers Foundation

WINTER storms swept across the nation in December, pointing up radio-TV's effectiveness as a public service medium as demonstrated in these reports reaching Broadcasting • Telecasting:

KGEZ Kalispell, Mont.—Worst blizzard in many a year struck the Flathead Valley in mountainous western Montana Dec. 18. During two-day period KGEZ relayed messages from the stranded to their relatives, flashed weather and storm news items to listeners. Communities in storm's path were given advance warning to prepare. The storm was progressing at the rate of 20 miles per hour.

WLWT (TV) Cincinnati—As cold, snow, sleet, ice carried by the storm struck Cincinnati and environs, WLWT whipped into its emergency plan, alerting the area on changing weather conditions, driving hazards and whether schools and industry would be operating. Plan was formed following last year's bitter weather experience, station reports.

Simply, the plan was compilation of phone numbers by which schools, highway department and business firms could call in all storm information to eitherWLWT or WLW, the Crosley AM outlet. Areas included Dayton and Columbus, WWLD (TV) and WWLC (TV) respectively. Setting up and taking part in the emergency plan were Newsmen Dallas DeWeese and Peter Grant, Special Broadcast Director Katherine Fox, WLW Program Vice President William Robinson, Assistant Director of WLW TV Bernie Barth and WLWT Program Director Lin Mason.

WWNY Watertown, N. Y.—Station cancelled local and network commercial programs to broadcast emergency messages to listeners, suffering from the heaviest snowfall in the city's history. Virtually all civic activity ceased. Because of WWNY's emergency broadcasts, two persons lost in the storm for hours were found; a woman who told the station her home was without fuel oil, was quickly supplied with adequate fuel. All streets were impassable, so the Watertown Daily Times, which owns WWNY, was unable to deliver copies to subscribers.

Form French Assn.
A NEW French Canada Broadcasters Assn., replacing the Quebec Assn. of Broadcasters, was formed at Quebec early in December with probable membership of 13 stations. A representative was appointed to draft a constitution. Membership meeting to approve this constitution is to be called early in 1952. On the committee are Phil Lalonde, CKAC Montreal; Henri LePage, CHRC Quebec, and Flavius Daniel, CHLP Montreal. Representatives of nine Quebec stations were at the formation meeting.

KITE Employes Share
KITE San Antonio employes have received second payment in their share of the station's profits. These employes' payments averaged an extra month's pay during 1951 for staff members with a year's service. Three staffers, Pearl Brewer, office manager; Alec Cheesser, program director, and John Siercovicz, chief engineer, have been with the station since its inception in 1947. In addition, KITE staff are paid a sliding scale cost of living allowance, which is hinged to the U. S. Dept. Labor index. Besides the usual vacations, KITE two years ago established a policy of giving each employe his birthday off, with pay. Charles W. Balthrop, KITE President--general manager, described the practice as "my most expensive pastime," and added, "I still think it's a good investment, though, after four years."

U. S.-CANADA
To Extend Conelrad

COORDINATION of broadcast and other electromagnetic radiation signals between Canada and U. S. in the event of air raids along border was subject of a U. S.-Canadian meeting in Washington last month.

Group drafted first draft of diplomatic note to be exchanged between the two countries. The note is an agreement to coordinate plans for broadcast stations and other devices which radiate signals. For broadcasters, principal interest is extension of Conelrad plan to Canadian stations.

Meeting started by a week's issuance of an executive order by President Truman making the FCC officially responsible for the working of all segments of emergency operation and silence during an emergency [B&T, Dec. 17, 1951].

Group agreed to meet again by mid-January to get down to brass tacks.

Those present included:


PENTAGON's Armed Forces Review, heard on MBS the past six months 9-9:30 p.m. EST. Friday, moved to 9:30-10 p.m. time slot Jan. 4. Program features music, documentary and military interviews.
THE GEORGIA PURCHASE

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

ATLANTA
WAGA
5000w CBS 590kc

MACON
WMAZ
10,000w CBS 940kc

SAVANNAH
WTOC
5000w CBS 1290kc

the TRIO offers advertisers at one low cost:

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

... IN THREE MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

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

BROADCASTING • Telecting

January 7, 1952 • Page 41
<table>
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</table>

(Continued on page 80)
For a low-cost show with high response... in a Midwest market with a terrific sales potential... get the details on "Fisher 'Til One," the WOWO record-and-news program that holds a big audience nightly from 11:15 to 1:00.

Bill Fisher's unusual slant draws letters from men and women in 30 states, at a rate of more than a thousand a week. One recent offer, for example, drew well over two thousand replies, of which some 60 percent came from communities outside Fort Wayne.

In addition to a varied musical bill of fare, Bill features tape-recorded interviews with all sorts of interesting personalities, from state governors to bootblacks. And every half-hour, he halts the proceedings for two minutes of late news.

This, briefly, is the formula that keeps the "Fisher 'Til One" audience growing. It's a formula that can sell for you in WOWO's widespread territory! Check with WOWO or Free & Peters.
Jan. 1—Total radio time sales in 1950 (after trade deductions but before agency commission deductions) were $503,600,000, up 2.4% over sales in 1949. Dr. Kenneth H. Baker, NAB research director, estimates. But operating costs were $750,000,000, also up 5.4% over 1949.

Jan. 1—NBC decides to shave proposal to reduce nighttime radio rates to TV markets, after majority of affiliates express opposition.

Jan. 1—Pulse Inc. survey for Free 5 Meters finds radio in America's principal news source.

Jan. 1—FCC announces new antenna construction and marking rules, effective Feb. 15, to reduce alleged hazards to air traffic.

Jan. 4—William B. Ryan, NAB general manager, elected president of Broadcast Advertising Bureau at $50,000 salary first year, $50,000 the second and $50,000 the third.

Jan. 15—Upurge of new business on major radio networks accounts for sales of 15 hours and 30 minutes per week of regular schedules plus 10% hours of short-term campaigns.

Jan. 15—FCC orders all stations to fill out detailed questionnaire on horse race information they broadcast.

Jan. 25—BROADCASTING • TELECASTING YEARBOOK estimates 1950 radio time sales at $352,6 million, compared with $352,4 million in 1949.


Jan. 25—Musicians union presents demands to key stations of radio networks that include ban on all recorded music between 8 a.m. and midnight, 50% pay increase.

Feb. 3—NAB structure overhauled, becomes National Assn. of Radio and Television Broadcasters, names Justin Miller, ex-NAB president, chairman of combined board composed of autonomous 25-man radio and 13-man TV boards.

Feb. 16—Glen McDaniel, vice president of RCA, elected president of Radio-Television Manufacturers Assn.

Feb. 26—Procter & Gamble first among radio network advertisers for 1950, spending $18,5 million, $15,1 million, $12,7 million second and third with $11 million, according to BTA analysis of Publishers Information Bureau reports.

Mar. 1—Edgar Kubak elected chairman of board of Broadcast Advertising Bureau.

Mar. 5—NAB's gross income in 1950 was $82 million, 27% bigger than year before, the increase entirely due to TV.

Mar. 16—Alfred I. duPont Memorial Awards go to NBC-TV Commentator John Cameron Swayze, WGN-TV Chicago and WTV-7 New Haven.

Mar. 19—Assn. of National Advertisers issues second report claiming TV has cut into radio evening time values by as much as 60%. No further cross network radio billings in 1950 were $797.7 million, up 18% over 1949, according to CBS estimates.

Apr. 2—Harold Fellows, manager of WGBH, Boston, elected president of NARTB.

Apr. 12—CBS, in stock exchange, acquires Hytron Radio & Electronics Corp., a manufacturer of radio and related sets, subject to stockholder approval.


Apr. 19—CBS rate reduction and probably later reductions dominate discussion at annual NARTB meeting at Chicago's Stevens Hotel, although subject isn't on agenda.

Apr. 18—Some 70 officials of network-affiliated stations, all in Chicago, attend annual NARTB convention, hold spon- sored meeting to protest CBS rate cuts and urge other networks not to follow suit. Meeting ends with election of Paul W. Morency, WTC Hartford, as chairman of Affiliates Committee charged with staying off further rate cuts and with restoring equilibrium to radio.

May 3—NABC announces it will cut its radio network rates 10-15%, following CBS pattern.

May 18—ABC announces it will cut its radio network rates 15% between 1 p.m. and 10:30 p.m.

May 25—President Truman reappoints Wayne Coy to seven-year term on FCC.

May 25—ABC and United Paramount Theatres enter merger agreement subject to FCC approval, in $25 million deal. As part of transaction, CBS would acquire WBBK (TV) Chicago for $6 million.

May 28—George A. Richards, chairman of board of WRJ Detroit, WAGB Cleveland, KMPC Los Angeles, dies in Detroit.

May 29—Mutual completes round of radio network rate cuts by announcing extra 10% discount on afternoon and evening time, plus cut in Sunday afternoon rate.


June 1—U. S. Court of Appeals rules that Transcendit deprives bus and street car passengers of liberty without due process of law.

June 16—U. S. Census Bureau reports 62,000,000 of the 125,000,000 U. S. homes have radios—56.6% saturation.

June 11—President Truman nominates FCC Commissioner Hennock to New York federal judgeship.

June 25—ABC reorganized into four divisions—ABC Radio Network, ABC Owned Television Network, ABC Owned Radio Stations, all in Chicago are headquarters, each headed by vice president.

June 22—NABC announces new code of radio and television broadcast standards, specifying, among other things, limits on commercial messages.

July 12—ABC-United Paramount Theaters merger approval asked of FCC.

July 16—CBS reorganized into six divisions, with presidents heading each: CBS Radio Division, Howard S. McMichael; CBS Television Division, J. L. Quinlan; CBS Laboratories Division, Adrian Murphy; CBS-Columbia Records Inc, James B. Conkling, Hytron Radio & Electronics Corp., Bruce A. Coffin.

July 30—BBT TRENDS survey finds local spot radio volume hitting new highs; on average the rate was 14.1% bigger than May, 1951, than in May, 1950.

Aug. 6—Ford Foundation creates Tele- vision-Radio Workshop, financed by (Continued on page 46)
NEWS and VIEWS
ON AUTOMOBILES

OPINION vs. TRUTH ABOUT NEW CAR DEALERS

Washington, D. C. -- We Asked for It. Recently, we commissioned Elmo Roper's famous firm to ask the American people about a subject close to our hearts: the opinions of Americans about new car dealers. They had been, you may remember, the topic of a lot of loose talk during the difficult years of world war and automobile shortages, to say the least.

And We Got It. In due course, as editors like to say to hopeful contributors, the results came back -- tastefully bound in light blue, and emblazoned with an impressive title: "Attitudes of the American People Toward New Car Dealers." Well, some of the opinions were good, some were bad. We hadn't expected them all to be good. We read them with the greatest interest, all the same, as you can imagine.

What Did They Mean? We found, to put it briefly, that while our reputations as new car dealers were pretty good among people who'd had some experience of dealing with us, many American families took a dim view of us. In the words of the man who analysed the survey results, dealer public relations "left a good deal to be desired." But the analysis showed that some of the poor opinions were based on hearsay evidence. In that degree, they were misconceptions about us.

So What Did We Do? Well, for one thing, we didn't echo the words of a famous 19th century industrialist, who roared: "The public be damned!" We were disturbed. So we set out to correct practices, where we could -- and to intensify our public relations effort to correct as many as possible of those misconceptions about us. We wanted to throw some new light on the new car dealer -- a man who is, after all, one of our trustworthy businessmen, a man of integrity who cares about his community's welfare (witness the millions of dollars' worth of cars lent to high school driving classes and safety demonstrations by dealers).

And How Do We Do It? We believe that the proper approach to our problem is a local approach -- one for the community new car dealer, with all the help we can give him, and all the help we can give you to give him. To help with that effort, we've put together a kit -- a portfolio of facts, ideas, suggestions, case histories, copy approaches, program outlines, spot guides. These kits are being sent, not to dealers, but to radio and television station personnel and newspaper people who are concerned with dealer advertising.

Would You Like One? If you haven't received one of these kits, maybe you'd like to have one. Let us know. We think it will be helpful to you -- and thus to our dealers who need to tell their true story in the best way.

one of a series from the National Automobile Dealers Association
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for further information or research material on New Car Dealers write or phone
Director of Public Relations, N.A.D.A. 1026 17th St. N.W. Washington 6, D. C. Republic 6946

BROADCASTING • Telecasting

January 7, 1952 • Page 45
ASSOCIATED Tulsa made the slogan, "Wherever You Go, There's Radio," literally true during Tulsa radio week, Dec. 2-8. Six stations went all out in a mutual promotion effort to stimulate radio listening and timebuying. High spot was talk by Dr. Forrest L. Whan, research consultant. Head table guests included (I to r) W. G. Skelly, KVOD owner; Bill Johnston, executive secretary, ATB; Dr. Whan; Bob Jones, KRMG general manager; William B. Way, KVOD vice-president-general manager; Dr. John E. Brown, president, John Brown U., which just bought KOME; Jim Neal, KACK general manager; Dr. C. I. Pontius, U. of Tulsa president; Bud Blust, KTUL commercial manager, and Lawson Taylor, KFMJ general manager.

CANDY SUIT

Settlement is Delayed

SUIT BROUGHT against Breaker Confections Inc., Chicago candy manufacturer, by ABC and M. and M. Ltd., Newark law firm, may not be settled for two years because of a crowded federal district court docket, although a temporary restraining order was granted. Court stopped Breaker Confections from using the figure of a clown jumping through a hoop on a bag of candy called "Super Circuses."

ABC and M. and M. charge unfair trade practices. ABC carries a network TV show, Super Circus, which features a clown and a hoop. M. and M. is sponsor of the weekly show. The case was not based on violations of trademark registration, as provided for in the Lanham Act.

Judge Walter J. LaBuy of Federal District Court admitted unique court evidence by permitting the showing of a Super Circuses kite, adding it was the "most enjoyable evidence" he'd yet seen in a court.

Walter Emerson, ABC Chicago attorney, and Rogers and Woodson, Chicago law firm, are handling the case for ABC and M. and M., Milton J. Sabath for Breaker.

ALASKAN MARKET

KFAR, KENI Cite Increases

MIDNIGHT Sun Broadcasting Co. (KFAR Fairbanks and KENI Anchorage, Alaska) reported last week both national spot and network accounts are at the highest level in the history of the company. Among factors responsible for the upsurge in national business are great government defense expenditures now being poured into the Fairbanks and Anchorage areas and a resultant heavy investment in both population and general business activity in both markets, firm said.

KFAR and KENI are affiliated with ABC, ABC and Mutual-Dan Lee and many advertisers placing programs on these networks in the states are now adding KFAR and KENI to their list, firm stated. Examples in recent weeks are: NBC's Halls of Ivy (Joseph Schlitz Brewing Co.); ABC's Walter Winchell (Richard Hudnut); NBC's Phil Harris and Alice Faye Show (B.C. of Victory); NBC's Maria Lanza Show (Coca-Cola); ABC's This is Your FBC (Equitable Life Assurance) Mutual's Man on the Farm (Quaker Oats) and ABC's Richard Diamond (Camels).


Due to the fact Alaska produces very little in the way of consumer goods, practically everything consumed there carries a national brand label and is shipped in from the states. Because of Alaska's boom-time market, Midnight Sun predicts a continuing upsurge in national spot and network business for 1952.

Radio Highlights

(Continued from page 44)

$1.3 million grant, to produce cultural-educational programs for broadcast on commercial stations.

Aug. 23-24—First NARTB district meeting of 1951 (District 4) at Roanoke, Va., protests network rate cuts.

Aug. 24—NABTA analysis shows 75% of all radio stations made profits in 1950, as compared with 67% year before.

Sept. 27—Special A. C. Nielsen study done for BT shows morning radio listening in 1951 is bigger than ever.

Sept. 27—FCC sets ABC-United Paramount merger application for consolidated hearing with Paramount Pictures. Both license renewals at an unscheduled date, apparently intended to explore wide question of movie interests in broadcasting.

Sept. 17—WT Trends survey reports more than 24% of home radio sets will be 14.5% bigger in fall of 1951 than in fall of 1950.

Sept. 24—New Jersey Superior Court issues pending-settling opinion that the NAB's rights provisions protecting freedom of speech and press apply to broadcasting.

Oct. 5—NAB announces new radio Economic Plan, including rate revisions, realignment of basic stations, freedom of choice for advertiser in how many (or how few) markets to use.

Oct. 8—U. S. Dept. of Commerce reports average income of radio-TV employees is highest in all U. S. industry.


Oct. 31—After Senate Judiciary Committee piggholes her nomination as federal judge, FCC Com. Freda B. Hennock announces she will stay on as FCC, declines offer of interim appointment by President.

Nov. 5—Affiliates Committee criticizes NBC Economic Plan, says it will turn its guns on any similar plan that appears.

Nov. 15—NAB marks 25th anniversary.

Nov. 19—NAB announces it will guarantee circulation of some programs, weekly money back to advertisers if promised number of advertising impressions not delivered.

Dec. 16—CBS Radio President Howard S. Melenian says re-evaluation of network radio rates is premature and "dependent on obsolete data."

Feb. 3—FCC renews licenses of Richard's stations, WJR Detroit, WGB Cleveland, KMPK Los Angeles, ending-year radio license there when stations were charged with slanting news.

Dec. 30—NAB affiliates at annual convention vote urging network to delay putting new rate formula into effect until question thoroughly researched.

Dec. 11—CBS Radio announces new radio network selling policies; will let sponsors use reasonable minimum number of affiliates provided programs made available in all markets for sale to non-competitive advertisers; substitutes dollar volume discounts for station hour discounts.

Dec. 16—CBS Radio reports the FCC is looking into network radio rate plans to see whether the networks are building up TV at radio's expense.

Dec. 24—A BT special-year-end survey finds radio business prospects for 1952 are best in history. AM stations believe total billings in first quarter of 1952 will be 12.5% bigger than in first quarter of 1951.


SIGHTMASTER Corp., New Rochelle, N. Y., reported net profit for fiscal year ending Sept. 30 of $50,243.95 before taxes.

BROADCASTING * Telecasting
NOW!

A NEW ZIV HIT STARRING
DANA ANDREWS
In the most provocative show in America today....
40,000,000

ARoused AMERICANS

were jolted by this
sensational series in the
Saturday Evening Post!...

Additional millions of

ALERTED CITIZENS

were awakened by
it as a "Must See" movie!...

NEVER BEFORE in
the history of radio has such
a thrilling document been
so brilliantly dramatized!...

Based on the real
life experiences of

MATT CVETIC

... For nine years he
posed as a Communist
for the F.B.I.

WHO

are they?

WHAT

do they

offend?

HOW

do they

work?

Transcribed
for local
and regional
sponsorship!

EACH HALF-HOUR A
5 SPONSOR-IDENTIFICATIONS IN
COMMERCIALS!
DUSTRY!

NEW HALF-HOUR SERIES

IS A

UNIST

THE

B.I.

COMPLETE EPISODE!
DING THREE FULL LENGTH
ALS!

MORE THAN JUST ACTING! MORE THAN JUST STARRING!

DANA ANDREWS
HE LIVES THIS DYNAMIC ROLE!

INTENSE!
BREATHTAKING!
MOMENTOUS!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD
**See America First**

FROM April 1950 through 1951 radio was being written off the map by a lot of Madison Avenue heavy thinkers, who can plot a nation's destiny by surveying opinion at a single table at 21.

They figured out a campaign that forced sizable radio rate reductions in mid-1951 and doubtless are still at work on future efforts of similar purpose.

Some new information from the U.S. Census Bureau may, however, render their plans more difficult. The Bureau says that since it counted noses in April 1950, the number of U.S. households has increased from 42,856,051 to 44,389,000 as of Jan. 1, 1951. By the most conservative projection, that means that the number of radio homes now stands at 42,427,000.

That's about 2,300,000 more radio homes than the Bureau estimated in a preliminary estimate of its April 1950 census. Actually, the increase is unquestionably bigger. The RTMA says that more than 13 million radio receivers have been made since the census was taken, and certainly not all of them were replacements.

There must be something wrong here. While the Madison Avenue experts were observing radio's decline and fall, radio was really growing and healthier every day.

It's a long way from the 21 Club to America. We think maybe some of 21's customers ought to try to make the trip.

**The Radio-TV Elections: I**

IT IS NOT difficult to understand why some newspapers have already begun to object, on a high, ethical and intellectual plane, of course, to the networks' sales of political convention coverage to sponsors.

In a way, we don't blame the newspapers for being worried about these financial arrangements, which will provide rather large funds to pay for elaborate coverage. If we were competing with radio and television in covering the forthcoming political events, we'd be awfully worried too.

In past political years it's been tough enough for newspapers to compete with radio alone. (Franklin D. Roosevelt's great radio voice, was repeatedly reelected despite a predominance of newspaper opposition.) Now that television has been established, the newspaper will find the rivalry even more taxing.

Now of course the newspapers are not bringing up matters of this kind in their arguments against broadcast sponsorship. They are objecting because they say that commercial radio-TV broadcasting is taking the serious business of selecting presidential candidates and lead to biased reporting.

We fail to see how either of these objections can be entertained seriously. To begin with, the networks themselves handle political coverage, and the record will show that over many years they have carried it off with as much impartiality as was humanly possible.

As to the chance of bias in selecting candidates for appointment at the polls, there isn't any, or at least so little that it is not worth considering. Federal law compels broadcasters to give equal treatment to all.

The fact that broadcasts will be sponsored in any way detract from the public usefulness they will serve. We do not imagine that the newspapers which are objecting to commercialism will withdraw all advertising from the editions carrying political news.

The plain truth is that both radio and the remarkable reporting instrument of television will be of more importance in this political year than at any time in the past. It is simply because, as mechanical devices, they are fundamentally superior to the press and also because several advertisers will help provide the big money it takes to do a thorough job.

No matter how thick a smoke screen of fake ethics the press may try to blow up, the U. S. public in 1952 will get the best and clearest look at national political campaigning it ever got in all the history of this democracy.

**Rule Britannia**

HAVING troubles of their own, our good friends, the British, and our good neighbors, the Canadians, have slowed down their generation-old campaign to "BBC-lae" world broadcasting. They've made signs that the British, due to their economic plight, might go partially commercial, following the dual pattern in Canada and other British dominions.

The new Churchill government, according to informed reports, intends to remedy this. Most significant is the recent appointment of Selwyn Lloyd as the British minister of state. He is the legislator who, after a survey of radio-TV activities in the United States last year (we had the pleasure of supplying him with considerable data), submitted a minority report to that of the so-called Beveridge Committee. Whereas the majority report recommended continuation of the BBC monopoly, Mr. Lloyd urged commercial competition for BBC.

Of more immediate concern are the antics of the Canadian government-control advocates. In Canada there's the incongruous situation wherein the state-controlled CBC operates the main commercial stations and networks and, at the same time, regulates the privately-owned stations—its competitors. CBC takes the pick of the U. S. network radio programs through a central control board. It proposes to do the same thing in television—doing out to itself the first channels, with no provision for private operators to enter TV at all.

The absurdity of the Canadian position is reflected in a recent debate in Parliament. Socialists urge that to let private interests develop television would be "a punishment on the Canadian people." He was convinced Canadians would rather wait than have the kind of television inflicted on them by the State in the United States.

That calumny should not go unchallenged. If that is so, then why are plans being pursued post haste to interconnect Toronto and Montreal with Buffalo?

The obvious answer is that the BBC, as both operator and regulatory authority, wants to follow in TV the pattern it has used so successfully in radio. It will pipe in the pick of the programs of the four U. S. TV networks—those same programs abhorred by Socialist Clay, who urges that the CBC has a monopoly of Canadian radio. So the British network is trying it in TV, and it will do the same thing in television, if the CBC has its way.

We are not trying to mind Canada's business, but the very term democracy connotes free enterprise. Apparently there's no intention to have free enterprise in Canada television, since there's no provision to allot channels to free enterprise broadcasters, ready, willing and able to risk their capital, even in competition with the state-controlled CBC.

**Our respects to:**

**HENRY BREVARD CLAY**

IT IS A BASIC assumption with Henry Brevard Clay, general manager of KWKH Shreveport, La., that radio is the greatest advertising medium in the world per dollar spent.

And, Mr. Clay adds, he will include television along with any other medium in the comparison.

"Begin in radio," he says, "do not realize the value of the medium, simply because of its acceptance; acceptance by those who direct and use it, and by the public. It is accepted without thought or comment."

"But the power of radio is greater by far than the public realizes. It has been only recently that national surveys have begun to show station operators the tremendous selling power of radio."

"Nine times out of 10, if a person cannot remember 'where he heard it,' he heard it on radio. It is the subconscious effect of radio that makes its message remembered and therefore a vital, selling force."

Belief in radio is but one of two precepts which have motivated and guided Mr. Clay's radio career. The second precept has been the strict observance of sound business principles.

"The first thing I learned in radio," he recalls, "was the fact of general inefficiency in radio operation. Drawing a line between 'talent' and office personnel has been one of my major targets. The two don't mix."

Even at the comparatively young age of 53, Mr. Clay has a well-founded right to discuss sound business principles. He began learning about business principles 22 years ago.

Henry Clay was born in Atlanta, Dec. 9, 1888. Came 1929 and young Henry, one of 10 children, got a realistic lesson about the basic economics of life.

At age 11 he began delivering 250 copies daily of the Atlanta Constitution. Saturdays he earned $2.50 additional by working from 6 a.m. to midnight in a chain grocery store. From high school on he worked summers for the telephone company—"in the manholes as well as on the poles," he recalls with a smile.

High school behind him, he worked for the phone company a full year to set aside money for furthering his education. With that money, and a partial scholarship, he enrolled at Vanderbilt U., in Nashville.

Scholarship students are required to maintain an A-B average which Mr. Clay did in his economics and history course. That in itself is a time-consuming task but Mr. Clay had enough

(Continued on page 57)
A million voices selling throughout Radio Southwest*

Your product story is told in over a million homes—not only in the concentrated Dallas-Ft. Worth metropolitan area, but in 171 counties of Texas, Oklahoma and Arkansas—told to an audience with a spendable income of better than $7 billion.

Coverage in the 
.5MV M Contours:
WFAA-820 (50 KW)
116,000 Square miles, 1,143,000 Radio homes.
WFAA-570 (5 KW)
95,214 Square miles, 964,000 Radio homes.

* Radio Southwest: primary coverage area of WFAA-820 WFAA-570
Radio Service of the Dallas Morning News

Martin B. Campbell, Gen'l Mgr.

Edward Petry & Co., Inc., National Representatives
OPS COMPLIANCE

Firms to Be Checked

"IMMEDIATE" compliance will be sought of manufacturers who failed to file proposed new price ceilings under the Dec. 19 deadline, OPS Director Edward Morgan said last Wednesday.

The deadline applied to producers subject to GPR 22, who were required to submit data on Form 8 in compliance with OPS instructions. Radio-TV set makers were exempt pending issuance of tailored directives early in 1952 (B&T, Dec. 31, 10, Nov. 19, 1951).

Mr. Morgan also noted that manufacturers of a fairly wide range of products had been given the option of continuing to price under general price regulations. No deadline was set for applications of producers who wish to take advantage of the so-called Capehart formula for advertising and other cost allowances.

The allowance amendment, sponsored by Sen. Homer E. Capehart (R-Ind.), enables manufacturers to include the cost of advertising, selling, administration and research, plus labor and materials costs, in computations looking toward revised ceiling prices.

Mr. Morgan said plans are under study for a compliance survey and that non-complying firms will be faced with injunctive actions in U. S. district courts.

OPS has received only 120,000 Form 8 applications thus far and said between 5,000 and 10,000 had failed to file by the deadline. These firms, OPS added, "have not established legal ceiling prices for their commodities."

'AD WOMAN' JUDGES

Three Named to Panel

PANEL of judges to select the 1953 Advertising Woman of the Year was announced last week by Helen Corathers, chairman of the council on Women's Advertising Clubs and vice president of the Advertising Federation of America, which sponsors the award.

Judges are Clarence Francis, board chairman of General Foods Corp; Richard Babcock, President of The Journal and Pathfinder; and Beatrice Adams, executive vice president of Gardner Adv. Co., St. Louis. The presentation will be made during the AFA convention in New York June 8-11. Deadline for entries is April 1.

Contest Deadline

CLOSING deadline of Guedel's Dinky Foundation $2,000 contest [B&T, Dec. 19, 1951] for the best public service messages on sponsored transcontinental radio and TV programs, was extended last week to Jan. 15. Scheduled to close Dec. 31, contest's closing date was extended because of holiday season pressure, according to John Guedel, head of John Guedel Productions, Hollywood. One thousand dollars award is to be made in each category.

TOMAS B. PRICE, vice president and sales manager WBVP Beaver Falls, Pa., appointed station manager.

BILL WHITLOCK, Midwest-Kansas City representative Harry S. Goodman Co., appointed executive vice president and general manager KRES, St. Joseph, Mo.

CHARLES N. EVANS, manager WIZE Springfield, appointed general manager WING Dayton, Ohio. ARTHUR L. MARTIN, program director WIZE, appointed manager.

NORMAN J. HENDERSHOT, sales manager Susan's & Hennessy, N. Y., commercial art firm, to ABC, as account executive.

HEADLEY-REED Co., N. Y., appointed national representative for KSFO San Francisco and WCSS Columbia, S. C.

Mr. Evans

Mr. Martin

C. RICHARD WATTS, sales manager KGN Knoxville, Tenn., to WAPI-WAFM (FM-TV) Birmingham.

DAVE MELVIN, salesman KSFO San Francisco, to KGO-TV San Francisco, in same capacity. He replaces ED HENNING. Mr. Melvin is replaced at KSFO by Tom Boise, formerly with KSL and KSL-TV Salt Lake City.

RICHARD A. MOORE, general manager KTTV (TV) Hollywood, named vice president and member of board of directors.

Comdr. C. P. EDWARDS, deputy minister of the Dept. of Transport, Ottawa, retired on Dec. 15 after 42 years in Canadian government service. He was an early associate of Marconi in development of radio transmission in Canada.

PERSONALS . . .

GEORGE P. ADAIR, former FCC chief engineer, and Mrs. Adair, as his administrative assistant, have returned after seven weeks, 30,000 mile mission for Economic Recovery Administration. Trip carried them from Europe to Indo-China for survey of telecommunications in French possession under special ECA assignment. ROBERT E. RITCH, associate, was in charge of Adair engineering consultancy in Washington during Mr. Adair's absence.

MARY SHAPIRO, sales representative WCAU-TV Philadelphia, appointed boxing judge by Pennsylvania State Athletic Assn... PAUL H. GOLDMAN, vice president-general manager, KNOE Monroe, La., named chairman, public relations committee, Monroe-West Monroe Chamber of Commerce...
What's your stake in adequate railroad revenue?

Because railroad service is vital to the life and progress of the nation and everyone in it, you have a real stake in railroad health and prosperity. That's why America's railroads feel that you will want to know about their need for more revenue—to enable them to keep on meeting your transportation needs and those of the nation.

It takes money to keep up tracks and buildings and signals . . . to keep cars and engines in running condition . . . to operate trains and turn out transportation service.

It takes still more money to buy new cars and locomotives, lay heavier rail, install improved signals, build better shops, and make all the other improvements necessary to keep pace with national transportation needs.

Since the end of 1945, the railroads have spent an average of more than a billion dollars a year on improvements alone — including more than 400,000 new freight cars and 13,000 new locomotive units.

But still more is needed — and since fighting began in Korea the railroads have ordered 200,000 freight cars and more than 5,000 new units of locomotive power.

In part this has been — and is being — financed through installment buying of cars and locomotives; in part, through drawing on the working capital of the railroads.

But this working capital has now been diminished to where the railroads have in their treasuries only a little more than enough to cover current cash expenditures for one-half of one month.

National needs of commerce and defense require that expansion and improvement of facilities must go on. To meet the expenditures necessary, the railroads can no longer rely on reserves. They must depend on the kind of financing which can be supported only by earnings more nearly adequate than in 1951.

Such earnings — needed to sustain the credit without which the railroads could not continue their vital program of building to meet transportation demands — can come only from freight rates based on current costs.

Association of American Railroads
Transportation Building, Washington 6, D. C.
MULTITAPE
Speeds Tape Copying

NEW PROCESS of duplicating tape-recorded programs has been announced by Rawdon Smith Associates, Washington, following several years of development. The process is described as adaptable to television and motion pictures.

The machine can turn out 40 copies of a half-hour tape program in one hour without coupling two or more standard tape recorders under current techniques.

Co-developers of the method are L. S. Toogood, Chicago, and Rawdon Smith, Washington consulting engineer. The new process permits duplication described as indistinguishable from the original tape, or even better if equalizing techniques are used to overcome flaws.

Known as Multitape, the new process has attracted the interest of NBC and other networks as well as military and government officials. Dr. Smith demonstrated the machine publicly for the first time last Friday.

Should Remove Barrier

John Shields, vice president of Rawdon Smith Associates, said development of a tape duplicating process should remove the main barrier to development of magnetic tape recording. The machine can turn out nine copies of a program simultaneously, operating at a speed far in excess of program speed. It can duplicate a 1,200-foot master tape (half-hour program) in 10 minutes, he said.

Mr. Shields said the process can be adapted to motion picture and TV program duplication by the use of wider tape. He did not disclose how far research has progressed in these fields.

He explained that the Multitape process can turn out tape-recorded programs of exactly same length as the original, whereas older and slower methods could not exactly match the running time. Both plastic and paper tape can be used, with paper bringing down costs.

RELIGIOUS OUTLET

KYBS (FM) Leaves Air

KYBS (FM) Dallas went off the air Dec. 15, writing finis to an experiment by the Baptist General Convention of Texas to create a religious network of FM stations in the state.

After a little more than two years and an expenditure of about $100,000, KYBS failed to move west to the kind of listening audience hoped for in “bringing Christ into the home,” it was reported.

Original plans had been to create a chain of Baptist-supported FM stations in Texas, with KYBS to serve as the key station. Dr. R. E. Alton Reed, director of public relations and radio activities for the Baptist Convention, will assist a committee in disposing of the station's properties.

air-casters

RUSSELL BURROUGHS, business supervisor NBC Radio Hollywood, named operations supervisor in addition to his present duties. New title is business and operations supervisor NBC Radio Hollywood.

RAY F. MCCARTHY appointed director of public affairs KMOX St. Louis.

MILT HIBDON, program and sales promotion director KTRB Modesto, Calif. appointed merchandising and promotion manager Lincoln Dollar Radio Stations (KXOA Sacramento, KXOB Stockton, KXOC Chico and KDB Santa Barbara).

SHEILA HASSELL, who for past year has been assisting JIM GUNTHER in taking over his new work as national advertising manager CKNW New Westminster, B. C. returns to his regular position as director of publicity.

S. TERBZ CHESTER JR., named promotion manager WMA-H TV-AM Washington. He succeeds HOWARD BELL, resigned to join NAB.


JOSEPH ROBINSON, assistant promotion director WNHC-AM-TV New Haven, Conn., named director of promotion, succeeding WILLIAM DUKE-SHIRE, resigned to become advertising manager of Whitney Labs of New Haven.

KENNETH WYNNE to production staff of WNHC-TV, as assistant to director of programming.

WILLIAM HARRIS, JR., assisting Mr. Robinson. WILLIAM BENNET appointed musical director of WNHC.

JOSEPH SABIA, announced WMA-H New Haven, to WHOB Gardner, Mass.

CHARLES ROMM to publicity staff WCAU-AM-FM Philadelphia. He was with Franklin & Gladden Adv. N. Y. BARRY KAYE to announcing staff WCAU, to handle nightly die jockey show. He was with WTVJ (TV) Miami.


KEN BROWN, CBC International Service, Montreal, named producer CBO Ottawa. LAMONT TILDEN, senior announcer CBS Toronto, to CBL Toronto, replacing DON SIMS, who has moved to Chicago.

PAUL MASON, disc jockey and announcer WISE Asheville, N. C., father of girl, Mary Kathryn, Dec. 28.

DICK DOWLING to WORC Worcester, Mass., as disc jockey. He was with WBNX Middletown, Conn.

JAMES KIRKCONNEL, WFLM (FM) Philadelphia staff announcer, father of girl, Heather Anne, Dec. 17.

MEREDITH NORCROSS to WTAG Worcester, Mass., as special program assistant.

J. M. REYNOLDS named press and information representative CBC International Service, Montreal, succeeding FRED BRICKENDEN, who was moved to Toronto as assistant to director of TV for Toronto.

KEN HOMER, CBH Halifax, named press and information representative CBC Halifax.

HAL O’HALLORAN, WHLB Sheboygan, Wis., appointed sports editor KPH Chicago, Kan. BRANDON CHASE to KFIL, as newscaster.

DON RICHARDSON, KAUS Austin, Minn., to news staff KFLL, as rewrite man.

ROBERT R. SHERST, news commentator WGN Chicago, resigns following announcement of his candidacy for state congressional representative from Illinois’ 9th district.

KEN GURAER, radio-TV commentator, has been honored by Lt. Gen. Willis D. Crittenden, commanding general of headquarters, First Army, for "exceptionally meritorious service in support of the Armed Forces" in connection with his weekly Headlines program on WORF (TV) New York.

Our Time is Our Own
and we spend it giving more people more reasons to listen more often to WJPG

Our programs are "Made in Green Bay" and ready and have the ears of the whole Green Bay market . . . one of America's best test markets.

ASK McGILLIVRIA Chicago or New York
NEGRO MARKET

WLIB Issues N.Y. Report

THE U. S. Negro market, "largely ignored" by American business in the past, consists of 15 million persons with a buying power exceeding in value the total volume of goods exported annually by the U. S., WLIB New York reports in releasing Dec. 31 the initial findings of what it plans as a continuous survey of metropolitan New York's Negro market.

Basic findings with respect to the New York Negro market:

Population is 1,072,883, which "makes it sixth city in the U. S."

Population has been increasing; more than 500,000 are living in new homes; high school attendance is highest in history; college enrollment is ten times as high as in 1940; in their buying habits, Negroes prefer nationally advertised brands "almost exclusively"—and, from the standpoint of reaching them, "radio ownership (is) among fully saturated today... was 92.4% in 1940."

Harry Novik, general manager of the independent daytimer which has been programming toward the Negro community and the second-generation English-speaking Jewish community since shortly after its purchase by the Novik group in mid-1949, explained the study was initiated last spring because of "the complete lack" of authoritative data on the Negro market.

WLIB undertook the survey, he said, because "we want to know something about the New York Negro's buying habits, income, living conditions, employment picture and in general everything that he does in his daily life. We have heard all kinds of rumors, half-truths, claims and counter-claims, and we want to get the facts."

Supplementary reports will be issued from time to time, he said.

Negroes, the report said, have an "understandable desire for recognition" which makes them "more brand conscious than the average consumer." Store operators were quoted as saying they have found the Negro tends to buy goods in the higher-priced categories.

Harlem Studios

In addition to its special programming for Negroes—which extends from 7-11 a.m. and includes shows featuring Negro name personalities, plus special reports and regular programs by Negro leaders—WLIB maintains studios in Harlem. Early this month the Negro Actors Guild cited the station for "wonderful work in opening avenues of opportunity for members of our group in radio."

Time sales in the Negro programming block are up 49%, it was reported. Among the satisfied sponsors listed were Rem, which "signed four consecutive contract renewals after noting definite increases in sales"; 20th Century-Fox, which "selected WLIB as its exclusive broadcast medium to reach the Negro market," and Raytheon TV, which "received over 500 replies on an announcement offering a $100 billion dollars.

Why WFRB is BIG in Baltimore

CLUB 1300 is the big participating program in the Baltimore area! Biggest average ratings for the full seventy-five minutes, biggest mail pull, biggest studio audiences, biggest in every way.

CLUB 1300 success stories are legion. Ticket requests are fabulous. Audience loyalty is tremendous! Get aboard CLUB 1300 for your share!

Ask your John Blair man or contact any account executive of...
C. SAFFERSTEIN elected vice president in charge of sales, and RICHARD MALKIN elected vice president in charge of programs and promotion Storecast Corp. of America. Mr. Safferstein replaces GEORGE H. HENNESSY, resigned to accept executive post with Minute Maid Corp.

A. F. MOITORET, manager of Seattle office Braun & Co., elected first vice president of Public Relations Roundtable of Seattle.

JOHN ARMITAGE, director of Czechoslovakia unit of Voice of America, father of son, Lewis Leighton, born Dec. 30. LEWIS ALLEN WEISS, assistant administrator NPA and former chairman of Don Lee Network, is grandfather of child.

AUGUST A. REBERT, program director of WFUV (FM) New York, to New York State Assn. for Crippled Children inc., as public relations representative.

SANDFORD BUCHSBAUM, sales promotion department WFDR (FM) New York, to This Week magazine, in newspaper relations department.

MARTIN F. SHEA elected vice president of Auto-Drive Div, in charge of car radio manufacturing sales and head of Detroit operations for Philco Corp., Mr. Shea has been with Philco since 1930.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces production of Model KX, klystron power supply. It is designed to power high power klystron tubes.

PHILIP BARNES, general sales manager Western Electrical Instrument Corp., elected director of sales division. HUBERT M. RICKS appointed general sales manager.

RALPH R. SHIELDS, engineer in a Test Equipment Merchandising department. Sylvania Electric, Emporia, Pa., appointed merchandising supervisor for Television Picture Tube Div. DAVEN Co., Newark, N. J., announces availability of its new radio frequency attenuator, series RP-550. Units have a zero insertion loss and have a frequency range from D. C. to 225 mc.

NEWCOMB AUDIO PRODUCTS Co., Hollywood, Calif., announces variable speed, portable player and public address combination that plays all records. Model TR-15AM has individual bass and treble tone controls.

JOHN GEISE, director of market research department Creoley Div., Aveo Mfg. Co., Cincinnati, elected chairman of statistical and market research committee of National Electrical Manufacturers' Assn.

PAUL BARAN appointed field engineering representative for Audio & Video Products Corp., N. Y.


Technical . . .

RUSSELL BUTLER, NORMAN TAPPEN, BOB SALLE, HOWARD RETSCHER, engineers KNBC San Francisco, transferred to NBC Hollywood, to meet technical needs of large network TV expansion in Hollywood. A fifth KNBC technician will be transferred later. No replacements yet named for San Francisco.

W. ROBERT PRESTIE and KEVIN J. GARDNER named to operating staff CBC-TV Toronto.

ELTON B. CHICK, transmitter supervisor WQXI Atlanta, appointed chief engineer.

KJAY Night Bid

CONCLUDING it is better, to protect the limited service of 1,140 persons than to add a service for 13,000 who already receive more stations, FCC Hearing Examiner Elizabeth C. Smith has issued an initial decision proposing to deny KJAY Toketa, Kan., a nighttime power boost from 1 kw to 5 kw. KJAY now operates on 1440 kc with 5 kw day, 1 kw night, directional day and night. The 1,140 persons cited, because of KJAY interference, would lose service from KEXO Postel, Ida., ruling said. Examiner Smith said “it cannot be concluded that there is a showing of a greater need for the proposed service than for the existing service which would be lost ...”
outside activities to approach perpetual motion.

In addition to maintaining a high scholastic average, he taught boxing, tumbling, and three hours each afternoon; operated a laundry and dry cleaning concession; was an agent for a florist; sold ads and printed on desk blotters which he distributed to every fellow student. He did take time out to win the Southern Golden Gloves championship. In June 1941, he was graduated cum laude.

Throughout college, Mr. Clay had served in the U.S. Naval Reserve as an enlisted man. At the close of his college career, he went into active service and was sent to the Northwestern U. Midshipman's School.

Commissioned an ensign in January 1942, he served for a year on the heavy cruiser, USS Tucaloosa as gunnery officer. During that year he made five runs to Murmansk, Russia, on convoy duty and was in on the show at Casablanca, Subsequently he was transferred to the USS Iowa before it was commissioned and put into dry cleaning service. After completion of this course under Mr. Ward, Mr. Clay was transferred to WLAY where he worked at time-setting until he had gotten "the feel of things."

**Doubles Business**

In May 1946, he became manager of the station. During that first year he was with WLAY he doubled the business of the station, earned the nick-name, "Ole Whip Hand," from a crew which remained loyal to him until October 1947 when he was asked to take over the direction of KWKH. At 27, he became reportedly the youngest manager in the country of a 50 kw station. He also began helping director, Hank.

Today he is not only deeply involved in the management of KWKH and KTHS but also is a member of the board of directors of the Shreveport Chamber of Commerce; a vice-chairman of the Louisiana Dept. of the American Legion; a member of the board of directors of the Shreveport Goodwill Industries; of the Salvation Army, of the local Safety Council and of the Shreveport Symphony Society.

Mr. Clay is the father of two girls, Helen, 4, and Virginia, 2. At 33, he maintains the same pace he struck in his early life, managing to fit golf, hunting and occasionally badminton into his rigorous business life.

"As a kid my ambition was to become heavyweight champion of the world. Today it is to raise KTHS to the 80 kw level we have here in KWKH."

It looks as though Mr. Clay has a better than fair chance to realize his current ambition. Last month [B*T, Dec. 31, 1951] FCC handed down an initial decision granting approval for KTHS to move to Little Rock, Ark., and permitting 50 kw operation with a night-time directional antenna.

**Jerrold Electronics** has introduced a new RF attenuator with wide usefulness for television and radio engineers, technicians and servicemen. Uses of this new Jerrold attenuator in TV-radio-electronic design and maintenance include its application as a standard to calibrate laboratory, bench and field test instruments.
WQXR TO DISCOVER JAZZ JAN. 28

'Music Magazine' Ready Great Event

WQXR, Manhattan station of the New York Times specializing in serious music, will break its long-standing precedent and present jazz—but only when necessary—on its music program, Music Magazine, a periodical of feature "articles" now heard Monday through Friday since Jan. 1.

Series will follow a magazine format with each program presenting a specific idea to be illustrated with music. Wednesday broadcasts will be devoted to current events when the Magazine's "March of Music" department will be based on musical events in the news. "Letters to the editor"—to be called "The Listener Has His Say"—will be broadcast on the last day of each month, offering letters from listeners, music to which the letters refer, and controversies on the month's program subjects.

Remaining programs in the series, to be heard from 9:05-10 p.m. EST, will focus on an unusual aspect of a musical subject, with such topics scheduled for consideration as "Great Expectations—The Care and Feeding of Child Prodigies," "3,000 Years of Music for Brasses—An Anthology," "Music for Bare Feet—Martha Graham and Others," "How Modern Is Modern Music?" and "Whispers From the Roaring Twenties." It is on the latter program, scheduled for Jan. 28, that WQXR will forego its standing rule with the performance of hot jazz.

While all WQXR staff members will contribute ideas and suggestions to Music Magazine, the program will be written and presented by staff member Frederic V. Grunfeld, who has been pianist-te-cher, choir conductor, radio script writer, composer, music critic and newspaperman since receiving a B.A. in philosophy from U. of Chicago. In addition to his work in the WQXR Continuity Dept., which he joined two years ago, he is a lecturer at Brooklyn College and freelance writer.

In announcing the new series, Elliott M. Sanger, executive vice president of WQXR, said, "Because of WQXR's unique record collection and the more than 15 years' experience of its staff in writing and producing music programs, we have great expectations for the success of this new program idea. A wide range of musical subjects will be covered; some serious, some less so, but all—we hope—will be entertaining and instructive."

IBEW PROGRESS

Hardy Reports Expansion

MORE stations joined the ranks of the International Brotherhood of Electrical Workers in 1951 than in any year since 1940 and the union's broadcast division has expanded to 43 states.

This report was given by A. O. Hardy, IBEW international representative in charge of broadcasting in 1951, in a year-end statement to Broadcasting • Telecasting. Mr. Hardy is former business manager of IBEW Local 1219 and previously was with WTOP Washington.

According to Mr. Hardy, IBEW agreements now cover some 600 AM-FM and 60 TV stations, as well as 21 recording companies.

The union's international staff, realigned the past year, will be expanded still further this year. Mr. Hardy said [B+T, Dec. 3]. He cited publication of a new monthly magazine devoted to the interests of members in the broadcasting-recording fields. First issue is dated January 1952.

Additionally, plans are being made for closer coordination of activities of international representatives, with a view toward a better exchange of information and assistance. First annual progress meeting, without precedent in broadcasting, will be held by the union early in 1952, he added.

"With a change in the mechanics of operation, we can look forward to the future of the industry and steadily growing acceptance of the principles of its members, IBEW looks to the new year with confidence and happy anticipation," Mr. Hardy stated.

William H. Chew

WILLIAM H. CHEW, 51, control room supervisor for NBC Washington, died New Year's Day after suffering a heart attack while driving to work. Mr. Chew, a native of Washington, had been employed by NBC for 25 years. Surviving are his wife, Mr. Anne B. Chew, and two daughters, Mrs. Emery Pearce, and Melanie Jean Chew.

John K. Hough

JOHN K. HOUGH, 60, director of advertising for the Goodyear Tire and Rubber Co. since 1937, died Dec. 29 at Akron, Ohio. He had worked for the firm for 37 years.

Allard to Report

TWO CANADIAN regional meetings are set for February, when reports will be heard from James Allard, general manager of Canadian Assoc. of Broadcasters on the Parliamentary Radio Committee hearings and the Canadian Copyright Appeal Board sessions. The stations in the Atlantic Coast provinces will hold a meeting at Fort Cumberland Hotel, Amherst, N.S., Feb. 4, and elect 1962 officers of the Maritimes Assoc. of Broadcasters. The British Columbia Assoc. of Broadcasters will hold its annual meeting at Hotel Vancouver, Vancouver, B.C., Feb. 11. Regional business will be transacted and recommendations made for passing along to the annual meeting of the Canadian Assoc. of Broadcasters, March 24-27, at Toronto.

William O'Reilly

WILLIAM O'REILLY, 35, program director, CJB Montreal, died suddenly on Dec. 27 at his home. He started in radio at CKCH Hull, and joined the Canadian Broadcasting Corp. at Toronto about 1938, being moved later to Halifax and then to Montreal. He is survived by his wife and one daughter.

Wally Maher

WALLY MAHER, 43, radio and TV actor, died Dec. 28 in St. Vincents Hospital Hollywood which he entered that morning after complaining of illness. Surviving are his wife, Norma; two daughters, Patricia and Judy, and a son, Wally, Jr.

A GAIN of $3,888,976 in the consolidated net income of International Telephone & Telegraph Corp. and its subsidiaries was reported last week for the first nine months of 1961 compared to the same period of 1960. For the nine months ending Sept. 30, 1961, the company said, the improvement in the figure was $12,636,119, while the amount for the same period of the preceding year was placed at $8,747,140.

ONLY representative of the broadcasting industry to win a distinguished American award from Northwestern U. was Judith Waller, director of public affairs and education at NBC Chicago. Miss Waller, one of the four women to be cited, was among 100 persons from the Midwest cited by the university for their contributions.
TELEVISION COSTS SKY-ROCKETING?

NOT on DuMont

Cavalcade of Stars (Fridays, 10 P.M., E. S. T.) delivers
400 homes per dollar for each commercial minute
1042 viewers per dollar for each commercial minute*

To put it another way: "Cavalcade of Stars" costs $2.50 per 1000 homes for each commercial minute and $.96 per 1000 viewers for each commercial minute.

Eye-opening figures? Sure they are. Practically unbeatable in network television today.

And DU MONT can do the same for you.

There is still some prime time available on DU MONT ... for an advertiser who is seeking the highest possible return on his television investment.

Want further information? Write or call:

Du Mont
TELEVISION NETWORK
515 Madison Avenue, New York 22, N. Y. — MU 8-2600

A Division of Allen B. Du Mont Laboratories, Inc.

*November, 1951 Videodex
EDUCATION...AT THE ADULT LEVEL

"Education in Action" is telecast every Sunday on WGAL-TV. The program is presented alternately by Franklin and Marshall College, Lancaster, Penna. and Pennsylvania State Teachers' College, Millersville, Penna. This educational feature has a dual objective: first, to interpret information on curricula and methods; second, to give instruction on the adult level, i.e. demonstrations of chemical and physical phenomena.

Recently, the inauguration of an Air Corps R.O.T.C. instruction course at Franklin and Marshall caused wide discussion. The telecast shown explained the course and answered many questions which had arisen concerning this Air Corps project.

In the photograph — third from left, Mr. Max E. Hannum, assistant to the president at Franklin and Marshall College and regular moderator on "Education in Action." Fourth from the left, Lt. Col. James T. Locher, director of the R.O.T.C. course with his entire instructor group.
DISTRIBUTE CODE, SEAL

OFFICIAL copies of the new NARTB TV Code, with a gray jacket featuring the Seal of Good Practice, will be distributed this week by the association. First printing of 10,000 copies will contain the main body of the code but not the appendix (text of code and appendix were printed in the Dec. 10, 1951 BROADCASTING • TELECASTING).

At the same time NARTB granted permission for reproduction of the official TV seal approved by the TV board Dec. 6 (see photo at right). As originally drawn, the seal carried the words "Seal of Approval" but because of legal complications the wording was changed to "Seal of Good Practice," with the word "good" dominating.

The code itself will go into effect March 1. Meanwhile NARTB headquarters is working out details of the subscription regulations and fees to be charged member and non-member subscribers.

The association is getting bids for reproduction of slides carrying the official seal. While plans are not definite, it is possible each station and network subscriber will receive slides carrying call letters or network symbols. This would assure uniformity in use of the seal, it was explained. Bids also will be obtained for 10-second film prints of the seal but these will not include sound.

Artist for the official seal was William R. Willson, freelancer. Mr. Willson served three years as assistant promotion manager of WMAL Washington and was first art director of WMAL-TV. He left the TV station in 1950 to freelance. Elaborate steps are being taken at NARTB to surround the code and seal with copyright and trademark protection. Still to be worked out are rules covering its use by stations and networks, as well as by non-subscriber stations carrying programs from seal-subscribing networks.

The code dues structure will be submitted to the NARTB TV board at its mid-February meeting in San Antonio. The board will have a chance to review final procedural steps before the March 1 effective date.

NARTB plans to send TV members copies of the code as part of NARTB's public relations service.

1950 REVENUE

GAIN of 208.7% in total TV revenues, which amounted to $105.9 million for 1950, was announced by the FCC in its annual financial report last week. This compares with $34.3 million total in 1949.

Expenses for 1950 totaled $115.1 million, compared to 1949's $98.6 million, a 16.7% increase.

Thus, despite three-fold increase in revenues, TV was still a loss industry—all networks and stations lost $9.2 million in 1950. But in 1949 they lost $26.8 million.

FCC's estimate last year foresaw $108.6 million in revenues, $113.7 million expenses and $7.9 million loss [B*7, April 2, 1951]. Actually, revenues were $100,000 over the estimate, expenses $1.4 million additional, which brought the loss to $9.2.

The four TV networks, including their 14 owned and operated stations, took in $55.5 million in 1950, compared to $19.3 million in 1949.

Expenses amounted to $66.5 in 1950, compared to $31.4 million in 1949. Loss totaled $10 million in 1950 compared with $12.1 million in 1949.

Ninety-three other TV stations in the aggregate ended up 1950 in the black. They took in $50,485,000, spent $49,622,000, came out with a profit before federal taxes of $817,000.

Expressive of the amount of revenue gained as between network times sales, and that from national, regional and local advertisers are the following figures:

Network times sales in 1950 totaled $35,210,000, with the networks and their O & O stations accounting for $27,310,000, and all other stations $7,898,000.

National and regional time sales totaled $25,034,000, with networks and their O & O stations accounting for $27,312,000, and all other stations $7,866,000.

Local time sales totaled $30,858,000. Of this amount, networks and their owned-stations took in $26,858,000, while all other stations (Continued on page 98)
**TELEVISION SQUARE**

**WOR-TV Plans Debut**

WOR-TV New York will inaugurate its modern new building, "Television Square," designed and constructed exclusively for production of color television. It will have a split-screen scovery broadcast, #1 Camera Salute, to be aired from 7-7:30 p.m. EST Wednesday as the first program to originate from the studio.

Besides grouping into one unit the complete facilities required for rehearsing and producing a television program, Television Square contains such industrial innovations as storage space for props and sets so arranged that an entire set can be driven from street to set, echo chambers built under studio floors, a waterless fire sprinkler system, lighted warning beards which registers any use of all entrances besides the main one, an absorption system of round-air conditioning which eliminates condensation on glass machines and telescopc air vents that can be controlled when not in use. WOR has introduced even a new studio wall which eliminates "production room" for studio and "transmission center" for control room.

Will Tour by TV

Opening program will take Channel 9 viewers on a tour of the new building, with Bill Blatter and an announcer to explain how a modern television studio operates.

A subscription for $1,250,000 under the direct supervision of Charles Shiger, assistant chief engineer, the two-story reinforced concrete and brick structure is built to cover almost the entire block between 67th and 68th Streets on Broadway and Columbus Avenues. The site, most recently an automobile parking lot, was purchased by WOR-TV in 1949.

Ground floor is given over to three production rooms, each edged by companion rooms for announcers, clients, dressing, and the whole floor bordered by a vast, high-ceilinged storage area, equipped with doors at each end high enough that tracks can drive in for off-the-street delivery. Grouping of major production areas on the ground floor has eliminated need for elevators. A floor has solved a major TV production headache in New York, that of operating with space-taking equipment in a space-poor community.

Of the three production rooms on the ground floor, the largest measures 82 by 70 feet and contains an audience and balcony, not glassed off separately from the camera area but raised and removed from the studio floor, which will hold an audience of 250 people to be accommodated within the studio with a minimum of intrusion upon production activity.

The other two production rooms are alike, each having about 4,000 square feet of space. Each studio has an adjacent control booth—not so important now when monitors can be used but expected to be very necessary when color TV is introduced and engineers are required to match the photograph with the actual hues. Each studio also contains a soundproofed booth equipped with microphones and monitors, a clients' booth, and a nearby rehearsal hall.

**Ample Power Supply**

About 150 kilowatts of electric power are available in each studio, though a minimum of 150 outlets to supply the necessary electricity more than that used to light 200 homes, spectators noted. A total of five cameras can operate simultaneously in any one studio and facilities will accommodate 40 microphones, in addition to intercom systems for intra-studio conversations. And in case a script calls for a kitchen scene, each studio is equipped with the necessary gas, supply, water, pipe, and drains.

Four dressing rooms are provided for use by major performers. An additional two—one for men and one for women—for casts-attending the larger making rooms, with barber chairs, are placed nearby.

First floor arrangements also include the entrance lobby, where a light-warning system indicates the use of all other entrances, to avoid program interruptions from outside. The maintenance room where regular equipment is checked and transmissions can be measured and tested with such instruments as oscilloscopes, oscillographs, and radio sweep oscillators.

**THAW PROPOSALS**

**FCBA Advices Bring Varied Comments**

OPPOSITION to recommendations of the Federal Communications Bar Assn. proposal to lump all TV applicants for the same city into the general hearing following end of the TV freeze [B’T, Nov. 26, 1961]

This opposition would be most sympathetic to any plan which would hasten the advent of UHF service.

Plumming for consideration on a frequency-by-frequency basis were Pierson & Ball and Dempsey & Koplovitz. Recommending that applicants be permitted to specify either a VHF or a UHF channel or both was Miller & Schroeder.

Among those who objected to the "consolidated" hearing idea were two applicants and others. Among those who objected to the consolidated hearing idea were two applicants and others. Among those who objected to the consolidated hearing idea were two applicants and others.

All the FCC little consideration has been given the question of procedures following the three-year-old freeze's end. Neither the Commissioners nor the staff have formalized any ideas, according to best information. Accepted fairly widely is the premise that the Commission would be most sympathetic to any plan which would hasten the advent of UHF service.

Plumming for consideration on a frequency-by-frequency basis were Pierson & Ball and Dempsey & Koplovitz. Recommending that applicants be permitted to specify either a VHF or a UHF channel or both was Miller & Schroeder. Not yet in writing is NBC counsel's idea, but they have been prodded into the thought that UHF applicants should be permitted to move ahead, where possible, without being held up by process of excess of VHF applicants. That generally is the basis for the recommendations of all who oppose the "one-big-hearing" idea.

**Justification In Letter**

Justification of the frequency-by-frequency suggestion is contained in the Pierson & Ball letter, which also was forwarded to the FCC. After citing the legal regulations which, the law firm holds, makes mandatory the Commission's consideration of an application only on a specific channel request, Pierson & Ball goes on:

The Commission is confronted with a tremendous backlog of applications that must process with a staff that is substantially inadequate, even if only the necessary procedures are followed. The hearing load of the Commission will be increased by the Bar Association's recent recommendation to lump all applicants together since it is inevitable that the Commission will be pressed to ask the unnecessary hearing procedure to supply a substantial number of applications that could be granted without a hearing.

....

The real work load of the Commission is not solved merely by reducing the number of applications in consolidation. Rather, the problem is complicated by such consolidations in- crease the number of days of hearing. We submit that the number of days spent in hearing will be substantially enlarged by your proposal not only because of the increase in the number of applications, but because of lack of interference hearings. Such interference hearings are unnecessary, not only because of the lack of a matter of common experience that the growth of parties being heard at the same time. The FCC has given the time required to conclude the hearing procedure.

Also noted in Mr. Eagan's letter were a number of comments from FCBA members suggesting a 90-day "waiting" period between the time the Commission ends the freeze and begins the public hearing.

The FCBA had recommended a 60-day "grace" period to permit new applicants to file and pending ones to plan for their applications. Several other Washington radio lawyers also opposed the FCC cut-off recommendation. This was that after the 60-day period the Com- mission refuse to accept any further applications until it was ready to begin processing the pending applications.

Among the comments attached to Mr. Eagan's letter were un- qualified approvals of the FCBA recommendations by seven other lawyers. Mr. Eagan's letter revealed also that the seven-point recommenda- tion won a 3 to 1 vote in the FCC's Procedure Procedure Committee and a 5 to 2 vote of the FCBA Executive Committee.

**Movie Quiz Offered**

**TV Version of 'Tello-Test'**

WALTER SCHWIMMER Productions, Chicago, has announced release of Movie Quick Quiz, television version of the radio giveaway, Tello-Test. The TV series is a 15-minute strip which will be sold exclusively by United Television Programs. Initial sales have been made to WGN-TV Chicago and KSTP-TV Minneapolis.

Movie Quick Quiz is Mr. Schwimmer's first video quiz show, although he has several in radio. Negotiations for the handling of sales were carried out by Mr. Schwimmer and Mr. Blunt, executive director of United Television Programs, who also head- quarters in Chicago.

The new series combines one-minute films for each quiz, with live production handled locally following a supplied format. The show is being sold across the board for a minimum of 26 weeks. Mr. Blunt said.

Meserve, Blink (I) and Schimmer discuss plans for release Movie Quiz Quiz to TV stations.

(Continued on page 82)

Page 62 • January 7, 1952
MR. SPONSOR:

Around the clock...all year long...

WJBK-TV HAS THE TELEVISION AUDIENCE IN DETROIT!

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<th>WJBK-TV HOME HOOPERATINGS</th>
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Just think! WJBK-TV’s average TV-Home Hooperating, for the 12 months ending October 1951, is 37.7! The Sunday evening average alone, from April to October 1951, is 45.0!

Look at these other whopping Hooper averages WJBK-TV earned during 1951:

Mon. thru Fri. 8-12 AM (April-October)..............49.9!
Saturday 12-6 PM (April-October)....................41.3!

WJBK-TV’s consistently high Hoopers in the major time segments during 1951 make WJBK-Television the wise time-buyer’s choice for top sales results in the Motor City. To be certain your television dollar pays you the highest dividends in the 5-billion dollar Detroit market, check with your KATZ man today.

WJBK — AM — FM — TV

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455
Represented Nationally by THE KATZ AGENCY, INC.
NEW TV STUDIO

NBC Opens Largest Unit

TCHAIKOVSKY'S "Pique Dame," presented Thursday night on television opera theatre by the NBC Television Network, marked the opening of the newest and largest NBC studio, to be one of the largest TV studios in operation anywhere.

Measuring 85 by 185 feet, the production area contains almost 18,000 square feet, as contrasted to the 10,000 square feet of 8-H, highly publicized and largest NBC studio in New York's RCA building.

Located in Brooklyn, the studio is housed in one of several buildings the network acquired last October from the Vitagraph Corp., subsidiary of Warner Bros., motion pictures producers. The NBC acquisition—its 15th TV studio—is across the street from the Old Vitagraph Studios. Network has converted the former motion picture studios—idle for the previous five years—into television production units, including making such repairs as changing from coal to oil heat, installing control booths, and reconditioning the floors. Primary motivation technically is that spotlights, hanging on battens near the 35-foot ceiling, will be operated electrically rather than manually.

NTSC STANDARDS

RCA Colorcast Continues

FIELD tests of the RCA system of color TV, modified to include standards adopted by the National Television System Committee, which were conducted throughout December, will be continued at least through this week, Dr. C. B. Jolliffe, RCA vice president and technical director, said Thursday.

January test programs are being telecast on a regular schedule—Tuesday-Saturday, 7-8:45 a.m. and 4:10-5:45 p.m.; Sunday, 4:10-5:45 p.m. Except for test purposes, the field tests are said, to provide video set manufacturers with NTSC signals for study and research.

The December test colorcasts originated at NBC studios in New York and Detroit. Under TVN, by K2QXJ, experimental station operating on Channel 4, normally occupied by WNB (TV) New York, NBC versions were transmitted Tuesday through Friday by K2QXK, RCA-NBC experimental UHF TV station at Bridgeport. Programs were received in color on experiment receivers installed in homes of RCA executives and engineers in New York, New Jersey and Connecticut and in the David Sarnoff Research Center of RCA at Princeton.

Dr. Jolliffe's statement noted that, as reported when the tests began, the incorporation of NTSC standards into the RCA compatible color system required equipment changes only at the studio and that it was completed in a matter of a few hours.

WARRANTY RULING

No Tie-in, Says OPS

TV SET-MAKERS are prohibited from using a mandatory warranty in excess of 90 days where an additional charge is levied, the Office of Price Stabilization ruled Dec. 28. Such a warranty, OPS said, would constitute a tie-in sale and violate price regulations.

Any practice of manufacturers seeking to increase the duration of the base period warranty also would be violation, OPS ruled. Officials added that the proposal to increase the warranty charge while reducing set prices also would be prohibited.

Dropping of the former 90-day warranty policy does not justify the proposed compulsory, longer warranty at an additional charge, sought by some manufacturers," the announcement said.

"The general rule is that a seller may not require a tie-in sale and may not increase his ceiling prices," OPS asserted. "This, however, does not prohibit any seller from offering something in addition to that which he offered during the base period and from making an appropriate and reasonable charge for the item in certain instances.

The reservation is that the purchaser "has a full option to take or leave the additional item," the ruling was issued in connection with Sec. 18 of the General Price Regulation and set forth in GCPR Interpretation 45.

The ruling was prompted by inquiries from manufacturers, some of whom require a purchaser to take additional warranties beyond designated periods (90 days or longer) when he purchased the set.

AMOS 'N' ANDY

Actors to Mail Ballots

MAIL ballots for NLRB elections to determine whether Screen Actors Guild or Television Authority shall represent Amos 'n' Andy actors will be sent to the actors Jan. 25, it was reported last week. Ballots will be counted Feb. 8 in the local NLRB office.

Some 45 actors are involved. The election is being held in accordance with an Oct. 16 board decision that actors in motion picture made by the national television networks shall be in a separate bargaining unit from those in live network- employees. The Amos 'n' Andy series being produced by CBS-TV at Hal Roach Studios is the only show involved in the NLRB decision.

Bob Considine Move

NBC-TV's Bob Considine Show, sponsored by Mutual Benefit, Health, & Accident Assn. of Omaha, changes from 5:45-6 p.m. EST Saturday to 10:45-11 Tuesday time slot, effective tomorrow (Tuesday). Radio version continues in the Saturday 5:45 p.m. spot.
you'll see it first thing...

"today"

Before you leave home in the morning...
even before you finish your second cup of coffee...you
are going to become an ear and eye witness to
every major world event—as it happened while you slept,
as it happens now. This is the NBC Television program called
“Today”. This is the program that entertains as it informs.
This is the morning briefing-session that will
arm you with information to meet the day—
more fully than any citizen has ever been armed before.

See “today’s” debut. January 14, 1952, 7 to 9 am EST

NBC TELEVISION
AMERICA'S NO. 1 NETWORK FOR ENTERTAINMENT, NEWS AND INFORMATION
A Service of Radio Corporation of America
### For January 1952

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"today" is a new sales horizon in television

"today" is head-in-the-clouds feet-on-bedrock programming...

from the network where successful pioneering is a habit; and it's aimed straight at the 3 out of 4 families who tune at least once each week to broadcasts of news and entertainment between 7 and 9 a.m. Moreover, because "Today" listens as well as it looks, it will fit naturally into the morning habit patterns of these families.

"today" is news, entertainment, information. It's wire-photos of a Paris style show, as they come off the wires! It's Churchill's voice from London, within hours of his speech; it's an NBC-TV star interviewed at breakfast. It's a walking, talking newspaper — where every feature comes to life.

"today" is every known means of communication — even television's new Walkie-talkie — all used for the first time to feed the raw news into NBC's "Studio of Tomorrow".

"today" is DAVE GARROWAY, up-dating you completely on world events every twenty minutes as he pilots the fast moving two-hour show.

"today" is the time for you to ask about the program's cost-sharing format, which will permit advertisers with modest budgets to participate in network tv for the first time. We've done an exciting movie about this program, too. We'll be glad to arrange a showing for you; but better hurry, the show goes on the air January 14, 1952.

"today" is America's No. 1 Network for entertainment, news and information.

A Service of Radio Corporation of America
A民族

LEARNING FOR THE LADIES?

You'll find them watching "KAY'S KITCHEN" on WHEN every week day morning at 10 o'clock.

This popular local home-maker's feature immediately precedes the "ARTHUR GODFREY MORNING SHOW" on WHEN.

"KAY'S KITCHEN" is right smack in the middle of the big WHEN morning program line-up.

8:55—World News
9:00—Langford-Ameche
10:00—KAY'S KITCHEN
10:15—Arthur Godfrey
10:30—Feature Film
11:30—Strike It Rich

Say WHEN

TO YOUR NEAREST KATZ AGENCY MAN AND PUT "KAY'S KITCHEN" TO WORK FOR YOU!

CBS • ABC • DUMONT

A MERIDITH STATION

KTLA Sales Record

KTLA (TV) Hollywood has recorded largest sale of time in station's history. Ten thousand minutes were sold during first 12 days of December. Fifteen sponsors who purchased total of 9,700 minutes, are:

- Standard Oil Co. of Calif.
- White Rock Corp.

Another 300 minutes were accounted for by 10, 20, and 60 second spot announcements.

January 7, 1932 • Page 69
No Early Remedy Seen

THE GOVERNMENT is in no great hurry to hurdle self-erected obstacles posed by its own recent color TV equipment blackout. As a result, there appears to be little prospect that production authorities will either spell out or partially repeal the original order. The regulation prohibits the manufacture of color TV sets and attachments "designed to permit or facilitate the reception of color television."

Thus, the future of available materials for such projects as Paramount Pictures' Lawrence tri-color tube and 20th Century-Fox Film Corp.'s Eidophor-CBS theatre unit still hangs in the balance.

Core of confusion centers in part around the exemption for "experimental, defense, industrial and certain hospital and educational uses." Manufacture of color TV equipment for "use on closed circuit for industrial purposes" is permitted. Nor is the regulation intended to ban research and test programs related to further development of color systems.

Position of the National Production Authority is inferred in an initial reply to the Washington legal firm of Arnold, Fortas & Porter, which represents Paramount Pictures Corp.

Paul Porter, Paramount attorney, asked NPA to clarify the color TV ban, which it had formalized earlier, following a joint investigation with Defense Mobilizer Charles E. Wilson [B&T, Nov. 26, Oct. 22, 1951].

While declining detailed comment on the issue, Mr. Porter last week told BROADCASTING: "Telecasting that NPA's reply is generally "unsatisfactory" and held out hope the agency would clarify the color ban order.

Seeking Authority

Mr. Porter said Paramount is not seeking a new quota of materials but merely authority to use present allocations in the Lawrence tri-color tube. He said he has requested a further clarification from NPA, specifically E. T. Morris, chairman of the Electronics Products Division.

Paramount reportedly has delayed production of the new Lawrence tube pending approval from the production agency.

The feeling of NPA, it was learned, is that the formal order "reflects the intent" of the industry-government session, and there is no need for amendment or partial repeal. Paramount reportedly was given to believe that it could file a request for materials required to continue with the production of the Lawrence tube. Production was delegated to Chromatic Television Labs., a Paramount subsidiary.

The letter to Mr. Porter was under the signature of H. B. McCoy, assistant administrator of NPA's Textile & Leather Specialty Equipment Bureau.

The Lawrence tube is described as being able to receive any presently proposed color system and either monochrome or color telecasts. Claim is made that any "good quality" TV receiver now on the market can be altered to receive both by inserting the tube, adding an adapter and making minor control adjustments.

NPA authorities draw the distinction between materials for black and white sets and those needed for circuitry changes that would permit a same or theatre color TV reception.

In any event, authorities have agreed generally that the extent of change in circuitry would evolve as the major criterion. Materials earmarked solely for color TV end products are prohibited [B&T, Dec. 3, 1951]. Again, however, NPA left the door open—and "manufacturers to their own devices"—in its reply on the Paramount-Lawrence case.

The theatre TV problem is pointed up by the 20th Century-Fox-Eldophor case. In this instance, despite reports to the contrary, 20th Century has not elicited a clarification from government officials. Eldophor is a theatre TV system described as capable of providing color on a film-like scale either live or on film, via the CBS method.

The film corporation reported; has learned that a 20th Century Picture Assn. of America before taking individual action. But the company is expected to take definitive action sometime this month. Whether or not this would involve a formal request for a repeal of amendment for the NPA order or request for materials was not immediately known.

NPA has explained and discussed at a meeting in New York early in December and referred to attorneys for different associations. Participating were representative of the MPAA, Theatre Owners of America, National Exhibitors Theatre Television Committee and a smaller unit of motion picture executives.

Legal firm is Welch, Mott & Morgan, Washington, which expects to submit a brief on behalf of MPAA and TOA soon.

For color television associated with the Eldophor theatre TV system reportedly have assured 20th Century Fox Film Corp. that the additional quantity of materials needed for color is "insignificant" compared to those for black and white video. Monochrome theatre television is not prohibited, it was noted.

20th Century Fox had set a springtime target date for initial production of the Eldophor unit, though it conceded in November that shortages may delay the starting date.

Another bystander in the confused color TV equipment picture—and one of the first victims—is CBS-Owl Corp., comprising the Air King Products Co. which CBS absorbed in last summer's merger.

Withdraws Petition

The manufacturing subsidiary of CBS Inc. has "withdrawn without prejudice" its petition for an appeal of previous NPA rulings under which materials for color TV went by the boards.

The feeling of CBS Inc. reportedly was that its production of black and white sets has not expanded sufficiently to justify a enlarged base period quota over and above that for Air King under Hytron Radio & Electronics Corp.

If CBS Inc. decided to reinstate its appeal, it was learned, the plea for larger allocations will be in new shape, based on first-quarter 1951 figures.

The advent of the color TV equipment manufacturing blackout led to a series of postponed appeal hearings as CBS Inc. reconsidered its position. A new appeal would be cleared, in the event, of course, to a request for more materials than that allocated to Air King (a small firm) on the basis of estimated output of black and white sets, phonographs, and record-players and other items.

FOR details.

WRITE

J. M. MCDONALD.
Assistant Director of Engineering

Crosley Broadcasting Corporation

Crosley Square, Cincinnati 2, Ohio

FILM RIGHT SUIT

TV Release Is in Issue

UNITED ARTISTS spokesmen said last week the corporation will fight the attempt of George and James Nasser, independent movie producers, to force return from UA of four feature pictures for the purpose of releasing them to television.

In efforts to force return of the films, which reportedly were produced at a cost of $4 million, the Nasser brothers in mid-December filed a show-cause petition in Los Angeles with Referee-in-Bankruptcy H. M. Brink. Hearing was set Jan. 10.

UA New York executives last week let it be known that they would fight. They hired Attorney Lloyd Wright to seek to restrain the Nasser brothers from taking possession of the four feature films.

The distributing company claims the contract with the Nassers is to lease films to television after their theatrical showing only when other major companies engage in similar marketing.

George T. Goggin, attorney for the brothers, stated that the contract with UA provided that in the event that a major market, the distributing company would release the pictures on a basis comparable with video releases by other companies.

Mr. Goggin pointed out that in the petition, "We contend that TV has now become a commercial practice and that United Artists has failed and refused to release the films in a manner we can release them to television."

Should the Nassers be victorious, it would open the way for other independent film producers to file similar action, it was noted.

FORSALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

Tijuana Fire

KFMB-TV Covers Aftermath

KFMB-TV San Diego filed complete follow up of a fire in nearby Tijuana, Mexico, which took the lives of 45 persons. The flames broke out at a Christmas party for Mexican children Saturday night.

Early Sunday, John A. Kennedy, board chairman of KFMB-AM-TV, routed staffers who rushed to the scene. At 8 p.m. that day, Newsman Harold Keen went on KFMB-TV with still photos, live dialogue and taped interviews.

Mr. Keen went on again, this time with motion picture of the burned out buildings and interviews with survivors and officials. Both the AM and TV stations intercut their programs to present latest details.

TBS Election

DON FEDDEERSON, vice president and general manager KLAC-TV Hollywood, has been elected president Television Broadcasters of Southern California. Other officers re-elected were Richard A. Moore, general manager of KBTV (TV), vice president; T. McCadden, general manager of KNBH (TV), secretary-treasurer.

Edna G. Perkins continues as executive secretary.
They're from Missouri, so they had to be shown in ST. LOUIS!

KSD-TV

FOUR TYPICAL ADVERTISERS REPORT:

"Immediately after first telescast, sales of Stay-White potatoes and ready-to-serve salads jumped 25% and have increased each week since."

"The sales of Gulf Kist Breaded Shrimp almost doubled during the first four weeks of our original contract. To my knowledge we can attribute this success to no other source than the KSD-TV Homemaking Show."

"Chapman's Ice Cream Co. showed 26% increase in Ice Cream Pie sales for February, though the first 15-minute program started the last Saturday in January, and February was cold. The advertising impact was immediate."

"We bought trial participation on the Cooking Show for L&M Pastry Cloth. Thus far, for $200 of time, KSD-TV has produced 1,050 orders at 19c each . . . a remarkable job."

Yes, Spot Television Sells Goods!
For Further Facts, Ask:

FREE & PETERS, INC.
Pioneer Station Representatives
Since 1932

NEW YORK  CHICAGO  DETROIT

ATLANTA  FT. WORTH  HOLLYWOOD  SAN FRANCISCO

*Primary NBC Affiliates
Sterling Television Co., New York, announces release of a new dramatic documentary film Pattern for Survival, featuring William L. Laurence, science writer for the New York Times. The show is produced by Cornell Films with the cooperation of the Army, Navy, and American Red Cross. It shows what to do if an atomic attack comes without warning. The film has been approved by civil defense authorities, the company said.

ODYSSEY PICTURES, Culver City, Calif., plans to start shooting Terry and the Pirates within another week or two. Plans call for 82 half-hour films a year for three years, with an option for five more years. Each film is a complete story, written by Barney Sarecky, Arthur Pearson and Norman Hall.

Roland Reed Productions, Culver City, Calif., which produces Rocky Jones, Space Ranger, has been contacted by the Whitman Publishing Co., Beverly Hills, Calif., to have Rocky Jones appear as a comic book. The first issue is expected to be distributed to newsstands sometime this month.

Thrills Unlimited, Los Angeles, completing The Thrill of Your Life, a group of 13 half-hour television films. The series depicts the major thrills in the lives of firemen, football players, pole jumpers and others. Louis Weiss & Co., Los Angeles, will distribute the films.


Comodore Productions, Los Angeles, has completed the first four programs of the Clyde Beatty Show, a television color-film series. Walter White, president of Comodore, leaves Jan. 14 for New York to confer with agencies about the 26 half-hour film series.

Harris-Tuchman Productions, Hollywood, headed by Ralph Tuchman, sales director, and Fran Harris, creative director, has moved to new offices at 6533 Hollywood Blvd. The phone is Hillwood 5135. The new address was incorrectly given in FILM REPORT of Dec. 17.

Alexander Film Co., Colorado Springs, announces new TV contract and distribution arrangements for the following organizations:


JERRY FAIRBANKS PRODUCTIONS, Hollywood, prepares January shooting of Lou Lilly's original teleplay, One for the Money, for Hollywood Television video film series.

Sales...

KTTV (TV), Los Angeles, has purchased 82 half-hour television films produced by Revue Productions, Hollywood subsidiary of MCA. The series to be released to KTTV for Star Time, Sunday, is currently being shown on CBS-TV, Monday, 10:30-11 p.m., as Hollywood Opening Night. KECA-TV Hollywood originally showed films as Stars Over Hollywood. Negotiations were concluded by Tom Corrigan, KTTV film director, and Bob Greenberg, MCA representative. Included in the deal is KTTV's right to show each film twice.

Snader Sales Inc., division of Snader Teledynamics Corp., Beverly Hills, Calif., has opened an office in Cleveland at 1720 Euclid Ave. Robert Blair is in charge.

Non-Secular...

The Lutheran Church, Missouri Synod, St. Louis, enters the television film field with shooting of two test films in its proposed This Is the Life series by Family Films Inc. at KTTV (TV) studios, Hollywood. Each half-hour film, complete in itself, has a budget of about $20,000 and deals with the Christian way of life. Ean M. Smith is executive producer and William Claxton is the director.

Accompanying merger of the Protestant Film Commission with the National Council of Churches of Christ is the appointment of Paul F. Heard, executive producer and executive secretary of Protestant

Classical Productions

Classical Productions, Hollywood, has been formed to produce films for TV and theatrical distribution through Classic Pictures New York. Corporation principals are Max Rosenberg, president, Richard Barth, West Coast manager of Classic Pictures, in charge of production and distribution, and George Moskov, executive producer. Schedule calls for production of six one-hour and 45-minute dramatic features this year. At the conclusion of pre-prepared theatrical runs, each film will be broken into three 26-minute films for national TV release.

KTLA Leases Films

PINE-THOMAS Productions has leased 12 feature films to KTLA (TV) Hollywood for two-year period with unlimited runs. All were made since 1942, pictures were originally released through Paramount Pictures.

Film Commission, as film consultant in connection with program of pictures being made through organization's casting and film-mailing branch. Mr. Heard, who heads Paul F. Heard Inc., independent film production company, will develop production plans, handle financing and various other functions as film consultant for merged groups. Mr. Heard's company will produce the film and television productions for these groups.

People...

Dick Landy, director of Barney Bear animated films for Metro-Goldwyn-Mayer, Culver City, Calif., to Dudley Telecasting Corp., Beverly Hills, as head of art and animation department.

John Morse, production coordinator on CBS-TVAnimated 'Andy' show joins Jack Chertok Productions, Hollywood, as director of Sky King television film series.


A branch office in Cincinnati will be opened this month by Jerry Fairbanks Productions, Hollywood. James Laswell, sales executive of Wilding Pictures, Cincinnati, will head the new office as a vice president of Fairbanks Productions.

Charles Michelson, head of Charles Michelson Inc., New York, expected to arrive in Hollywood today (Monday) for one week to acquire sales distribution rights to a new television film series.

Frank Danzig, vice president of Skyline Productions, Hollywood, now in New York negotiating with sponsors on the recently completed Skyline Theatre television film series, which stars Celeste Holm.
Swing Shift TV

MILWAUKEE defense workers on the second shift—75,000 of them—will be able to see movies after midnight three times weekly on WTMJ-TV. The station, which is selling one-minute spots during the films, will telemark mysteries on Wednesdays, Westerns on Thursdays and top features on Fridays. It programmed the series after querying viewers about their reaction to post-midnight movies. One mail piece favoring the idea was a scroll signed by 1,000 employees of a company.

‘LOOK’ AWARDS

‘Show of Shows’ Triples

WINNERS of Look magazine’s second annual TV awards were announced last week, with NBC-TV’s Your Show of Shows placing in three top spots. This show was judged the best variety program; its stars, Sid Caesar and Imogene Coca, were named the best comedy team, and its Max Liebman was voted best producer.

Based on a poll of 1,000 television industry members and critics, winners were announced as follows: Studio One, best dramatic program; Your Show of Shows, best variety program; Kefauver Committee hearings, best public affairs program; John Cameron Swayze’s News Caravan, best news program; Milton Berle, best m.c.; Max Liebman, best producer; Zee Parade, best educational program; Cavalcade of Sports, best sports programs; Sid Caesar and Imogene Coca, best comedian or comedy team; Alex Segal, best director; Kefauver Committee hearings, special achievement.

Look said the winners were picked from some 240 programs telecast during the 12 months which ended in November. They are slated to appear on the Kate Smith program on NBC-TV next Sunday to receive the awards, according to present plans.

Coaxial Progress

SIX-TUBE coaxial cable now being laid between Amarillo and Oklahoma City at a cost of more than $5 million should be completed and ready for service by early this fall, the A&T Long Lines Dept. has reported. New cable route will connect with existing cables running south from Oklahoma City to provide storm-proof telephone service between the Panhandle and Central Texas. Circuit is not being equipped for video transmission initially nor are there any plans for TV service, an A&T&T spokesman has said, but presumably the telephone company will provide facilities for connecting Amarillo with the cross-county TV hookup at such time as there is a call for service.

‘OZZIE & HARriet’ FILM

Wide Promotion Planned

UNIVERSAL-INTERNATIONAL’S feature film, “Here Come the Nelsons,” based on the ABC radio program, The Adventures of Ozzie and Harriet, will be subject of elaborate promotional campaigns by the network and the H. J. Heinz Co., sponsor of the radio show.

ABC and Universal-International have prepared special copy about the film and the radio program for mailing to ABC affiliates. Besides the instructions for tie-ins with local playing dates of the movie, they also have compiled a promotion kit and written spot announcements for broadcasters’ use.

The Heinz Co. plans a record advertising and promotion campaign among its more than 30,000 dealers from coast to coast. Scheduled for the first three months of the year, the campaign will feature Heinz products in association with the motion picture’s release. “Here Come the Nelsons” has its premiere in Pittsburgh Jan. 16.

‘SURVIVAL’ FILMS

FCDA Distributing

KINESCOPE film recordings of Survival, weekday half-hour program telecast on NBC-TV this past summer, are being made available to all television stations by the Federal Civil Defense Administration. The films, comprising seven installments, are being sent to civil defense directors who in turn will dispatch them to some 65 TV cities throughout the country for one-time use without charge. The kinescopes will be sent later to various civil defense organizations for public showing (BET, Oct. 22, 1951).

Series covers atomic attack, organization of defense units to combat attack and other aspects including techniques to be used by family units.

Hanna Joins Davis

PHIL HANNA, singing star of CBS Television’s Bride and Groom, joins Phil Davis Musical Enterprises Inc., as vice president and director of new business in markets under 250,000 population. Besides his daily chore on the TV program and supervision of the opening of new markets for Davis Musical Commercials, Mr. Hanna, also a composer, will assist on the creative end of Mr. Davis’ business.

Honorary Library

ASSN. of Documentary and Television Film Cameramen, section of NABET-CIO, announces inauguration of Robert Flaherty Memorial Library. Funds from recent showing of Flaherty films will be used by ADTFC—which Mr. Flaherty was honorary president—to create library of technical and theoretical books on development of film craftsmanship.

FIRST

forced-air cooled tube

...still a favorite

Back when forced-air cooled tubes were just a gleam in our eye, it took upwards of 3 gallons of water a minute to cool a power tube of this class. Today, it’s done entirely with air. Benefits: greater convenience in maintenance and operation.

Forced-air cooling is only one example of RCA’s never-ending efforts to bring you the best in modern tube design. Insist on RCA quality tubes for your station operations.

Your RCA Tube Distributor can supply tubes for your station in minimum time. Call him!
Says DON MORRIS
APPLIANCE DEALER
434 East Wood Street
Paris, Illinois

"PARIS is a WFBM-TV town!"

- The people of Paris, Illinois, are no different than those of Paris, France, in at least one respect ... they like good entertainment, too! And they get it on WFBM-TV!

So do their neighbors—not just in their own Edgar County, but in neighboring Illinois and Indiana counties, a long way beyond WFBM-TV's 60-mile radius. And that adds up to a big BONUS market tapped by every WFBM-TV advertiser! Literally thousands of folks—on farms, in villages and cities—many more than 60 miles from Indianapolis, tune in this First Station in Indiana regularly!

And of course, WFBM-TV's 60-mile radius includes one of the country's richest market areas. Good jobs at high rates of pay mean there's money to spend ... mean big money is spent ... in this heart of Hoosierland. WFBM-TV moves merchandise in this market ... it will move yours!

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.

* Hooper Ratings, February through April, 1951

First in Indiana

WFBM-TV
Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY
BROADCASTING

TELEVISION HIGHLIGHTS OF 1951
As Reported in BROADCASTING, TELECASTING

(Radio Highlights of 1951 are on page 44.)

Jan. 1—FCC announces new antenna construction standards on effective Feb. 15, to reduce alleged hazards to air traffic.

Jan. 3—Gillette Safety Razor Co. buys TV rights to World Series and All-Star baseball games for next six years; $6 million.

Jan. 7—FCC states TV set circulation at 9,353,000.

Jan. 9—Phonevision 90-day test begins, making feature films available to special group of homes.

Jan. 13—James H. S. Ellis, president of Kudner Agency, charges that TV is "too rich for the average advertiser's purse," as inter-network bidding for talent pushes up costs.

Jan. 15—FCC orders all stations to fill out detailed questionnaire on horse racing information they broadcast.

Jan. 15—United Television Programs Inc., TV film service, formed by Edward Petr
cy & Co. Standard Film Production Services Inc. and Century Artists.

Jan. 23—TV licensees, meeting in Chicago, vote to form autonomous special trade association operating under the aegis of NAB.

Jan. 22—BROADCASTING-TELECASTING YEARBOOK's estimates total 1951 television time sales were $52.9 million, compared with $47.5 million in 1949.

Jan. 29—Musician and unions present demands to key stations of TV networks, including ban on TV use by 2:30 a.m. and midnight, 50% pay increase.


Jan. 24—TV Networks sign first labor agreement with William Paley, covering performers in live shows.

Jan. 31—Volume of daytime sponsored programs on TV networks in January, 1951, 10 times that of January, 1940—$4.7 million, compared to 275 hours a week, and eight using 13 participations.

Feb. 5—NAB structure overhauled to accommodate TV organization. Becomes National Assn. of Radio and Television Broadcasters, name. Justin Miller chairman of committee 

Feb. 7—Broadcasting-Telecasting names the stations for March 1951, to be announced in special conference in New York.

Feb. 10—Late January arrivals reporting annual profit of $1,685,812, and NEC, also reporting annual profit of $1,685,812.

Feb. 22—Ford Foundation first among TV network advertisers in 1950, spending $16.5 million, for 15% of total.

March 1—NAB's gross income in 1950 was $92 million; 27% bigger than year before, the increase entirely due to TV.


March 26—CBS gross TV network billings in March, $195,000,000, $60,000,000 over 1946, according to CBS annual report.

April 2—FCC summary shows total TV revenue in 1950 was $165.8 million, triple that of 1949. Annual cost of the TV stations were in the black at end of year.

April 19—One-day TV business session at annual NABRT convention at Chi-

Jan. 15—Wide World Photos announces new non-movie distribution agreement with NBC.

Jan. 21—Radio Telephone Co., firm planning to provide air-to-air communication service, filed for FCC registration.

Jan. 22—FCC issues proposed new TV allocations plan for 21 T.V. channels, 2,600 VHF and UHF TV stations to absorb 2,600 commercial possibilities of 10% of all stations for non-commercial, educational broadcast.

March 28—CBS gross TV network billings in March, $201,000,000, $63,000,000 over 1946, according to CBS annual report.

April 2—FCC summary shows total TV revenue in 1950 was $165.8 million, triple that of 1949. Annual cost of the TV stations were in the black at end of year.

April 19—One-day TV business session at annual NABRT convention at Chi-

cago's Stevens Hotel agrees to hold program standards conference in May on funding private TV stations. Chairman of special committee, explains urgency of industry's adopting stand-

May 25—President Truman reappoints General Hoyt S. Vandenberg to five-year term on FCC.

May 28—U.S. Supreme Court upholds ABC color system. FCC will begin colorcasting by end of June. RCA says it will go ahead with public demonstrations of its improved, compatible, all-electronic system.

May 31—Sen. William Benton introduces bill to the National Republican Advisory Board for Radio and Tele-

June 1—U.S. Census Bureau reports it will take 15 months before there were 5,120,000 television homes. FCC estimates of June 11, place TV set circulation at 8,325,000.

June 11—President Truman nominates FCC Comr. Frieda B. Hennock to new term.

June 15—Joe Louis-Lee Savold fight to be telecast live on NBC and ABC and to sell-out crowds. Theatre interests exuberant over potential of TV.

June 18—NBC's second Hofstra study projected 3 million TV viewers than any other network.


June 23—NBC announces new code of television and radio broadcast stand-

June 25—First commercial color tele-

July 1—Tenth anniversary of commer-

cial TV. Major events include Sun Oil Co., Lever Bros. and Procter & Gamble's telecasts, NBC's "The Perry Como Show" on WNTA (TV) New York July 1, 1941.

July 3—RCA demonstrates its color TV system.

July 12—ABC-United Paramount The-

July 16—CBS reorganized into six divi-

Aug. 2—FCC grants visual power in- 

eases to 14 TV stations.

Aug. 6—Ford Foundation creates Tele-

Aug. 12—Industry TV Per Program Committee petitions New York federal courts to issue temporary restraining order against ASCAP and network licenses.

Aug. 15—All-Industry TV Per Program Com-

Aug. 27—FCC sets ABC-United Para-

tume network standards for color te-

Sept. 1—First coast-to-coast live tele-

casts—"Stage Door Canteen," President Truman addressing basic telecast addressing Japanese peace terms conference in San Francisco.

Sept. 11—New tri-color TV tube, in-

Sept. 13—First ABC network standards for color te-

Sept. 17—WBT trends survey reports busi-

Oct. 1—Radio TV properties of Gen-


Oct. 11—FCC, Comr. Frieda B. Hennock announces she will stay on

BROADCASTING • Telecasting

Sir! the deadline is January 21

Forms close on that first, fabulous TELECASTING Yearbook on January 21. So there's still time to get your reservation to us.

Your ad will go near your own listing. The book will go to every national and regional advertiser and agency of television importance—over 5,000. Total guaranteed circulation is 16,000. A note or wire will hold your space.

WPTZ-Republic Pact

WPTZ Philadelphia has signed a new contract with Republic Pictures that gives the station the exclusive television showing of 101 westerns and 26 features never before seen on TV. The contract, one of the biggest ever made between a Philadelphia station and a movie company, insures the continued flow of fresh films for WPTZ's Frontier Playhouse program. Contract was negotiated by Edward G. Murray, station film buyer.

URN-US.TV stations for March 1951 are almost fantastically rosy. Stations expect total billing to be 53% bigger in first quarter of 1952 than in first quarter of 1951.

June 30—NBC-TV announces net re-

turns rates of $25.85 per evening half-

July 3—ABC marks biggest week in history, grossing $1,045,000; NBC goes to records.

Oct. 7—U.S. Dept. of Commerce reports average income of radio-TV employees is highest in all U.S. industry.

Oct. 15—Radio TV properties General-1,500,000; NFL's pro football games; NBC's commercial hours, NBC's record-breaking big game, NBC's record-breaking 1951 season.

Oct. 18—Ask of Defense Mobilizer Wilson, CBS suspends TV color broadcasting and Sales before midseason, for the duration of the emergency.

Oct. 19—24 of 70 NARTB member TV stations sign on to principle stringent code of standards that includes penal-

WPTZ Philadelphia marks a 39% increase in contracts with NBC for 1952, rate increases offer NBC stations more than $6 in a normal half-year.

WPTZ Philadelphia is gearing up for the broadcast of the first Coast-to-Coast Color Telecast, NBC's "Stage Door Canteen," President Truman addressing basic telecast addressing Japanese peace terms conference in San Francisco.

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**'TV TOONS'**

Visualizes Music Records

FOLLOWING test runs of a 15-film package of TV Disk Jockey Toons in 22 sample markets, Screen Gems has announced full-scale production. The movies visualize popular and standard records and permit TV stations to broadcast disc jockey programs comparable to those of radio.

Initial package of 40 Toons—made in cooperation with RCA Victor, Decca, Columbia, Capitol and Mercury—will be distributed Feb. 1, with station subscribers receiving 10 additional Toons a month.

Commenting on the test telecasts of the original package of these films, each timed to run exactly as long as the record to which it is matched, Will Baltin, general sales manager of Screen Gems TV, said: "TV Toons have won station and audience favor.... We are convinced that they will become as important a cog in the program machinery of all TV stations as records have been to radio broadcasters for the past quarter century."

Mr. Baltin announced that Hal Tax Productions, Chicago, has obtained exclusive production rights to these films in the Chicago area for the coming year.

**THEATRE VIDEO**

WTJV Pres. Begins Tests

MITCHELL WOLFSON, president of WTJW (TV) Miami and of the Theatre Owners of America, announced last week that the Carib Theatre in Miami Beach has begun a series of "experiments" in theatre television to be conducted during 1952.

Mr. Wolfson, co-owner of the Wometco Circuit, of which the Carib is the showcase theatre, said an all-electronic RCA theatre television projector has been installed. The unit is equipped with a special throw lens to span the 90 ft. from projector to screen. Both the Carib and WTJW telecast the Orange Bowl football game on New Year's Day.

**CARGO TO KOREA**

Federation Lauds Stations for Using Film

TV STATIONS have shown a distinct willingness to use documentary motion pictures when they are produced with professional skill and tell a genuine story.

This conclusion has been drawn by the National Federation of American Shipping Inc., Washington, D.C., which has reported "outstanding results" with a recent film, "Cargo to Korea." At least 37 million televiwers have seen the documentary, the federation estimates, on the basis of some 300 showings on about 91 TV stations since last May 18 when production was completed.

"It is interesting to note that more than half of the 91 stations who have shown the picture have requested its use or shown it more than one time; many TV stations have used it at least four different times. It is obvious that TV stations used the picture 14 different times," the federation said.

"Ideal for the film was the fact that it was released early this year when the shipping industry became concerned over its lack of recognition for the role it was playing in the Korean war. It set out to prepare a specially-designed 13½-minute film to tell this story, completing the project for less than $10,000.

"Subject to above-mentioned reservations, the federation found that TV outlets "are not only anxious but genuinely willing to use motion pictures of a documentary character on their programs."

**SUCCEEDS JARVIS**

KLAC-TV Signs Albert

SIGNED to seven year contract which gives him $11,675 million guarantee during that period, Eddie Albert, motion picture and television actor, is a prominent producer, today (Jan. 7) starts daily five-hour afternoon show Hollywood on Television on KLAC-TV Hollywood.

This contract calls for a weekly guarantee of $3,300 against a participating agreement on a gross percentage of money earned by that show. He has been given the right to make one motion picture per year but will work the television show exclusively for the next six months before taking on any outside assignments.

Independent agreement was also entered into by the station's Syndicated Television Productions which will handle distribution of all TV films made by Eddie Albert Productions.

Mr. Albert takes over the program from Al Jarvis who late last month signed a similar contract with the station. His contract with KECA-AM-TV Los Angeles starting Jan. 28 [B-T, Dec. 31]. Mr. Jarvis, however, remains at KLAC-TV for the next three weeks, working Hollywood on Television with his successor.

**'FU MANCHU' FILMS**

NBC-TV Is Producing

IN WHAT amounts to its first major film package, NBC-TV will produce Sixto Rohmer's Fu Manchu series starring Sid Cedric Hardwick, with first film scheduled for completion by Feb. 6, it was announced last week.

The network also plans a radio version of the stories.

Package is jointly owned by NBC and the R.H. Co., comprising five of Lester Schurr and Herbert Bayard Swope Jr., who agreed to offer NBC first refusal on the series when he signed with that network as TV director several years ago. Mr. Swope, who will continue to produce Lights Out for NBC-TV, also will produce Fu Manchu series, with Mr. Rohmer serving in supervisory capacity.

Playing Comr. Nayland Smith, Mr. Cedric, currently appearing through the country in readings of "Don Juan in Hell," will be making his TV debut in the Fu Manchu series.

Films will be offered by NBC to sponsors on either a national network or immediate syndication basis. To be produced in New York first picture will be ready Feb. 2 and each film will be a complete story in itself, rather than part of a serial.

**ROCKET PICTURES CITED**

In Contract Breach Suit

CHARGING breach of contract and asking $69,800, suit against Rocket Pictures Inc., Hollywood producers of commercial and news films, has been filed in Los Angeles Superior Court by Edward D. Robinson, western sales manager, and marketing counselor for John Sutherland Productions, Los Angeles.

He held a similar position with Rocket for two years until last July.

Alton demands 10 per cent commission on business he allegedly brought into the firm which is owned by J. Richard Western and Harlow Wilcox, radio announcers. Mr. Robinson also is asking a fee claimed due for reorganizing the company and $6,500 for personal expenses allegedly paid out-of-pocket to development of business.

Additional compensation for advertising, publicity and public relations work also is asked.
For nearly 30 years, San Antonians and Southwesterners have listened to WOAI as a habit! They've depended on WOAI for concise, accurate news reporting, for pleasant year-round entertainment. Every day more people acquire the WOAI habit.

WOAI-TV is two years old and like WOAI is the leader in its field. Superior equipment, superior personnel, superior programming, and its heritage of giving San Antonians what they want, means most people look to WOAI-TV for the best. They buy what they see on WOAI-TV.

THE SOUTHWEST'S BRIGHTEST PICTURE

Represented Nationally By
Edward Petry & Company, Inc.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT

BROADCASTING • Telecasting January 7, 1952 • Page 77
**Bless our busy little channel!**

After all, it's the only one in town. So we dispense about everything everybody wants to see and hear. That "everybody" is a vast 500,000 viewers. They just sit at Channel 13 and capture the best from all four television networks:

**NBC • CBS • ABC • DTN**

and bless our faithful...

127,000

... but we don't stop there. We toss in bonus coverage viewers in Northwestern Ohio and Southern Michigan.

Our advertisers are as faithful as our viewers. We've got 'em by the scads, but there's always room for "just one more." Room for you, for instance.

Just say the word...

**TOLEDO TV TUNERS**

**ADVERTIST RESEARCH**

took a careful look at the problem of sports and television in the New York area and concluded in a report released last week that "television has not had too great an effect on the degree of attendance at sporting events."

The New Brunswick, N. J., firm based its study on 761 personal interviews with men in TV homes, made in the New York video area during the first two weeks of last December.

Although the study concerned itself with sports in general, it took particular note of college football and effects of the National Collegiate Athletic Assn. limited telecasting ruling.

Nearly one-half (45.1%) of all men interviewed were familiar with the ruling. Only 22%, however, agreed that college grid game telecasts should be limited. Of the 22% which agreed with NCAA, the greatest number (8%) reasoned simply that most persons would rather watch a game on video than see it in person. This, they felt, lowers gate receipts.

A majority (54%), however, disagreed with the NCAA plan, 14.7% of whom did not think that the telecasting of games reduced attendance.

Over 30% of all respondents reported an increase in at least one sporting event during the past year, as compared with pre-TV attendance. Less than 40% reported an attendance decrease in at least one event.

It was found that one-half of the increased attendance reported could be directly attributed to TV (main reason: "Interest stimulated by television"). Of the decreased attendance, 75% could be directly traced to TV (main reason: "More convenient to watch sports on television at home").

**Berle Again Tops ARBI Report**

MILTON BERLE'S Texaco Star Theatre on NBC-TV again topped the American Research Bureau report for Dec. 1-7. Programs and ratings reported last week follow:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Texaco Star Theatre (NBC)</td>
<td>39.7</td>
</tr>
<tr>
<td>Comedy Hour—Bob Hope (NBC)</td>
<td>36.7</td>
</tr>
<tr>
<td>Red Skelton Show (NBC)</td>
<td>34.1</td>
</tr>
<tr>
<td>Godfrey's Talent Scouts (CBS)</td>
<td>33.8</td>
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<tr>
<td>Your Show of Shows (CBS)</td>
<td>33.0</td>
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<tr>
<td>Godfrey and Fields (CBS)</td>
<td>32.7</td>
</tr>
<tr>
<td>I Love Lucy (CBS)</td>
<td>32.6</td>
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<tr>
<td>Ken Murray (CBS)</td>
<td>27.5</td>
</tr>
<tr>
<td>Cavalcade of Sports (NBC)</td>
<td>26.9</td>
</tr>
<tr>
<td>You Bet Your Life (ABC)</td>
<td>25.9</td>
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</tbody>
</table>

**TelePulse Lists Favorite Types**

AVERAGE ratings for types of programs, based on the week:

<table>
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<tr>
<th>Type</th>
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<tbody>
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<td>Drama</td>
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<tr>
<td>Musical</td>
<td>38.2</td>
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<td>Comedy</td>
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<tr>
<td>Sports</td>
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<td>Westerns</td>
<td>32.4</td>
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<td>Children's</td>
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<tr>
<td>News</td>
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<tr>
<td>Variety</td>
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<tr>
<td>Specials</td>
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</tr>
<tr>
<td>Game Shows</td>
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<tr>
<td>TV Wins</td>
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<tr>
<td>Biological</td>
<td>24.7</td>
</tr>
<tr>
<td>Medical</td>
<td>24.0</td>
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</table>

**Weekly Television Summary—January 7, 1952—TELECASTING Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>12,100</td>
</tr>
<tr>
<td>Amas</td>
<td>WCQ</td>
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</tr>
<tr>
<td>Baltimore</td>
<td>WAGA-TV, WSB-TV, WTV</td>
<td>97,000</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WWAM, WLTV</td>
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</tr>
<tr>
<td>Boston</td>
<td>WBZ-TV, WTV</td>
<td>140,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBFO, WKB</td>
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</tr>
<tr>
<td>Charlotte</td>
<td>WBTV</td>
<td>91,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPO-TV, WKRC-TV, WLTV</td>
<td>153,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WEWS, WNBK, WXXL</td>
<td>157,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>WBNS, WTVN, WTV</td>
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</tr>
<tr>
<td>Ft. Worth</td>
<td>KRLD-TV, WAFA, WBP, WTV</td>
<td>128,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK, WWJ, WTVY, WXYZ-TV</td>
<td>168,000</td>
</tr>
<tr>
<td>Evans</td>
<td>WJMC</td>
<td>148,000</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WWOD-TV</td>
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</tr>
<tr>
<td>Kalamazoo</td>
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</tr>
<tr>
<td>Greensboro</td>
<td>WXYT, WPTV</td>
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</tr>
<tr>
<td>Houlton</td>
<td>WTV</td>
<td>140,000</td>
</tr>
<tr>
<td>Huntington</td>
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</tr>
<tr>
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<tr>
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<td>128,000</td>
</tr>
<tr>
<td>Johnstown</td>
<td>WJTC</td>
<td>126,000</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WKBX, WTVW</td>
<td>130,000</td>
</tr>
<tr>
<td>Lancaster</td>
<td>WOAL-TV</td>
<td>123,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KECA, KTV, KC, KLAC-TV, KSNB,</td>
<td>1,324,899</td>
</tr>
</tbody>
</table>

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 14,944,000

**Includes XEDV Tolomatoe, Mexico**

**Editor's Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap sets counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies, manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

**TV and Sports Surveyed By Advertist Research**

(Report 197)

| Daytime Variety | 99.0 |
| Drama & Mysteries | 92.0 |
| Westerns          | 78.0 |
| Kids Shows        | 68.0 |
| Quiz Shows         | 52.0 |
| Kids Shows Participation Interviews | 40.0 |
| Football           | 38.0 |
| Musical Variety    | 33.0 |
| Food Stories       | 30.0 |
| Home-Making Service | 26.0 |
| General Situation  | 26.0 |
| Talent             | 18.0 |
| Forums, discussions | 13.0 |
| Educational        | 10.0 |
| Religion           | 9.0 |
| News               | 9.0 |
| Feature Films      | 6.0 |
| Film Shows         | 6.0 |
| Music              | 6.0 |
| Westerns           | 6.0 |
| Football Shows     | 6.0 |
| Drama & Mysteries  | 5.0 |
| Comedy Variety      | 5.0 |
| Music              | 3.0 |
| Variety            | 3.0 |
| News               | 3.0 |

**WPX** (TV), New York independent registered a 50% increase in dollar sales revenue in 1951 over the preceding year, officials reported last week. The figures were not disclosed.
## Radio Homes by Counties

(Continued from page 48)

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</table>
NEW CHANNELS FOR IMAGINATION

• With each new channel added, or increase in station power, the number of people in front of television screens goes up. • With each increase in the use of film pick-up—together with the acceptance of new technics, materials, and equipment—the number becomes more solidly sold. • For film programming opens new channels for imagination. Shows no longer are limited by the four walls of a studio, nor held within the time zone of a particular show’s origination. Creatively... geographically... the sky's the limit. • Complete technical information concerning film selection and processing is available... together with details concerning special Eastman services, equipment, and materials. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
243 Madison Avenue
New York 17, New York

Midwest Division
127 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.,
Hollywood 38, California
<table>
<thead>
<tr>
<th>County</th>
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<tr>
<td>Caddo</td>
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<td>Claiborne</td>
<td>2,259</td>
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<td>2,017</td>
<td>2,457</td>
</tr>
</tbody>
</table>
Mr. Jack Purves
N. W. Ayer and Son, Inc.
Pittsburgh, Pa.

Dear Jack,

Folks down WCHS way is shore cinchin' high on that 'hooey, an' 'f'fen any way you feelers is overloadin' this market. Gee, they's just mistakin' a good thing. Why? Why is that, Jack, department sales in WCHS' home town at Charleston, w'n a young mornin' round near 21 percent ahead! You sho' made it. WCHS gives you more at these big spenders, fact. For listeners, this is all the same. They're just cinchin' at those big spenders again the same as ever. That's a fact. A rich 'member, 'Yrs.,

Algy

WCHS

Charleston, W. Va.

The MIDWEST ADDRESS
OF
CBS

WNAX 570
YANKTON - SIOUX CITY

Radio Homes by Counties
(Continued from page 88)

<table>
<thead>
<tr>
<th>County</th>
<th>Radio Homes</th>
<th>Households</th>
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<tbody>
<tr>
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immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

HOWARD J. MCCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

PAUL W. MCCOLLISTER, General Manager

programs promotion premiums

SALES DRIVE
RADIO Broadcast Management Council of Rochester, N. Y., has issued a series of artfully printed and illustrated mailing pieces designed to show that radio is the next sales medium that can be fought with the advertising dollar. Emphasizing the slogan, "When You Get Her Ear, You Get Her Shopping List," the pieces are being mailed to a monthly more than 400 present and potential time-buyers locally and 1,000 time-buyers in national firms and agencies. The council is made up of Rochester stations WARC and WHEC when very WYET.

TIMEBUYERS
VMAX Yankton, S. D., sending radi- and advertisers its new "Time-Buyers Guide" which consists of a large size calendar. Numbers are in four colors, red, blue, black, and white, making it easy to determine beginning and ending dates of 5, 26, or 52 week contracts. Top is perforated in columns making for added convenience.

SAUCE FOR THE GOOSE
WLS Lansing, Mich., sending radio and advertisers folder pointing up favorable results of number of locally sponsored shows. Folder, titled, "Take a Gander at This," also announces WLS upcoming new- increase to 5 kw, and states he station will discontinue present -ulation with CBS and devote time to music, news, and public service.

REMARKABLE REMEDY
VONS Hartford, Conn., engaged in producing series of merchandising aids for local and national accounts. Promotion Manager Alan Lenny designed "Arrow Eye" to help set up display of Rem Cough Syrup, and push both product and station. Display was featured in newspaper departments of Gem, Fox & Co. and followed up with other displays in stores throughout city with reports of excellent reactions.

PUBLIC SERVICE SPOTS
WFLR Weirton, W. Va., recently began series of announcements designed to increase attendance at church and city council meetings in Weirton and Steubenville, Ohio. Each Saturday, announcements urge listeners to take family to church and Sunday School. Schedules for city council meetings in both towns are aired, asking audience to watch their city government work.

WEATHER REPORT
KDAL Duluth, Minn., despite all sayings to the contrary, is doing something about the weather. At least, they are reporting it accurately by means of their "Cooperative Climatological Weather Station." Previously, temperature readings in area were given as "official airport temperature" and were as much as ten degrees colder than Duluth downtown area. KDAL purchased, and in cooperation with United States Weather Bureau personnel, installed necessary equipment atop their studios in Bradley Building. Clyde Johnson, KDAL staffer, was engaged as observer to make accurate temperature readings. Duluth merchants are full of praise for new service, because it brings shoppers downtown. People who wouldn't stir out of house when it is two below, don't mind when it becomes as warm as eight above.

TEEN-AGE SHOW
WERC Cleveland, Teen- Age Press, presented as public service, discussing teen-age questions with editors of local high school papers. Questions to be discussed are sent to station from listeners. Station reports that program has met with great response from high school children. Maggie Wulff, station's women's director is moderator of panel.

WOKZ WINDSHIELD COVERS
WOKZ Alton, Ill., and Manager Bill Tedrick are helping motorists protect their windshield from wintry weather. Mr. Tedrick stacks surplus transcription carbon card-board filters at the desk of the Stratford Motor, which houses WOKZ studios. Filters are used by motorists in scraping ice and snow from car windows. Covers bear a large plug for WOKZ.

LOST & FOUND
WSTC-AM-PM Stamford, Conn., and a station news reporter, Leo Gold, found a man working in Stamford for whom a sister in Fort Smith, Ark., was searching 20 years. The sister, Mrs. J. H. Vinsant, had been sending Christmas gifts to her long-lost boy, Frank Wilson, for 20 years. They always came back marked "wrong address." But Mrs. Vinsant had learned that her brother was somewhere in Stamford. Mr. Gold found him working with a marine construction company. Mr. Wilson, too, had been searching for his sister since 1925 when he lost her address. WSTC arranged for them to talk by telephone.

KIDDIE SHOW
WIEL Elizabethtown, Ky., The Magic Eye, morning program for children features kiddie tune and telephone participation by youngsters. Sponsor is local dairy, which plugs milk with every meal, plus mid-morning snack after recess at many schools in area. It also helps parents with hand and face washing, dressing, and tooth-brushing.

TV EXPERTS
WAAM(TV) Baltimore, presenting celebrities that appear on station cards declaring that they are "Experts in Television." The cards say, "This is to certify that (person's name) is an Expert in Television, having appeared in excellent form, on WAAM Television, Baltimore. The bearer of this card is, therefore, qualified to make suggestions and to criticize any and all TV shows as an Expert in Television." It is signed by WAAM General Manager Ken Carter.

76th in retail sales
among Sales Management's 162 Metropolitan County Areas

If your radio campaign is based on the first 100 markets according to Retail Sales volume—then over 234,000 Quad-Citians are buying above your standard.

WHBF has worked with mind, body and its facilities to assist in the progress and growth of the Quad-City area to a major market position.

Les Johnson
V.P. and Manager

Quadr Citi} favorite

LANG-WORTH FEATURE PROGRAMS
SELL JEWELRY!

26

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among Sales Management's 162 Metropolitan County Areas

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V.P. and Manager

Quad Cities' favorite

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SELL JEWELRY!

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WAAM(TV) Baltimore, presenting celebrities that appear on station cards declaring that they are "Experts in Television." The cards say, "This is to certify that (person's name) is an Expert in Television, having appeared in excellent form, on WAAM Television, Baltimore. The bearer of this card is, therefore, qualified to make suggestions and to criticize any and all TV shows as an Expert in Television." It is signed by WAAM General Manager Ken Carter.

January 7, 1952 • Page 85
### Radio Homes by Counties (Continued from page 84)

<table>
<thead>
<tr>
<th>County</th>
<th>Homes in 1950</th>
<th>Homes in 1955</th>
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</thead>
<tbody>
<tr>
<td>Polk</td>
<td>4,655</td>
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<td>Skowheen</td>
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<td>Zillah</td>
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<td><strong>TOTAL</strong></td>
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<td><strong>4,452</strong></td>
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### FCC actions

**DECEMBER 29 THROUGH JANUARY 3**

- **AM-970**
  - Radio Norwich Inc., Norwich, N. Y. — Application for CP new AM station amended to change requested frequency from 1010 kHz to 970 kHz and with 500 w day.

- **STL-studio-transmitter link**
  - STL-studio-transmitter link synch. amp., synchronous amplifier vis. visual unl.-limited hour

**Grants authorizing new stations, changes in facilities, and transits from this department, accompanied by a roundup of new station and transfer applications.**

**December 28 Applications**

**ACCEPTED FOR FILING**

<table>
<thead>
<tr>
<th>AM-970</th>
<th>4700</th>
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<tbody>
<tr>
<td>Radio Norwich Inc., Norwich, N. Y. — Application for CP new AM station amended to change requested frequency from 1010 kHz to 970 kHz and with 500 w day.</td>
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</tbody>
</table>

**Change Location**

- **Dixonland, Beatty, Co., Main.** — Application for CP new AM station amended to change transmitter and studio locations, etc.

**License for CP**

- **KDMA Montevideo, Minn.** — License for CP, as mod., authorizing new AM station.

**December 29 Application**

- **WDFL-FM Panama City, Fla.** — License for CP, as mod., authorizing new FM station.

<table>
<thead>
<tr>
<th>Antenna</th>
<th>Cond-conditional</th>
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<tr>
<td>KDFN-FM</td>
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**December 30 Application**

- **KBHL Burley, Idaho** — Application renewal of license returned.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1229 Wisconsin Ave., N. W.
Washington, D. C.

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
Munsey Bldg., Republic 2347
Washington, D. C.

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington, D. C.

COMMERCIAL RADIO EQUIPMENT
Craven, Lohnes & Culver
Munsey Building District 8215
Washington, D. C.

E. C. PAGE
Consulting Radio Engineers
BOND BLDG., EXECUTIVE 5670
Washington, D. C.

WILLIAM L. FOSS, Inc.
Formerly Cotton & Foss, Inc.
927 15th St., N. W.
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 Q St., N. W.
Washington, D. C.

 Application Dismissed
KGLN Glenwood Springs, Col.—Application for assignment of license from Western Slope Bscg. Co. to KGLN nc. dismissed.

TENDERED FOR FILING
AM—1220 kc
KBIE Palo Alto, Calif.—CP to increase power from 250 w to 1 kw.

December 29 Applications...

ACCEPTED FOR FILING
License for CP
WABA Aquadilla, P. R.—License for CP, as mod., authorizing new AM station.

WBSM San Juan, P. R.—License for CP as mod., authorizing frequency change, power increase, DA-DN, change in trans. location, etc.

change, power increase, DA-DN, change in trans. location, etc.

W5OK Nashville, Tenn.—License for CP, as mod., authorizing new AM station.

Modification of CP
KXLR North Little Rock, Ark.—Mod. CP, authorizing frequency change, power increase, DA-N change studio and trans. locations, etc., for extension of completion date.

License Renewal
WTIL Mayaguez, P. R.—Renewal of license.

WNEL San Juan, P. R.—Renewal of license.

Applications Returned
WLAE Louisville, Ky.—Application for transfer of control from Warren Communications Co. to Joel C. Howerton, for transfer of control from Warren Communications Co. to Joel C. Howerton.

WXK Austin, Tex.—Application for transfer of control from Fredric B. Hales, Jr., for transfer of control from Fredric B. Hales, Jr.

WJBS Des Moines, Ia.—Application for renewal of license.

(Continued on page 93)

CBC Board Meet
SHARE transfers will form major business of 79th meeting of the board of governors of the Canadian Broadcasting Corp. at its head office in the Victoria Bldg., Ottawa, Jan. 17-18. Five stations requesting share transfers are CKCO Woodstock, CKRD Red Deer, CKBW Bridgewater, CFJX Antigonish and CKWX Vancouver. License transfer is from Ralph T. Snelgrove to Barrie Broadcasting Co. is requested by CKBB Barrie. Two non-commercial Dept. of National Defense stations in Canada's northland are requesting a change in frequencies, CBPBM Brochet, Manitoba, from 1340 kc to 1450 kc, 100 w, and CFYK Yellowknife, Northwest Territories, from 1450 kw to 1340 kc, 150 w.

Music Copyright
Canadian independent broadcasters anticipate a hard fight before the Canadian Copyright Appeal Board at Ottawa, where Copyright Appeal Board were held late in December and after presentation of the CAPAC brief were adjourned until Jan. 21. Canadian Assn. of Broadcasters is represented by three attorneys, Samuel Rogers and Joseph Sedgwick of Toronto and Guy Roberge of Quebec, as well as Malcolm Neill, CPNB Fredericton, chairman of CAB board, and CAB General Manager J. T. Allard.

January 7, 1952 • Page 87
Help Wanted

Wanted: Manager, commercial manager, for new daytime station in southern resort town near Atlantic City. Must have experience with new dating project. Box 841L, BROADCASTING.

Healthy 1000 watt daytime in midwest city. Currently using a well known announcer. Open with small, young staff and pay well with benefits. Send resume to: Ryan Davidson, WRAY, Princeton, Indiana.

Managerial


Salesman

Wanted—announcer with good hard charging commercial voice. Large mid-western market. Send audition tape and all details first letter. Box 875L, BROADCASTING.

Immediate opening combination man. Good location near Atlantic City. Excellent salary. Send resume and picture first. Box 788L, BROADCASTING.

Detroit metropolitan area station wants announcer experienced in music, sports. Excellent location near Atlantic City. Send resume and picture first. Box 811L, BROADCASTING.

Announcer-engineer for Columbus affiliate. Excellent opportunity for first class announcer. Open with small, young staff and pay well with benefits. Send resume to: Colin Meyer, WCFV, Shreveport, Louisiana.

Wanted: Announcer with 1st class license. Must live in Detroit area. Send resume and picture first. Box 835L, BROADCASTING.

Wanted: Announcer with first license. Good location near Atlantic City. Excellent salary. Send resume and picture first. Box 839L, BROADCASTING.

Wanted: One announcer with license capable of taking over in case of emergency. Excellent location near Atlantic City. Send resume and picture first. Box 857L, BROADCASTING.

Wanted: Announcer for new daytime station in southern resort town. Must have experience with new dating project. Box 851L, BROADCASTING.

Help Wanted (Cont'd)

First class phone operator. No experience necessary. Send resume to: WBIP, Booneville, Missouri.

First phone operator. Experience not necessary. Send resume to: WHDL, Camden, South Carolina.

First phone operator. Must live in Atlanta. Excellent location near Atlantic City. Send resume and picture first. Box 873L, BROADCASTING.

First phone operator. Excellent location near Atlantic City. Send resume and picture first. Box 876L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 878L, BROADCASTING.

Wanted: Announcer with 1st class license capable of taking over in case of emergency. Excellent location near Atlantic City. Send resume and picture first. Box 880L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 882L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 884L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 886L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 888L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 890L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 892L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 894L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 896L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 898L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 900L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 902L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 904L, BROADCASTING.

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Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 910L, BROADCASTING.

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Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 920L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 922L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 924L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 926L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 928L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 930L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 932L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 934L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 936L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 938L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 940L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 942L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 944L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 946L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 948L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 950L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 952L, BROADCASTING.

Wanted: Announcer-experienced. Must have broadcast experience. Must be available to work immediately. Send resume and picture first. Box 954L, BROADCASTING.
Situations Wanted (Cont'd)

For Sale

Situations Wanted (Cont'd)

Equipment: One kilowatt Western Electric AM transmitter, model #6L. Original turnkey equipment, purchased from Western Electric, has been converted to a fixed frequency unit. The equipment is in excellent working condition and includes the control panel and diplexer, transmitter, and radio room work, some T-notch western state. All prices are negotiable. Send inquiries to Box 851L, BROADCASTING.

Television

Technical

Engineer, former chief engineer of a major network station, with extensive experience in all phases of network and independent television operation. Top-notch announcer, producer, newspaper writer-director, sales manager, account executive, director, sales experience, public and private relations. 1st-place Emmy winner. Family, steady, dependable. Will consider requests for on-camera TV offers. Will work near east coast. Box 851L, BROADCASTING.

Announcer, one year experience, strong on news. Will travel east of Mississippi. Married. Box 854L, BROADCASTING.

Announcer, 3 years experience in all phases. Will travel anywhere. Own car. Box 855L, BROADCASTING.

Announcer, unlimited experience. Knows control operations. Willing to learn, work hard. Western state. Box 856L, BROADCASTING.

Available

For sale: Single, 1 kW AM station, all phases, AM-FM. Western Electric, two-channel, field-strength testing, Thorough technical background including position as mechanical engineer at the school. Desire TV staff opening, will soon have TV station with financial backing. Married, 32, veteran, available immediately. Write Box 857L, BROADCASTING • TELECASTING.

For Sale

Situations Wanted (Cont'd)

Engineer, former chief engineer of a major network station, with extensive experience in all phases of network and independent television operation. Top-notch announcer, producer, newspaper writer-director, sales manager, account executive, director, sales experience, public and private relations. 1st-place Emmy winner. Family, steady, dependable. Will consider requests for on-camera TV offers. Will work near east coast. Box 851L, BROADCASTING.

Announcer, one year experience, strong on news. Will travel east of Mississippi. Married. Box 854L, BROADCASTING.

Announcer, 3 years experience in all phases. Will travel anywhere. Own car. Box 855L, BROADCASTING.

Announcer, unlimited experience. Knows control operations. Willing to learn, work hard. Western state. Box 856L, BROADCASTING.

Available

For sale: Single, 1 kW AM station, all phases, AM-FM. Western Electric, two-channel, field-strength testing, Thorough technical background including position as mechanical engineer at the school. Desire TV staff opening, will soon have TV station with financial backing. Married, 32, veteran, available immediately. Write Box 857L, BROADCASTING • TELECASTING.
|--------|----------------|----------------|--------|----------------|----------------|

**Page 90 • January 7, 1952**
Miller Atty. General?  
(Continued from page 28)  
asked to make even a preliminary commitment. It is presumed that if Judge Miller resigns to answer a call to the President’s cabinet, the NARTB board can be expected to activate conversations with the FCC chairman. Judge Miller’s stipend of $35,000 a year then would be available. Until last year it was $50,000, when he was on “full time.”

At all events, it is doubted whether Mr. Coy would consider any proposal outside of Government until the TV allocations are finalized. That is scheduled to happen next month. It is known that a number of members of the NARTB-TV board strongly favor Mr. Coy’s selection, if a vacancy occurs, and that this holds whether or not there is a change in Administration.

They do not regard Mr. Coy as a politician, but as a practical businessman, a good administrator and a former broadcaster (he headed the radio operations of the Washington Post before assuming the FCC chairmanship in December of 1947). They feel that whether the Administration is Republican or Democratic, he can do an effective job of keeping the radio or television divisions of NARTB or both headed in the right direction. Mr. Coy is 48, a native Indianan, a former newspaperman and an administrator who has had more than 16 years in state and Federal service.

Judge Miller, in his 6th year, is in robust health. He is a native of California and a Democrat. His first public office was as district attorney of Kings County, Calif., in 1918. He assumed the NAB presidency on Oct. 1, 1945, resigning his life-time appointment to the appellate bench. When Judge Miller proposed—and the board accepted—his suggestion that he become chairman of the board, his stipend was fixed at $35,000 on a “downward escalator” to $25,000 in 1954. It was agreed that he would be free to devote more and more of his time to other activities.

W. J. GERMAN, INC., is proud to announce that it has been appointed distributor of all Eastman Professional Motion Picture Films, effective January 1, 1952

(Continued on page 99)
Transistors

**Trial Use of Transistors as an Amplifying Device**

As of this year, 1950, the use of transistors as an amplifying device is being set up by AT&T in experiments within its laboratories. The device, which has been in development for several years, is expected to be used in the future as a substitute for vacuum tubes. It is hoped that transistors will be able to amplify signals without the need for vacuum tubes, which are currently used in amplifying devices.

**Toll Dial Use Tried Planned by AT&T**

The use of transistors in toll dial equipment is also being considered by AT&T, which is investigating the feasibility of using transistors in toll dial equipment. The company is testing a prototype model of a toll dial system that uses transistors to amplify signals. The company is also looking into the possibility of using transistors in other toll dial equipment, such as toll telephone exchanges.

**AM-FM Revenues**

(Continued from page 87)

and operated stations, and 2,111 others (compared to 1,986 other stations in 1949).

A national and regional network, and their O&O stations had total revenues of $110,478,456, expenses of $136,490,046, and income of $1,588,440, up 0.6% over 1949. All other AM stations had total revenues of $332,175,238, $379,387, expenses of $286,520,465, and income of $57,869,200. Those other stations had total revenues of $340,343,242, expenses of $265,985,558, and income of $38,357,839. Income for 1950 thus was up 34.9%.

How network sales revenue has continued to decrease, while national and regional spot and local sales have continued upward is indicated in the following figures. National and regional network and their O&O stations took in $86,403,366 in network time sales in 1950, $15,859,269 from national and regional advertisers, and $7,611,610 from local advertisers. All other AM stations took in $44,670,830 from network time sales, $89,940,671 from national and regional advertisers and $195,029,224 from local advertisers. These compare with $46,255,54; for 1949 network time sales, $90,765,060 from national and regional advertisers and $175,841,640 from local advertisers.

Clear Channels Heaviest

Heaviest average income before Federal taxes continued to be made by clear channel stations. Average income of $275,018 on sales of $1,975,195 was made in 1950 by 62 stations in that category, an increase of 11.7% in income over 1949. Stations were identical with those reporting in 1949. Better still was the average income of the 52 clear channels affiliated with network networks: average income was $314,459 on sales of $1,128,101 up 9.3% over 1949.

Greatest percentage average income increase was accomplished by seven local day and part-time stations affiliated with national networks. Average income was $3,681 on sales of $64,489, an increase of 627.27%.

Once again, average income of standard stations established prior to 1942 showed up better than those stations beginning operation after 1942. Average revenues of the 811 stations licensed before 1942 was $292,993, income before Federal taxes $290,411. Average revenues of the 960 stations established between 1942 and 1948 was $91,683 income $65,866.
FCC Actions
(Continued from page 87)

January 3 Decisions...

Annual Patent Reports

FCC extended time for com-
ments re Promotion of Rule Gover-
nings the Preparation and Filing of Final Patent Reports.

Application Put in File

WATV (TV) Newark, N. J.—FCC put application to change Channel 55
from Newark to New York City in sending file because grant, which would
reduce the ultimate resolution of the
issues created by a comment filed in the
smiling television rule-making pro-
ceeding proposing that Providence,
R.I., be made on-change on Ch.
with New York City and on Ch. 13
with WJAR, Providence.

Waived Sections of Rules

W8BU Fayetteville, Wn., and WCCW Pearl City, fixed to waive Sec.
3.30(a) of rules for W8BU and Sec.
3.38 for WCCW (FM) which require a
majority of programs to originate from
main stations because ""because service
areas are almost exclusively rural"" and
in order to serve adequately those
areas it is necessary to originate pro-
grams from a number of cities.

Granted Licenses

KVBC Farmington, N. M.—Granted
license new AM station; 1240 kc, 250 w, full-
time. WRFC Binghamton, N. Y.—Granted
FCC license new FM station; 107.7 kc, 10 kw, full-
time.

FCC round-up

New Grants, Transfers, Changes... 

SUMMARY THROUGH JANUARY 3

AM Stations

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
<th>Licensed</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM stations</td>
<td>2356</td>
<td>2008</td>
</tr>
</tbody>
</table>

TV Stations

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
<th>Licensed</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV stations</td>
<td>387</td>
<td>342</td>
</tr>
</tbody>
</table>

On the air...

Docket Actions

**INITIAL DECISIONS**

KRAY Toppeka, Kan.—S. H. Patterson,
Co., owner of KAYS-FM Toppeka,
issued initial decision looking towards
assignment of application for new AM
station on 1360 kc 250 w, daytime; and,
deny by default for application "for
facilities filed by Saratoga Bestco Co.

Non-Docket Actions

**TRANSFER GRANTS**

WHUM Reading, Pa.—Transferred
transfer of control of license corporation
WVBD-FM Reading, Pa. to Thomas J. Gries
and Jessie F. Gries to Humboldt J. Gries
through assignment of license for AM station.
No monetary consideration.

WISN-AM-FM Milwaukee and WBAI-
FM New York City.—Made transfer of
licenses (and CP for WBAI-TV) to
Berlin Corp. No monetary consideration.

KFWP Los Angeles.—Granted license
over KKJO in San Gabriel, Calif.

Modification of License

KTBS Shreveport, La.—Modified grant
license of East Baton Rouge Radio Station
KTBS Inc. to KTBS Inc. to KBPF.

Silent Two Weeks

WCAT Rapid City, S. D.—Granted
application to remain silent from Jan.
1 to Jan. 8.

Modification of CP

WKOY Wellington, Ohio.—Granted new
CP for approval of ant., trans., and
antenna station location.

Granted following modified grant.
CP's for extension of completion date:

KTBO Tuscaloosa, Wash., to Jan. 19,
and KALE Richland, Wash. to March
21 with KALD-LR; KARRX to May 26,
and KJLX Twin Falls, Idaho to May 18
with KFWF; WMTF-AM Wyoming City to March 21 with WMCW-AM Green-
wich, Conn., to March 15 with WBFM
Buffalo, N. Y., to July 1, and WFAN
FM Washington to March 16.

January 3 Application

**ACCEPTED FOR FILING**

Modification of CP

KGDJ Stockton, Calif.—Mod. CP, au-
thorizing changes in DA, for extension
of completion date.

WAKO-FM Springfield, Mass.—Mod.
P, replacing expired CP for new FM
station, for extension of completion date.

Modification of Licenses

KXBM Williston, N. D.—Mod. of
license to change name from Charles L.
Cofield and James C. Carver, d/b/a
XBM Bestco. To Charles L. Cofield
and John Carver, d/b/a XBM Bestco.
XBM Bestco.; no change in owner-
ship involved.

License for CP

WINX Rockville, Md.—License for

FCC Legislation

(Continued from page 88)

example, Defense Dept. funds for
recruiting).

Pending for ratification in the
Senate is the North American Regional Broadcasting Agree-
ment, now before the Senate For-
reign Relations Committee, which
designed a Subcommittee to study
the agreement.

Other pending matters include:

House-passed bill (HR 2948)
for inclusion of radio broadcasting of
fraudulent advertising similar to
postal law now part of the U. S.
C. Code, awaits Senate considera-
tion.

The Senate freeze on its anti-gambling legislation. One bill
(S 1624) would prohibit interstate transmission or radio broadcast of
赌博信息 special event before it starts [B + T, Oct. 15, 1951].

Proposal that Congress probe sports activities, including
radio-TV restrictive covenants.

Television Square

(Continued from page 82)

in order to eliminate crowding and
to centralize handling of all
camera operations.

The basement is given over to
electrical power distribution, with
a 1,000 amperes main switch and
76 miles of wiring. Part of the
technical equipment alone. Air
conditioning equipment is also
located there, with a reported
capacity sufficient to melt 20 tons
of ice every 24 hours. Flat roof
is built with sufficient support to
allow showing outdoor sceneries
there and future constructions of
microwave relay equipment to send
WOR's TV signal to the transmis-
sion tower, located directly across
the river.

Second floor of the studio build-
ing is given over mainly to offices
for the program manager, program
operations supervisor, program
directors and the assistants of the
office department, art department
and engineering department. Building
also contains locker rooms for
musicians, bathroom and rest rooms
for wire equipment, showers, and
seated in the wall of the main
lobby, a prediction box holding the
sealed guesses of various writers
about TV during next 100 years.

Dramas based on material from department files. Series comprises 13 quarter-hours and is contributed by Wesley I. Dunn, chairman of Facilities Group of Radio Advisory Committee to U. S. Advisory Commission on Information. Mr. Dunn is president of Associated Broadcasters, which produced, recorded, processed and distributed series. Discs can be obtained free from Associated Broadcasters, Box 97, Hollywood, Calif.

at deadline

‘VOICE’ ACTIVITY SHOWN IN NEW DRAMA SERIES

RCA’s ‘TODAY’ SETUP

SOME 110 miles of wire being installed in RCA’s New York Exhibition Hall to operate communications equipment on Tuesday. NBC-TV morning show, directed by Dave Garraway, scheduled for 7:39 a.m. (EST and CST) debut, Jan. 14. Facilities will allow shortwave radio communications individually to eight different world points and as many remote TV broadcasts as cables and microwave relays can provide. Lines installed will be for radio, telephone, telegraph, tape recorders, record turntables, microphones, TV cameras, and special lighting fixtures.

PHILCO REALIGNS STAFF; TV SET ALLOCATION SEEN

PHILCO Corp. will place TV receivers on allocation basis through first quarter of 1952, President William Balderston predicted at two-day sales meeting held in Chicago. He said industry probably would turn out about 5 million TV sets for year, compared to 5,300,000 in 1951. Second greatest sales year in Philco history just concluded, he said, said with sales exceeding $310 million.

Making major personnel changes, he announced Raymond B. George has been named corporate vice president of merchandising. Frederick D. Ogilvy becomes vice president of television and radio division. John Kuneau remains vice president on executive staff in charge of public relations, also will be chairman of new merchandising committee for TV and radio activities, reporting to Larry F. Hardy, division president.

John L. Utz has been advanced to national sales manager of television. John J. Moran continues as national sales manager of radio.

JOAN CRAWFORD TO TV?

LONG-TERM contract between Joan Crawford and Warner Brothers and Joan-out agreement between Stanley Kramer Co. and MGM over services of Kirk Kasznar terminated Friday, with TV cited as factor in each case.

Business Briefly

(Continued from page 5)

about 50 markets for its His-to-Plus. Agency, Ted Bates Inc., N. Y.


TEXCEL SIGNS ● Industrial Tape Corp. (Textel sign) is a sponsor second cycle of quarter-hour segment, Rocky King Detective, on DuMont TV Network. Agency, Kenyon & Eckhardt, N. Y.

AGENCY NAMED ● Hat Corp. of America. (Dobbs, Knox), names Lambert & Feasley, N. Y., for 1962 winter and fall advertising.

LIFE NEWS ● Life magazine to sponsor Robert Montgomery in five-minute across-the-board news commentary on NBC Radio, starting Jan. 10, 10:30-10:35 p.m. Agency, Young & Rubicam, N. Y.

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PEOPLE...

EDWIN DORSEY FOSTER has been elected vice president and director of planning for the RCA Victor Division, it is announced today by Charles M. Odorizzi, Victor operations, following a meeting of the RCA Board of Directors.

PAUL JAMES HUTCHINSON, formerly with WAAT and WATV (TV) Newark, joins Headley-Rede Co., New York, station representative firm, effective today (Monday).

COL. WILLIAM MAYER to join ABC network as executive assistant to Harold L. Morgan Jr., vice president of ABC-Television Program Dept., effective Jan. 15. Considered expert in Far Eastern affairs, Col. Mayer will service U. S. military, from which he is retiring, included tours of duty as War Dept. general staff member.

JOAN RUTMAN, timebuying staff of BIOW Co. N. Y., to radio and TV department of N. W. Ayer & Son, that city, in same capacity.

E. BURT CLOSE formerly with Sun Oil Co. merchandising and sales promotion, has joined Communications & Sales Promotion Dept. of RCA Victor Division, to supervise new line of air conditioners.

TWO-THIRDS OF AFFILIATES RAISED RATES, SAYS DUMONT

IMPLEMENTING earlier statement on television time charges [B+T, Dec. 31, 1951], DuMont TV Network that about two-thirds of its affiliates have announced increases averaging 10%. Some 31 announced boosts as of Jan. 1, network said, while seven plan increases for Feb. 1 and six for March 1.

Industry believes current round of increase is smallest "semi-annual" raise, from percent standpoint, in history of networks, while it is interpreted as "presumably an expression of opinion on the part of the majority of TV station operators that the 'ceiling price' of TV in being approached in many markets."

Even so, costs-per-thousand of all affiliate are lower than ever, DuMont pointed out. It was learned that the highest increased rate on any station is still at 3,000,000, or population coverage via shifting to Empire State Bldg. antenna tower.

NBC Asks FCC to Relax UHF Ownership Rule

TO ENCOURAGE development of UHF television, NBC Friday petitioned FCC to amend its ownership rules to limit common ownership to five VHF stations. Rules now limit common ownership to five TV stations, whatever the classes.

NBC petition makes no mention of any limitation on UHF station ownership. It apparently takes position that arbitrary limitation of UHF stations is unnecessary and that Commission can prevent over-control on case-by-case basis.

Calling attention to fact that only 26 UHF out of more than 460 TV applications are on file with Commission, NBC states that it "wants FCC to re-establish UHF ownership at earliest date. It also implies that other entities now with five TV stations would be willing to get into UHF, which in turn would encourage newcomers to apply for UHF channels in their communities.

UHF operation in Bridgeport has cost NBC over $2,500,000 during two years experimental NBC-RCA station has been operating, NBC petition states. It has operated on five-day-a-week schedule.

No real danger of undue concentration of control is contained in proposal to permit more than five TV stations to one owner, NBC petition contends. It calls attention to prediction that there will be in the next few years 2,500 VHF stations and states that any problem of control would be "handled appropriately upon consideration of a particular application." NBC proposal is seeking with suggestions of Comm. George E. Sterling in speech before Armed Forces Communications Assn. in New York last November. He said it might be good idea to let networks have "two or three" UHF stations to any complete the VHF they might already have [B+B, Nov. 6, 1951].

At same time, change in ownership limitation rules has been pending at FCC for some months [Close Circuit, Nov. 26, 1951], present, rule limits AM owners to seven stations, FM to six, and TV to five. Amendment is pending which would permit more than these numbers, depending on ownership degree.

BROADCASTING • Telecasting
Wholeheartedly reliable ...

In the course of more than thirty years of broadcasting, Arthur B. Church, president and founder of the KMBC-KFRM Team, has taught the folks in the Heart of America a great lesson. That lesson is the fact that wherever they go there will be radio—and—if it's KMBC-KFRM, it will be good radio.

This earnest policy of reliability spreads both ways. Listeners in the rich Kansas City Primary Trade Area look to The KMBC-KFRM Team as they have for years, for the latest and greatest in broadcasting. They name The Team their favorite source for news, sports, special events, educational programs and fine wholesome entertainment day in, day out, year after year.

At the same time, advertisers find that radio schedules placed on The Team get results. They know that they can depend on KMBC-KFRM for reliable service, and be sure that their sales messages are reaching the major share of the radio audience.

Yes indeed, The KMBC-KFRM Team is wholeheartedly reliable. That's why KMBC-KFRM has and holds the audience and why to sell the whole Heart of America, wholeheartedly, it's . . .
NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

weed
and company

RADIO
AND
TELEVISION
STATION
REPRESENTATIVES