...no if-and-or-but about it, the big Bargain

in Baltimore is WITH

ask your Headley-Reed man to prove it!
What's the 1960 picture?

Will our rockets have reached the moon?
Will the uses of atomic energy be a boon to mankind?

And what about broadcasting? Will radio be a satellite of television? Perhaps a new miracle of air transmission will be exciting the world.

In 1960, as today, you can bank on this: Havens and Martin Stations will be experimenting, pioneering, and programming for the listeners of Virginia.

Half the joy of broadcasting is vision.
Much of the rest is serving.

Watch the First Stations of Virginia in 1952 . . . WMBG-AM, WCOD-FM, WTVR, The South's first television station, affiliates of N B C.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company
a real good team!

Headley-Reed Company
Radio Station Representatives

TWENTY experienced radio time salesmen, efficiently covering every potential prospect in the United States.

SEVEN specialists in producing the best in research and sales promotional data.

FOUR traffic experts using direct Western Union wire, TWX to all stations, and 50,000 telephone calls per year in the clearing and placing of spot schedules.

NEW YORK · PHILADELPHIA · CHICAGO · DETROIT · ATLANTA · NEW ORLEANS · SAN FRANCISCO · HOLLYWOOD
The ABC's of OPS

Twice every week, the battle against inflation becomes personally significant to thousands of housewives in WDEL-TV's viewing area. In cooperation with the Delaware District Office, Office Price Stabilization, Mrs. Edwin Wiedericht, information specialist, appears on WDEL-TV for informal chats with homemakers about OPS and its attempts to keep prices stable.

Other OPS experts in various fields appear on the program from time to time to explain to thousands of viewers what OPS offices are doing to help check inflation.

Cooperation with government offices and with all State and community agencies is a significant segment of WDEL-TV's public service programming.

WDEL-TV
WILMINGTON, DELAWARE

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

FULL SCALE split of Voice of America operations anticipated within next few weeks, stemming from imminent resignation of Ed-ward Barrett as Assistant Secretary of State for public affairs after fulfillment of two-year government service commitment. Slated for new post of Administrator of Foreign Information Administration, responsible only to Secretary of State, is Dr. Wilson Compton, former president of Washington State College, now on a special assignment as director of U. S. Advisory Commission.

IN IMPENDING Voice split, T. L. Barnard, now general manager of information program on leave as executive vice president of Compton Adv., shortly departs on special mission in Europe. Not expected to announce future plans until his return. Expected acting as-sistant secretary, to handle domestic segment of Mr. Barrett's operation, will be named. Mentioned as possible interim appointee is H. H. Sargeant, now first assistant to Mr. Barrett.

SEN. William Benton (D-Conn.), reportedly straining on leash to get new Senate hearings on his radio-TV review board proposal, is up against tough statement by Sen. Ed C. John-son (D-Col.) strongly expressing fear of cen-sorship danger. It can be revealed that Sen. Johnson is leaving question of hearings up to Senate Majority Leader, Conn. Sen. W. W. Goodland (D-Ariz.), who's not very enthused with Sen. Benton's proposal.

FIRST official radio homes data from 1960 U. S. Census will match BROADCASTING TELEcasting county-city estimates [8*T, Jan. 7, Dec. 31] within minor fraction of percentage point, according to check of its work sheets by Country Bureau. Officials feel the spread is for radio and TV homes in Delaware due in part

CHANCES bright for return of $700,000 mili-tary recruiting budget to radio and other mass media as Pentagon and Grant Adv. officials work out final details of revised policy. Much of fund diverted from media two months ago under proposed policy of higher-ups, based on Sen. O'Mahoney's budget rider for next fiscal year.

**Cleveland lays plans for joint radio drive**

PLANS for joint radio promotion campaign in Cleveland set in motion Friday when repre-sentatives of all eight Cleveland radio sta-tions conferred with Broadcast Advertising Bureau officials in New York, scheduling second meeting this week in Cleveland to estab-lish committee formally.

BAB spokesmen said Cleveland is first city to take advantage of expanded BAB services de-signated solely for promotion of radio. Organ-ization pattern presumably will follow similar joint promotion campaigns in Tulsa, Detroit, and Rochester. Program is expected to be laid out among lines of Southern California Broad-casters Assn.'s promotional activities.

Participants in Friday meeting: F. C. Wolf, Ralph G. Rehor, WDOK; Bob Neal, WERE; Lloyd Venard, Michael Sweeney, D. L. Taylor Co. (WERE representative); Carl George, John Garfield, WGA; Gordon Gray, Goodwill Stations (including WGAJ); Hank Postor, Madison Co.; representing WMAJ; Stephen S. Machiniski, Adam J. Young Jr. Inc. (WJMO representative); Samuel R. Sague, WSRS; Hamilton Shea, NBC, representing WTAM. Representing BAB were President William B. Ryan, Vice President Kevin Sweeney and Local Promotion Director John F. Hardesty.

**ABC selling radio, TV time during campaigns**

PRESIDENTIAL candidates or groups sup-porting such candidates will be able to buy air time immediately over both ABC Radio and Television, Ernest Lee Jahncke Jr., ABC vice president for radio, and Alexander Stroach Jr., vice president for television, an-nounced Friday.

Requests to buy time have already been received from groups supporting two candi-dates, according to Thomas Velotta, vice presi-dent in charge of ABC Radio news and spe-cial events, who will head special unit created to handle such sales for both radio and tele-vision networks as well as ABC-owned radio and TV stations. Other members are Thomas P. Robinson and Donald Buck, director and assistant director of political sales, respect-ively.

**SEARS returns**

Sears, Roebuck & Co., long dormant as broadcast advertiser, returns to radio in February with two quarter-hour strips on Liberty network. Sears still scan-nining political convention prospects on ABC AM-TV. Agency, J. Walter Thompson Co., Chicago.

**Goetz preparing**

M. K. Goetz Brewing Co., St. Louis (Country Club beer), preparing radio spot campaign in five midwestern states where distribution is heaviest. Agency, Compton Adv., N. Y.

**Block's biggest**

Block Drug Co. planning largest campaign yet for Amm-I-Dent. TV sponsorship enlarged with intensive spot radio drive in sight. Agency, Cecil & Pres-brey, N. Y.

**Plane schedule**


**Sanka pending**

General Foods, N. Y., contemplates buying five minutes on CBS Saturday nights following Gangbusters for Sanka coffee. Agency, Young & Rubicam, N. Y.

**Wine purchase**

Garrett & Co., Brook-lyn (Virginia Dare wine), scheduling evening announcement campaign in radio starting early March. Agency, David Mahoney Agen-cy, N. Y.

**Kellogg westerns**

Kellogg Co., Battle Creek, Mich., to sponsor Gene Autry (Continued on page 94)

**Strike brings business**

IN WAKE of Baltimore transit strike last week, paralyzing retail business in local stores, firms began turning to radio-TV Friday for phone order business. Responding to Thursday night wire offer of WAAM (TV) general man-ager, Ken Carpenter, two department stores early Friday contracted for TV time. Mr Car-penter's telegram to seven larger stores prom-ised retailer announcements would be given priority over regularly scheduled commercials and teletcasts.

**NCAA votes continued TV restrictions**

STRICT control of football teletcasts voted overwhelmingly late Friday by National Col-legiate Athletic Assn. at Cincinnati conven-tion (early story, page 58). Vote was 163-8.

Program will be enlarged slightly, however, to include games from 30 schools compared to coverage of 18 last autumn under experimental program of football television restriction.

NCAA delegates in effect adopted recom-mendations of special TV Committee that met earlier in week. Committee had studied prelim-inary results of survey covering impact of teletcasts on gate receipts.

General opinion of delegates, despite this vote, was that colleges must learn how to live with TV. Coaches and athletic directors con-

CEDED they are selling football and need pro-motional value of visual medium.

Seven colleges known to have voted against NCAA curtailment of TV were Notre Dame, Pennsylvania, Kansas, Georgia Tech, Wayne, Ohio State and Rhode Island. Eighth was not identified.

Feeling voiced NCAA would expand foot-ball teletcasts permitting four per year.

Television action was taken after dinner hour Friday as delegates engaged in hot debate over recommendations of college presidents that football should be cut down to amateur size.

BROADCASTING TELECASTING

**January 14, 1952 • Page 5**
In this issue——

FCC is getting up a sweat trying to meet its schedule for the TV thaw. But that's nothing to the sweat that some station seekers will raise before their applications are accepted. Here's the latest and newswiest word on the new TV allocations plan and how long it will take to apply. Page 28.

There have been reports of business sold on networks in the first two weeks of 1952—$120,000 on radio and the rest on television. Page 27.

The Owl Drug Store, of Quincy, Ill., is a wise Owl indeed when it comes to using radio advertising. Here's how radio made this store the biggest distributor of veterinary supplies in a 100 mile radius. Page 26.

New session of Congress begins with several important pieces of broadcasting legislation hanging fire. Page 24.

One is an amendment to political broadcasting laws to relieve broadcasters of the vexing libel problem that has always hovered over them: Page 95.

Another is a new bill that would ban beer, wine and liquor advertising from the air. Page 26.

Philip Loeb, allegedly backed out of his long-time role in The Goldbergs, says he will sue the publishers of Red Channels. Page 60.

The National Collegiate Athletic Assn.'s Television Committee thinks that strict control of football telecasts accomplished its intended purpose of preventing the gate. It looks as though the policy will be continued. Page 58.

Networks are jockeying to clear stations for radio-TV broadcasts of the political conventions. Page 27.

TV set makers display their new lines, but the buyers aren't rushing to place big orders. Page 29.

A television success story in the field of selling ideas. How a citizens' committee put over a big bond issue and a local tax. Page 70.

Complete list of winners of the annual retail radio program contest co-sponsored by Broadcast Advertising Bureau and the National Retail Dry Goods Assn. Page 29.

Ford Foundation's new radio show and the TV debut of My Friend Irma are reviewed on Page 82.

Upcoming

Jan. 18-19: South Carolina Broadcasters Assn. winter meeting, Hotel Columbia, Columbia, S. C.

(Other Upcomings page 38)
The Bolling Company is built upon the conviction that station representation can and should be better. It is, for the Bolling Stations! Ask them!
"...too much importance cannot be placed on the work they are doing!"

So spoke Secretary of Agriculture Charles F. Brannan about the winners in the annual KLZ-Denver Post soil conservation contest—now completing its fourth year.

More than $10,000 in cash has been awarded the region’s farmers for outstanding soil conservation practices.

This annual soil conservation contest is but one of the many public services performed by KLZ’s outstanding farm department.
IF YOU WANT TO SELL THE FARMERS ON THE TEXAS AND LOUISIANA GULF COAST

LET George DO IT!

MATHIESON CHEMICAL CORPORATION
335 GULF BUILDING HOUSTON 1, TEXAS

December 19, 1951

Mr. George Roemer
Radio Farm Director
Radio Station KTRH
Rice Hotel
Houston, Texas

Dear Mr. Roemer:

As we conclude our second year of advertising on your radio program, we would like for you to know that we consider that it has been highly successful. You will recall that in February of 1950 we began advertising on your "FARM FRONT" radio program over KTRH. That was our first venture into radio advertising of our agricultural chemicals. The results that were obtained were so favorable that in 1951 we decided to try similar programs in several other areas. In fact, we were on seventeen different stations this year, and in 1952 we plan to use about twenty such programs.

We think we can say without a doubt that your "FARM FRONT" program has been most helpful in selling our products. We are pleased with the high level of interest in which your program is conducted, and are pleased to notify you that we are increasing our time with you another year.

With kindest regards, I am,

Yours very truly,

MATHIESON CHEMICAL CORPORATION

[Signature]

G. A. Wakenstain
Southeastern Sales Manager
Agricultural Chemicals

CAB: ERM
cc - Mr. C. J. Murphy

GEORGE ROEENER
Radio Farm Director
KTRH, Houston, Texas

In coverage area, (1949 BMB), that includes some 136,393 farms, where the farm income amounts to over $683,-
000,000 a year, George Roemer is the number one salesman to farmers.

With an educational background that includes a BS in Agriculture and an MS in Agriculture, from Texas A. and M. plus three years of teaching Vocational Agriculture, George Roemer is eminently qualified for the position of Radio Farm Director on KTRH, a position he has held for the last six years. He is also Chairman of the Southwest Region Radio Farm Directors.

George is highly respected by the farm groups in the area and he is constantly in demand to judge fairs, stock shows and other events and as a featured speaker. In the course of his outside activities as a Radio Farm Director George travels over 40,000 miles a year. He is an active and honorary member in many farm groups such as Future Farmers of America and Future Home-makers of America.

His program, the "FARM FRONT," broadcast every day, (except Sunday), from 5:45 a.m. to 6:30 a.m., is the major source of market, weather and general farm information to thousands of farmers. This fact has been substantiated by direct mail surveys as well as personal sales contacts by George himself for his sponsors.

There are a few co-operative availabilities on the "FARM FRONT" for sponsors who would be non-competitive with such fine firms as

TENNESSEE COAL IRON & RAILWAY COMPANY
UNCLE JOHNNY MILLS
MATHIESON CHEMICAL COMPANY
DR. LE GEAR MEDICINES
HOUSTON LIGHTING & POWER COMPANY
TEXAS RICE PROMOTION ASSOCIATION

For detailed availabilities and rates call or write

CBS K TR H 740
HOUSTON, TEXAS
The only full time 50,000 watt station on the Texas Gulf Coast

John Blair & Company, National Reps.
A 15-minute, 5-time-a-week show that will be the bell-ringer of 1952 as a viewership-getter and sales-maker!

WHAT'S MOVIE QUICK QUIZ? Stripped down to its basic elements, it's the same as the radio show, "Tello-Test." An emcee phones out and asks a provocative question. Except in this case, there's a minute movie to illustrate the question. And for each succeeding call—there's a brand new minute movie and a brand new question. (All movies are original, dramatic productions, exclusively made for this program.) Sounds sort of simple and obvious, doesn't it? But you've got to see the pilot film to appreciate the know-how and the planning that has gone into MOVIE QUICK QUIZ. What we're trying to convey is—MOVIE QUICK QUIZ is a most ingenious combination of quiz technique with TV eye appeal—and therefore, cannot help but do a terrific job as a viewership-getter and sales-maker!

AWARDS! Glory be, the contestant wins those good old U. S. Savings Bonds. Every day, the show pyramids with another bond added to the jackpot. What's more, the loot comes as part of the package. Donated by leading manufacturers for a quickie tag mention at the end of the show.

MERCHANDISING HOOK! We've got one that's sure-fire. Guaranteed to bring droves of panting people (and we mean droves!) every day into the sponsor's place of business. Ask us about this hook. It's a lulu!

LEGALITY? Simon-pure. Of course, you'd be a fool not to watch the minute movies—but you can answer each and every question out of your own realm of knowledge, without hints from the films.

QUIZ WHIZ! It's about time we told you that the whole thing has been engineered by Walter Schwimmer, who virtually invented the quiz giveaway show for radio. As most of you know, Schwimmer created and developed "Tello-Test," the country's most successful, most widely syndicated quiz. Now locally broadcast on over 250 radio stations, coast-to-coast. For high listenership ratings and for
outstanding selling jobs for advertisers—"Tello-Test" has few equals in the land. Schwimmer and his staff of quiz experts have put in two years' work and a barrel of money into research and on-the-air tests to develop MOVIE QUICK QUIZ, the TV version of "Tello-Test." That's your guarantee the bugs have been removed, that the show will work successfully and smoothly, that the gimmicks are sound, and that all the features will be delivered as promised.

HERE'S WHAT WE GIVE YOU. We repeat, MOVIE QUICK QUIZ is a 15-minute, five-time-a-week show, to be telecast by each station locally. Can be put on morning, noon or night. Can be sponsored by local retail chain, local store, national advertiser, or used as a spot carrier by station. We furnish all minute movies, questions and answers, special slides, film opening and close, operational instructions, and jackpot awards. Station provides emcee. (For stations without camera equipment, we have the answer—ask us.)

HERE'S WHAT YOU DO. You can now buy MOVIE QUICK QUIZ in one or more markets. Practically the entire country is open. So far, we have only exposed the show in three or four spots, where, we must confess, the show was instantly snapped up. You must buy the complete strip, minimum 26 weeks. May we mildly suggest that it may be a wise idea to be opportunistic. Wire or phone your nearest United office—prices and pilot film immediately available.
You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives

JOHN BLAIR & CO.
BEAT

ARTHUR A. BAILEY elected president of Ward Wheelock Co., Phila.
WARD WHEELOCK appointed chairman of board; WILLIAM R. FARRELL becomes first vice president.

KATHERINE DOYLE SPANN, Elliott & Daly, S. F., to L. C. Cole Co., S. F., as account executive.


BERNARD JAY SHAW, WATV (TV) Newark, N. J., appointed account executive at Zlowe Co., N. Y.

J. GREGORY JULIANO, The Detroit News, appointed to public relations staff of Betteridge & Co., Detroit.


ALTES BREWING Co., San Diego (Altes Golden Lager beer), names Phillips-Ramsay Co., that city, to handle advertising. Radio and television will continue to be used with other media.

RUSSELL BRANCH has joined John L. Roach Advertisers Production Agency, L. A., as production manager.

MARION HARPER JR., president, McCann-Erickson, N. Y., appointed chairman of advertising and publishing division of the 1962 Boy Scout Fund Drive.

EARL BRONSON, radio-television director of Schwimmer & Scott, Chicago, to Charles S. Temkin Agency, same city, as radio-TV manager.

MENO SCHOENBACH, southwestern information chief for U. S. Dept. of Agriculture, to Herbert Rogers Co., Dallas, as executive vice president of the advertising and public relations agency.

KEITH BABCOCK, manager, Biow Co., S. F., to Ryder & Ingram, Oakland, as copy chief.

JAMES M. CECIL, president, Cecil & Presbrey, N. Y., appointed member of board of trustees of New York U. Bellevue Medical Center.


JOHN D. SPEIRS, Lennen & Mitchell, N. Y., appointed treasurer.

FERGUS MEAD, vice president, Buchen Co., Chicago, named to National Industrial Advertisers Assn.


JACK SIMPSON, radio-TV director, Russel M. Seeds Agency, Chicago, to Foote, Cone & Belding, same city, as radio-TV executive on the Armour & Co. account.


EARL H. TIFFANY JR., account executive, H. B. Humphrey, Alley & Richard, N. Y., named vice president.

ROBERT C. RANSOM, advertising sales promotion department of Tide-Water Associated Oil Co., S. F., to advertising department of Borden Dairy Delivery Co., S. F.

C. W. BAILEY, Allied Radio Corp., Chicago, to Marsteller, Gebhardt & Reed, Chicago.

BROADCASTING * Te lecasting

TV PENETRATION...

Penetrate What?

Among the new terms which have come out of the tv business along with "hassle" and "boo-boo" is the classic of misdirection... PENETRATION.

Television sets are purchased and used, but a gross of them couldn't penetrate a toy balloon.

In the interest of good radio stations everywhere, WBEN points out that what's good for the new goose is good for the old, experienced gander. If advertising is going to be placed on the basis of "penetration," radio should be credited for having achieved 100% "penetration" a couple of decades ago.

A count of radio-set sales last month showed that Buffalo's top distributors are still selling up to 2 or 3 radio sets for every tv set sold. An honest effort to estimate the number of automobile radios shows that there are about 50,000 more auto sets than there are total tv sets in the WBEN area. Probably an "impartial survey" would show radio's "penetration" to be 300%!

What's penetrating what? ... or is this whole business just so much electronic jabberwocky?

WBEN

Represented Nationally by Petry

January 14, 1952 • Page 13
A Word About
The Colonels' Ladies
At F&P!

With something of a shock, we suddenly realize that, despite all we've had to say about the good men here at F&P—we've never paid public tribute to the many young ladies in our employ, all of whom help so much to make "F&P Radio Service".

You probably know one or two of them, yourself—at least the sound of their efficient and helpful voices on the telephone, or their cryptic initials at the bottom of their bosses' letters. But we hereby acknowledge that without their quick hands and sharp brains, the wheels of this pioneer organization would grind quickly to a stop.

Aside from the invaluable F&P Colonelettes in our Accounting Department and other "staff" positions, every F&P account man has the full-time assistance of a capable "girl Friday", who knows the ins and outs of his daily duties just about as well as he himself does.

Like our Colonels themselves, our Colonels' Ladies are in every case selected, cream-of-the-crop people who are chosen for their special qualifications, and who quickly learn to take as vital and informed an interest in spot radio as do the account men with whom they work. The efforts of all these intelligent and capable women are a substantial part of the "pluses" which make Free & Peters Radio Service.

Free & Peters,
Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK  CHICAGO  DETROIT  ATLANTA  FT. WORTH
By Ewing Galloway, N. Y.

INC.

HOLLYWOOD       SAN FRANCISCO

BROADCASTING • Telecasting

January 14, 1952 • Page 15

REPRESENTING RADIO STATIONS:

EAST, SOUTHEAST
Boston-Springfield       WBZ-WBZA
Buffalo                   WGR
Philadelphia             KYW
Pittsburgh               KDKA
Syracuse                 WFBL

Charleston, S. C.        WCSC
Charlotte                WIST
Columbia, S. C.           WIS
Norfolk-Newport News     WGH
Raleigh-Durham           WPTF
Roanoke                  WDBJ

MIDWEST, SOUTHWEST
Des Moines               WHO
Davenport                WOC
Duluth-Superior         WDSM
Fargo                    WDAY
Fort Wayne               WOWO
Kansas City              KMBC-KFRM
Louisville               WAVE
Minneapolis-St. Paul     WTCN
Omaha                    KFAB
Peoria                   WMBD
St. Louis                KSD

Beaumont                 KFDM
Corpus Christi           KRIS
Ft. Worth-Dallas         WBAP
Houston                  KXYZ
San Antonio              KTSA

MOUNTAIN AND WEST
Boise                    KDSH
Denver                   KVOD
Honolulu-Hilo            KGMB-KHBC
Portland, Ore.            KEX
Seattle                  KIRO
It takes more than WGST's heavy penetration of Atlanta's 36 county trading zone to sell your product in this booming area. It takes WGST's top local and ABC programs, WGST's high-powered sales support to retailers and wholesalers and it takes WGST's local acceptance. That's why more Atlanta advertisers buy more time on WGST than any other Atlanta station. Get the full story by contacting WGST or our national reps.

Spot

INTERNATIONAL MILLING Co., Minneapolis (Robin Hood Flour), to sponsor 25 quarter hour programs, The Robin Hood Show, to be released on approximately 100 stations. Records to be cut by Radiosonic Enterprises, Springfield, Ohio, at Western Recorders, Hollywood. Agency: Kastor & Sons, Chicago.

DR. HISS SHOE STORES, L. A. (health shoes), renews Flying Feet on five ABC California stations (KFMB San Diego, KITO San Bernardino, KPMC Bakersfield, KECA Hollywood, KMOD Modesto), Sun., 8:30-9 a.m. PST, for 52 weeks from Jan. 6. Agency: Hal Stebbins Inc., L. A.

LUCKY LAGER BREWING Co., S. F., Dec. 16 started half-hour weekly TV film, Foreign Intrigue, on KNBH (TV) Hollywood for 52 weeks. Other stations may be added. Agency: McCann-Erickson Inc., S. F.


STANLEY MFG. Co., Decatur, Ill. (Sweetose syrup), began sponsorship of Smiley Burnette Show Jan. 7 on 14 stations three mornings weekly for 52 weeks. Agency: Ruthrauff & Ryan, Chicago.

HARTZ MOUNTAIN PRODUCTS, Chicago (pet foods), starts Sunday afternoon music programs on Canadian stations. Agency: Paul-Taylor-Phelan Ltd., Toronto.

Network

ADIMRAL CORP., Chicago, renews annual radio and TV sponsorship of Golden Gloves Chicago finals March 7 and All Star football game August 15. Coast to coast telecast over DuMont. Mutual Network to broadcast both events.

LIGGETT & MYERS TOBACCO Co., N. Y. (Chesterfield Cigarettes), to alternate sponsorship of Dragnet Thursday on NBC-TV with series of five mystery dramas. Starting March 20, TV version of Gangbusters will alternate with Dragnet. Agency: Cunningham & Walsh, N. Y.

VITAMIN CORP. of America, Newark, N. J., to sponsor Monday telecast of The Goldbergs returning to NBC-TV network Feb. 4, Mon., Wed. and Fri., 7:15-7:30 EST. Agency: Duane Jones Co., N. Y.

CROSLEY DIV. of AVEO Mfg. Co., Cincinnati, began sponsorship of Father Knows Best Jan. 10 on NBC Radio. Show dropped by General Foods Corp. (Maxwell House Coffee) after two year sponsorship. Agency for both companies: Benton & Bowles, N. Y.

Agency Appointments


VAL-SWEET SALES, S. F. (packers of Val-Sweet grape nectar), appoint J. Walter Thompson Co., S. F.

MOTHER'S CAKE & COOKIE Co., Oakland, appoints Honig-Cooper Co., S. F. Heber Smith is account executive.


THRIFTY DRUG STORES Co., L. A. (California chain), with annual appropriation of around $2 million for all media, appoints Factor-Breyer (Continued on page 85)
BULLETIN TO ADVERTISERS

WDAF, pioneer radio station of The Kansas City Star Company, is proud to present to national spot advertisers and advertising agencies the

HENRY I. CHRISTAL COMPANY

as its exclusive representative in national spot radio advertising. "Hank" Christal is a pioneer in his own right and needs no introduction to the advertising fraternity.

WDAF salutes Mr. Christal and his associates, and welcomes this fine representation, knowing it will reflect to the benefit of station, advertiser and agency.

Offices of the Christal Company:
300 Park Ave., New York City            333 N. Michigan Ave., Chicago

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

KANSAS CITY
5000 WATTS—FULL TIME—610 KILOCYCLES—BASIC N.B.C.
Hubert Holloway, who discusses international and national issues and events in a folksy style over WLW Cincinnati, has been hailed by listeners and the press as "something new in radio."

Mr. Holloway, veteran newspaperman and writer, is heard five nights weekly over WLW on his five-minute program, "See Today by Holloway.

A Cincinnati Times-Star columnist has this to say: "He's not Will Rogers. He's not H. L. Phillips. Cobb. But in my opinion he offers a humorous slant on the news that is original but reminiscent of those three great humorists. He is Hubert Holloway, latest importation of WLW and a discovery of James D. Shouse, board chairman of Crosley Broadcasting Corp."

The Times-Star columnist added that Mr. Holloway is a "welcome relief from some of the newscasters who take themselves so 'veddy-veddy' seriously."

A writer for the Cincinnati Enquirer commented in a column: "Something different in the way of radio commentary is the five-minute stint of Hubert Holloway. . . . If it weren't so overworked, 'homespun' might be the word for his easy, half-satirical style. Stripping it down to lean meat also keeps his commentary on the unusual side."

Typical of Mr. Holloway's broadcasts is the paragraph with which he opened his Dec. 18 program:

"Hello folks. . . . I see today that we are having some tough sledding in trying to run the world. Some of the folks who used to help run it now say we are trying to bring back the balmy days by acting balmy. It seems that people in older nations have the idea that we are youth having a fling. They claim we don't look at price tags."

Mr. Holloway himself feels this way about his commentaries: "What America needs today, even more than a five-cent cigar, civil service for Presidential candidates or a $1,000 automobile, is a good laugh at itself."

"My objective is to take things in the news and make people think about them by applying humor to make it palatable."

Strictly business

Simplicity is of "paramount importance" in television commercials, in the view of Otis Parker Williams, general sales manager of Video Varieties Corp., New York.

He feels that the elimination of gimmicks, lots of people and busy settings are a must.

"Don't forget," he warns, "you are asking people to take 20 seconds of their time to hear your message. . . . Good taste is of primary importance."

For current filmed commercials, Mr. Williams has helped contact some 30 companies, including Benrus Watches, Gordon Co., Falstaff Beer, McKesson & Robbins, Wheelian Drugs, and—shown only in the Midwest so far—an up-to-the-minute series for Thor Washing Machines, featuring Imogene Coca in her only commercial endorsement.

Video Varieties and its New York subsidiary, West Coast Sound Studios, also produce TV programs—such as the 59-week Betty Crock-

Mr. Williams er series for General Mills last year—and screen tests, and has even turned out a few feature films.

Business film clients include such organizations as General Electric,

(Continued on page 80)
Crossing the Bar

EDITOR:
In your Dec. 24, 1951, issue... you have reported in considerable detail certain findings and recommendations of a Committee on Civil Rights of the New York Bar Assn.

It appears that this committee would hope, through its recommendations, to establish a bar against the use of radio and/or television and newspapers at any and all judicial or quasi-judicial proceedings in the nation.

I am alarmed that this type of thinking is afoot in our country, especially at the level of the New York Bar Assn. If I am not mistaken (and I don't think I am) all Congressional committees, courts, commissions, etc. established to function officially in the public's interest under law already possess all of the authority needed to promulgate any restrictions needed to safeguard dignity and decorum and to protect the rights of any and all participants in any proceeding against abuse of any kind.

Gerald R. Chinski
Houston, Tex.

Educating Educators

EDITOR:
Unfortunately, there is no denying BROADCASTING* TELECASTING editorials about education's failure to grasp its opportunities in radio, years ago, as well as its probable inability to embrace television possibilities now. However, there may be reason to think that educators do appreciate their present position in TV considerably more than they did during the early days of radio. Whether they can and will take action in time is the question! Sure, I know it's later than I think! But there are a few more of us with commercial backgrounds in the radio-television educational area than heretofore. This doesn't take the place of degrees, you understand. We're working toward the approved doctorates, but how much more valuable it would be if we learn television through practical on-the-job training without the necessity of degrees.

Briefly, that's the radio-TV educator's problem.

To a large extent our position is nebulous, academically. Our advice is rarely sought and seldom considered. Then, there is the matter of MONEY plus the slow process of educational administration... involving and evolving. Sort of a cross between army and bureaucracy. Don't misunderstand me! We love our work and think we're doing a good job. We're just squaring off with the facts and recognizing the "democratic process" and the "academic procedure." Should we live so long to see the outcome of these distracting abstractions! I don't know what I would do without BROADCASTING* TELECASTING. For the past 12 years, it's the only publication I know which gives accurate, current radio-TV news... Virginia Howe Assistant Professor, Speech Dept. Kansas State College Manhattan, Kan.

Not in New Haven

EDITOR:
... I notice in the Dec. 31 issue, on page 82, column 1, in the WICC story that Garo Ray has an interest in WNHC-AM-TV. Garo has not been a member of our organization since Oct. 1, 1951. He left to start his own film production agency in Stratford [Conn.].

Aldo DeDominicis Secretary-Treasurer WNHC-AM-FM-TV New Haven, Conn.

Hot Cargo

EDITOR:
We noted with grateful appreciation the fine article in your [Jan. 7] issue about our film, Cargo to Korea. We have now passed the hundredth TV station who has used the film.

Our experience with this motion picture, specifically produced for television, leads us to a number of conclusions... 1. If motion pictures are produced well, and relatively propaganda free, the opportunities in television for mass audiences are virtually unlimited. In few words, good documentary type motion pictures specifically produced for television offer by far the greatest value of any media of information or public relations.

2. Our experience proves that good films, if they can be kept over a period of time by most television stations, will be used many times, and resulting audiences will far surpass loans of such films to theatrical distributors, clubs and other groups and organizations.

John Forney Rudy Director, Public Relations National Federation of American Shipping Washington

TRACTORS

... trade-mark of the Prosperous Kansas Market

Tractors are an index of progressive farming. They make for low-cost, volume production and high profits.

In Kansas, there are one and one-eighth tractors for every farm... and they're increasing at the rate of 1,200 a month.*

Here's a market index you can hang your hat on! It shows buying ability, promises increased production, greater buying power, more leisure time, and still higher living standards.

IMPORTANT! These modern farm families are the same ones that make up WIBW's large, loyal audience.

WIBW is the station they listen to most.** WIBW is the most powerful single medium you can use to sell the Prosperous Kansas Farmer.

* U. S. D. A.

** Kansas Radio Audience '51
How to get any TV

TAKE ONE OF THESE TV TRANSMITTERS...

- 500 watts, for VHF Type TT-500 A/B (All Air-Cooled)
- 2 kw, for VHF Type TT-2AL/H (All Air-Cooled)
- 10 kw, for VHF Type TT-10AL/H (All Air-Cooled)
- 10 kw, for UHF Type TTU-10A
- 20 kw, for VHF Type TT-20N/H (All Air-Cooled)
- 50 kw, for VHF Type TT-50AL/H

- 1 kw, for UHF Type TTU-1B (All Air-Cooled)

- 10 kw, for VHF Type TT-10AL, H (All Air-Cooled)
- 20 kw, for VHF Type TT-20N, H (All Air-Cooled)

50 kw, for VHF Type TT-50AL/H
power up to 200 KW!*  

...ADD ONE OF THESE TV ANTENNAS...  

With RCA's complete line of transmitters (seven different models), you can get any ERP* up to 200 kw—on any channel from 2 to 83. And in most cases, you can get the power you want in several different ways!  

If your requirements are best met with a low-power transmitter and a high-gain antenna, RCA has the combination! However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, RCA has that combination too!  

Ask your RCA Sales Representative to sit down and help you plan the most practical and economical equipment setup for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you'll need to get "on the air"...with the power you want...at the lowest cost.  

Call him today. Or write RCA Engineering Products Department, Camden, N. J.  

*Effective radiated power

RADIO CORPORATION of AMERICA  
ENGINEERING PRODUCTS DEPARTMENT.  
CAMDEN, N. J.
NORTH CAROLINA IS

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen to WPTF Than to Any Other Station.

and NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

WPTF

also WPTF-FM

NBC

AFFILIATE for RALEIGH, DURHAM 50,000 WATTS
and Eastern North Carolina 680 KC.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.
IN WASHINGTON last week the forecasters of television weather were beginning to predict that the TV thaw, expected next month, won't mean an early spring. For some TV station applicants there will be months and years of cloudy skies ahead. Indeed the thaw itself, although scheduled for the end of February, wasn't coming easily. The FCC was working on a new and intricate allocation plan which would, in effect, set up dual standards for thickly populated areas and for open spaces. And, at present manpower levels, the Commission looked forward to perhaps as much as eight years of work in processing the applications it expects to receive when the freeze is lifted.

many cities—if the Commission continues the lumping of all applicants for the same city in one consolidated hearing. Some observers feel that figure may be too high. They estimate 500 applications in hearing.

As a conservative estimate then, if five examiners can handle 75 applications a year, and if there are 500 applications in hearing status—that means some applicants will not know whether they have been chosen for TV station ownership for six-and-a-half years. If the 650 applicants-in-hearing figure is used, some applicants would be in hearing status for eight years.

Above estimates are based, it is agreed, on the existing FCC personnel situation, which has seen the number of employees devoted to broadcasting activities shrink alarmingly year by year during the past four fiscal years.

Official FCC records show that the average number of employees working on broadcast matters during a whole year were 244.2 for the fiscal year 1949, 211.9 for 1950, 175.1 for 1951 and 158.2 for 1952. The fiscal year runs from July 1 of the year before to June 30 of the year indicated (i.e. fiscal 1952 ends June 30 this year).

Even more appalling is the actual count of Broadcast Bureau employees at the present time and what it was only six months ago when the Bureau was established. In the middle of 1951, the Broadcast Bureau had 117 employees. Today it has 100—a 13% reduction in force.

The Broadcast Bureau's TV Division has had between 10 and 12 people in those six months, but it cannot be considered immune to the blandishments of defense work and other fields of endeavor.

Although not directly concerned with TV, the story of what has happened to the Aural Facilities Division must be considered because some of its personnel could be used to pinch hit in processing TV applications. There were 12 engineers handling AM applications for new and major changes in facilities in mid-1951; today there are only three.

That's the story of the Broadcast Bureau. It doesn't take into account other FCC employees engaged

(Continued on page 74)

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FCC APPROPRIATIONS

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<td>$2,907,000</td>
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IS TV HEADED FOR DOUBLE STANDARD?

TV Applicants Face Seven-Year Sweat

By EARL B. ABRAMS

DON'T be surprised if it takes between six and eight years for the FCC to increase its staff due to lack of money from Congress.

That is the bleak situation confronting many applicants if the FCC can't increase its staff due to lack of money from Congress. The Commission is trying to get about $5,000,000 from Congress for the fiscal year beginning in 1953. That is almost $2,000,000 more than the $5,116,650 it is operating on now. It wants the extra money for enlargement of the TV processing picture and the Conelrad project, but some $600,000 is earmarked for the hiring of additional Washington personnel. A good chunk would be for broadcasting and obviously the major part to handle the new land rush—TV.

Examiners are the bottleneck in the TV processing picture. But additional attorneys and engineers are needed too.

Here is how those FCC executives responsible for getting the TV job done view their plight.

1,000 Will Want TV

When the TV freeze is lifted sometime next month (see story this page), TV-hungry broadcasters and new entrepreneurs will dump at least 500 new applications on the FCC. This will make about 1,000 facing the depleted staff of the Commission.

The Commission now has seven examiners, with five clerical assistants. Based on their work record during the past few years, each examiner seems to be able to handle about 10 to 15 applications a year.

It is obvious, say the FCC officials, that if the number of examiners remains the same, at the optimum only five examiners will be available for TV duty.

Figuring 15 applications each year, that is 75 applications decided per year.

The same FCC officials estimate that as many as 650 applications may have to go to hearing—because of insufficient frequencies in...
**NBC RATE PLAN**

Denny Takes to the Road

NBC's Executive Vice President Charles R. Denny undertook to win converts to the network's controversial new radio rate formula by personal visits last week, while other officials reported that letters notifying affiliates of their new rates probably will go out this week.

One stop on Mr. Denny's itinerary, it was learned, was WTMJ Milwaukee, whose general manager, Walter J. Damm, is one of the all-radio Affiliates Committee, which condemned the NBC economic plan.

Purpose of the Denny trip, it was reported, is to win over some of the key critics of the plan—preferably before the rate letters to affiliates are issued.

President Joseph H. McConnell, who has been on the West Coast since New Year's Day, is slated to return to New York today (Monday) and officials expressed confidence that the letters would be put into the mails this week.

A majority of the affiliates receive rate reductions under the new formula and there are threats of dis-affiliation by some stations if it is put into effect. President McConnell and other NBC officials have been adamant, however, in refusing to abandon or delay it.

**JOAN DAVIS SIGNS**

NBC Radio-TV Pact

SIGNING of actress Joan Davis to a long-term radio and television contract was announced last week by NBC. Work is currently in progress on a charity-situation comedy television program for her, with audition due for completion before April. NBC also plans to develop a radio show featuring Miss Davis.

In the meantime, spokesmen said, she will continue to make guest appearances on Big Shows and other programs and probably on TV shows.

**NEW ZIV SHOW**

82 Market Sales Cited

SALES in 82 markets, all on a 52-week basis, were reported for the radio production, I Was a Communist for the FBI, last Thursday, four days after the Frederic W. Ziv Co. had announced its production of the series.

Prominent among early purchasers of the serial was Dana Andrews, was Timken Roller Bearing Co., Canton, Ohio, which, through BBDO's Cleveland office, bought the programs for five Ohio markets: Columbus, Canton, Zanesville, Wooster and Mt. Vernon.

Heaviest sales were reported as made directly to radio stations, both network affiliates and independents, including KSD St. Louis, WWL New Orleans, WMC Memphis, WDOK Cleveland, WVET Rochester, WGST Atlanta, WDBJ Roanoke, WKOW Madison, Wis., and WMNZ Macon.

Describing sales as “much better than anticipated,” John L. Sinn, Ziv executive vice president, attributed the volume to the show being “a very timely one” and a program that provides “excellent dramatic fare.” Series is based on undercover FBI experiences of Matt Cvetic, who published his initial adventures as a Saturday Evening Post serial, under the same title [B.T., Jan. 7].

**CAPITOL RECORDS**

Revamps for Radio-TV

AS FIRST MOVE in an expanded radio and television activities program, Glenn E. Wallichs, president, has announced a newly created broadcasting sales division of Capitol Records Distributing Corp., Hollywood.

Clifford E. Ogden, manager of the Broadcast Division of Capitol Records Inc. has been elected vice-president of Capitol Records Distribution Corp. and will be general manager of Broadcast Sales Div.

Under setup, the new sales division will take over all sales and sales promotion of Capitol Transcription Services and other properties to be announced later, according to Mr. Wallichs.

He explained that the new division will operate initially through regional offices in New York, Chicago, Atlanta and Hollywood. William Finkeldey will have Eastern Region representation, with Alvin King the Central Region and Jack Barton, Southeastern Region. James Strain for past three years commercial manager KGFJ Hollywood, has been made Western Regional representative. Additional representation will be incorporated through firm's four branches and distributors.

H. R. Lytle heads Broadcast Division of Capitol Records Inc., in Hollywood and will inaugurate negotiations for radio and television programs to be offered by the organization, it was stated.

**GROSS BILLINGS**

D-ûS Heads Agency List

DANCER-Fitzgerald-Sample, New York, for the 18th consecutive year, leads the list of the 10 leading advertising agencies for gross radio and television time billing in 1961, based on figures released by the four leading networks, it was announced by D&S last week.

The 10 leading agencies in order of network gross time billed are listed below:

**MOVIE COUNCIL**

Plans Radio-TV Use

COUNCIL of Motion Picture Organizations will probably use radio and—whenever possible—television in its 1952 public relations program to counter heads last week, in urging the public to attend movies.

Sidestepping the question of competition with television, all though spurred by continued pubic relations at least in part by video's impact, the Council plans to stress the local theatre, rather than hollywood, as the source of film entertainment.

"We want to divert the overemphasis from Hollywood and its glamour to the local theatre and exhibitor," Arthur L. Mayer, executive vice president of the Council, said Thursday.

Plans call for resuming this spring the Movietime personality tours, started last fall but interrupted by bad weather, in which writers, directors, and even hair dressers, go to people with interesting stories to tell." Mr. Mayer explained—made tours throughout the country to promote motion pictures. The Hollywood representatives made both radio and TV appearances, on a local basis in addition to speaking before local civic and service groups last fall, and practice will be continued, whenever home companies grant permission for such appearances, as well as the spring tour, Mr. Mayer said.

Other half of campaign calls for continuation of advertising on radio and in newspapers for the industry as a whole, keyed to the spring theme, that there is no entertainment in the world like that provided in motion picture theatres and handled through production and distribution companies. Other aspects are to be developed with exhibitors who meet with the council the third week in February. The council's Movietime, U.S.A. radio series emanating from Hollywood for 18 weeks on Liberty Broadcasting Network last year was part of this campaign, Mr. Mayer explained, "and chances are we will use a similar series again."
CONGRESS BACK Work on Radio, TV Pends

By DAVE BERLYN

CONGRESS returned to the Washington scene last week and its appearance revived issues close to the heart of the radio and TV industry.

In the main, they cover the wide range of political broadcasts and libel, an anti-alcoholic beverage advertising move, the McFarland Bill (S 658), Sen. William Benton's (D-Conn.) proposed National Citizens Advisory Board on Radio and Television and the parleys among North American Regional Broadcasting Agreement.

The nation's legislators shook hands at the opening session Tuesday, giving rise to newsmen's comments that they resembled fighters clasping gloves before the bell for the opening round. An election year, the Con's would reach new heights in politicking.

President Truman delivered his State of the Union message Wednesday to a Joint Session of Congress, which was covered by all the major radio and television networks.

Several points of interest to the broadcasting industry made by the President included his references to taxes, Voice of America and Congress' own operations.

On Taxes—"We are determined to preserve the financial strength of our government. This means high taxes over the next few years. We must see to it that these taxes are shared among the people as fairly as possible."

On Voice—"We should continue and expand the activities of the Voice of America, which brings our message of hope and truth to those peoples and other peoples throughout the world."

On Congress—"It is true that Congress can do a great deal to strengthen confidence in our institutions by applying rigorous standards of merit in all its operations—and by finding an effective way to control campaign expenditures—and by protecting the rights of individuals in Congressional investigations."

Radiorama In Senate

A bit of radiorama was added to the Senate opening when the new U. S. Senator from Nebraska—Fred A. Seaton—was officially declared a member of the distinguished body. Sen. Seaton is president of K. H. Seaton, Inc., of Manchester, Neb., of KMAN, Manhatten, Kan., and vice president of KGGF, Coffeyville, Kan. (B T, Dec. 24, 1951).

Floor action was nearly all the first week and committee activities limited. But the behind-the-scenes activities touching upon radio and television got off to a rip-snorting beginning.

Transcending all others for the time being was the emergence of a concerted movement by the "drys" to kill off wishes to advertise on radio and television. The "drys" say they are ready to testify to show cause as to why such advertising should be blocked out on the air. (See story and editorial on page 26.)

But as yet, no committee meetings on pending legislation have been held. However, the committee's first session in December approved an "emergency" and redraft of the two sections of the bill already studied. Copies of this will be placed before the committee for consideration next Monday.

Those in touch with the committee have let it be known that there is every reason to believe some type of a bill will be reported. It will largely vary with the McFarland Bill. But working against such a development, these observers are quick to add, has been the notoriously slow progress of the committee in the past when confronted with a proposed revamp of the Communications Act.

The Benton Bill, which would permit all TV broadcasters to "cover" radio and TV programs, and in many cases operations, fingers with the Senate Commerce Committee.

There, a subcommittee, under the chairmanship of Sen. Ernest W. McFarland (D-Ariz.), Minority Leader in the Senate, has held preliminary hearings on the measure. Sen. Benton has asked that group to schedule further hearings. It is very likely that the full committee will take up the matter and see whether it should be placed on the agenda.

In the Senate Foreign Relations Committee, the situation on NARBA—the North American Regional Broadcasting Agreement—is similar, in that the committee has not set its agenda. Most likely its schedule will be brim full. However, a subcommittee already has been named to consider NARBA, which must be ratified by the Senate before becoming effective.

Still to come is President Truman's budget for the fiscal year and the economic message. The White House disclosed Thursday that the President's budget would be ready next Monday. However, the economic message, which treats broadly the same points covered in the budget in detail, is scheduled for this Wednesday.

FCC Requests in Budget

Included in the budget will be requests for money to operate FCC in the fiscal year 1953.

FCC desires a request for a whopping increase—some $2 million—over the appropriation by Congress last year. Okayed for fiscal 1952 was $6,116,500.

Of the total increase asked for, FCC proposes to want $1,400,000 for monitoring, the amount which was turned down by the House last August. The remainder—$4,700,000—would be desired by the Commission for more hearing examination staff and in view of the oncoming rush of business due to the prospect end of the TV freeze next month.

It is also said that FCC may be asking an additional $2 million for research to study propagation (see stories this issue).

POlITICAL SHOWS

Rep. Horan Plans Bill

Reps. Fred A. Seaton (R-Nebr.) and John D. MacFarland (R-Ariz.) already has stated that should the feeling in broadcast circles or elsewhere be strong for a Congressionally created broadcast libel question his Senate Commerce Committee would obligue (B T, Dec. 17, 1951).

What Bill Does

This is what the original Horan bill would do: Denote legally qualified candidates as those "in a primary, general or other election;" specify that an authorization to speak in behalf of a candidate must be in writing, and direct that the broadcaster would have no power to censor or alter or in any manner control the materials broadcast.

Departure from other bills which have been introduced is the proposed provision that the broadcaster would not be held liable in a civil action. The action may be brought in any local, state or federal court.

FCC now says broadcasters cannot censor political candidates' speeches and cannot alter a candidate's speech (Felix, Westinghouse Radio Stations), speeches by persons speaking on behalf of candidates may be censored (B T, March 20, 1950). NARTB's recommended bill is similar to that of Rep. Horan's, which was drawn up by request of Ed Craine, XL stations, and, according to Rep. Johnson (D-Col.), already has stated that should the feeling in broadcast circles or elsewhere be strong for a Congressionally created broadcast libel, question his Senate Commerce Committee would obligue (B T, Dec. 17, 1951).

FCC said it supported Sen. Johnson's bill (S 1379) which would place broadcasts of authorized spokesmen of legally qualified TV stations in the public interest, office in the same category as those of candidates themselves (B T, Aug. 6, 1951). The then acting chairman of FCC, Com. Paul Walker also noted that the Commission recognized that the purpose of Sec. 315 of the Communications Act (dealing with political broadcasting) "can be effectively circumvented" if licensees should (Continued on page 90)

January 14, 1952 • Page 25
A "DRY" forces turned on the heat in the Senate last week for an anti-radio-TV beer, wine and liquor advertising bill, a measure that would outlaw such advertising from all media was dropped in the House hopper the opening day of Congress.

The bill (HR 5889) was introduced Tuesday by Rep. John Rankin (D-Mkt.) and referred to the House Interstate & Foreign Commerce Committee.

Broadcast advertising is specifically prohibited in the Rankin bill as follows:

It shall be unlawful to broadcast by means of any radio station for which a license is required by any law of the United States, or for any person operating any such station, to permit the broadcasting of any advertisement of alcoholic beverages or the solicitation of an order for alcoholic beverages.

Little Information in Senate

In the Senate, there was scant information to queries on when the Missouri Senator, William W. Symington, the Temperance's heralded bill to clamp down on beer-wine-liquor advertising on the airwaves was expected [ref. Jan. 7].

Sen. Francis Case (R-S.D.), who has pointed to pressure from the "drys" asking that he introduce legislation to prohibit alcoholic beverage advertising on radio and TV, had not decided at BROADCASTING • TELECASTING's deadline what he would do.

However, he had already indicated that he would make up his mind as soon as he had the opportunity to discuss the matter with Sen. Ed C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee.

An eyebrow lifter in the current campaign waged by the "drys" was an unusual publication of an "interview" with Bishop W. E. Hamaker of the Board reporting the "introduction" of a bill "to banish alcoholic beverage advertising from the nation's airways.

The article, entitled "The New Advance Against Liquor Advertising, an Interview With Bishop Hamaker," and published in the January issue of The Voice, official publication of the Board of Temperance, not only reported the introduction of a bill—which Sen. Case told BROADCASTING • TELECASTING, did not exist—but said hearings would be held Jan. 30-31 and Feb. 1.

Sen. Johnson, according to The Voice, was co-sponsor of any such bill but did say he "might" help introduce such legislation if and when it is ready.

Sen. Johnson also said he had been approached by the "drys" and that he was asked to hold hearings on the bill as soon as it was introduced. To this, it is understood, he had agreed in part.

Bishop Hamaker is quoted in the article as saying in response to a "question" as to "why is the hearing on liquor advertising in January to be restricted to radio and television?"

Sen. Johnson believes, and I believe, that this is a good strategy at the press of time. He is well aware that policy questions involving radio and television is an intensely controversial and that radio and television should help the nation rather than be used to break down principles and standards.

Narrowing the front of attack at this particular time will insure the development of a "freshness" of appeal and will concentrate our power and permit a break-through which will imperil the entire enemy.

I believe there is a rising tide of concern in regard to liquor advertising but in particular, great numbers of people seem to be troubled by the actual damage which is being done in their own homes by radio and television promotion of the use of beer and wine.

Accompanying this "interview," which went on to describe " negotiations," which were said to have been perpetrated by the beer industry in its radio-TV commercials, was a cartoon showing liquor advertising as "another criminal on television." The same sketch was used in The Clipshhet (see adjacent cut).

Many Bills in Past

Although bills of the nature of the new Rankin Bill have been introduced frequently in the past, the legislation would bar alcoholic beverage advertising from only radio and television. This is unprecedented.

The proposal on Capitol Hill that got as far as a hearing was the Langer Bill, which would have banned liquor advertising from all media. It was authored by Sen. William Langer (R-N.D.) in 1949, but got no further in committee. It was defeated in 1950 by a close margin of 7-6.

During the hearing, Bishop Hamaker was a key witness.

In 1947 and in 1948 hearings were held on similar legislation. In the latter year another close vote-6-5-plugged the legislation in committee.

During the hearings on the Langer Bill, "drys" underscored time-buying on radio-TV stations and networks by wine and beer companies in particular.

Sen. Johnson was co-sponsor of the Reed-Johnson Bill in the 80th Congress which would have banned liquor advertising in all interstate media. That bill did not get out of committee.

Case noted in his statement to BROADCASTING • TELECASTING that Sen. Johnson (Continued on page 90)
Six Advertisers Sign Contracts

By FLORENCE SMALL

MORE than $700,000 in gross time costs alone will be poured into radio and television networks as a result of advertising deals "in the first fortnight of 1952. In addition, two other advertisers are about to sign up for TV shows and another for a radio series.

Mr. Reichhold Chemicals, New York, will sponsor a television version of America's Town Meeting on a coast-to-coast ABC-TV network starting Sunday, Jan. 27, from New York. It was announced yesterday by Harry H. Reichhold, chairman of the board and founder of the chemical production corporation. Although Reichhold has been a long-time user of radio, this is its initial use of television.

In announcing the sponsorship of the program, Mr. Reichhold said: "Our basic motive is to promote public discussion and sound thinking in relation to the complex problems we face today. I believe it is the duty of private enterprise to appropriate a substantial portion of its time and means toward the promotion of the public interest. Out of the deliberations of the early town meetings of colonial days a new and great nation on this continent was born.

In that nation there was assured freedom of worship, of speech, of assembly, of the press, of enterprise and a dedication to self government. In many parts of the world, these sacred rights are not respected. As a result, many critical decisions face our people which can best be resolved by free and open discussions. As a sponsor of such discussions, Reichhold Chemicals is very happy and proud to present by television America's Town Meeting."

The telecast will originate from ABC's 58th Street Theatre in New York in the evening, in setting which will be the site of the legislative assembly room of Independence Hall in Philadelphia. The program will have George V. Denny Jr., as its moderator, and plans to use the special film sequences when pertinent to the topic under discussion.

MacManus, Dohn & Adams, New York and Detroit, is the agency for Reichhold.

Rugs Get Bug for TV

The 100-year-old firm of James Lees & Sons Co., Bridgeport, manufacturer of carpets and rugs and hand knitting yarns, has never before advertised on either radio or television, will sponsor Meet the Masters starting Feb. 21 on NBC-TV, 5:30-6 p.m. on alternate Sundays. The program features such artists as Dandy Belfez, Artur Rubenstein, and Marian Anderson in their TV debuts. The series was filmed for television by World Artists. Each program is built around a true-to-life episode or scene chosen to dramatize and illustrate the personality and art of the particular star. The advertiser will confine its sponsorship to institutional commercials.

Joseph L. Eastwick, president of the company, said that "we have decided to sponsor this series, Meet the Masters, in the conviction that there is great public desire for fine music. In sponsoring these programs we plan to bring guest artists and the best of music into the homes of the American people. The company is proud to introduce...

(Continued on page 90)

ON 'BURROWED' time, Lee Little (II), president-general manager, KTUC Tucson and Stan Norman (I), KTU program director-sportscaster, introduce a talented quadrooned named "Jack Benny" to the mysteries of a microphone. Mr. Norman was given "his little helpers" as a birthday present.

Networks Move to Clear Outlets

CBS-TV and NBC-TV were bat- ling it out last week to line up sta- tions for their coverage of the Republican and Democratic National Conventions next July, with NBC-TV claiming a substantial advantage in the area where the contest is hottest—the one-sta- tion markets.

Out of 37 markets with only one station, NBC-TV claimed on Thursday that it had commitments in one form or another for 26. CBS-TV spokesmen declined comment on their own progress. NBC estimated that by convention time—July 7 for the Republicans, July 21 for the Democrats—there would be a total of 80 interconnected markets.

Sponsors Set For Two

NBC and CBS remained the only networks with convention spon- sors signed on the dotted line— Philco Corp. for NBC Radio and TV, and Westinghouse Electric Corp. for CBS Radio and TV, but ABC radio and television, the DuMont Television Network, and Mutual radio network all were searching and appeared hopeful that they would be successful in finding sponsors.

Westinghouse, which originally signed for CBS Radio sponsorship under the network's Selective Facilities Plan, picking radio sta-
NARTB BOARD

By J. FRANK BEATTY

RADIO members of NARTB are nominating board members to fill upcoming vacancies in even-numbered districts and one director in each at-large category. Nominating ballots were mailed last week. Nominations are due at NARTB headquarters Jan. 21, with election ballots to be mailed Jan. 28, returnable by mid-February.

NARTB radio members voted overwhelmingly last week in favor of giving national networks representation on the board of directors. It was understood only a few votes were cast against an amendment to the by-laws, adopted along with eight other changes.

For the last several years, the nation's WABC radio station has not been permitted board membership, a ban originally proposed by the networks themselves. They have participated in NARTB as associate members. NBC and MBS are radio members of the association. CBS and ABC are not members.

Total board membership is now limited to 48 as a result of the revised by-laws—30 radio and 18 TV directors. The radio board comprises one director per district. A district plus two directors-at-large for large, medium and small stations.

NEW RCA SERIES

DeHaven and Fisher Signed

VOCALISTS Gloria De Haven and Eddie Fisher will be teamed together in a new transcribed radio show with musical support from Harry James and his orchestra when RCA Recorded Programs Services releases a new The-Saurus library series in late February.

To be called Date in Hollywood, the 15-minute program will have a variety format, built around a musical date and set in the motion picture community. Signing of the principals was announced Thursday.

Date in Hollywood was identified as one of the most expensive Thesaurus library features to date in terms of talent and production costs. Spokesmen said it was planned with a view, keeping with current RCA Thesaurus policy of assembling big-name productions, designed to earn talent fees as well as time charges for local station subscribers.

Company officials said they expressly sought an established motion picture figure, a popular recording artist with a known recording orchestra for its new series. Miss De Haven has appeared in pictures for 20th Century-Fox, RKO, and MGM, and Mr. Fisher, who worked for RCA Victor, was chosen as one of the top two "newer male vocalists" in Billboard magazine's 1951 disc jockey poll. Mr. Winterhalter's group also records for RCA Victor.

"RADIO SLEDS"

A CHALLENGE to advertisers to check the "cash register results" of radio advertising against those of any other medium in an equal-investment test was sounded by BAB President William B. Ryan and Vice President Kevin Sweeney last Thursday in addresses before the Radio Executives Club of New York.

"While competing with all major media," Mr. Ryan said, "one of our main targets is TV—that overblown, expensive, unmeasured 'movies at home' medium." He said radio would beat television 2-to-1, in a point-of-sale test of the type conducted by Advertising Research Bureau Inc., "if I will forever hold my peace."

Sweeney Outlines Results

Mr. Sweeney, who outlined results of the ARBI radio-vs.-newspaper tests which BAB collected in its "count your customers" presentation, stressed that the measure of any medium's effectiveness is its selling power and said BAB will undertake to help finance tests for national advertisers who want to be convinced "that radio can outsell other media."

Mr. Ryan said advertisers' and broadcasters' attitude about radio has changed from near-hysteria last spring to one of renewed recognition that radio is "the medium offering the greatest circulation at the lowest cost."

He emphasized that "radio does not belong in the same pigeonhole with TV" and that "the intelligent advertiser" will use or reject radio on its merits without restricting his choice of it by comparison with TV to any greater extent than comparison of TV with newspapers, magazines, or any other medium that claims the time of people at home or outside the home.

Mr. Ryan charged that the Assn. of National Advertisers, whose studies of radio values in TV markets preceded radio network rate changes earlier this year, will probably succeed "coercively . . . to force rate reductions on networks and stations."

Striking out at reliance on professional ratings as a measure of circulation, he called upon advertisers to check the "results" of their advertising.

"The circulation potential in radio and the sales volume out are the qualifying for the successful advertiser who offers a good program and takes the trouble to check his sales per dollar spent in advertising," he declared.

Many advertisers, he said, have "lost their balance, their sense of proportion" with respect to TV: "TV is a fine, expensive, Fortune magazine type of medium — for products that profit most by showing a picture of the product in use or by demonstration. It has little to do with good living, with radio for products that do not sell best through demonstration or picture."

Advertisers Invited

Mr. Ryan's invitation to advertisers to test radio's effectiveness against TV's was directed especially to those manufacturers making nationally advertised brands in the food and drug field—and, he added, to watch manufacturers of "big products".

"For example," he said, "here is Bulova, the time-honored radio advertiser, making the horrible mistake of being taken in by tele-

BROADCASTING • Telecasting

Ryan Says, Urging Comparison

Page 28 • January 14, 1952

(Continued on page 79)
MATERIALS

By JOHN OSBON

GOVERNMENT authorities took a cold, calculating look last week at “Mobilization—52” and came up with a familiar forecast—continuing shortages of critical metals for set production and station construction were these:

\* Production officials predicted an approximate 10% cutback on output of civilian goods beginning April 1, though conservation practices may well cut this margin on set products.

This will be ‘vitality’ no materials for new industrial or commercial construction during the second quarter—that is, no authorization for projects not already underway.

Outlook for electronics in ‘52 brings with it a realignment of top posts within both the Defense Production Administration and National Production Authority. E. T. Morris Jr. returns Feb. 1 to Westinghouse Electric Corp., Baltimore, where he is assistant to Walter Evans, Westinghouse vice president, as manager of the company's Electronics and X-Ray Division.

Mr. Morris has been serving as chairman of DPA's super Electronics Production Board last April and also doubled as chief of NPA's Electronics Products Division, succeeding John Daley last summer. Donald Parris is deputy assistant to Mr. Morris. The board is charged with evaluating military and civilian electronic requirements and assuring flow of equipment.

J. A. Milling, on leave from RCA where he is vice president in charge of RCA Service Co., is slated to succeed Mr. Morris in both capacities. Mr. Milling currently is director of NPA's End Equipment Production Division, a position which he assumed Jan. 29, 1950. A veteran of 27 years with RCA, he had headed service operations since 1946 after work on small sets, tube and other operational divisions. No replacement for Mr. Milling's present NPA post has been indicated, though his successor will come from industry.

Mr. Milling expects to assume his duties for a six-month tenure after which he plans to return to RCA. He is credited with helping set up RCA installation and TV repair operations throughout the country.

Another major change last week involved the appointment of Henry H. Fowler, who was sworn in last Tuesday as NPA administrator. He succeeds Manly Fleischmann, who will devote full time as administrator of DPA. Mr. Fowler, a Washington attorney and former manager of the War Production Board, had been serving as NPA deputy administrator.

Construction is nearing a virtual impasse on the basis of facts unfolded to an industry advisory group by NPA last Wednesday. This picture emerges for broadcasters who are currently involved in construction, remodeling or alteration projects:

- Demands for materials by military and defense-supporting programs will virtually preclude the start of any new industrial or commercial construction after April (Broadcasters are classed as industrial.)
- Broadcasters who received allotments in the first quarter will be allocated sufficient materials to complete their projects, providing copper, aluminum and steel are available after military needs are met.
- Broadcasters still may authorize certain quantities of these materials on minor projects—those which would require less than 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of copper in any one quarter.
- A plan is now under study whereby broadcasters and other applicants could receive construction permits looking toward material allotments in subsequent quarters.

Such a system, NPA felt, would enable applicants to proceed with planning, engineering, purchase of property and other preliminary tasks.

Authorities have discounted reports that shortages of steel towers and transmitters might be set TV applicants once FCC has thowed the television freeze. Sufficient transmitters are in stock to accommodate any CBPs authorized by the Commission, they claim.

The facts of electronic life were outlined on various levels— at a trade press conference called by DPA and NPA and on Capitol Hill where the Joint Senate-House "Watchdog" Committee held hearings on the present situation.

Trade press editors were given a preview of the ‘52 mobilization program Friday, with stress on electronics output, materials outlook, prospects for civilian goods production and plant expansion.

Speakers were Messrs. Morris and Milling.

Mr. Fleischmann told the joint Congress group, headed by Sen. Burnet Maybank (D-S.C.), that increased military requirements— chiefly for military and atomic—require further cutbacks in consumer durables and construction. The "price" of mobilization, he said, is temporary civilian unemployment and other dislocation. Defense Mobilizer Charles E. Wilson also appeared, elaborating on his fourth-quarter report to the President.

Second-quarter production quotas were to be released momentarily by DPA.

The radio-TV set manufacturing industry has sustained cutbacks (Continued on page 78)

RETAIL RADIO

BAB-NRDB List Award Winners

Mr. Milling

WINNERS in the annual retail radio program contest, co-sponsored by Broadcast Advertising Bureau and National Retail Dry Goods Assn., were announced at the 40th annual NRDGA convention in New York last Wednesday.

Grand award, presented by John F. Hardesty, BAB director of local promotion, when he announced all winners, went to Schuneman's Inc., St. Paul, Minn., for its Red Rooster series over WDGY Minneapolis.

The program also won a special award for outstanding radio coordination with other media.

[Editor's Note: For details see "The Rooster That Couldn't Gold Egg"

"This year's contest showed conclusively that retailers are using radio advertising as a direct sales promoting tool, instead of a purely institutional medium," said Albert Abraham, manager of NRDGA Sales Promotion Division, said, "In every case, the entries were documented by a complete statement of results obtained from the radio programs submitted."

For the first time judges decided this year to make additional awards to stores for special achievements in spot saturation and saturation coverage for seasonal promotions, in addition to the regular retailer-sponsored radio programs.

Other winners in the 15 categories were:

Special award for comprehensive use of radio: Bigelow's, Jamestown, N. Y., for Breakfast With Bigelow's and Morning Extra over WJTN Jamestown.

Shows for Family

For programs directed to a general family audience, by large stores: Burdine's, Miami, Fla., for Sunday Symphony on WVCJ Coral Gables, Fla., first prize; Joske's of Texas, San Antonio, for Matinee Mainstays over KTXA San Antonio, second prize. Small store winners were Bigelow's for Breakfast With Bigelow's (WJTN), first prize; Phillips, Omaha, Neb., for Morning From Phillips on KOIL Omaha, second prize, and Pomeroy's, Pottsville, Pa., for Pomeroy Family Hour over WPAM Pottsville.

For programs beamed to a woman's audience by large stores: Sibley Lindsay & Curt, Rochester, N. Y., for Tower Clock Time over WHAM Rochester, first prize; Burdine's for Miss Kids Cornhole on WVCJ.

For programs by large stores: Grand award to Sage Allen, Hartford, Conn., for Kids Cornhole on WCCJ Hartford.

Farms among prize winners by large stores: Grand award to Joske's of Texas for Farm and Ranch Journal on KTSF.

Spot saturation campaigns, by (Continued on page 78)

January 14, 1952 • Page 29
“64% increase in share of audience.”
Winslow Leighton
President
WSNY, Schenectady, N. Y.

82% more listeners—100% sell-out

“Waiting list for AP newscasts.”
Coy C. Palmer
Station Manager
KPDN, Pampa, Texas

Hundreds of the country's finest stations announce with pride "THIS STATION IS A MEMBER"
WSNY carries 88 sponsored AP newscasts each week, 52 of them on 52 week contracts. Says WSNY President Leighton: “We used to be a music, news and sports station. When everybody got into that act, we got a new one. Concentrated on Associated Press news with music. Result ... a 64% increase in share of audience and an 82% increase in listening homes in the past 2 1/2 years ... all in the face of strong competition.”

Says Jerry Bess, of Frank Sawdon, Inc., agency for Robert Hall Clothes, largest AP sponsor on WSNY with 24 news programs weekly: We have increased our budget every year for the past nine years. Now use twice as many AP newscasts on WSNY as ever before. This fact speaks for itself!”

From Station Manager Palmer of KPDN: “All our newscasts are sold. In fact, we even have a waiting list for the 15 minute programs. AP gives us complete, conclusive coverage at incredible speed. AP service pays us plenty of dividends.”

Says Fred Thompson, owner of Thompson Hardware, biggest sponsor of AP news on KPDN: “I have had the KPDN AP news program at 12:15 P.M. for over 5 years. That proves I’m sold on the fine job it does!”

Associated Press ... constantly on the job with

- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers ... more than 100,000 men and women contributing daily.

When the tallies are taken, AP news PROVES its magnetic PULL! Figures like 82% more listeners ... 100% sell-out ... mean stable, substantial results. AP's swift, factual, accurate news coverage delivers bigger audiences ... eager to tune to today's vital news ... receptive to sponsor's message.

For full details on how you can profit with AP news ... WRITE
THE PEOPLE ACT, the new radio documentary series of the Ford Foundation's Television-Radio Workshop, could not have been brought to the air at a more timely moment. What with scandalous goings-on in Washington and with the past year's disclosures by the Kefauver committee, it has become easy for the citizen to believe that he has lost all measurable control over his government. The People Act resoundingly proves otherwise.

The first broadcast of the new series described the clean-up of Gary, Ind., which, before enraged housewives banded together to drive the racists out, was as corrupt a city as ever existed in Rudolph Halley's wildest dreams. Beyond emphasizing the awful power of aroused womanhood—a condition already well known to most husbands—the first installment of this series graphically demonstrated the fundamental truth that democratic government remains democratic only as long as the electorate sees that it does.

At this turbulent period of the nation's political history, this point cannot be too strongly made, and the Television-Radio Workshop is performing useful public service in making it.

The technique of radio presentation of the Gary story was not unique. It was told in the well-established documentary form, a narrative that Robert Trout binding together a well-edited series of tape recordings of voices of people who were actually involved in the Gary case. Whatever it lacked in originality of concept, however, the program more than overcame in professional polish. If the other programs in this projected 26-week series are produced as skillfully as the first, the Television-Radio Workshop ought to acquire a significant audience and, more importantly, make a vital contribution to the political life of the U. S.

**MY FRIEND IRMA** has been transported from radio and films to television, encumbered by so many exhausted gags and worn-out situations that it is a wonder the backs of the entire troupe were not broken in the portage.

**Irma** on radio has at times attained a level of beguiling comedy. In its television debut it never rose above the low watermark of B mov—

**MEDIA BATTLE**

Press Urged to 'Borrow' SALES TECHNIQUES used by radio and TV should be "borrowed" by the newspaper industry to gain more advertising and to offset rising costs. This was the position of Raymond Martineau in the Tribune's research division as he spoke Monday at the annual sales conference of the advertising department of the Minneapolis Star and Tribune in that city.

Because "circulation prices have been pushed about as high as they can go," the newspaper publisher has only one possible source of additional revenue, and that is advertising, the speaker said. Suggesting that newspapers adopt a creative, shirt-sleeve approach to selling, he told his audience the total amount spent in 1951 for time and talent on television in Chicago was "a conservative estimate of $7 million." He described this sum as "far, far more than the total revenue of any Chicago newspaper except the Tribune."

In the final analysis, Mr. Martineau believes "TV's spectacular growth will prove a healthy thing for us in the newspaper field if it enables us the value of creative selling."

Among his suggestions for the 1952 blueprint for newspapers was the sale of "adequacy and continuity." Radio and TV have "sold their time in cycles of 13 weeks with a discount system to encourage higher frequency. They have forced the advertiser to get better results."

Another recommendation, patent after the broadcast media approach, was "Let's think big. When we present our plans, let's ask for enough money to do a real competent job. Advertisers make you gasp, just ask yourself if you ever asked for that much."

**WFDG CONTROL**

Sought by WFBM Inc. ACQUISITION of control of WFDG Flint, Mich., by WFBM Inc. through the purchase of 1,500 shares of stock of licensee Trebit Corp. for $150,000 was revealed last week. The FCC application for FCC approval was filed.

WFBM Inc. (Harry Bittner and family) already owns half of WFDG. Other half is being sold by Arthur R. Doody, Michigan publisher and NPA newspaper print official. Mr. Treanor declared in the FCC application that he was interested in establishing a new business outside the field of radio.

In addition to WFBM-AM-TV Indianapolis, the Bittners recently bought WLAV-TV Grand Rapids for $1,580,000 from Leonard Versluys, changed its call to WOOD-TV as companion to their AM station there [BTV, Sept. 24, 1961]. The Bittners also own WEOA Evansville, Ind.

WFDG operates on 910 kc with 1 kw directional. It is an ABC affiliate.

**SDX AWARDS**

Feb. 8 is Deadline SIGMA DELTA CHI, professional journalistic fraternity, has called for nominations looking toward 1952 awards for distinguished achievements in journalism in the radio and magazine fields. Deadline on nominations is Feb. 8, according to Victor E. Bluedorn, SDX executive director, who made the announcement. Among the awards are those presented for excellence in radio writing and radio or TV reporting. The public service awards are made either for a radio network or station in the broadcast field.

Nominations must be accompanied by clippings, manuscript or recording with name of author, date of publication or radio station and date of broadcast or publication. A statement, revealing the circumstances under which the assignment was fulfilled, should accompany the nomination. They should be addressed to Sigma Delta Chi Awards in Journalism, 35 E. Wacker Dr., Chicago 1, Ill.

Brief description of radio awards follows:

Radio or TV Reporting—"For a distinguished example of spot news reporting for radio or television."

Radio News Writing—"For a distinguished example of a radio newscaster's or commentator's work."

Public Service in Radio Journalism —"For an outstanding example of public service by an individual radio station or network through radio journalism."

The fields covered by the SDX awards are: General reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, news picture reporting and research about journalism.

**MARS INC. AD PLANS**

To Continue Radio, TV MARS, Inc., Chicago candy bar manufacturer, will continue using TV and radio in its "stepped up" advertising this year, according to sales and advertising vice president, Victor H. Gies.

Super Circus will be carried on 52 ABC-TV stations by Milky Way bread from Feb. 3 (Sunday, 4:30-5 p.m. CST segment) and People Are Funny on CBS Radio is now being aired weekly instead of on an alternate week basis.

47th Radio Spot Campaign for the Family Choice packages continues on its current schedule of two-a-day, five days weekly Relay Quiz shows. Three Musketeer Sponsors or two segments of Howdy Doody on 46 NBC TV stations. Agency, Leo Burnett Co., Chicago.
To Radio Advertisers and Agency Radio Buyers - - -

A SPOT RADIO BUY THAT IS PERFECT IF YOU ARE INTERESTED IN THE MIDDLE-WEST

HERE is your opportunity to buy six months of spot announcements on the highest rated audience radio program in the middle-west—in the broadcasts of the St. Louis Cardinal baseball games over a network of more than 90 stations in ten mid-west states.

You can buy only one spot a game or up to five spots and on stations of your choice. The program carries an almost unbelievable high audience rating. In fact, surveys show that these Cardinal games with Harry Caray and Gus Mancuso as the announcers have a larger audience than all network and independent stations combined in most markets where all networks can be heard. Unlike most major league baseball areas, television of games is very infrequent. In 1951 only 6 Cardinal and Brown games were telecast in St. Louis. These exclusive radio broadcasts are therefore the only way millions of loyal Cardinal fans can follow, day-by-day, the team which they traditionally and overwhelmingly support.

We shall be pleased to give you all the facts on request. You can buy what you desire through your own agency or from any station or its representative. Write or wire your list of stations, rates and data you desire.

Ruthrauff & Ryan, Inc. handles the broadcasts of the Cardinal games for one of our clients and our only interest is clearing this information for our client and the stations on the network to those interested in maximum coverage at minimum costs.

RUTHRAUFF & RYAN, Inc., Advertising
812 OLIVE ST., ST. LOUIS, MO.
ABC ‘51 GROSS

GENERAL MILLS led all ABC sponsors in 1951 billings, according to an analysis by the network, the figure totaling $4,163,376. Ranking second was Sterling Drug Co. with $3,572,239.


Chief product group was food, totaling $9,865,175. This figure was more than double that of the tobacco class, which billed $4,409,670. Best month of the year was December, according to an estimate for the period.

Additional detail data follow:

AM Gross Network Time Sales

<table>
<thead>
<tr>
<th>MONTH</th>
<th>1951</th>
<th>1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>3,130,909</td>
<td>3,401,281</td>
</tr>
<tr>
<td>February</td>
<td>2,694,598</td>
<td>3,147,281</td>
</tr>
<tr>
<td>March</td>
<td>2,891,684</td>
<td>3,115,077</td>
</tr>
<tr>
<td>April</td>
<td>2,508,205</td>
<td>2,860,520</td>
</tr>
<tr>
<td>May</td>
<td>2,184,217</td>
<td>1,350,290</td>
</tr>
<tr>
<td>June</td>
<td>2,505,761</td>
<td>3,093,085</td>
</tr>
<tr>
<td>July</td>
<td>1,312,217</td>
<td>1,003,720</td>
</tr>
<tr>
<td>August</td>
<td>2,184,307</td>
<td>2,549,685</td>
</tr>
<tr>
<td>September</td>
<td>2,184,307</td>
<td>2,549,685</td>
</tr>
<tr>
<td>October</td>
<td>1,812,909</td>
<td>2,297,065</td>
</tr>
<tr>
<td>November</td>
<td>1,312,709</td>
<td>1,693,720</td>
</tr>
<tr>
<td>December</td>
<td>1,312,709</td>
<td>1,693,720</td>
</tr>
</tbody>
</table>

TOTAL | $33,242,182 | $35,124,625 |

*Estimated

By Product Classifications

| Foods and Food Products | 9,465,175 |
| Food and Tobacco | 4,170,470 |
| Dairy Products | 2,508,205 |
| Religious | 1,783,319 |
| Radio Ref. Electrical Appliances | 1,414,109 |
| Automobiles, Trucks & Acc. | 1,410,040 |
| Insurance and Personal Loans | 1,334,060 |
| Computers | 1,092,060 |
| Laundry Soap and Cleaners | 1,218,215 |
| Soap, Firearms & Acc. | 847,954 |
| Beverages | 465,075 |
| Clothing & Dry Goods | 470,675 |
| Political | 480,670 |
| Petroleum, Lubricants, Petroleum Products & Acc. | 238,161 |
| Publications | 220,405 |
| Jewelry and Accessories | 190,045 |
| Miscellaneous | 94,065 |
| Transportation & Travel | 41,728 |

TOTAL | $33,242,182 |

By Advertisers

| General Mills | 4,612,576 |
| General Foods Co. | 2,996,206 |
| Swift & Co. | 2,587,010 |
| Proctor & Gamble Co. | 2,197,011 |
| P. Lorillard Co. | 1,945,217 |
| Philip Morris & Co. | 1,299,715 |
| Interstate Inc. | 1,188,740 |
| Mars Inc. | 946,367 |
| Hearst | 942,795 |
| Equitable Life Insurance | 789,475 |
| Gospel Broadcasting Co. | 675,785 |
| Golden Circle Co. | 675,184 |
| Procter & Gamble Co. | 671,846 |
| Reynolds Tobacco Co. | 670,120 |
| General Foods | 667,386 |
| Blatz Brewing Co. | 643,721 |
| White Horse & Co. | 645,513 |
| British Columbia Dry Goods Co. | 645,079 |
| J. Walter Thompson Co. | 643,545 |
| Lever Bros. | 643,202 |
| Proctor & Gamble Co. | 643,077 |
| Block Drug Co. | 555,774 |
| American Cigars | 378,648 |
| Champion Spark Plug Co | 297,462 |
| Kellogg Co. | 241,087 |
| Lee Co. | 241,871 |
| Voice of Prophecy Inc. | 238,781 |
| Texas Co. | 239,372 |
| Pan American Coffee Bureau | 237,036 |
| Minor Brewing Co. | 236,012 |
| American Bakers | 216,609 |
| Malt Food Products | 214,629 |
| Peters Co. | 204,715 |
| Shoes & Leather | 204,715 |
| House Art Works | 184,715 |
| Halston Purina | 118,475 |
| American Science Monitor | 119,475 |
| Pacific Oil Co. | 116,406 |

TOTAL | 17,416,973 |

Majestic Adv. | 13,043 |
| sheet Co. | 11,931 |
| Watkins Bros & Durante | 11,028 |
| Horney Co. | 11,028 |
| Quality Bakers of America | 5,605 |
| Dorland Inc. | 5,605 |
| Erwin Wasey Co. | 1,775 |

TOTAL | 33,242,182 |

ROLLINS PLANS

Weighed at Sales Meeting

CURRENT activities and plans of Rollins Broadcasting Inc. stations were appraised at a sales management conference held the weekend of Jan. 6 at Rebohob, Del., executive offices of Rollins Enterprises.

The radio meeting was conducted by O. Wayne Rollins, vice president of the New York division, assisted by Maladyn Copley, secretary, and Shirley Powell, director of public relations. Rollins stations’ officials who participated were Manager Jim Mayes and Assistant Manager Tom Harrell of WPAI Fayetteville, N. C.; Manager Harry Vaught and Assistant Manager Lee Mills of WRAD Radford, Va.; and Assistant Manager Norman Glenn of WJWL Greensboro, N. C.

Discussion of the company’s expansion program include plans for WRAP, now under construction at Norfolk, Va., and a pending application for WRAB in Roanoke, Va., on station on 570 kHz. Other subjects included personnel, promotion, programming, merchandising, sales, management, and operations.

The radio session was part of an over-all conference involving all Rollins divisions. John W. Rollins, president and John W. Rollins & Associates, a management service for all Rollins enterprises, presided over the joint meetings.

PULSE INACCURATE?

L. A. Ad Paper Asks

AFTER reviewing results of a special analysis of audience research firms, Media Agencies Clients, a Los Angeles weekly advertising and publishing trade paper, criticized the results obtained by The Pulse Inc. The special analysis was made by Tele-Que at the request of MAC. Firms which were judged by MAC to be in the lead are Tele-Que, Hoopertv, Videodex and American Research Bureau. Special analysis was made of television viewers during November 1951. Toward the end of a comparatively lengthy article, MAC offered limited space to The Pulse “for an early explanation of how that firm’s results figures can be so obviously at variance with those of the other four services.”

Bids Solicited

BIDS CONSIDERED on a new $7500,000 Vojdner transmitters for the West Coast are now being accepted, the Dept. of State announced last Thursday.

Mr. Walker
Mr. Crutchfield
Mr. Covington
Mr. Tredwell
KXEL Leadership
1942 – 1952

Waterloo’s First
RADIO - TELEVISION CENTER
To Be Completed in the Spring of 1952

KXEL’s ultra-modern studios will represent the ultimate in both radio and television facilities.

Josh Higgins 50,000 Watt "Voice of Agriculture" – ABC Network – for Waterloo and Cedar Rapids, Iowa

Avery-Knodel, Inc.
We all can argue from now until Godfrey is sustaining over sample size, coefficient of correlation (whatever that is), total audience, average audience, standard deviations, etc., etc.—But it all boils down to . . .

About the Rating

I. Dr. Matthew N. Chappell enjoys the respect of recall-rating proponents: he was the personal choice of Sydney Roslow, Director, The Pulse, Inc., to be added to the Special Test Survey Committee. (See BROADCASTING December 17, 1951). Dr. Chappell was nominated by Sydney Roslow during the August 22, 1950 meeting in the presence of Lewis H. Avery, Kenneth H. Baker, Fred B. Manchee and A. Wells Wilbor. Irrespective of the above are these facts:

a. The original Committee of six was acceptable to all members except Mr. Roslow who wrote me August 15, 1950 that he found “this Committee not acceptable to Pulse and that this group serve only to nominate and invite a committee acceptable to both Hooper and myself.”
b. The Committee was then expanded at Mr. Roslow's insistence who objected to Fred Manchee of Batten, Barton, Durstine and Osborn, Inc. and A. Wells Wilbor. General Mills, as their companies were not Pulse subscribers.
c. The addition of Dr. Chappell (and E. L. Deckinger), therefore, obviously met with approval of all Committee members, including Messrs. Roslow and Hooper.

Note: The above was just one of the eleven conditions which must be met if Pulse is to participate in the experiment. C. E. Hooper accepted “. . . all conditions subject to approval of cost.”

II. Dr. Matthew N. Chappell enjoys the respect of coincidental-rating proponents: in 1944 he co-authored a book, "Radio Audience Measurement," with C. E. Hooper, President, C. E. Hooper, Inc.

III. Dr. Matthew N. Chappell enjoys the respect of the research and the academic world as a research expert of great capacity and integrity: he is Head of the Department of Psychology of Hofstra College, which has done some laudable television research in cooperation with NBC; is a member of the American Marketing Association.

IV. Dr. Matthew N. Chappell, after a five-month study of the variations and inconsistencies between coincidental (Hooper) and recall (Pulse) ratings, has reported:

a. " . . . this (coincidental) method is capable of yielding more accurate measure of the psychological behavior of listening than any other method that has been devised" . . . and provides " . . . the finest type of probability sample of telephone homes."
b. " . . . the roster (recall) sample cannot yield ratings equally accurate for all time periods . . ."

V. Dr. Chappell proceeds to demonstrate in this report that the BIG reason recall ratings are inaccurate is not the difference in area surveyed, nor the surveying of all homes rather than telephone homes, nor even the influence of memory variation. The BIG reason is the ROSTER—presenting to the respondent a list of many program names, often similar to each other, which produces the same kind of psychological confusion that has been noted in card-card and other printed advertisement surveys.

(This fact, incidentally, coincides with the conclusion of the Special Test Survey Committee,* released August 31, 1960, that the differences between telephone-coincidental and roster-recall measurements remained even when the two measurements are restricted to telephone homes in identical areas, and that the differences are, therefore, attributable to differences in method, not sample.)

(It also coincides with the opinion expressed in a letter to me from Mr. A. C. Nielsen, President, A. C. Nielsen Co., dated July 22, 1950, in which he wrote: " . . . I am sure that any experienced researcher will support me in the belief that it is impossible to give this (roster [Pulse]) sort of "aid" to any respondent without creating very serious errors—entirely aside from the errors arising from faulty memory and from lack of knowledge as to what other members of the family

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* Lewis H. Avery, Avery-Knodel, Inc., Past-President of the National Association of Radio Station Representatives.
Kenneth H. Baker, Acting President of the Broadcast Measurement Bureau and Research Director of the National Association of Broadcasters.
Hugh M. Beville, Director of Plans and Research, National Broadcasting Company.
Matthew N. Chappell, Chairman, Department of Psychology, Hofstra College.
fundamental facts

listened to. I am sure it would be a revelation to you, if you have not already done it, to accompany for a day or two an interviewer doing this type of work! I recommend that you try it.

We believe any reasoning buyer or seller of time, familiar with (a) Dr. Chappell's report (b) The Conclusion of the Special Test Survey Committee noted above (c) Mr. Nielsen's statement noted above (d) Reliance upon the coincidental method by almost all broadcast research companies to establish proof of accuracy is brought to the inescapable conclusion:

The Coincidental Method—asking people NOW what they're listening to—is the RIGHT Umpire, and the Recall Method—asking people LATER what they identify on a sheet of paper as having listened to—is the WRONG Umpire 'when it comes to counting listeners accurately.

In March, 1951, the Special Test Survey Committee reported:—

"It would be an understatement to say that there is confusion in the Radio and Television Industry—including both buyer and seller—with regard to radio and television 'ratings'. This report is written because the Committee that wrote it believes something can be done, and should be done, to straighten out the confusion."

We believe that Dr. Chappell has performed a genuine industry service in aiding us to "straighten out the confusion." Is there a qualified research authority acceptable to C. E. Hooper and Sydney Roslow (as Dr. Chappell was before his findings were published) with evidence to the contrary? In the hundreds of letters we have received from all sources since July, 1950, we did not hear from one! NOT ONE!!

Radio, because it was the most dynamic as well as the most intangible of advertising media, early established itself way ahead of all other media in its concepts, techniques and standards of research. We believe that radio today must not sink to the level of research employed by other media, but rather must raise its techniques and standards higher than ever, eventually forcing other media to reveal the bitter, disillusioning truth about themselves. A keystone of this high standard of research, we believe, is the acceptance of the coincidental method and a rejection of the recall method of measuring audience. Mr. Roslow's four page letter of acceptance July 14, 1950 (with his eleven conditions) wrote "I have never claimed that this Pulse Roster method is best." KJBS wants the best! We believe the coincidental method is the best. We intend to live by these standards, and we invite you to join us and to write us your comments.

Stanley G. Breyer

KJBS BROADCASTERS
1470 Pine Street
San Francisco 9, California

E. L. Deckinger, Research Director, Blow Company and President of the New York Radio and Television Research Council.

Herbert L. Krueger, Station Manager, Radio Station WTAG, Worcester, Massachusetts.

Fred B. Manchee, Executive Vice President, Batten, Barton, Durstine & Osborn, Inc.

A. Wells Wilbor, Director of Market Research, General Mills, Inc.
DECISION of President Truman to keep Attorney General J. Howard McGrath in his office with responsibility for the governmental cleanup campaign quieted, for the time being, speculation that Judge Justin Miller would be named Mr. McGrath's successor. Mr. Miller, NARTB board chairman and general counsel, had been offered the Cabinet post, in case of a vacancy.

While no person in official life was willing to comment on the situation, it is believed that Judge Miller's name will be around the top of the list should the possibility of Mr. McGrath's resignation come up again. The earlier speculation about a Miller appointment was backed up by definite feelers concerning to Washington's customary pre-appointment procedure.

His Thursday news conference the President said flatly that Mr. McGrath will stay at his job. After stating there will be no change in the Cabinet post, he said his decision that Judge Miller, a vacancy.

The speculation over the Attorney General's successor, in case of resignation, had included mention of FCC Chairman Wayne Coy to succeed Judge Miller as NARTB board chairman or as head of the association's TV operations.

**Miller Suggestion**

First suggestion that Judge Miller might be in line for the Cabinet post came in a Jan. 2 broadcast by Ray Henle on NBC's Sunoco Three-Star Extra program. Mr. Henle said he understood Mr. McGrath's successor had been decided upon and would be a former federal judge occupying an important quasi-judicial position in private industry. Mr. Henle added that the prospective Attorney General was a close friend of Chief Justice Fred Vinson.

President Truman had refused to answer any questions about the post at his Jan. 3 news conference.

Writing in his Jan. 9 syndicated column, Mr. Lawrence said the President had contacted four men in his search for a new Attorney General, three of them declining. A fourth, Judge Miller, accepted, according to the column.

Mr. Lawrence wrote that Judge Vinson had suggested Judge Miller's name as Mr. McGrath's successor. He added that "the facts, as learned from other reliable sources" are these:

Mr. Miller was given to understand that he might have the Cabinet portfolio of Attorney General. He was informed of his board of directors whether he could take leave of absence for one year, because to leave completely would deprive him of retirement benefits. The leave of absence was granted and he notified the White House.

Then the word came back that it would be the Attorney General and continue, even on leave of absence, as an employee of a $350 million corporation. That has a lot of business matters up before the government from time to time. So it was made clear that Mr. Miller should resign if he were to take the post. Again the former Justice sent word that he agreed and that he was ready to resign all business connections. This meant a willingness, moreover, to sacrifice a salary and suffer at times that of the Attorney General.

Then there came a silence. Meanwhile, mediators—that is Mr. Vinson's friends of Mr. McGrath—entered the picture and tried to smooth out the difficulties. Attempts that were at the Attorney General. It was known to them that the Attorney General had written a letter to the President setting forth his own position and indicating clearly that, if Mr. McGrath wanted to pick a new Attorney General, he would have to be one who would not attempt to do anything which allowed the public to believe that he was trying to be Senator McGrath was guilty of any wrongdoing or impropriety in the conduct of his office.

The President then had a heart-to- heart talk on Friday of last week with Mr. McGrath, in which certain feelings Mr. Truman had about the work of the Dept. of Justice were frankly disclosed. It turns out that the Attorney General believed that he was conducting the job about as Mr. Trum- An Attorney General is a private man that, if the President wanted a different or more aggressive policy, advertising, he would have to content himself with the information. Mr. McGrath inherited many assistants and a staff appointment at the most principal by his predecessors. The press was that same day permitted to say officially that the new appointment, "was the status of the Attorney General was "contemplated."

**AD NEEDS**

Cited by AAAA's Brockway At Poor Richard Club

RECOGNITION that the welfare of our country comes ahead of any business situation is the first need of the advertising business for 1952, Louis N. Brockway, board chairman of the American Assn. of Advertising Agencies, said at the meeting of Poor Richard Club in Philadelphia, Jan. 13.

"We must get more competitive—that statement is responsible for many of the abuses of advertising. You usually hear it when sales start to slip a little. There is nothing wrong with the statement. It is the right question and the right way to think. What is wrong is the way it is sometimes interpreted. Competitive copy too often, either directly or by innuendo, makes unwarranted claims.

"The result of advertising which makes unwarranted claims is harmful not only to the advertiser who sponsors it, but to every one of us in the advertising business. It breaks down public confidence in the ethics of the advertising business. With the breakdown of confidence you decrease effectiveness which automatically increases cost. And every one of us is concerned about us must be concerned about the situation; concerned even though individually you may feel that you are free from any fault of this kind."

Mr. Brockway concluded: "All of us in advertising must take the codes of ethics and principles of advertising off the wall of our offices, take them out of their frames and put them to work."

Meeting in Poor Richard Club in Philadelphia (l to r) Norman Frouty, sales director, WFIL Philadelphia; Harold LeDuc, club president; Louis N. Brockway, board chairman, American Assn. of Advertising Agencies; Ted Patrick, editor, Advertising Age; John LeCerda, John LeCerda Adv. Agency, and Jay Jostyn, who is Mr. District Attorney on ABC radio and TV.
all this and...
APS now proudly announces the newest shining star in the greatest array of talent ever assembled in a transcription library

Rosemary Clooney joins a great roster of great artists available to APS library subscribers from coast to coast. All of them were carefully chosen for popularity, for genuine talent, for guaranteed listener appeal.

Not the usual one-shot recording date ... nor the routine disc or two ... but real continuity of performance ... a dependable steady supply of fresh music ... great depth of titles ... that's the APS talent policy. The result is a sparkling library you can program from ... a library no other can effectively program against.

APS "the library that pays for itself"
Associated Program Service
151 West 46th Street, New York 19, N. Y.

Why pay for music you don't play? That's the reason so many Broadcasters use APS brand-new specialized libraries ... smaller units taken from the famous APS full library ... at prices from $19.50 per month (one year only).

* Number following artists' names on the reverse page indicate current number of selection by these artists in the APS library.
MUNROE TO LBS
Named V. P. for Sales

APPOINTMENT of Paul C. Munroe, radio, TV and advertising agency executive, as vice president in charge of sales and administration for LBS' New York office has been announced by Liberty President Gordon B. McLendon.

Prior to joining the network, Mr. Munroe was supervisor of radio and television for William Weintraub Agency, handling Amos 'n Andy and the Kate Smith Evening Hour. He is a veteran of 22 years in the broadcasting industry, starting in radio in 1929 as an engineer at WJAS Pittsburgh.

He will headquarter at the LBS New York office, 509 Madison Ave. It was also learned last week that Ben Coleman, account executive with William H. Weintraub Co. for the past year, had been named LBS station's manager, effective immediately.

Prior to his Weintraub association, Mr. Coleman was co-owner of Charte-Coalem Productions. Before entering radio, he was with Esquire magazine for ten years.

MBS CO-OPS
Local, Regional Up 37%

LOCAL and regional sales of cooperative programs on the Mutual network increased 37% during 1951 to reach an all-time high for the network, B. J. Hauser, manager of co-ops, announced Tuesday.

Figures show that network members made 1,349 program sales during the year, with 117 of these for five MBS "Star Entertainment" shows being supplied by Metro-Goldwyn-Mayer [B.T. Sept. 24, 1951]: Crime Does Not Pay, The Hardy Family, The Story of Dr. Kilcare, The Gracie Fields Show, and MGM Theatre of the Air. Latter sales were made prior to starting date of the new MBS-MGM series, Dec. 31.

Network affiliates reported 987 sales of cooperative programs during the year, an increase of 37% during 1951 gives MBS more cooperative program sales during the year than all other networks combined.

The four leading co-ops are all news shows: Fulton Lewis Jr. now heard on an all-time high of 379 stations; Cedric Foster, broadcast by 197 stations; Robert Hurleigh, on 115; and Cecil Brown, 97.

Gross sales of MBS network time previously had been estimated at $17,875,000 for 1951, representing a gain of 11% over the 1950 figure [B.T. Jan. 7].

WDAS Moves

WDAS Philadelphia, city's oldest independent outlet (it took the air in 1922), has moved to new quarters in the WDBJ Bldg. 225 Arch St. Plans for location of the station's facilities on the top two floors were drawn up by Max M. Leon, WDAS president.

WELCOME mat is out for Paul C. Munroe (second from right) on his appointment as new vice president in charge of sales and administration for LBS' New York office. Greeting the new Liberty executive are (1 to r): James H. Foster, LBS executive vice president; Gordon B. McLendon, network president; Mr. Munroe; and B. R. McLendon, LBS board chairman. Mr. Munroe will headquarter in LBS' New York office at 509 Madison Ave.

UN RADIO PLANS 250-CITY DRIVE
Seeks 20 Million More Listeners by June

DETAILS of a 250-city campaign to get 20 million additional listeners to United Nations broadcasts by June were announced last week by Dorothy Lewis, coordinator of U.S. station relations for UN Radio. She reported meanwhile that stations throughout the country have been devoting $12 million worth of time to UN programs annually for the last three years.

The new "UN Communications Campaign" is being sponsored by some 35 national organizations, each of which maintains an accredited observer at UN. Some 5,000 civic leaders in the 250 selected cities which represent all 48 states have been designated by the national organizations and are being invited by UN Radio to form local committees to aid the listener promotion project.

Kits containing background data and suggested techniques have been sent to more than 1,000 station managers in the 250 cities as well as to network officials and local committee chairmen. The kit offers suggested material as well as tips for promotion through industry, organizations, newspapers and displays.

Assistant From NARTB

NARTB, it was reported, has agreed to cooperate in the campaign and the State Dept. is making its facilities available to release lists on UN broadcast schedules.

UN Radio noted that all five national radio networks currently are releasing daily or weekly UN broadcasts to "hundreds" of their affiliates and said an additional 500 stations carry a weekly transmitted program. CBS Television, ABC-TV and NBC-TV also carry programs from the UN General Assembly in Paris. A weekly news summary from UN headquarters is sent to 900 radio station news desks.

CBS Radio President Howard S. Meighan was quoted as saying UN broadcasts "represent a genuine contribution to better understand-

ING of world affairs by the American people" and that the listener promotion campaign "gives added support to broadcasters in their community service activities."

Mutual President Frank White said the campaign is "very impressive" and "augurs well for increased public understanding."

Liberty's Executive Vice President James Foster said he was "grateful" for the campaign "which supports the public service efforts of our affiliates in bringing first-hand information about UN to their listeners."

The campaign is based on an idea developed and executed in Minnesota in 1949 by the Minnesota Broadcasters Assn., Minnesota Radio Council, Minnesota Assn. for UN and Gov. Luther Youngdahl. UN Radio followed this project with a pilot campaign in 30 cities last year.

WSM PROMOTION
Waugh Given Added Duties

IRVING WAUGH, WSM-AM-TV Nashville, has been named executive assistant to the president, John H. DeWitt, Jr., in addition to his duties as commercial manager.

Mr. Waugh will assume many executive functions handled by Mr. DeWitt previously. Before joining WSM in 1941, Mr. Waugh served at WTAM Cleveland, WHF Norfolk and WDBJ Roanoke. During World War II, as WSM's war correspondent, he landed with an airborne division for reportedly the first broadcast from Japanese soil.

COLUMBIA PACIFIC NETWORK has 21% more sponsored quarter hour programs now than at same time last year, according to announcement Jan. 7.
THREE new appointments to the executive ranks have been made by WWJ and WWJ-TV Detroit. General Manager Harry Bonnister announced that Wendell Parmalee (left), WWJ sales manager, has been stepped up to the newly created post of national sales liaison. James G. Eberle (center), former public affairs manager for WWJ and WWJ-TV, has been brought into the sales management. Walter F. Dyke (right) is newly appointed as assistant sales manager for WWJ-TV.

AGENCY CLINIC
Launched in New York<br>By McCANN-ERICKSON

McCANN-ERICKSON, New York, last Wednesday held the first session of a world-wide "continuing" clinic of agency operators. The clinic is in effect a recapitulation of information presented in New York last month by 135 men and women from key posts in the agency's foreign offices and affiliated agencies. It will be repeated in 18 weekly sessions of one hour each for the more than 400 new employees. In a few weeks, similar clinics will be started in Germany, Belgium, France, England, Mexico, Cuba, Puerto Rico, Colombia, Chile, Argentina, Brazil, Uruguay and 11 other cities in the United States where the agency maintains offices.

"This international clinic is helping to advance advertising as practiced in the United States to all parts of the world," Marion Harper Jr., president of the agency, reported. "It is not too much to hope that American selling methods, which have helped to build our economic and social system, will benefit our neighbors in other countries."

Among the subjects to be discussed at the clinic are: Agency's history; it's world wide operations; responsibility for planning: how the agency reviews advertising recommendations; responsibilities of account executives; markets, planning, etc.

Also included in the speech by Alfred J. Scalpone, vice president in charge of radio-television production, on "Selling in Television."

Mr. Scalpone outlines three principles in selling TV: (1) Demonstrate, by showing the product; (2) keep the message simple; and (3) "the best salesmen in the world are people. In television, use a personal salesman to sell potential customers face to face."

As for the question of whether to use live action, film, or a combination of both for a product commercial, Mr. Scalpone said, "there is no general answer to this kind of question... the answer depends upon whether the program is a live show, a film show or no program—but instead, upon announcements. It depends upon the kind of product and the simplicity of the selling message. It depends upon how much money can be spent for commercials."

SABAANNUALMEET
Set for Jan. 24-26
EARLE LUDGIN, Earle Ludgin & Co., and John M. Willem, Leo Burnett Co., both Chicago, will keynote the annual convention of the Southwestern Assn. of Advertising Agencies in San Antonio Jan. 24-26, Thomas Conroy, 1952 convention chairman, has announced.

The annual meet will be devoted to analysis of advertising copy trends, with Frederic Gamble, American Assn. of Advertising Agencies president, sitting in on panel sessions. Meetings will be held at the Plaza Hotel.

Mr. Ludgin will address a Friday (Jan. 25) meeting on "The Fatigue of Believability." Mr. Willem will talk on "Let's Not Get Lost in the Woods" at a noon session. Largest attendance in the history of the SABA was forecast by Mr. Conroy.
YOU MIGHT WALK A MILE IN 6 1/2 MINUTES*

BUT . . .

YOU NEED THE FETZER STATIONS TO PACE WESTERN MICHIGAN!

Here are some of the reasons why WKZO-TV is Western Michigan's greatest television value—why WKZO-WJEF are Western Michigan's greatest radio value:

WKZO-TV is the official Basic CBS Television Outlet for Kalamazoo and Grand Rapids. It thoroughly covers a big Western Michigan and Northern Indiana 24-county area—which includes intensive primary service to Kalamazoo, Grand Rapids and Battle Creek—with a net effective buying income of more than two billion dollars. Further, a new Videodex Diary Study made by Jay and Graham Research Corporation, using the BMB technique, offers smashing proof that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana television homes than station “B”!

WKZO-WJEF are acknowledged leaders in their home cities of Kalamazoo and Grand Rapids, as well as in rural Western Michigan. BMB Report No. 2 shows that WKZO-WJEF have increased their unduplicated rural audiences tremendously over 1946—up 25.9% at night 46.7% in the daytime. WKZO-WJEF give unduplicated day-and-night coverage of more than 60,000 families in the Grand Rapids area alone! Best of all, WKZO-WJEF cost about 20% less than the next-best two-station combination in Kalamazoo and Grand Rapids, yet deliver about 57% more listeners. Write direct or ask your Avery-Knodel man for the whole Fetzer story, today!

* Michael Pecora walked a mile in 6 minutes, 27-1/5 seconds in New York City on February 22, 1932.
WTAR PERSONNEL

Changes Are Announced

APPOINTMENT of John Pfeffer as general operations manager with supervision over both AM and TV is one of the organizational changes announced by WTAR Radio Corp., operator of WTAR-AM-FM-TV Norfolk, Va. The changes were effective last Monday.

Winston Hope, who becomes TV administrative assistant to Mr. Pfeffer, was replaced by Harold Solding as TV program production manager. Joel Carlson was appointed public relations director as assistant for radio-TV. Mr. Carlson also will serve as WTAR-AM-FM program director, a post now vacant.

Bill Miller, former producer-director, was named stage and prop master. Campbell Arnoux is president and general manager of WTAR Radio Corp.

KSDN to Join ABC

KSDN Aberdeen, S. D., will become an ABC radio network affiliate, effective April 1. Until that time station will continue affiliation with MBS. Owned by Aberdeen News Co., KSDN operates fulltime with 1 kw on 930 kc, under direction of General Manager Byron McElligott. Addition of KSDN brings total of ABC radio affiliates to 304.

WHIM Providence, R. I., has been presented an Award of Appreciation by the Rhode Island American Legion. Station Manager Bob Engles accepted a plaque on behalf of WHIM for outlet's cooperation in publicizing a veterans blood bank, instituted by the Legion.

HADACOL ADS

Will Be Resumed Soon

A HEAVY SCHEDULE of spot radio will be added to the newspaper campaign planned for southern paper early this month by the Le Blanc Corp., manufacturer of Hadacol, now being reorganized under bankruptcy laws. Agency is Erwin, Wasey & Co., New York. Move is result of year-end legal action in New York's Southern District Court, where jurisdiction over the Le Blanc reorganization, challenged by a group of southern creditors including members of the Le Blanc family, was established late last month. Milton F. Rosen-}

Man for the In

ears glamour—buyin'

National ¿8B ear of the RAPIDS.

crash coverage

KQV, WJTN Claim Beats

NON-SCHEDULED airliner that crashed 35 miles from Jamestown, N. Y., Dec. 29 and took the lives of 26 of the 40 passengers resulted in news beats for two stations—KQV Pittsburgh and WJTN-AM-FM Jamestown.

Within 20 minutes after receiving the first flash—and within 45 hours after the crash—KQV News-casters Bill Burns and Herb Morrison called the sheriff's office and tape-recorded a survivors' list given by George Albert, who stumb-}

led through the snow that Mon-

tday afternoon. Recording was im-

mediately aired, KQV claims.

"At least one city desk, one AM station and the local UP bureau picked up the story" from the broadcast, the station asserted, claiming a beat for its newsmen. WJTN reported "finest" on-the-spot coverage in its history. When news reached the station before 3 p.m. Dec. 31, a bulletin was aired and News Director Jesse Price and Chief Engineer Harold Kratzer left for the scene with portable equipment. They recorded Mr. Al-

bert's voice from a farmhouse by telephone. Mr. Kratzer arrived at the week site, where he voiced a commentary on tape, while Mr. Price talked with survivors.

Portions of the first interview were aired on ABC's Headline Edition at 7:05 p.m. The pair also in-

terviewed a second survivor, Lt. William Bischof, playing back the tape on WJTN's Five-Star Final news program at 11 p.m. New Year's Eve.

CBR Vancouver becomes CBU this month when station goes on the air with new Canadian General Elec-

tric 10 kw transmitter on new 690 kc frequency, moving from 1130 kc.
WTIC—HARTFORD discovers disc recorders are still a must

Originally many stations across the nation thought that the advent of the tape recorder meant the eventual death of the disc. But, it didn't turn out that way! Convinced of the continuing need for disc recording and faced with an increased load of disc work, WTIC—Hartford's 50 kw station—decided to augment its disc equipment.

Having received 12 years of constant service from their PRESTO 8-A disc machines, WTIC naturally turned to PRESTO for its new equipment...two new 8-DG recorders, 92-B amplifiers and 160-B equalizers, along with a central console mounted between the recorders. Housed in its own studio, the new equipment turned out more than 400 recordings the first two months and is estimated to save the station $1,000 a year by cutting microgroove reference discs.

A wide range of WTIC activities, including agency program auditions, special gift records for VIPs appearing on the air, recordings of network programs originating at the station, as well as community service shows for other Connecticut stations, keep WTIC's disc equipment turning almost constantly...proof that disc recorders are still very much in the spin!
We've said it before... and we'll say it again...

MIAMI
(DADE COUNTY)

...is the fastest growing
Top Market in the south!

And if you want to know the kind of selling job we can do for you...just call our rep...the Boling Company...they'll tell you!

Established January 18, 1926

JAMES M. LECHATE, General Manager
5,000 WATTS • 610 KC • NBC

Page 46 • January 14, 1952

FAUST APPOINTED

Mr. Wilson asks for checks or cash, but bids, having arranged with the March of Dimes organization to credit the winning donation to the donor's hometown, will be announced every week until the conclusion of the campaign.

COMMUNICATIONS

New School Lists Topics

NEW SCHOOL for Social Research, 86 W. 12th St., New York City, last week announced that it will offer 18 workshops and courses in public relations and communications in the spring term, beginning Feb. 4.

Workshops led by specialists in various fields are held in the techniques of such subjects as films, radio, television and international broadcasting.

Courses are to be given in the field of Public Relations of which Benjamin Fine, education director of The New York Times, and Charles Side Steinberg, assistant publicity director, Warner Bros. Pictures, are directors. Students meeting necessary requirements may earn a B.A. degree in public relations or they may qualify for a certificate of proficiency in public relations.

Defense Convoy

"Alert America" Is Theme

PUBLIC information programs, communications, manpower recruiting and other vital topics topped the agenda of a three-day national civil defense conference held in Washington, D. C., last week.

Regional, state and territorial CD directors convened at the Wardman Park Hotel to chart the course for alerting America to the importance of individual preparedness in 1952.

The directors attended at the invitation of the Federal Civil Defense Administration shortly after the opening of the "Alert America" convoy at the Departmental Auditorium. FCDA authorities have accepted their public information campaign, inaugurating a new series or radio programs on ABC Radio.

The need for resolving public complacency in civil defense also was pointed out by Defense Mobilizer Charles E. Wilson in his year-end report. He emphasized the value of communications and test exercises in key cities, terming civil defense "a kind of insurance against a real and present hazard."

Mr. Wilson cited the recent conference of communications experts from throughout the country who prepared recommendations, equipment standards, frequency requirements and other matters relating to development of communications networks. Phases of FCC's Conelrad and interim broadcast alert plans also were discussed [B+T, Dec. 31, 1951].

Since last August, Mr. Wilson recalled, more than 60 test exercises have been held in such cities as New York, Philadelphia, Chicago, Providence and San Francisco. In these tests, cities carry out plans and operations under simulated attack conditions.

The "Alert America" convoy, one of three slated to tour 60 cities, is designed to point up the need for public know-how in the event of attack. The graphic multicolored exhibit stresses the American way of life and demonstrates various civil defense services.

Shows Radio Role

The communications display illustrates the role portable radio receivers would play in an emergency, and notes that a radio network "like NBC" will link the nation in time of crisis. Two films—Survival Under Atomic Attack and Duck and Cover—were shown continuously last week. Participation of mobile equipment also is cited. Survival has been used by TV stations while the latter is slated for early distribution.

Each "Alert America" exhibit is housed in a 18-trailer convoy and will be taken to various cities by the Valley Forge Foundation.

The new radio series, Alert America, is tape-recorded for presentation on ABC radio each Saturday, 6:15-6:30 p.m. Some stations are airing the program delayed. Programs are designed to promote community CD organizations and feature top officials of Congress, FCDA and other government agencies. Series is expected to run 13 weeks from starting date of Jan. 5. Other civil defense radio shows also are in preparation, using the documentary format and spot announcements.

Irma on Block

MARIE WILSON, blond CBS Radio star who plays the zany secretary known as My Friend Irma (CBS Radio, Sunday, 6-6:30 p.m. EST and CBS Television, Tuesday, 10:30-11 p.m. EST), on her program is auctioning off her real-life services as a secretary—for one eight-hour day—to whoever will give the most money to the 1952 March of Dimes campaign. Miss Wilson asks for checks or cash, but bids, having arranged with the March of Dimes organization to credit the winning donation to the donor's home town, will be announced every week until the conclusion of the campaign.
SELF-SUPPORTING AND UNIFORM CROSS-SECTION GUYED TOWERS

Illustration above shows five Truscon Steel Radio Towers operating for Radio Station WMAR, Nashville, Tennessee.
You too can draw listeners out of the air as easily as a prestidigitator draws rabbits out of a hat — with Rhythm Rendezvous.

Patti Page and Ray Anthony — No. 1 vocalist and dance band — combine their talents in a fast-moving number one hit, "Rhythm Rendezvous."
2 magic names

Patti Page
Female Vocalist

Anthony

Name Dance Band

RENDEZVOUS

gram of popular music staged in Club Rendezvous.

This 15-minute, 5-time-a-week show, complete with voice tracks by Patti and Ray, is smashing all records — IT'S MAGIC!
The HCL of Coverage

NOW THAT the networks are lined up for coverage of what is likely to be the greatest political show on earth. It's perhaps wise to figure the economics of the convention and election coverage. Generally speaking, the networks do not stand to make money on the election programming because of packaged sponsorships.

In evolving plans, there should be taken into account the situation of affiliates and of independents, who may tie into the networks for coverage. There are old-line local and national spot accounts, both radio and TV, to be accommodated—those that do not want to break the continuity of their schedules. Moreover, they don't want to be deprived of the bonus audiences that will accrue.

Consideration should be given to allowance of perhaps one-minute station breaks for affiliated stations. Or perhaps the programming should be arranged so that five minutes can be allowed for local schedules in each half-hour segment. What about ear-marking daily co-op features? This would permit stations to accommodate their regular accounts and recompense some of the revenue lost through preemption of station option time for the extraordinary coverage.

The story, of course, is the thing. In the past, station schedules as well as station executives have been affected by coverage of transcendental news. There's no telling how long the conventions will run. But both parties have been most cooperative and considerate of broadcasting requirements. We're certain that a coordinated plan can be evolved that will permit maximum coverage and, at the same time, protect both stations and networks against taking too onerous a rap.

The Radio-TV Elections: II

FOR THE first time in history, a very large percentage of the U.S. electorate in 1960 will be able to follow personally—at least in part and in detail—the processes by which this country chooses its Presidents.

This fact transcends all others in estimating the effect that television will have on this and future Presidential campaigns and elections. We do not think it idle to believe that television may be a device that could profoundly change political procedure. In the first place, substantial numbers of voters will be able to watch the party nominating conventions, is to say they will be seeing the professional politicians select the candidates for whom the voters may vote; in the second place, observing these affairs but unable to participate in them, may find the experience frustrating. It is not difficult to foresee the resentment that would be aroused if, for example, a not too popular candidate were forced into a convention choice by the skilled pressure of his professional supporters.

Now we do not say that one such instance could lead to a revision of the historical Presidential nomination procedures, but it is quite possible that several clashes between the public and the political hack could. It is conceivable that it could lead to a reduction of the political convention if enough voters demanded a direct voice in choosing the slates of candidates from which they could make their final choice.

Short of that possible revision in system, the networks have the admission of millions of voters to the party conventions will create a somewhat more subtle but nonetheless influential effect. It cannot escape the attention of the party professionals that now as never before, the nominating conventions will be conducted in full public view. It may not be able to cast a direct vote for its candidates, but the electorate will be present and will eventually be heard.

In a sense, television will re-create the Town Meeting on a national scale.

Phonexcenarians

CLARENCE BUDDINGTON KELLAND, who has been writing fiction for the Saturday Evening Post since after Ben Hecht's tenue as editor, is not above putting propaganda in his characters' mouths, particularly if it does not conflict with magazine policy.

In the Jan. 5 installment of a Kelland murder mystery there is more than half a column of dialect advocating money-in-the-slot television. Mr. Kelland thinks it would be dandy if telecasters charged viewers for viewing and sold advertising. 

"Meter your programs and then sell the commercials to manufacturers on the basis of audience," Mr. Kelland's character says. "As the magazines sell advertising on the basis of circulation, so shall television. There will have to be a revolution if high-class television is to survive. Advertisers can't spend above a certain point."

We would let this pass without comment were it not for the fact that it seems to us part of a box-office TV campaign that is beginning to lose its definitions.

A few weeks ago the Committee for Constitutional Government circulated a questionnaire so worded as to give unqualified approval to Zenith's Phonexenion system and with it an attack on Faught, New York Times publicist in Zenith's employ, who has long argued that advertising can't carry the whole financial load of television. It is not unreasonable to suppose that when the questionnaires are returned, the Committee for Constitutional Government will announce that a survey of business leaders disclosed they favor money-in-the-slot TV.

In the U. S. Congress, Sen. William Benton (D-Conn.) has been applying pressure for subscription television at every opportunity and is supported in his position by another retired advertising executive, Ray Rubican, who sees it as TV's only salvation.

Oddly enough, the advocates of subscription television are of vastly different stripe and are supporting the principle for vastly different reasons. Sen. Benton and Mr. Rubican are thinking of it as a means of distributing cultural programs that might not otherwise be broadcast. Magazine people, of course, are interested in any project that will prevent the diversion of advertising funds into television. The Committee for Constitutional Government, on the surface, is in a rather ambiguous position since it espouses the cause of complete broadcasting independence, but its interest in Phonexenion may be explained by a friendship existing between Comdr. McDonald, president of Zenith, with one of its chief executives.

The point is that despite divergence of opinion on other economic points, a strange and not inconsequential assembly of subscription TV advocates is collecting. And those who believe that dime, quarter or dollar-in-the-slot television is not in keeping with the traditional U. S. broadcasting system had better begin to muster their arms if they don't want to lose the fight by default.

"YOU'VE GOT to like what you're doing. You can't leave Saturdays and Sundays to your only time for enjoyment," says Robert Mark Gray, manager of advertising and sales promotion for Esso Standard Oil Co.

His office, located at the top of New York's Esso Bldg. in Rockefeller Center, indicates something of his approach to his job. It is informal and open, filled with—but not cluttered by—pictures, mementos and an old ship model. It looks like a home study, representing a balance between work and pleasure with the two combined in one room. Mr. Gray seems like someone who has followed his own advice and enjoys his work.

Arriving at his present position by what he describes as "good luck, good fortune, some hard work and being in the right place at the right time," Mr. Gray got his start back home in Indiana. Born in Indianapolis on Sept. 21, 1904, he attended public schools there before going on to college at Indiana U. Indiana was followed by De Pauw U., the U. of Arizona, and the U. of Texas, where he worked on various campus publications and took principal in sport. He then joined him, regardless of whether they lead to a degree.

Deciding he wanted to go into advertising, he left college in 1928 to spend a year learning something about the mechanical trades of the film, radio, newspaper and engraving fields.

"I made $9 a week then," he recalls, "and doubt if I was worth it—even considering the value of the 1928 dollar."

He quit that job to go to work for an Elk hart, Ind., agency at $30 a week. "It was a small place where you had to do everything yourself, so at the end of eight months, I figured I had learned enough to go to a larger agency." So went Chicago, "which I thought of as the center of all the advertising in the world," he explains.

He joined Bailey, Walker & Tuttle as production manager and space buyer and later did a variety of jobs on the Howard radio, Montgomery Ward, Thomas Hair System and other accounts. This apprenticeship paid off in less than a year with a job at BBDO's Chicago office, where he stayed for 3½ years, working on various accounts, and then was transferred to its New York office.

While with BBDO, he worked first as an assistant account representative and later as copy writer and account representative on Westclox, Eversharp and A. E. Staley Milling accounts as well as White Star Refining and other Socony-Vacuum affiliates. Early in 1954 (Continued on page 55)
In Washington, D.C.

WTOP-TV newscasts have larger audiences than those of any other television station*

*Teleguide, Dec. 1951 Mon. Thru Fri., average share of audiences for newscasts

WTOP

Station B

Station C

Station D

31.3%

28.2%

14.1%

13.7%

WTOP-TV

THE WASHINGTON POST-CBS TELEVISION STATION

REPRESENTED BY CBS TELEVISION SPOT SALES
FIN ANTHONY joins CKNW New Westminster, B. C., as account executive.

LEW SARGENT, sales manager, WKOX Framingham, Mass., to WEIM Fitchburg, Mass., as general manager.


A. W. LEFLER, manager of sales service, ABC Radio TV Western Div., Hollywood, named account executive.

Mr. Sargent

ARNOLD STARR, account executive WNJR Newark to WMCA New York in same capacity.

COL. WILLIAM MAYER joins ABC television staff as executive assistant to the vice president of TV program department [B*T, Jan. 7].

WILLIAM L. DODRILL, McDonough, Caperton, Shepherd, Goldsmith (insurance), Charleston, W. Va., to sales staff WKNA same city.

CHARLES W. TRIPPE, general manager, WDXB Chattanooga, to WWDC Washington as account executive.

MILT HIBDON, program and sales promotion director, KTRB Modesto, Calif., to Lincoln Dellar radio stations as advertising and promotion manager. Stations include KXOA Sacramento, KXOB Stockton, XXCO Chico and KDB Santa Barbara.

Personals

RICHARD E. JONES, vice president and general manager, WJBK and WJBK-TV Detroit, elected to the board of directors of the Detroit Convention and Tourist Bureau. ... DONN B. TATUM, ABC Western Division director of TV, named TV publicity chairman of L. A. chapter American National Red Cross 1952 Fund Drive. ... ARTHUR HULL HAYES, CBS vice president in San Francisco and manager of KCBK there, appointed a director of the Redwood Empire Assn. for the coming year. ... WILLIAM SHAW, general manager, Columbia Pacific Network and KNX Hollywood, in N. Y. for conferences with CBS Radio executives ... EARL WYNN, head of Communications Dept., U. of North Carolina and RHODA MABEL HUNTER of same department were married Dec. 27 at Chapel Hill, N. C.

F. C. SOWELL, manager, WLAC Nashville, elected president of Nashville Chamber of Commerce.

BILL REA Jr., owner-manager CKNW New Westminster, B. C., mad chieftaian and given name Chief Ka-N Wawa, by Squamish India Tribe of North Vancouver. Honor was presented in appreciation for his interests in welfare of West Coast Indians. ... JOHN B. CRAIG, managing director, CKX Brandon, Man., elected president of Associate Chambers of Commerce at annual meeting. ... Capt. BEN MILLER, Radio-TV Branch, U. S. Army, father of boy, born Dec. 28, Mrs. Mille is former MARY FRANCES ZARBOCK, at one time with WTOP Washington publicity department.

GEORGE COMTE, because of his duties as assistant to R. G. WINNI stations manager of WTMJ-AM-TV Milwaukee, new post which he assumed last October, has discontinued airing the nightly 10 p.m. Today's Events broadcasts on WTMJ. His last program was Jan. 6. M. Comte had been heard on the show since it started in 1937, except for the time he was in service during World War II. Today's Events now is handled by PAUL SKINNER Monday through Friday and LLOYD PETTIT on Saturday and Sunday.

WILLIAM R. McANDREW, director of public affairs for NBC-TV, appointed to the Executive Committee on Employment of the Physically Handicapped by Chairman EARL H. GAMMONS, Washington vice president of CBS.

FRANK STANTON, CBS president, expected in New York this week from Mexico, after a short vacation.

CKLW

and its 50,000 watts

AT THE LOWEST RATE OF ANY MAJOR STATION IN THIS MARKET

Guardian Bldg. • Detroit 26, Adam J. Young, Jr., Inc. J. E. Compeau National Rep. President

See How Much MORE You Get Using

Before You Decide on Your Next Schedule in the Detroit Area
JOIN THE 1952 MARCH OF DIMES

JANUARY 2nd - 31st

And use as many of the following programs as you can

Radio Shows

15-minute Electrical Transcriptions:

STARRING
Rosemary Clooney
Red Foley and The Cumberland Valley Boys
Eugene Ormandy and The Philadelphia Orchestra
Ray Anthony
Loretta Young—Basil O’Connor
Meredith Willson

PLUS
Live and Transcribed Announcements

Television Programs

16-mm. Sound Films - Various Lengths

STARRING
Lina Romay
Toni Arden
The Skylarks
Margaret Whiting & Jack Smith
Buddy Ebsen & Daughter Alix
Carolina Cotton

PLUS
3—20 Second Cartoons—Full Animation with Sound—plus 60 Second Announcements

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS
Franklin D. Roosevelt, Founder
120 Broadway, New York 5, New York

HOWARD J. LONDON
Director—Radio, Television and Motion Pictures
BEekman 3-0500

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LEE PHILLIPS, chief announcer, WTVJ (TV) Miami, appointed program director. LEE WALKER, traffic manager, named assistant program director. R. J. TROXEL, chief producer, appointed production manager.

BARON KEYES, lyricist and composer of songs on KECA-TV Hollywood's Candy's Playhouse, to have original compositions put in book form for children by Edward B. Marks Music Co., N. Y.

DAN NORTON, ABC-TV Chicago operations director, and MARGARET LANDMAN, copywriter for Sears Roebuck & Co., are to be married in May.

Hazel Markel, woman's commentator, WWDC Washington and BMS, is author of "Etiquette for Service Weddings" in spring issue of Modern Bride magazine.

PHIL CHRISTIE, announcer, WLAW Boston, father of girl, Jan. 5.

HARRY BOWLEY, Walter Dales radiograph, Montreal, to CKNW New Westminster, B. C., promotion dept.

Dale Howard, graduate of North-west Broadcasting School, Portland, Ore., to KDMA Montevideo, Minn. Other NBS graduates: DEL ORMAN, to KCQ Fort Collins, Colo.; BRUCE FOUNTAIN to KOCO Salem, Ore., as announcer-operator; DWIGHT SMITH to KAPA Raymond, Wash., as announcer-salesman.

ART STANLEY named program director, KCIM Carroll, La.

Dale Barton, program director, to chief announcer, BILL MASON, staff announcer, to news director at same station.

CHARLES REEDER, production manager and music director, KING Dayton, Ohio, appointed program director. JAMES BENNETT to KING as production manager.

FRANK ALLAN, program director, WEAQ Plattsburg, N. Y., to WLEE Richmond, Va., as announcer - disc jockey.

BETTY LAMM of King Kennedy, Beverly Hills (publicist), to CBS Radio, Hollywood, as photo editor and planner, national magazines. She replaces BERTIE CRANE, who moves to New York.

RAY SULLIVAN, KECA-TV Hollywood mail room, father of a girl, Lori Blake, Jan. 3.

TED COLLINS, producer NBC Radio Kate Smith Hour, to narrate series of film shorts to be produced by Paine-Thomas Productions, Hollywood, which will show American cracker-barrel at various stages in history.

JOE HOENIG, office supervisor, ABC Hollywood, to sales promotion.

HANK WEAVER, special events and sports commentator ABC Hollywood, named "TV Sports Commentator of the Year" by Southern California Sports Magazine.

MARVIN MILLER, announcer, NBC Radio's Railroad Hour, to portray prizefighter's manager in Paramount film, Military Policeman, starring BOB HOPE.

DAVID GREGGORY, writer, CBS Radio Club 15, has collaborated on novelty song, 'The Boy With the Brownie Bag Pipe,' with pianist Wally Weechler, to be published in Scotland.

LARRY MONROE, staff announcer, WATS Sayre, Pa., called to military service.

ROBERT F. REYNOLDS, sports and special events, WJJK Detroit, to WJIB same city as associate sports editor.


Mr. Reynolds FRANK MATHEWS to WQW San Antonio as newscaster and night news editor.

MARK ROGERS and GRANT FOSTER, newscaster, EWING CANADAY, news bureau chief, and PRISLY THOMAS, woman announcer, KFYR-TV Oklahoma City, appointed "Correspondes" by Gov. Johnstone Murray in the Oklahoma Navy for their radio-TV public service work.

JULIA WORMSER, secretary to BOB LAW, sales manager, ABC-TV West Div., Hollywood, to promotion department as copywriter.

HARLAN JUDKINS, announcer-producer, KTUL Tulsa, moves to KFVW Fort Smith, Ark., as program director.


WILLARD WATERMAN, star of NBC Radio Great Gildersleeve, recuperating following appendectomy, Jan. 3. He expects to return for broadcast Jan 16.


JOHN CLAAR, director, KTVT (TV) Hollywood Search for Girls and Cat's Pet Exchange, to CBS Television Meet Cortes Archer in similar capacity.

Eddie TRUMAN, staff organist-pianist, ABC Radio, Hollywood, has written The Tavern Song, recorded and released by both Decca and Capitol Records this month.

WILLIAM J. HARDING, director, NBC Radio Dennis Day Show and ABC-TV Hal Sawyer Show, to ABC Radio, Hollywood, as director.

FRAZIER HUNT, news commentator heard three times weekly over Liberty Broadcasting outlets, completed a two week lecture tour of the Southwest on Jan. 11.

BILLY ELLISON, news director, WHBF Rock Island, Ill., father of boy, William David, Dec. 29.

LEE ZIMMER, announcer, WDEV Durham, N. C., joins ABC Radio, Hollywood, as announcer.


CHARLES DAY, news director, WAGA Cleveland, father of fourth child, boy named Robert.

E. WILLIAM MALONE, promotion manager, EKN-TV San Francisco, to resign Feb. 1. No successor has been announced.

JOE CONNELLY, writer, CBS Radio Amos 'n Andy show, father of a girl, Maria, Jan. 1.

On All Accounts

(Continued from page 12)

clude Chevrolet dealers in three Western states regional; gas companies in two states, and numerous others. The Westminster house came to the agency after Mr. Lindquist had spent the better part of nine months studying the project, figuring rightly that NCA would pick an agency that knew its problems intimately.

Radio-TV directors have a real obligation to understand the client's point of view and objectives while retaining the station-network perspective, he feels. A good campaign is successful only when it adheres to highest standards of good taste in length and text of commercials, and in their spacing; when program content meets equal high standards of good taste and entertainment and is completely acceptable to its audience.

Mr. Lindquist has three hobbies at home-model railroadering, puppetry, and motion picture photography, interrupted by careful scanning of TV programming to see what the other fellow is doing.

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Our Respects To
(Continued from page 50)

Butler U., and the U. of Texas, where he is member No. 1. He also served during World War II as chairman of the advertising committee of District No. 1 of the Petroleum Administration for War.

Mr. Gray and his wife, the former Maryjorie Simons Alsapaugh, live in Greenwich, Conn.

"I used to have a boat on Long Island Sound," he remarks, "but sold it during the war. We hope to have another one sometime, maybe next spring."

Turns to Angling

Mr. Gray enjoys fishing and has angled for trout and salmon in the East. As an amateur historian of the War Between the States, he likes to visit the old battlefields to collect data on the subject. His other traveling has included a short business trip to Europe this past summer where, in addition to attending the World Conference on Advertising held in London, he had an opportunity to acquaint himself with Esso Standard advertising and sales promotion in England, Germany, and France.

WHBF EXPANSION

Staff Shifted, Enlarged

EXPANSION and reorganization at WHBF-AM-FM-TV Rock Island, Ill., has resulted in personnel shifts and additions.

Forest W. Cooke, program director, has been made director of all WHBF-TV production, operational procedures and TV programming.

Bill Ellison has been appointed news director succeeding Charles F. Harrison, resigned.

Dean Lierie has been transferred from the continuity department to radio sales.

Harlan Ralston, traffic manager, now is also in charge of radio programming.

Fern Hawks takes over as personnel director in addition to her publicity and promotion duties.

Additions to the staff include Shirifie Freeman, publicity; Elsie Hargraves, receptionist; Doris Balzer, traffic; Dan Rafferty, news, and Fred K. Leo, public relations.

Hearing Delayed

HEARING on license renewal of WKOW Madison, Wis., has been postponed from Jan. 21 to Jan. 29, following pre-hearing conference in Washington last week between attorneys for station and for Atlass Amusement Co. and FCC Hearing Examiner James D. Cunningham [B+T, Dec. 31, Nov. 12, 1951]. At issue is the management contract station has with Atlass Amusement Co. and also question whether WKOW got CBS affiliation after hiring firm headed by H. Leslie Atlass Jr., son of CBS Central Division vice president.
NEW REGION SET
RCA Victor Adds Eighth ESTABLISHMENT of a new region for the RCA Victor Division, to be known as the West Central Region, with headquarters in Kansas City, Mo., has been announced by C. Mosorizi, operating vice president of the division.

At the same time, Mr. Mosorizi announced the appointment of Y. A. Kamin as manager of the new region, effective Jan. 1.

The West Central Region will include Denver, St. Louis, Omaha, Des Moines and Sioux Falls distributing area in addition to Kansas City distributing area.

Formation of the new region is based on the engineering growth of the Midwest as a market for RCA products, Mr. Mosorizi said. He pointed out that the needs of distributors in this extensive territory can better be served with a regional manager located in Kansas City.

The establishment of the West Central Region raises to eight the total regional offices of RCA.

RADIO UNIT
Will Be Emergency Center

RCA has delivered to Philadelphia civic officials a specially-designed multi-channel mobile communications unit pictured below to be used at coordinating center in the event of atomic attack or other disaster.

The unit is housed in a truck and is actually eight radio stations in one. It is capable of linking all Philadelphia police, fire, civilian air patrol, CAA and amateur radio communication facilities. It also can be tapped into the telephone system and used as an emergency telephone transmitter.

With eight transmitters, it is equipped for use as a base station or as a mobile unit. The unit also boasts loudspeakers for controlling population movement, heating and air-conditioning systems, flood lights, various antennas and a 10 kw single-phase generator which can supply all power required for use of the equipment.

Examining new radio truck equipped for use as base station or mobile unit are (1) Philadelphia Mayor Bernard SamueI, and W. W. Watts, vice president in charge of RCA Engineering Products Department.

BURL CLOSE, Sun Oil Co., joins RCA Consumer Products Advertising and Sales Promotion Dept., Camden, N. J.

WILLIAM S. SMITH, account supervisor in industrial advertising section of the General Electric Corp., Schenectady, N. Y., named advertising manager of General Electric's Chemical Division, Pittsfield, Mass.

DAVID S. RAU elected vice president and chief engineer of RCA Communications Inc. (B&T, Jan. 7). C. W. LATIMER, vice president in charge of engineering, appointed vice president and chief technical consultant.

MARTIN F. SHEA named vice president of Auto Radio Division in charge of car radio manufacturing sales for Philco Corp.


SCREEN WRITERS GUILD, Hollywood, appoints Cleary-Straus & Irwin, Hollywood, to handle public relations.


NEW YORK will offer course next Tuesday to radio facilities in high-

duction, conducted by Edgar M. Vichur, designer of amplifiers and radio phoneographs for Villmar Radio.

SIDNEY DORFMAN, Loeb & Loeb, L. A. (law firm), to Snader Telecations Corp. and Snader Telecations Sales Inc., Beverly Hills, as general counsel.

CHESTER L. MIGDEN, attorney with National Labor Relations Board, N. Y., appointed administrator of agency division of Screen Actors Guild.

MURRAY KINNELL, founder member of Guild whose retirement from position becomes effective Feb. 28, will serve in advisory capacity following appointment.


RCA VICTOR will record the Gian-Carlo Menotti opera "Amahl and the Night Visitors" [B&T, Dec. 31] using the original cast. Opera was written especially for video production.

CHARLES MICHELSON Inc., New York transcription sales company, announces the release of two new half hour, open end dramatic series for local sponsorship. Shows are in the Name of the Law and Order in the Court.

Equipment...

ELECTRO-Voice Inc., Buchanan, Mich., announces all E-V dynamic microphones now in production are polarized with the exception of models 615, 600D and 602. Will simplify multiple microphone installation, firm said.

AUDIO & VIDEO PRODUCTS Corp., N. Y., announces production of new portable Wagener-16 Micro Disc Recorder, model P16-450. Instrument will record and play back a full half hour of speech or music on each side of a single unbreakable 4 in. disc.

SPRAGUE Electric Co., North Adams, Mass., announces production of a small feed-through ceramic capacitor for filtering leads passing through a chassis and which aids in the design and production of TV equipment.

RCA TUBE Dept. announces latest in its series of "pencil-type" triode tubes capable of producing peak output of more than 1000 kw in plate-pulse service at frequencies up to 3800 mc.

Technical...

JACK CHARLES, chief engineer, KVER Albuquerque, N. M., to KVVO Cheyenne, Wyo. in same capacity.

CARL PEARL, publicity director, Air Features, to Columbia U.'s Engineering Center in same capacity.

NBFU Awards

RADIO station, daily paper and weekly newspaper credited with greatest fire prevention work for their localities during 1951 will be offered a gold medal and $500 in cash by the National Board of Fire Underwriters in its 11th annual presentation. Scrapbooks, records or other exhibits testifying to 1951 fire prevention activity should be sent to Gold Medal Awards, National Board of Fire Underwriters, 86 John St., New York 8, by Feb. 15. Last year's station award went, for second time, to KANS Wichita.

There are some 550 TV receivers in public schools in the Philadelphia area, with 75 more installations expected within the next two weeks. There is an average of 50 viewers per receiver and a potential pupil viewing audience of more than 30,000 students.

'SAM SPADE' APPEAL
Planned by Warner Bros.

WARNER BROS. may appeal ruling of a federal judge handed down in the nearly three-year-old 'Sam Spade' plagiarism suit against Dashiell Hammett, mystery author, to the U.S. Supreme Court.

Absolving the three of plagiarism charges, Federal Judge Wil- liam A. Smith, early January ruled that purchase by Warner Bros. of the author's Maltese Falcon did not give the movie studio future rights to "Sam Spade," central character of the book. Mr. Hammett under ruling, possesses right to use the character in whatever way he sees fit.

Gordon L. Files of law firm of Freston & Files, Los Angeles, representing Warner Bros., indicated that an appeal to the Supreme Court is planned.

WEEU CITED
By NLRB Trial Examiner

FINDING of certain "unfair labor practices" is contained in an inter-

mediate report by a National Labor Relations Board trial examiner on a complaint involving Hawley Brothers, managing operator of WEEU-AM FM Reading, Pa.

The report is based on a complaint lodged by the American Federation of Radio and Television Artists (AFRTA) Sept. 19, 1951. The union charged that the licensee had refused to bargain collectively with it as representative of certain employees after November 1950. The findings were issued by Trial Examiner John H. Edie.

WEEU-AM-FM had held that a unit of station employees, excluding the program director and other employees, was inappropriate because continuity writers were omitted. Station cited the board's decision in favor of including Westchester Broadcasting Corp. last April. Mr. Edie found that while the station had interrogated certain employees and thus posed the ques-

tion of "interference," it had not refused to bargain in good faith.

WEEU-AM-FM had cause to ques-

tion the union, however, in December 1950 when the union claimed only four announcers, he said.

Tests Script Series

MRS. ESTHER VAN WAGONER TUPFY, veteran Washington re-

porter, and Mrs. Cathleen McFadden, European correspondent, of Time magazine as "The Duchess," has completed a year-long test of world news scripts, coughed in "kitchen language" and aimed at women listeners. Three women have helped Mrs. Tufty test her script service. They are Betty McCall, WCAO Baltimore; Alice Anderson, WTTR Port Huron, Mich., and Beth Anderson, WMID Midland, Mich.
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  By Markets
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- A Puppet Stumps
  By TV
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THE SPOT FOR YOU . . . is on feature films

FOOTLIGHT THEATER
6-6:50 p.m., Mon. thru Fri.
Participations on this top-rated early evening film show currently are sold out, but there's always room on the waiting list. Average daily rating of FOOTLIGHT THEATER is 16.2 (ARB survey, Dec. 1-8), while the closest competing program has a rating of 9.3.

CIRCLE FOUR ROUNDUP
4-5 p.m., Saturday
A Western film series block programmed with other leading kid shows (Cisco Kid, Safety Circus, American Youth Forum). CIRCLE FOUR ROUNDUP is available for spot participations.

CINEMA PLAYHOUSE
11:05 p.m., Sunday
Now available to one lucky sponsor, for presentation on CINEMA PLAYHOUSE, is a series of 18 brand-new, current feature films NEVER BEFORE SEEN ON TELEVISION, including 13 Alexander Korda productions—a truly outstanding buy.

BOX FOUR
11:05 p.m.-12, Mon. thru Fri.
With an average daily rating of 7.1, (ARB survey, Dec. 1-8), BOX FOUR is the highest-rated of three late evening film shows on Washington TV stations. BOX FOUR offers the advertiser a 3 for 1 value—sponsor identification at both beginning and end of the movie, in addition to the regular one-minute announcement.

FOR COMPLETE INFORMATION AND RATES, CALL YOUR NEAREST NBC SPOT SALES OFFICE OR THE WNBW SALES DEPARTMENT, REPUBLIC 4000.
COMING TO KECA-TV January 28

"The AL JARVIS Show"

Los Angeles Greatest TV Selling Attraction

3:00-5:00 pm Daily

Select Time Still Available. Place Your Orders NOW.
Phone Your Nearest ABC-TV Spot Sales Office:

LOS ANGELES
NORMANDY 3-3311

SAN FRANCISCO
EXbrook 2-6544

NEW YORK
SUQUEHANNA 7-5000

CHICAGO
ANDOVER 3-7800

DETROIT
WOODWARD 3-8321

ABC Television KECA-TV channel 7 in Los Angeles
CONTROL ‘WORKED’

Strict control of football telecasts by National Collegiate Athletic Assn. served to cut down TV’s inroads into gate receipts, NCAA was told Friday as delegates prepared to vote in Cincinnati on a plan for continued supervision next season.

Main objection to a “middle course” plan offered Thursday by NCAA’s Television Committee came from U. of Pennsylvania and Notre Dame but they appeared to have little support around the convention. Penn proposed a resolution calling for unrestricted live football telecasts.

First results of an impact survey conducted by National Opinion Research Center for NCAA were made available.

NORC emphasized that the NCAA control of telecasts had slowed up the declining trend in football attendance, with colleges in TV areas suffering less than in 1950.

The TV Committee, headed by Tom Hamilton, Pittsburgh, and Ralph Furey, Columbia, based its report on a proposed experimental program for 1952 with these objectives:

To minimize the adverse effects of live television upon attendance at college and high school football games. To spread television, within the limits of such control plans as may ultimately be adopted, among as many colleges as possible. To provide television to the public to the extent consistent with the first two objectives.

Other Recommendations

The committee also recommended that the 1952 television program be worked out by a TV committee appointed by NCAA. The new committee would also give consideration to the final NORC report when available in March and the plan would be submitted to NCAA membership for approval.

Also the recommendation was made that no NCAA member make any TV commitments for the 1952 season except in accordance with the approved plan. The committee declared, “We reject the urging of those who seek a complete ban on live telecasting. College football and live television can and will live side by side. Equally firmly, we reject the urging of those few who would return college football to un

Helped Cut Gate Inroads, NCAA Says

Thanksgiving and close of the season. Pittsburgh and Boston were selected for detailed study, and a representative cross section of approximately 500 football fans in each city were interviewed personally every week of the season regarding their Saturday afternoon and weekend activities. Seventeen colleges, coast to coast, conducted questionnaire surveys of their stadium audiences. Seventeen colleges used telephone surveys among football fans in home localities on Saturdays when a home game was being played. Seven other colleges used a mail survey among alumni and students. Game-day attendance reports were solicited each week from the 259 NCAA members. Seasonal attendance data from 1947 to date was requested from a cross section of 250 high schools all over the country, in order to get some indication of TV effects on this type of football attendance.

The NORC report to NCAA showed the restricted telecasting program slowed up the alarming decline which most colleges faced under unrestricted TV competition.

NORC showed figures to illustrate the basis for this conclusion. Overall attendance during 1950 was substantially the same as over all attendance during the normal or base period of the 1947 and 1948 free-television season. Overall attendance during 1951 was down about 6% from both base period attendance and 1950 attendance. This overall drop was due to the decline in student enrollment of over 15% and the general sports attendance falloff.

Different Opinions

Interviewed by Broadcasting • Telecasting, Messrs. Hamilton and Furey differed in their opinions of TV’s future in college football. Mr. Furey contended subscription television will provide the final answer in five or 10 years.

On the other hand Mr. Hamilton (Continued on page 68)

'52 SET LINE

Market Soft at Chicago Unveiling

CHICAGO’S Winter Furniture Shows, conducted last week at the Furniture and Merchandise Marts, showed a marked inclination among radio, TV and television dealers who were interested in buying, but only the necessary minimum. This was reported by several dealer-observers, who said the show attracted buyers who wanted to see the new radio-TV models and to replace stocks which dwindled during the end of 1951.

Buyers saw the wide margin between inventories and the public demand dwindling, so that now most dealers need to re-order. Buying, however, was reported to be much lighter generally than in January of last year, but heavier than last summer, when radio-TV distributors’ shelves were glutted.

Dealers said the trend continues to down-grade suggested retail prices on TV sets by about 15% to 20%, with the larger figure predominant in TV-saturated areas. Prices hold more firm in the fringe areas, where the dealers say the biggest market lies in 1952 even if the freeze does not go off.

This year’s production has been estimated by the Radio-Television Mfrs. Assn. at between 4 and 5 million TV sets and 11 million radios, contrasting with the high 1950 production of 7 1/2 million TV sets and 14 1/4 million radios.

Manufacturers introduced new models and exhibited their entire radio-TV lines at both marts and in hotels throughout the city. Hallicrafters Co., Chicago, brought out a new “150-mile” line of TV sets, with which it offers a written, 30-day guarantee that the customer’s entire purchase price will be refunded if he does not receive a satisfying picture from a transmission point 150 miles away.

New Guarantee

President William J. Halligan, who is also president of the Armed Forces Communications Assn., said the new guarantee “will take a lot of wild claims off the market.” The 150-mile line features a dynamic tuner in models ranging from 17 to 21 in. screens, except for one 14 in. model.

Richard A. Graver, vice president in charge of electronics for Admiral Corp., Chicago, announced incorporation of an AM radio, “full-tone control” and a record player outlet on nine of the company’s new TV models. Mr. Graver said the new sets will be listed at prices no higher than “most” other nationally advertised sets with TV alone.

Extras are housed in a cabinet the same size as a TV-only model. The full Admiral TV line includes 12 new models and 22 which were introduced late in 1951. The 17 in. picture tube, Mr. Graver said, will continue to be the most popular picture size in 1952, although he sees an increased sale of 20 and 21 in. sets also.

Admiral will produce 27 in. sets with a rectangular metal tube as soon as suppliers can furnish enough tubes, Mr. Graver also commented.

Among other sets announced last week were these:

Six new TV receiver models were added to the RCA line, with initial shipment to begin shortly. These (Continued on page 68)
THREATENED lawsuits against Red Channels and the New York Post, and hearings by representa- tives of Actors Equity and Televisi on Authority, were late week re sults in a recall by editor Philip Loeb from the role of Papa in The Goldbergs, announced just as the series was readied for a honed return to television Feb. 4.

Mr. Loeb, through New York at torney Arthur Garfield Hays, in situtional proceedings Friday “for sub judice matters against pub lishers of Red Channels, anti-commu nist publication he holds respon sible for his alleged blacklisting along advertisers’ row. Another at torney for Mr. Loeb also ordered papers served Friday in a $250,000 suit against the New York paper for an editorial it published referring to him.

The character actor also planned to appear Friday night before a TVA committee investigat ing into “coercion of artists” in conformance with a resolution, adopted during the TVA December Convention. Resolution condemned blacklisting of TV em ployees in any way unless the ac cused had been proved a member of a subversive group and urged that fair hearings be held to consider each case. National Executive Secretary George Heller had an nounced TVA’s proposed investiga tion Tuesday, and a committee of five TVA members and five alter nos was named, which would add the actor and suggest appropriate ac tion to the TVA board. Committee members are Clayton Collier, Frances Reid, Ray Cook, Leopold Sachse, and Phil Foster with Sid ney Blackmer, Betty Jane Keating, Alan Buncle, Lanny Ross, and Jerry Wayne named as alternates.

Had Appeared At Meeting

Mr. Loeb had appeared Tuesday afternoon before a regular meeting of Actors Equity, the industry’s executive director, and afterwards released the following statement: “After hearing Mr. Loeb, this council requests TVA to take immediate and suitable action to secure for Mr. Loeb his rights as a TVA member, as pledged in the blacklisting resolution. . . Actor Equity offers its coopera tion and assistance.” Equity passed the matter to TVA, it was pointed out, since the problem pertained to employment in television rather than in legitimate theater.

American Civil Liberties Union also protested the Loeb dismissal in letters to TVA and Equity, signed by president Henry, ACLU executive director, and Eugene S. Con tinuous chairman of National Council of Freedom for Democracy, who re cently resigned from Playwrights TVA has thus far stated that if it were to be the black listed. The ACLU protest character ized action against Mr. Loeb as “one more instance of the growing trend toward making political opin ion rather than competent perform ance the criterion for employment in the radio and television field.”

In seeking a hearing, Mr. Loeb said, “I have never been and am not now a member of the Communist Party. I am not and have not been in sympathy with communism and I’ve never been under communist discipline. I oppose communism in all its forms and I am heartily in sympathy with American principles.” He said he had been on rec ord to that effect for 10 years.

The trouble began Sept. 16, 1960, he said, shortly after Foodsan assigned the Gold bergs on CBS-TV, dismissed Jean Muir from a TV role in another of its programs. The sponsor told lead actress, author, and owner of The Goldbergs, to take Mr. Loeb out of the cast within two days or it would drop the show. The actor said Mr. Berg at that time offered him $85,000 for the remainder of his five-year con tract, Mr. Loeb reported, but he said he refused.

General Foods was reported at that time to have changed its policy, however, and retained both Mr. Loeb and the TV show until last June, “when for business reasons” the show was dropped. In August, The Goldbergs was acquired for NBC-TV in an exclusive, long term contract but a TVA tele vision resolution was never announced. Failure of show to appear was generally at tributed to sponsor reluctance.

At week’s end, Mr. Berg was not available to say why he decided to drop the actor and resume the show, scheduled for 15-minute version at 7:15 p.m. EST Mondays, Wednesdays, and Fridays. Monday segment will be sponsored by American Vitamins Corp., Newark, with NBC reportedly negotiating with a food company for the two other sections. No replacement for Mr. Loeb was announced.

Through Ted Ashley Associates, the agent who, Mr. Loeb said, had made the $85,000 offer, Mr. Berg suggested that building the actor’s contract was “absolutely never” made and that the contract has now expired. Mr. Loeb said he has two and a half years remaining in his agreement with Mr. Berg and that he intends to hold to the pact.

NEW STATIONS

OVER $700 million will be invested in construction of new TV station facilities alone in the next few years, NARTB President Harold E. Fellows told at a luncheon address before the Federal Communications Bar Assn.

Mr. Fellows estimated that the end of FCC’s television freeze may bring construction of 1,290 stations in this period. His estimate of total costs was projected from NARTB figures covering general construction.

In the most recent FCC list of UHF and VHWF stations [B.T., Dec. 17, 1951]. The figures were based on present costs.

In addressing the FCBA’s lunch enon Monday Mr. Fellows attacked the Benton legislation for creation of a program censorship board of citizens. Hearings will be reopened by a Senate Interstate & Foreign Commerce subcommittee within the next two or three weeks, he said. The subcommittee will take more evidence from proponents of the bill and then hear NARTB and other opponents. He reminded that Chairman Edwin C. Johnson (D-Col.), of the full committee, is opposed to the Benton legislation along with a majority of the FCC.

FCBA stands “in the first line of defense between the broadcasters and intolerable government regula tion,” Mr. Fellows said, urging the association to “join with us in our opposition to the Benton bills.”

Radio, described by Mr. Fellows as a “30-year veteran of the air waves,” has demonstrated its stay ing power and is still “the greatest mass medium of our era,” he said, comparing TV’s present problem with those that faced radio through the decades.

Much of the NARTB’s TV Code is based on the Canons of Professional Ethics of the American Bar Assn., he said, voicing surprise that many attorneys had anonymously described specific objections to the test case endorsed at Chicago last October by the NARTB TV mer bers [B.T., Nov. 5, 1951].

He invited FCBA members to suggest amendments for considera tion by the Federal Communications Vision Review Board, charging they were “trying the case in the pub lic press.”

Fellows’ ‘IF-CC’

PROPOSED citizen’s pro gram advisory group of Sen. William Benton (D-Conn.) would succeed the FCC, said Mr. Harold Fellows suggested Friday in addressing the Federal Communications Bar Assn. The test case was endorsed by a group of attorneys, including two who hold FCC stations and area sandwiched between the FCC and Congress,” he said, performing duties he claims the FCC lacks personnel to perform and which the law states it has no right to do— program censorship. Mr. Fel lows and his tributes to the late Louis G. Loeb fight against efforts to im pose censorship.

SALE OF two boxcars of Creme-O Coco glasses after four TV plugs that’s the record for the Glou celand who made the announcements on his Hollywood Road to Fame over KNXT (TV) Los Angeles. Happily unloading the second boxcar are (1 to r) Donald Breyer, vice president, Factor Breyer Inc.; Leo Kanner, sales manager, Globe Bottling Co., and Mr. Groveld.

FCBA ELECTION

Scharfeld Is Named

ARTHUR W. SCHARFELD was elected 1952 president of the Fed eral Communications Bar Assn. last week. He succeeds William A. Porter (Bing ham, Collins, Porter & Kiesler), who was elected the FCBA’s delegate to the Amer ican Bar Assn.

Elected first vice president was Fred W. Albertson (Dow, Lohnes & Albert son); second vice president, Vinct B. Welch (Walsh, Mott & Morgan); secre tary, John C. Spearman (Spear man & Roberson); treasurer, Charles F. Duvall (Fisher, Way land, Duvall & Southmayd).

New members of the FCBA execu tive committee are George O. Sut ton and Leonard H. Marks (Cohn & Marks). They were elected for three-year terms, succeeding Bar L. Crook (of Wheat, May & Shannon) and Ralph L. Walker (both Pierson & Ball). To fill the remaining year of John T. Quinberry’s term, the FCBA elected Clyde E. Bailey. Mr. Quinberry had resigned upon leaving Washing ton. Remaining on the execu tive committee are Corwin R. Lockwood Jr. (Hogan & Hartson), Vernon L. Wilkinson (Haley, Mc Kenna & Wilkinson) and Joseph F. Zias (Loucks, Zias, Young & Jansky).

New FCBA president was grad uated from Harvard Law School in 1928, served with Federal Radio Commission 1929-30 and joined late Louisa G. Caldwell in radio practice in Washington 1930-55, during which time he was the as sociate editor of the Journal of Radi o Law, published by North ern U. In 1935, he and Philip G. Loucks formed the firm of Loucks & Scharfeld. Mr. Scharfeld in 1948 established his own firm in New York. During World War II, Mr. Scharfeld served as a major in the Army.
SECOND round-the-clock survey of New York television programming was conducted by National Assn. of Educational Broadcasters last week when 25 monitors watched every program on the city's seven channels during the seven-day period ending Thursday night.

"We are approaching this study as social scientists," Dallas W. Smythe, professor in the U. of Illinois Communications Research Institute, who is directing the study, said Thursday. The monitors, all graduate students of the institution and Columbia U. or New York U., were instructed to time each program element, classify the show as to type, and write an objective description of program content. Editorial opinions were forbidden.

This year, special attention was centered on programs given top ratings by audience surveys, cartoons, and by television critics, and closer analysis was made of all programs. In a variety show, for example, the function of the

TALMADGE VIEWS
Not Warmly Received

NETWORK television officials remained seemingly unmoved last week in the face of threats from Herman Talmadge, Governor of Georgia, to promote a mass boycott throughout the South of television sponsors who disregard southern traditions for segregation by casting whites and Negroes in television shows.

CBS Television Vice President J. L. Van Volkenburg cold-shouldered the Governor with a simple statement: "We will continue to select our performers solely on the basis of their talent."

Identifying the American public as video's "severest and most competent critic," Alexander Stronach Jr., vice president of programming for ABC-TV, observed that Talmadge's attitude "does not take into account the majority opinion of the nation's TV audience."

The Governor stated his point of view as an editorial in his newspaper, The Statesman, and objected to Negro dancers appearing with "scently clad white females," Negroes and whites conversing "on a purely equal social level" and Negro and white children dancing together. He approved appearance of Negro groups, however, so long as they are not joined by white entertainers or dancers.

Suggesting that good taste alone should call a halt to such practices, he wrote, "If the television executives and producers do not have this good taste, then the great millions of people in the Southern states can turn their own resentment, individually, toward the products which sponsor such shows."

UNIONS

WTAR-AM-TV Files Test Case On Jurisdiction Problem

TEST CASE designed to avoid countless jurisdictional disputes among program department employees of TV and AM-TV stations is pending before National Labor Relations Board in a petition filed by WTAR-AM-TV Norfolk, Va.

Oral argument in the case was requested last week in a brief filed on behalf of WTAR by its attorneys, Eliot C. Lovett and Joseph C. Wells. Involved in the case is AFRA, which proposed to represent only about half the station program employees. Hearing in the case was held at Norfolk Nov. 18, following filing of briefs.

WTAR's petition contends that AFRA would carve out of 49 employees a bargaining unit consisting only of employees who speak, act or sing over the air and to bargain for such employees only to the extent they perform these specific functions.

According to WTAR, the question is vitally important to a large number of small but important combination radio and TV stations as well as TV-only operations which originate only a small percentage of the programs they telecast. Decision in the case, the station notes, will establish a pattern for collective bargaining in the industry and affect new TV stations to be granted when FCC lifts its freeze.

The Norfolk station contends the bargaining unit should include non-supervisory employees in the program department who, working as an integrated team, produce the shows carried over the radio and TV transmitters. The 49 employees involved each work in many types of functions.

Rigid departmentalization would require "a hodgepodge of collective bargaining units separating two or three employees" in a department from those in another department, it is contended, leading to countless jurisdictional disputes. The station argues AFRA claims to represent only 12 of the 49 persons involved in "an appropriate bargaining unit."

AFM-FILM TALKS
Stated for Miami Jan. 15

REPRESENTATIVES of the American Federation of Musicians (AFM) and West Coast film studios plan to discuss a new contract at meetings in Miami, Fla., starting tomorrow (Tuesday), expiration day for present agreements.

AFM spokesman could not estimate length of the discussions, but said union officials hoped that they would conclude "fairly soon" although longer negotiations are possible since TV use of films, in which AFM physicists have worked, must be considered. Prior contract expired Sept. 15, but had been extended to Jan. 15.
...already KNXT has climbed

Nov. 1950: KTSL (KNXT) was CBS Television competitor.
Jan. 1951: CBS Television assumed control of KTSL.
April 1951: CBS Television shows moved to KTSL.
Nov. 1951: Telepulse reported on the new Channel 2.
Data on request.
to a first-place tie!

Look what's up in L.A.! From fifth to first in '51! It's the success story of the year in America's second television market.

In the first Telepulse survey since KNXT moved to Mt. Wilson (with 10 times more power), the new Channel 2 is tied for first in average evening ratings throughout the week! And in average evening share-of-audience as well!

KNXT's viewing is way up, but KNXT's cost-per-thousand is down... down 18.5% since the start of the past year!

And if KNXT is tied, it is not tied down. The new Channel 2 is just starting as CBS Television's key station on the Coast!

No wonder national spot advertisers have more than tripled their investment on KNXT during 1951. KNXT is head-and-shoulders highest as Los Angeles' best television buy.

If you want to move up in the world in 1952, there's no limit to where you can go on...

KNXT the new channel 2

Los Angeles - CBS Owned - Represented by CBS Television Spot Sales
In Vincennes, Indiana:  
"We rely on WFBM-TV"  
Says CHARLES C. ANDERSON  
Nash Automobile Dealer  
1201 Busseron Street  
Vincennes, Indiana

You get a BIG BONUS IN SETS ON WFBM-TV INDIANAPOLIS

"Vincennes is a WFBM-TV town"  
Says JACK ARTHUR  
FIRESTONE STORE  
229 Main Street  
Vincennes, Indiana

Historic Vincennes, Indiana, is a progressive, modern community today—as avidly interested in television as everybody else. And in Vincennes and Vanderburg County, Indiana, WFBM-TV of Indianapolis—well over 100 miles away—is the favorite station.

All of which is just another way of saying you get a whale of a buy on WFBM-TV. It's a far better than average buy just for the 192,500 TV sets installed in its 60-mile radius . . . and when you add the BONUS THOUSANDS outside that radius, you'll agree it's one of the best "deals" in the country.

How about the advertisers you represent? Check the money-loaded Hoosier market. Indiana ranks in the first ten states, both agriculturally and industrially. That means high employment, AND high incomes. That's why WFBM-TV advertisers sell and SELL!

*Source: BROADCASTING-TELECASTING, January 14, 1952

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
COLOR TV GRANT

WHAM-TV Testing NTSC

GRANT of FCC authority to broadcast color TV under the National Television System Committee standards last week makes Stromberg Carlson's WHAM-TV Rochester the tenth station cooperating in the NTSC tests which are due to run to March (8-B, Dec. 3, 1951).

WHAM-TV authorization was, as in the case of the others, for telecasts outside the regular broadcast day. STA was for 60 days from Jan. 1.

Other stations with FCC authority to transmit NTSC color TV are NBC's WNBT New York (KE2XJY) and WNBW Washington (KG2XG). Philco's WITZ Philadelphia (KG2XDT), Crosley's WLWT Cincinnati (KQ2XBO), DuMont's WABD New York (KE2XDR), General Electric's KE2XTH Syracuse, RCA's KCX2X and KCX2CY Bridgeport, Conn., and Zenith's KS2XBR and KS2XBS Chicago. Other manufacturers who are also testing NTSC color, with FCC authority unnecessary, are Sylvania, and Halseline.

RCA announced two weeks ago that its NTSC color test would be continued on a regular scheduled basis through January. Signals emanate from WNBT New York and are picked up and rebroadcast from its Bridgeport UHF experimental stations (8-B, Jan. 7).

TEX. UHF BIDS

Oilmen Re-Apply to FCC

THREE Texas millionaire-oil men, in a partnership, filed applications with the FCC last week for two new UHF TV stations.

The trio, R. L. Wheelock, W. L. Pickins and H. H. Cofield, filed for UHF Chs. 23 in Dallas and Houston. They already have applications filed for New Orleans and Corpus Christi, and, at the time owned KTLX (TV) (now KPHO-TV) Phoenix and KEYL (TV) San Antonio.

Last week marked the second time within four months that the group filed for TV outlets in Dallas and Houston. Last September they filed applications for the two cities, plus a UHF station in San Antonio (8-B, Sept. 10, 1951).

Shortly after filing the applications, however, they withdrew them, presumably because of a stipulation in the sales contract of KEYL (TV) which they had sold to the Fort Industry Co. The San Antonio station was sold for $1,650,000 in July (8-B, June 11, 1951), and KTLX was sold several years ago to KPHO interests.

In Dallas, they seek visual ERP of 180 kw and in Houston an ERP of 182.5 kw visual. They estimate their Dallas station will cost $522,- 600 and the Houston station $382,-500. They expect expenses at each station, for the first year to be $140,000 and revenues at each outlet to be $300,000.

Ginka demonstrates slenderizing exercises with the help of her children, Robin (1) and Tamara.

WMJ-TV's 'FIGURE FUN'

Slenderizes Women Viewers, Fattons Sales

A WTMJ-TV Milwaukee program, Figure Fun, is taking weight off women viewlets, and adding weight to the sponsors' sales receipts.

The show is telecast at 9:15 a.m. Monday through Friday. It features a dancer and her husband. Her name is Ginka and she's never at a loss for program ideas.

Dancing and expression have been a part of her life since she was a teen-ager. Her main idea, as she puts it, is just to help housewives fight the "battle of the bulge." Ginka also wants other persons to mingle with health as she does.

Krambo Food Stores, a supermarket chain, sponsors the show for three days a week and Friedman's (men's clothing store) bought the remaining two days.

It's a little unusual that a men's clothing store would sponsor a program aimed at housewives but Friedman's shows a "The Store for Men Most Women Prefer."

On the program, Ginka demonstrates slenderizing exercises and has a special day with exercises for women past 40. She also shows easier ways of doing house work. Naturally, mail from televisioners reflect enthusiasm for the program. Occasionally, Ginka is joined on the program by her children, Tamara, 3, and Robin, 5. This shows mothers how to lose weight while playing with their children.

Ideas for her program really came from Ginka's sister. Not satisfied at simply being a housewife herself, Ginka was anxious to return to her dancing.

"When my sister suggested the program, I saw the possibilities," Ginka relates. "But I didn't succeed in selling it. Instead, I found myself invited to dance on television in Doin' the Towns."

"But the idea of Figure Fun was still with me," Ginka said. "This fall when the Stone & O'Halloran advertising agency approached me on doing a commercial show on TV, I decided to mention my Figure Fun idea again. The agency was sold and with it, two sponsors."

Except when her children appear on the program, Ginka's only assistants are Art Whitfield, who does the commercials and occasionally joins in the fun, and Bob Hert, who provides musical accompaniment.

R. G. Winnie, station manager, points out that Sid Stone, of Stone & O'Halloran, agency for both sponsors, often does cartoons for the show.

PEERLESS CHANGES

Sol Lesser Withdraws

PRESSURE of his motion picture production activities is given as reason for Sol Lesser withdrawing from Peerless Television which he recently organized with Edward Small to produce and distribute TV films and lease motion pictures to television.

Although no formal announcement was made, spokesman for Mr. Lesser said he was also withdrawing more than 20 feature motion pictures which were to be leased to television through Peerless. It was by "mutual agreement with Mr. Small" was explanation.

It is understood, however, that Mr. Lesser has definite television plans that will include financing of his own production and releasing firm. He was to have revealed these plans this past weekend, if out of the "talking stage."

Peerless, headquartered in New York, with George Shupert as vice-president, will continue to distribute the Edward Small feature films to television, it was said.

Although not confirmed, it is understood some 40 religious motion pictures produced by Cathedral Films and purchased by Irwin Lesser, Peerless Representatives Inc., for release to television through Peerless, have also been withdrawn from that company.

MONOGON SUED

Century Asks $250,000

MONOGON Pictures and three officials of that company were named in a $250,000 damage suit filed in Los Angeles Superior Court last week by Century Television Productions. In the complaint, Century claims that it signed Wild Bill Elliott, cowboy actor, for TV film series in June, 1950 and in an effort to get financial backing four months later showed a pilot film to Monogram executives.

The Monogram executives were identified as Johnign, board chairman; Steve Broidy, president, and Scott R. Dunlap, at that time executive assistant to the president. No financial assistance was obtained, the complaint charged, but Monogram, knowing Mr. Elliott's previous commitment, "enticed" Century into an exclusive contract with the movie company on Jan. 9, 1951, thus preventing him from completing his Century series.

Century Television also named Wild Bill Elliott as defendant in a separate suit, asking $125,000 damages for his alleged breach of contract.

Exclusive five year agreement signed with Monogram Pictures placed Mr. Elliott in a position beyond his power to perform contact with Century, according to the complaint. It was made that Mr. Elliott "in spite of the demands" refused to make himself available for television films and further breached his contract by signing with Monogram.

January 14, 1952 • Page 65
**telestatus**

**TELEVISION** Spot Advertising Summary No. 9 was issued last week by The Katz Agency, station representative firm, showing the one-time film rates, daytime and nighttime of all TV stations as of Dec. 1, 1951.

Total cost for 65 markets, based on the highest-cost station in each market, ranges from $7,487.25 for one nighttime minute to $840.40 for a nighttime hour. Daytime, the range is from $5,814.05 for one minute to $21,855.00 for one hour. Average cost per market is placed at $118.88 for a nighttime minute, $683.53 for a nighttime hour; $60.54 for a daytime minute, $346.44 for a daytime hour.

Total cost for all 109 stations amounts to $16,042 for a nighttime minute; $84,430 for a nighttime hour; $7,662.80 for a daytime minute; $2,533 for a daytime hour.

The summary also provides breakdowns on rates for five, fifteen, and thirty minutes; gives separate subtotals for the first, ten, twenty, thirty, forty, and fifty markets (arranged according to number of sets), and lists set circulation by markets.

**Skelton Close to Berle In Videodex Report**

MILTON BERLE and Texaco Star Theatre was the most popular video show again for Dec. 1 to 7, according to the latest Videodex report issued by Fay Berg of Graham Research, Chicago. He ranked first in the number as well as percentage of television homes. Details of the network top ten follow:

<table>
<thead>
<tr>
<th>Network</th>
<th>% of TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Texaco Star Theatre (NBC) (81 cities)</td>
<td>48.9</td>
</tr>
<tr>
<td>2. Red Skelton (CBS) (51)</td>
<td>46.6</td>
</tr>
<tr>
<td>3. Talent Scouts (CBS) (24)</td>
<td>43.4</td>
</tr>
<tr>
<td>4. I Love Lucy (CBS) (48)</td>
<td>37.4</td>
</tr>
<tr>
<td>5. Comedy Hour (NBC) (Bob Hope) (56)</td>
<td>37.4</td>
</tr>
<tr>
<td>6. Your Show of Shows (NBC) (58)</td>
<td>36.3</td>
</tr>
<tr>
<td>7. Philco Playhouse (NBC) (56)</td>
<td>35.6</td>
</tr>
<tr>
<td>8. Gaffney and friends (CBS) (47)</td>
<td>35.6</td>
</tr>
<tr>
<td>9. You Bet Your Life (NBC) (37)</td>
<td>34.9</td>
</tr>
<tr>
<td>10. Fireside Theatre (NBC) (54)</td>
<td>33.1</td>
</tr>
</tbody>
</table>

**Telemension Device Aids Film Scmene**

TECHNIQUE for reducing basic costs of TV film programs and commercials was reported last week by Telemension, New York, which said it has perfected a way to supply scenery around live actions of performers from within shooting equipment.

As many as 16 changes of scenery can be contained on one foot of specially processed film, it was reported, with resulting sets having characteristics of solid construction. Through Telemension equipment, scenery is provided in foreground or background areas around performers, although that equipment operates in front of the staging area in the manner of standard motion picture cameras.

Original artwork of scenic designers reportedly is converted into an emulsion form for use by Telemension within 48 hours, as contrasted to days of planning and construction time required for actual sets. Since the filming technique is said to be instantaneous during live action, prints can be available within two hours after films are shot.

Telemension service is being made available to TV stations and regional sponsors for use in local presentations, as well as to commercial packagers. Where a single sound track is used, it was pointed out, basic items of production cost are limited to raw film stock and talent.

**New KSTP-TV Rates Listed By Station**

KSTP-TV Minneapolis-St. Paul last week re-issued Rate Card No. 8, which became effective Jan. 1, 1952. Class A rates currently effective are one hour, $900; half hour, $540; minute or 20 second spot announcement, $180; station break, $90. Class B, one hour, $675; half hour, $405; minute or 20-second spot announcement.

(Continued on page 75)

**Weekly Television Summary—January 14, 1952—TELECASTING Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>12,100</td>
<td>Louisville</td>
<td>WAV-EV, WHAS-TV</td>
<td>117,983</td>
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<td>Ann Arbor</td>
<td>WXYZ-TX</td>
<td>145,000</td>
<td>Milwaukee</td>
<td>WTMJ -TV</td>
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<td>Atlanta</td>
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<td>Providence</td>
<td>WAJS-TX</td>
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<td>WTVR</td>
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<td>Binghamton</td>
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<td>St. Louis</td>
<td>KFTV</td>
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<td>Seattle</td>
<td>KIRO-TV</td>
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**Total Markets on Air 64**

Includes XELD-TV, Minneapolis, Minn.

Estimated Sets in use 15,110,000
SELLOUT FOR A BOWL IN A CHINA SHOP-

Patterson Plugs
Proven on WHIO-TV!

Virginia Patterson takes turns selling the products of all participating sponsors during her hour-long, 5-mornings-a-week television show. Came a local china shop's turn not long ago with a special one-time TV offer (a bowl). One good Patterson commercial on the bowl sold 3000—and got orders for another 3000 that the shop couldn't fill. A not-too-significant example—but it gives you an idea of what happens when she turns her talents to foods, appliances, clothing, cosmetics and other products for other sponsors.

Virginia aims her show straight at the big WHIO-TV housewife audience she's known for 2 years—entertains them with songs, piano music, guest stars, product demonstrations, household hints and public service features. Virginia does the vocals, and she's got the background for it. She studied music at the Cincinnati Conservatory and voice at Chicago Musical College. She also played in musical comedy, worked with traveling stock companies, appeared in movies, sang as guest soloist with orchestras, pioneered on TV in 1932 experiments and worked in early radio. Her personality has her audience right where you want them—in front of their sets at 10:30 a.m. every day. Want to reach them with participating spots while they're sitting there in a buying mood? George P. Hollingbery Company representatives can fix it for you.
FOOTBALL CASE

LEGALITY of National Football League rules restricting telecasts of professional games will be argued within two months before Judge Allan K. Grim in federal court, Philadelphia. Judge Grim last Tuesday dismissed a request by the league to Dept. of Justice [B•T, Oct. 15].

Judge Grim said he wanted the suit to come before him as soon as possible because of its "tremendous" public importance. He gave the league 45 days to file a reply to government's case.

Final decision is expected to affect telecasting and broadcasting of all sports events, professional and amateur. The Tuesday dismissal will not affect television policies of National Collegiate Athletic Assn., according to Robert Hall, Yale athletic member and lawyer-member of NCAA's Television Committee.

"Our case and that of the professionals are entirely different and this action won't away our thinking on the matter," said Walt Harris, the Associated Press. "If the suit comes out in favor of the professional league then we will feel we are given a free hand on our program since they are far more restrictive than we. If the NFL is found wrong, then our case, which is different, is decided on its own merits. We have not yet been told by the government we are in violation of any law."

The Justice Dept. complaint charged NFL with violating the Sherman Anti-Trust Act by refusing to telecast Philadelphia-played games to the Philadelphia audience. Bernard I. Nordlinger, NFL counsel, said the league's position was similar to that of a manufacturer who enforces limits distribution of his goods to certain dealers, or what he termed "a reasonable restraint of trade" within Supreme Court limits.

He argued NFL members could reasonably restrict distribution of their product, whether by tickets or on the air. He noted that after games are played, no restrictions are imposed on telecasts or movies in the home area. Former U. S. Senator Francis J. Myers argued that the government would go after boxing, tennis and college sports if it won the case. This might deprive the public of sports via television, he said.

"The TV station could devote its resources to helping the ticket sale for the game reach thatfigure. When that figure was reached in sale of tickets then permission would be granted for television. With such a plan I think we could help each other."

"It is felt that small colleges the country over could do what they have already done in the Houston area and in Texas. By that I mean, schedule their games on Friday nights or Saturday nights so as not to conflict with the schedules of major colleges. Then, a TV fan could have his major football on television in a non-metropolitan area and still see smaller college games."

"Public announcement that the game, or games, will be televised need not come until the morning of the game in order not to conflict with the late sale of tickets.

JACK HARRIS PLAN

Suggests TV Sports Policy

COOPERATION of telecasters and colleges in place of the restrictive television policies of National Collegiate Athletic Assn. was urged last week by Jack Harris, vice president of the Houston Post and KHOU TV Houston.

Mr. Harris was quoted by Clark Nealon, Post columnist, as urging that control of TV rights be returned by NCAA to individual colleges.

"A plan could be followed by which athletic directors, or business managers, and TV representatives could meet on Monday before a game in which television is interested and set up an agreement," Mr. Harris said. "In this agreement, the business manager, or athletic director, would make what he considered a fair estimation of the drawing power of the game."

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KTLA (TV) Signs Two

A NATIONAL and a regional food firm are jointly sponsoring KTLA (TV) Los Angeles' hour-weekly Lawrence Welk's Champagne Show, which Sea Food Co. (Chicken of the Sea Tuna Fish), Terminal Island, Calif., and Laura Scudder Food Products, Monterey Park, Calif., have signed 26-week contracts. Agency for Van Camp is Brisacher, Wheeler & Staff; agency for Laura Scudder is Rockett-Lauritzen, both Los Angeles.

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Federal Judge Grim To Hear Soon

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San Francisco has 3 TV stations. These stations give primary coverage of the San Francisco Bay Area and secondary coverage throughout Northern and Central California.

The leading San Francisco TV station is KRON-TV. This leadership is clear-cut month after month because . . .

- With the market's highest TV antenna, KRON-TV provides unparalleled "Clear Sweep" coverage
- KRON-TV presents the largest number of top-rated shows—more than the other two stations combined *(Pulse and Tele-Que)*
- KRON-TV attracts the most viewers in every audience segment—men, women, teenagers, children *(Tele-Que-Pulse does not measure)*
- KRON-TV serves the largest number of advertisers *(Rorabaugh)*
- KRON-TV offers the greatest percentage of audience . . . both day and night, and throughout the week *(Tele-Que)*

*Check with FREE & PETERS for availabilities!*

**KRON**

**SAN FRANCISCO CHRONICLE • NBC AFFILIATE**

SELL MORE ON CHANNEL 4

Free & Peters, Inc. offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco
TELEVISION, successful salesman of such consumer-approved items as ironing boards and deodorants, has conquered a new and formidable opponent in Dayton. This two-faced opponent was public apathy to city reforms and resentment toward higher taxes.

Last fall, a “call to progress” committee was organized to get approval from Dayton voters on a $12 million bond issue and a 5.4 mill tax levy benefiting the public school system—and in an off-election year. The committee, comprising civic leaders headed by President S. C. Allyn of the National Cash Register Co., appointed Hugo Wagenseil & Assoc. to handle the planning and execution of the campaign.

The advertising agency recruited television to sell the product it sells best, and also ideas, in a way it does best, fast.

Mindful of the campaign objectives and the time limitation (voting took place Nov. 6), Mr. Wagenseil and his staff planned a seven-week concentrated campaign which would be climaxcd the week of the election. Aiming primarily to “get out the vote” and outline to voters the issues, the agency decided to identify the television effort with the bond and tax proposals in the minds of children. It selected Kenny Roberts and Joe the Puppet as the vehicle for “commercial” riders.

Joe, The Puppet Presents The Issue

Joe, a puppet unrelated to any fictionalized character, depicted the bond issue appeal. He was subsequently used in every medium; radio, newspapers, billboards, transcriptions, circulars and car cards. To make the unknown puppet familiar, Kenny Roberts, former WLW radio and TV star, was hired to integrate his personality with that of Joe.

Kenny, with Joe, Muggsy, Joe's pup; Jezebel, the mean, old cat of the neighborhood, and The Pun-tah, a magical character akin to an American-brand leprechaun who could out-miracle the other puppets, traveled from week to week into a new adventure filled with lures for imaginative youngsters.

Between acts of a visit to the wild west, a fight with pirates on the high seas, the excitement of exploring a cave or a haunted house, the bond issue messages were introduced to children, and through them to their parents.

Dayton's two television stations, then transmitting to 215,000 sets, cooperated to give full coverage on the first locally originated program to be carried by both stations simultaneously. WHIO-TV originated the Saturday series from 10:30 to 11 a.m. from Sept. 22 through Nov. 3 and fed it to WLWD (TV).

Lincoln Scheurl, director of radio and television for the agency, supervised creative work on Kenny Roberts and Joe the Puppet. He co-authored the scripts with Margaret Leonard, while Shirley Farrell handled the puppets. Radio spots were produced by John Leonard and George Brenard, both of Hugo Wagenseil & Assoc.

Four weeks before the show took the air, Mr. Scheurl cleared time, contracted for Mr. Roberts and the puppets, and planned the prop, scenery and lighting requirements. Before the first show went on, the seven scripts and commercials were in detailed outline form, followed by a synopsis of puppet "business" so Lee Jason, WHIO-TV director, could check camera shots on all action.

Quick, Well-Timed Promotion Planned

Because of the seven-week limitation, the audience needed to be built "almost immediately," heavy promotion was scheduled, but all of it was controlled so that each hit the voters at the right time.

Newspaper advertisements plugging the show ran each Friday and Saturday, and a weekly mention in “TV Highlights” near the television show listings helped call more attention to the program. Retail stores throughout Dayton featured windows decorated with school bond issue and show promotion material. Kenny and Joe's pictured adorned car cards in busses and trolleys.

Both TV stations gave 58 plugs to the series, and Joe was used in newspaper campaign. Parents and teachers cooperated to make sure literature detailing the need for improved school facilities was distributed to homes.

After the first program, a card with Kenny and Joe's picture and a comment on the crowded condition of the schools was distributed to 30,000 children, who were asked to show them to their parents. During the fourth show, the program started the Kenny and Joe Club. Children were given a letter to their parents, explaining the need for the bond issue and tax levy and asking them to sign the letter promising to vote. No instructions were given on how to vote, and no voting commitments solicited. When the child returned the letter, he became a club member. Membership was almost 100% among the school children.

In the final week, Kenny Roberts made personal appearances in more than two-thirds of the city's public school children. He visited schools needing the most repair and expansion, and those where strong parent-teacher associations were working diligently to get out the vote.

In addition, the agency backed up its intensive efforts with radio spot announcements featuring Kenny and Joe asking children to join the club. Youngsters from the more needy schools, part of the studio audience, in air interviews told what about their schools needed. School conditions were described also by school teachers and principals in taped interviews.

After a hectic seven weeks, during which all Dayton became aware of the school situation, the show and promotion resulted in an overwhelming "sale." The school bond and tax levy issues passed with a majority of almost 2 to 1.
CORRESPONDENTS ELECT

Officers Named for '52

HOLLIS M. SEAVERY, director of Washington operations for MBS, has been elected president of the Radio-TV Correspondents Assn. The association consists of accredited radio correspondents in the capital.

Mr. Seavery, who was serving as vice president, succeeds William F. Shadel of CBS, Martin Agronsky, ABC news correspondent, was elected vice president; Joseph C. Harsh, Liberty Broadcasting System's Washington correspondent, secretary; Richard Harkness, NBC news correspondent, treasurer. Members-at-large are: Rudolph Block, correspondent, KOMO Seattle and KGEZ-KLAI, Los Angeles, re-elected; Charles E. Shutt, Telemews Productions Inc., and Howard L. Kany, AP Radio.

MONITOR RULES

Are Eased by FCC

LIBERALIZATION of the FCC rules which permit stations (AM-FM-TV) to temporarily operate without certain monitors or indicating instruments was made effective Jan. 24, FCC reported last week. The proposal was one of a series of measures contemplated by the Broadcast Bureau to cut down on its routine (ENT, Nov. 12, 1961).

Under the new rules, stations will be able to operate for 60 days without frequency or modulation monitors, plate ammeters or voltmeters, base current or common point meters for AM stations, and transmission line meters for FM and TV stations, the Commission reported. Engineer-in-charge of the district in which the station is located must be notified, the new rules provide, and he is also authorized to extend temporary periods and to approve substitute equipment.

Up to now, stations had to get Commission approval to operate without monitors and indicating instruments. They no longer will have to do so. Requests for authority to operate without phase monitors will still have to be secured from Washington, the Commission said.

Four Year Scholarship

CONTESTANTS appearing on Original Amateur Hour (NBC-TV, Tuesday, 10-11 p.m. EST) before Dec. 1, 1952, will be eligible to compete for a four-year tuition scholarship offered by North Dakota Agricultural College through its president, Fred S. Hults. Panel of judges consisting of university presidents will select as scholarship winner the contestant who submits best 200-word application.

HOOPER REVISES

Talent Cycle Ratings

TV PROGRAMS operating on a four-week talent cycle will be reported by C. E. Hooper Inc., New York, on a basis of four performances a month instead of two beginning with TV ratings service for January, it was announced Thursday.

Interviewing schedules to cover four-week cycles will be expanded in New York, Los Angeles, Chicago, Philadelphia, Boston and Detroit, thus filling a gap in program popularity ratings on talent-rotation shows, which previously were measured in those cities only twice a month.

Programs affected by the expanded interviews include Colgate Comedy Hour in which Donald O'Connor and Harpo Marx, Abbott and Costello, Eddie Cantor, and an unannounced humorist participated, and All-Star Revue which features Martha Raye, Spike Jones, Jack Carson, and Jimmy Durante in sequence. The list also includes hour-long programs competing with such cyclical shows: Toast of the Town, Ken Murray Show, Jack Benny.

Ratings based on the expanded schedules will appear in the complete reports for the cities in which the interviews are conducted, in Advance TV Home Hooperratings, and in the TV-Home Hooperratings Pocketpiece service to networks, agencies, and advertisers.

Rosenberg Case

HARRY NOVIK, WLIR New York, and Joseph W. Berg, American Newspaper Publishers Assn., were included on committee to appoint attorney and accountant to study the case, at the creditors meeting held Jan. 4 for claims to $500 or more to Arthur Rosenberg Co., agency which petitioned for bankruptcy last month. Next meeting will be held Jan. 22 at bankruptcy court. It was understood that at least $50,000 is due to more than 100 radio stations.

FILM RE-ISSUES

Planned by Holding Bank

IN an effort to recoup losses on loans to motion picture companies, Bank of Ameritas, Los Angeles, is negotiating with various motion picture-television distribution companies to re-issue 30 foreclosed films costing $25 million.

Conferences have been held with G. Ralph Branton and Harold Mirisch, vice-presidents Monogram Pictures and Allied Artists, to reissue the films theatrically with later lease to television through Interstate Television Corp., subsidiary of Monogram.

Quality Films, distributors of motion pictures to TV, has reportedly had similar conferences with Mr. Walker and bank vice-presidents Bernard Giannini and Tom C. Deane.

Security-First National Bank, Los Angeles, also took over eight motion pictures recently which had cost $8 million to produce.

In December.

a WGN-TV advertiser wrote:

"The proof of your program has been shown by our retail sales... department stores and dealers as well.

As a result of your program, the department stores in Chicago were happy to run cooperative advertising, and the entire program has done a great deal to stimulate sales."

Here's proof again of the power of WGN-TV programs...and another reason why WGN-TV is your best buy in Chicago.
**Film Report**

Peerless Television Productions, N. Y., producer of TV feature films, last week announced that sales of feature series during the past 10 weeks have passed the $500,000 mark.

George T. Shupert, vice president of Peerless, said contracts have been signed in Los Angeles, San Francisco, Salt Lake City, Dayton, Chicago, Atlanta, Cleveland, Philadelphia and Milwaukee for TV showings of 26 Peerless films including The Count of Monte Cristo, Kit Carson, Last of the Mohicans, Corsican Brothers, My Son, My Son and The Son of Monte Cristo.

Mr. Shupert left New York for Hollywood last week to confer with Peerless President Edward Small on production and distribution of additional series of special half-hour film programs. He said the company is also accumulating another group of feature films to be offered to stations and sponsors within the next few weeks.

—New members of State Dept. Foreign Service Institute and personnel returning from overseas see a kinescope of NBC-TV's Battle Report—Washington as part of their standard indoctrination course.

The film, telecast to the public Oct. 21, 1951, shows Secretary of State Dean Acheson answering letters and questions of American citizens on the aims and conduct of U. S. foreign policy. Copy of the program was made available by NBC at request of State Dept. officials shortly after the original broadcast.


Twenty-six-half-hour series now in production, Watch Hollywood, features behind-the-scenes activity in motion picture production. It will be offered for regional sponsorship.

Another series of 26 narrowly completing, The Little Revue, is a half-hour of songs, sketches and dances performed by "unknown" talent. Phil Shuker, writer, for NBC Hollywood, is writer-producer.

—Times Square Productions Inc. have been formed to produce televisual and theatrical motion pictures.


Offices are at 145 West 45th Street, New York.

**Production**

TCA Productions, Culver City, Calif., preparing 13 half-hour TV film series (as yet untitled), starring Bud Abbott and Lou Costello supported by Hillary Brooke, Sid Fields, and Joe Kirk. Shooting of comedy series starts Jan. 21 with Jean Yarbrough producer-director and Clarence Eustis production supervisor.


Tressel Television Productions, Chicago, is now located at 11 S. LaSalle St. Phone number is Financial 6-2976.

**Sales**

Ted Baldwin Inc. TV film packager and sales representative, Mannon Sound Stages Inc. and Mannon Productions of New York have signed contracts under which Baldwin company will act as sales representative for Mannon company, which, in turn, will produce Baldwin packages. First series for Baldwin organization will be Spotlight, U. S. A., fact-feature to be filmed as 52 15-minute programs, for local markets on syndicated film basis.

In explaining exchange of services, John R. Markey, Baldwin vice president, said plans are in progress for as yet untitled series, with stories based on cases taken from Traveller's Aid files. His company is also arranging for West Coast filming facilities, he added.

* * *

Crosley Stations WLWC (TV) Columbus, WLWD (TV) Dayton and WLWT Cincinnati have signed for 26 feature films over 18-month period with United Television Programs. Toni Co., through Foote, Cone & Belding, both Chicago, will sponsor United's Fashion Preview on WDTV (TV) Pittsburgh for 52 weeks.

* * *

United Television Programs to handle national distribution of Cowboy G-Men, half-hour TV film series produced by Telemount Pictures Inc., Los Angeles. Gerald King, UTP president, and Henry B. Devonek, Telemount president, to make decision concerning national or regional sponsorship. Seven of half-hour series of 13 films, starring Russell Hayden and Jackie Coogan, are completed and remaniered scheduled to wind-up by mid-February. Thor Brooks, film editor for series, promoted to director for last six films. (Film Report, Nov. 19, 1951.)

* * *

Reynolds Productions and Reynolds TV Program Sales, Beverly Hills, acquires TV sales rights to Rawhide Riley, 13 half-hour western TV films, produced by Universal Motion Picture & TV Corp., Tucson. Series stars Richard Arlen.

* * *

Alexander Film Co., Colorado Springs, Col., announces new TV commercial productions for the following organizations:


**Film People**

TV pilot film starring Louella Parsons, ABC Radio Movieland commentator, was completed for the network last week. Film, wholly financed by ABC, was made by Film Craft Productions, Los Angeles, under direction of Richard Digs.

Soon to be screened for potential ABC-TV sponsors, it takes the viewer into Miss Parsons' home, to Hollywood's Ciro's and onto the lot of Universal-International. A dozen top motion picture personalities appear in the film with Miss Parsons, according to ABC.

* * *


* * *

Joseph M. Callan has been appointed a vice president of King Studios, Chicago, Illinois, where he has worked in sales since 1948. He is former manager of the band department of a Chicago booking agency.

**Eastman Films**

German Is Distributor

FILM BUSINESS assets of J. E. Brunolat Inc. have been purchased by William J. German, it was announced last week, with the organization to continue as distributor of all Eastman professional motion picture films—both for television and movies—under the name of J. W. German Inc.

Newly formed organization is headed by Mr. German, who has had experience with the film industry begun in 1906 when he joined the Eastman Kodak Co., Rochester, N. Y. He left that city in 1921 for New York to manage G. M. Labs. in Long Island City, the Sen-Jac Film Printing Corp. and Paragon Studios and Labs in Port. He became associated in 1922 with Jules Brulatour, sole distributor of Eastman unexposed motion picture films, and two years later organized and became vice president and general manager of J. E. Brunolat Inc., which took over sole distribution and sales of Eastman motion picture films. Upon Mr. Brunolat's death in 1946, Mr. German became president of the two Brunolat corporations in Delaware and Califor-nia. As part of this year, he purchased the assets and changed the firm name.

Mr. German also is director of Universal Pictures, Associated Motion Picture Industries Inc. and serves on advisory committee of Chemical Bank & Trust Co., New York.
OWNSHIP LIMIT
No Early Action Seen

ALTHOUGH FCC was not commenting officially last week about NBC's petition to change the five-to-an-entity TV station limitation to five VHF stations, and permit additional UHF stations to be owned by the same companies [B&T, Jan. 7], it was learned that:

(1) Idea has been received sympathetically. 
Major asset, it is felt, is the entrance of large TV groups would give UHF an incalculable boost throughout the country.

(2) No objections have been registered with the Commission, but some are expected—from smaller broadcasters and other potential TV applicants who feel UHF is their "lifeblood idea" unless there is a general thrust to buck the multi-owners in this field.

(3) Action on the NBC request is considered dubious before the final TV allocations are gone sometime during February. Staff is completely immersed in allocations report. There had been some feeling months ago that if the Commission ever were to raise the limitation it should do so before the freeze was ended. This view didn't win enough Commission adherents, however, and the NBC petition is not expected to change the Commission's thinking on that score.

(4) Fact that the NBC petition did not contain a limitation recommendation for UHF has caused some FCC staffmen to eye it askance. They don't believe there is any chance for the Commission to "nail the NBC idea unless there is a limitation on the number of UHF stations a single entity would control—as well as the five VHF station limit.

Best chance of favorable action seems to be the FCC's avowed backing for UHF. If the Commission was convinced that the move suggested by NBC would have tangible results in getting allocations on the air and successfully operating, it is believed it would not be averse to lifting its five-station limitation.

Only adherent of such a change in the TV ownership rules is Cmtr. George E. Sterling. In a speech before the Armed Forces Communications Association last week last November, he suggested that the networks be permitted to have "two or three" UHF stations in addition to their five VHF in order to get big backing "upfronters" across the nation [B&T, Nov. 5, 1951].

Wiedemann Buys

WIEDEMAN BREWING Co., New-
port, Ky., has bought the Fred-
eric W. Ziv TV film show, The
Unexpected, for Cincinnati, Day-
ton, Columbus and Indianapolis. Series starts Mar. 1 for 62 weeks once a week through Tatham-
 Laird, Chicago.

Population Key to TV Plan
(Continued from page 22)

below that are slated for rejection, it is learned.

Whereas the Third Report of the
FCC, released last March [B&T, March 26, 1951], provided for 1,965 assignments on both VHF and UHF in 1,586 different communities, it is anticipated that the final report will accommodate more stations in the same number of communities in the U.S. as its territory—mostly in UHF. A portion of the 18 "flexibility" channels in UHF also will be used to accommodate additional stations [B&T, Nov. 5, 1951].

There will be an increase in the 668 VHF assignments (82 of them asterisked for noncommercial educational use) provided in the Third Report. The exact number, however, won't be known until the final papers are submitted to FCC. However, if mileage separations are reduced below the 180-mile-city-to-
city block, a number—not substantial—of extra VHF channels can be expected to be added to some of the key U.S. markets where already there is TV service on the lowest channel.

Before final Commission approval, it will be necessary to clear any changed border assignments with Canada and Mexico. No difficulties are anticipated, however.

Late Comments Filed

FCC's action last week permit-
ing KIST Santa Barbara to file letters and evidence requesting the assignment of Channel 3 to Santa Barbara is considered significant with respect to the agreement with Mexico. Channel 3 had been deleted from San Diego and assigned to Mexicali last October [B&T, Oct. 29, 1951]. San Diego is about 10 miles from the international border. The city of Santa Barbara almost 200 miles. The Commission also announced that NBC and other interested parties were until Jan. 16 file oppositions to the KIST request.

There is also evidence that pro-
posals made by Allen B. DuMont Labs. [B&T, Aug. 20, 1951] are not being rejected outright. The Commission's acceptance of the 170-mile-transmitter-to-transmitter mileage separation is one indication. It can be expected that other recommendations, mainly concerned with additional VHF assignments, are being fitted into the overall arrangements in population centers where it is feasible to include them without doing violence to other basic policies.

UHF is likely possible that certain of the staff reports will reach the full Commission before the Feb. 1 deadline. It may be Feb. 15 before the Commission can get to the channel-by-channel assignment proposals. Barring complications, the Commission hopes to release the final report before the end of February.

A minimum of 60 days as a "waiting period" for the filing of new applications and for revisions of existing applications to conform with the allocation plan then will be announced, with a majority of the Commission determined that there shall be no extensions.

In its nationwide plan, the FCC admittedly is dealing in the dark because of inadequate knowledge of propagation characteristics even in VHF in some areas (the Gulf and the Southeast). Because of the paucity of such knowledge, informed sources expect FCC to ask Congress for a substantial appropriation—probably $2,000,000—to initiate a research and developmental program, either independently, or in collaboration with other government research organizations. It wants to know what happens to coverage on the lower portion of the VHF (Channels 2-6) when there is full channel occupancy. And it feels there's much to be learned about UHF beyond that supplied by experimenters.

CBS TV Spot Sales

APPOINTMENT of Benjamin Mar-

golis, contract manager of CBS
Television Sales Service Dept., as business manager for CBS TV Spot Sales, was announced by the network last Thursday. George A. Kolpin, supervisor of auditing and accounting departments, re-
places Mr. Margolis as contract manager.

Associated with CBS since 1932, Mr. Margolis served as accounting department supervisor prior to his recent position as contract manager. Before that, he was assistant to the controller, and executive as-
sistant to CBS Television Presi-
dent J. L. Van Volkenburg when the latter was vice president in charge of network sales.
Mr. Kolpin has served with CBS since 1936 in the auditing and ac-
counting departments, and was named supervisor in 1947.

Series to Proceed

DESPIRE differences over TV rights to short stories and novels not covered by American copyright between 221 B. Baker St., Film Productions Inc., Hollywood, and estate of late Sir Arthur Conan Doyle, production plans for Sher-
lock Holmes TV film series will proceed. Fulton Brylawski, Wash-
ington copyright attorney retained by Producers Irving Allen and Cubby Broccoli, contends that if the proposed stories and novels were copyrighted, expiration date has elapsed [B&T, FILM REPORT, Dec. 31, 1951.]

SONGWRITERS, Hy Zaret and Lou Singer have composed 13 jingles titled Little Songs for Living Longer for use in a safety campaign on ABC radio and TV. Songs deal with the danger of smoking in bed, jawwaxless driving and similar hazards. The network is scheduling them at fre-
quent intervals on and between radio and TV shows.

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in one way or the other with broadcast activities—Secretary's Office, with its Broadcast Division and District B; the Offices of the General Counsel, Chief Engineer, Chief Accountant, all of whom do much broadcast work.

Secondly, the Commission had 791 Washington employees on its rolls at the beginning of the 1952 fiscal year. Today, six months later, it has 734—a cut of 7% between mid-June 1951 and the beginning of 1952.

Examiners aren't the only bottleneck. Every hearing entails a Broadcast Bureau attorney and a considerable amount of engineering and accounting time. They live with the case before the hearing, through the hearing, and even after the examiner issues his initial decision they have to continue with it—for oral argument, exceptions, possible court actions, etc.

Must Be Processed

And even before an application is set for hearing, it has to be processed. The FCC takes staff—attorneys, engineers and accountants.

Talk of tightening up processing, using its staff more efficiently, gets a resigned shrug from FCC operating heads.

"There's a certain level of activity here," they say. "We're all busy now. If the TV rush means we have to take people off what they are doing now, then that will suffer.

"Remember, too, there are other things besides TV. We're getting needed right now about our AM processing line. We just can't pull people into TV without something giving."

This has made FCC staffers exceedingly conscious of all corners. That is why suggestions on procedures, such as those already recommended by the Federal Communications Bar Assn. and others, that staff—albeit the other FCC—take a vacation, have been going over sieve-like for ideas. Quick handling of applications won't be the sole criterion in setting up procedures, but it certainly will be one of the major ones, it is believed.

One Sure Way

In casting about for an answer to this discouraging outlook, FCC officials see only one sure-fire way of breaking out of the potential TV morass: more money.

One day two letters assail them, though. First, will the President, in the face of mounting defense expenditures and facing an economy-minded Congress ask for all the $8 million they need? Secondly, will Congress give them what the President asks? Thirdly, when will they get it?

They're sanguine about the President asking for what they want. They're a little dubious about Congress giving what the President asks, however. Last year, the FCC asked for $1,400,000 as a supplementary appropriation for increasing field monitoring and Conelrad projects and Congress turned it down flat (B&T, Aug. 27, 1951). And again, the history of Congressional appropriations for the FCC during the past four fiscal years has been relentlessly downward (see table).

They're not too happy about when they can expect the money, either. Last year, Congress didn't give any legislative appropriations until two months after the start of the fiscal year (B&T, Aug. 20, 1951).

A corollary of how much and when they can get the additional money is this: How fast can they get competent personnel and how long will it take to train them?

One further financial concern is theirs. Congress approved pay raises last summer. This added $500,000 to the FCC's budgetary requirements. Congress has not given the FCC a supplemental appropriation to cover this sum. If it doesn't before June 30, the Commission will have to meet this amount from its existing appropriation.

This black picture is admittedly based on FCC sources alone. There's no doubt that an efficiency expert could probably work wonders—but would the improvement bring things up to par? Most observers doubt it. The figures seem undeniable.

TV CAMERAMEN

Basic Contract Planned

NEITHER television film producers nor motion picture companies will get special concessions in wage scales or working conditions for cameramen from International Photographers Local 693. According to an executive board vote. There will be one basic contract covering craft for all film producers, regardless of costs or the medium supplied, it was revealed last week.

Alliance of Television Producers Assn., Independent Motion Picture Producers Assn. and Society of Independent Motion Picture Producers separately are asking for deals at variance with scale and working conditions on contracts currently being completed with major film companies.

With some majors gearing to enter TV production, union's executive board felt it would not be fair to grant those companies more favorable conditions than their competitors, it was said.

New contracts with major companies which allow wage increases for cameramen are yet to be signed. Two provisions, involving travel time, are to be ironed out before final signature.

Harold Lund, general manager, WDTV (TV) Pittsburgh, stands by as Mayor David L. Lawrence (1) signs an official proclamation that Jan. 11 (Fridays) was to be "WDTV Day in Pittsburgh." Date marked third anniversary of WDTV on the air and opened and operated outlet.

WRAL-TV CONTOUR

Power Boost Requested

PERMISSION to operate with full 500 w transmitter power, improve its effective radiated power to 1.8 kw—and thus cover 54,237 more people—was asked of the FCC by WRAL-TV's Lancaster last week.

Request was in the form of a petition for an exception to the FCC's Fifth Notice and a special temporary authorization. Exception was needed because the Fifth Notice limited transmitter output power increases for community stations to whatever was necessary to radiate not more than 1 kw. This is 277 w in WRAL-TV's case.

Unique in the WRAL-TV case, petition stated, was the fact that it originally went on the air in May 1949 radiating 1.8 kw. When it was decided that the output should be reduced to 1 kw, it was at the suggestion of DuMont outlet. Its power was reduced to 1 kw. Since it is one of only three community stations (the others are WNNC-TV New Haven and WDEL-TV Wilmingon) and that classification has been deleted in the proposed new TV standards, the Steinman-owned station stated that in the interest of fair play it should be permitted to go to the same full transmitter output as all other stations. It also pointed out that it would be penalized in constructed service area if co-channel and adjacent channel stations went to full transmitter output.

It admitted that increased power would incur a "slight amount of interference" to the Grade B service areas of NBC O&O stations, WBNX New York and WNBW Washington, but, it declared, NBC had originally consented to the WRAL-TV proposal.

Commission proposes to change WRAL-TV from present Channel 4 to Channel 8. The station has agreed to the change.

St. Nick's

Sale May Presage Trend

OUTRIGHT ownership of sports events for telecasts on a national basis was indicated as a possibility for St. Nicholas Arena, former boxing center located next to West Side New York studios of ABC, whose sale of the building to Webb & Knapp, New York Realty Company, was announced last week.

Although contract was reportedly signed some time ago, public statement was delayed until Wednesday when William Zeckendorf, former ABC board member who owns Webb & Knapp, announced it.

Mr. Zeckendorf became a director of ABC when the network acquired former riding stables on West 66th St. through him for use as video studios. His office reported to the FCC network position last May. No successor to Mr. Zeckendorf on the ABC board has been elected.

Arena sales price was not given, but it is indicated that the property is assessed at $345,000, of which $260,000 is on the land.

The reality operator—who played a major role in acquiring land for the present U. N. site in New York—said that negotiations were "afoot" with both a major network and local stations for the arena, with the result that it might be used for broadcast television. ABC broadcast nationally under direct sponsorship of television interests.

The two-story building, also located one block from WOR-TV's Television Square, is currently occupied by the St. Nicholas Sports Center under a lease which runs through September 1953 and contains an option clause.

The International Boxing Club promotes boxing there, renting from the Sports Center on a year-to-year basis, and occasional wrestling matches are held in the 3,000 seat arena.

Indicating that he has plans but no definitive policy for operating the arena, Mr. Zeckendorf said, "we have no commitment to buy up the lease, but we have a very friendly understanding with the St. Nicholas Sports Center. At the moment this could be clasused only as an investment, with future determination of specific use."

KLAC-Tv Sued

CHARGING infringement on their original show, Anniversary Party, Byron Roberts and Joe Kogan, program packagers, last week filed $50,000 suit in Los Angeles Supe-

rior Court against KLAC-TV, General Manager Don Pederson and Dan Linden. The complaint states plaintiffs divulged their program idea to defendants prior to the station's telecast of the weekly show of same title and content.
ROACH HEADS ATAS

Ruggles, Fedderson Named

HAL ROACH Jr., vice president in charge of production, Hal Roach Studios, Culver City, has been elected president of Academy of Television Arts & Sciences, Hollywood, and assumes office at annual Emmy Awards dinner in mid-February. He succeeds Mike Stockey, head of Mike Stockey Productions and m.c. of weekly Panorama Quiz on NBC-TV.

Hal Roach Jr.

SET REPLACEMENT TREND

Fewer Initial Installations, Mansfield Notes

BARRING such economic upsets as a major war or excessive material shortages, there is no reason why the television industry cannot sell about 4,500,000 sets to the public during 1952, Frank W. Mansfield, director of sales research for Sylvanica Electric Products, predicted last week.

Addressing Sylvia's national distributor sales department conference in Hershey, Pa., on Monday, he said the trend is toward a larger and larger percentage of sales for set replacement and a diminishing percentage for initial installation, with the change due to the market's rapidly approaching saturation. At the end of 1950, it was approximately 38% saturated on a national basis, he said, although 35% of the population was located where television development was slow. At the end of last year, almost 40% of the country had reached an average saturation of 70%, he noted.

Concern shown by some industry members about the saturation point is based on the assumption that a saturated market is an exhausted market, he said, asserting that nothing is farther from the truth. "Market saturation will merely mean," he said, "that the number of sets sold for replacement will increase and initial installations will decrease. We have estimated a long term potential for initial and replacement sales ranging from 4,500,000 to 6,500,000 sets per year for many years to come."

"If the TV station freeze is lifted," he added, "good television signals, now within reach of about 65% of the populations, will ultimately be extended to approximately 90% of the population."

Presents Flag

FRANKIE THOMAS, star of Tom Corbett, Space Cadet, sponsored by Kellogg Co. on ABC, presented a blue flag to the Air Cadet League of Canada, semi-official government youth group, in ceremonies which took place last Saturday at Air Cadet League headquarters in Ottawa, Ont. The flag was presented to a group of honor cadets in recognition of the organization's work in promoting air travel, flying safety and good citizenship.

Kellogg plans to sponsor the Corbett series on a number of Canadian stations. Kenyon & Eckhardt, New York, is agency.

Sir! the deadline is January 25

Forms close on that first, fabulous TELECASTING Yearbook Number on January 25. So there's still time to get your reservation in 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 5400. Total guaranteed circulation is 16,000. A note or wire will hold your space.

the first BROADCASTING • TELECASTING

TELECASTING YEARBOOK

Published Mid-February

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CONTRACT for one of the largest time sales in Rochester radio history has been signed by General Electric and WRNY-FM that Jiji, GE is sponsoring 24 quarter-hours shows weekly on WRNY, and eight hours of classical music weekly on WRNY-FM. Present at the signing were (seated, l to r) Edward D. Crosby, manager, GE Radio & TV sales; and George J. Spillane, manager, GE Supply Corp., Rochester House; standing (l to r) are Jim Jepson, GE sales representative; Tom O'Neill, WRNY sales representative, and W. Eccles Huff, general manager, WRNY-AM-FM. Bowman & Block, Buffalo, is the GE agency.

NEGRO SURVEY

High Listenership Noted

A radio audience survey conducted among New York City Negro families showed a high rate of listening. The survey was conducted for WHOM New York by Advertise Research. Fortune Pope, WHOM president, commented, "It is very interesting to note that because of their high rate of radio listening, the Negro radio audience is far more important than population figures alone would indicate."

Advertise surveyed listening during the 11 p.m.-2 a.m. period during which WHOM presents After Hour Swing Session. Results showed that percentage-wise, radio sets in use among Negro families runs three to four times higher than set-in-use figures for all families, Advertise reported.

In all, the late listening of 800,000 Negro families within the city's five boroughs was noted for a full week. It was further shown that 3 of every 10 Negro families interviewed own television sets, 2 of every 10 own automobiles and 4 of every 10 have telephones.

KLAC Signs Potter

PETER POTTER, disc m.c. with KFWB Hollywood for past 14 years signed a two year contract with KLAC that city, which guarantees him $90,000 over that period of time, with an additional participation agreement on spot business. He takes over 22 hours of airline weekly starting today. He succeeds Al Jarvis who shifted to KECA-AM-TV [B*T, Jan. 7, Dec. 31, 1961].

Only One Station gives you the

BIGGEST AUDIENCE

in Mid-America

KCMI reaches 9.5% more radio homes than any other Kansas City station. That's a big plus. It means you get the best coverage of the ex-pa-and-in-g Mid-America Market at one low cost, using one station and one rate card. Call or wire KCMI collect for full details.

"A fact, proved by the continuing Conlon "Study of Listening Habits" in Mid-America.

Kansas City's Premiere Station

15,000 WATTS
125 E. 11th • Kansas City, Mo.
or THE KATZ AGENCY

ADV. EMPLOYMENT

AAA Post-Test Survey

SURVEYED two years after they took American Assn. of Advertising Agencies examinations for advertising aptitude, one-fourth of the $2,000 test answering indicated they have since found advertising jobs while another 42% work in allied fields.

D.C. ALERT TEST

Trial Declared Successful

WASHINGTON'S first test of its electronically-controlled air-rail warning system Jan. 5 was an unqualified success, thanks to all-out participation of radio and television broadcasting stations in the District of Columbia.

Cooperation of Washington's radio-TV industry was reported by WWDC-AM-FM, which served as originating outlet. It piped the test to stations with interconnected and non-connected facilities.

Participation involved 17 radio and four video stations as well as two wired music program services in the area. Ross H. Beville, WWDC technical director and radio representative on the Communications Advisory Committee for the local Office of Civil Defense, coordinated technical operations.

All radio and TV outlets programmed and relayed four-minute air raid warning signals to all receivers in the area after picking them up from the command point. WWDC fed signals to interconnected line stations and WWDC-FM to those without connected facilities. Washington Transit Radio Inc. aired the warning on busses and streetcars.

The public was not required to participate actively in the test, held from 12:05 p.m. to 12:07 p.m. Listeners heard radio and visual signals, with the clear signals, with John Fonol, OCD director, conducting the test and an announcer explained each.

The Washington system, reportedly the only of its kind now in operation, utilizes three frequencies. One connects the Command Center with high-power amplifiers activated by supersonic FM receivers, enabling the OCD director to address the entire District; the second permits communication between the command post and first amplifiers centers; and the third is reserved for special services (pack receivers, "walkie-talkies" and other mobile equipment).
**Bob Keller**, sales promotion representative, Robert S. Keller, Inc., N.Y., came up with a novel idea he uses when agency executives are too busy to see him. Mr. Keller designed a message sheet that leaves when calls are not completed telling the addresser he can win a free lunch if he calls him within 24 hours to discuss the out-of-town broadcasters listed on the sheet which he represents.

**EDUCATIONAL SERIES**

KPIX (TV) San Francisco, Frontiers of Understanding, weekly. Educators from Stanford U. discuss modern social problems (juvenile delinquency, narcotics addiction, alcoholism) showing how man's social, moral and cultural advancement is lagging behind scientific progress and how these problems should be met and solved. Program began Jan. 11.

**EMPLOYMENT AID**

A PLACEMENT bureau on the air will be inaugurated by WFTUV (FM) New York, Fordham U's radio station, with the presentation of Going Your Way, Monday 1:30-2:00 p.m. Shows will give military students an opportunity to meet top men from various industries. Mary and Bill Adams will moderate.

**KWWL SALES CLINIC**

LUNCHEON sales meeting held last week at KWWL, Waterloo, la., presented the new Music line-up of MGM transcribed shows to station sales and program personnel. Commercial Manager Don Inman acted as prospective client while Salesman Bill Mertz gave presentation showing value of KWWL as a buy and why transcribed features could get results for client.

**HARRY JAMES ON TV**

KNBH (TV) Hollywood, The Harry James Show, new half-hour weekly Sunday show featuring Harry James and his 17-piece orchestra. Program is feature-length, 13, for 15 weeks. Musical-variety-participation show is to have top sports celebrity each week whose identity audience must guess from musical clues. Other contests will feature viewers possessing unusual homemade musical instruments and one in which home viewers with recorders are asked to sing along with orchestra and submit record. Alan Armer directs.

**WBAL SHOWS NAMED**

TWO WBAL Baltimore programs, Al Ross Sketch and Armed Forces Report, are included in a list of broadcasts considered outstanding examples of public service in the Recruiting Journal, official publication of the U. S. Army and U. S. Air Force. Each Saturday, Al Ross interviews a recruiting officer and discusses various aspects of military life. Feature stories are presented by armed forces personnel on the Sunday Armed Forces Report show.

**programs promotion premiums**

**ALERT AMERICA**

The first in a special three month series of programs entitled Alert America was presented January 5, 1952 in cooperation with the Federal Civil Defense Administration. The programs heard over the ABC Radio Network are designed to impress the American public with the need for civil defense. Alert America originates from Washington, D.C., James J. Wads- worth, FCDA deputy administrator, and Mrs. John L. Whitehurst, assistant administrator in charge of recruiting 17 million volunteers, appeared on the premier program. 

**HOMEMAKING SERIES**

A 24 WEEK series of programs on all facets of homemaking will be presented to Detroit audiences by WJBK-TV in cooperation with the TV department of Michigan State College. Shows will provide actual TV experience for MSC students. James D. Davis and Donald M. Davis, both of MSC's TV department will plan and supervise programs.

**COVER GETS RESULTS**

KCBS San Francisco is promoting its coverage and audience achievement during recent elections by sending trade reproduction of station's advertisement on cover of Dec. 10 issue of Broadcasting • Telecasting. Ad text announces: "Elected ... by a landslide. Campaigning on a platform of 50,000 watts, the best programming and clear, powerful reception for 9 out of every 10 Northern Californians, KCBS swept to overwhelming Election Day victory."

**MUSICAL STATION BREAKS**

WCAU-TV Philadelphia has set 10, 20, and 30 second station breaks to music. The announcements composed by Alan Bergman and recorded by the Tommy Morgan Trio are used for station identification as well as other standard station break information. Dick Storme of the Saturday Evening Post and Colliers was commissioned to draw the accompanying video cartoons.

**SPONSORS SAFETY SHOWS**

YOUNGSTOWN (Ohio) Municipal Railway Co. will sponsor a series of child safety programs, Safety in Your School and Mine, over WKBN Youngstown. The half hour shows, taped recorded in class rooms and student safety patrol meetings, will consist almost entirely of discussions between pupils and teachers.

**STATION GETS AWARD**

WCTN-AM-TV Minneapolis has received an award from the Minnesota State American Legion for outstanding school safety patrol work done last September when the station organized and conducted a state wide mass induction of more than 20,000 school safety patrol members. Charles Miller, director of radio operations at the station, accepted the award presented by Carl Epeseth, Legion commander.

**FARM PROMOTION**

WTAG Worcester, Mass., promoted its Farm Round-Up show at annual Union Agricultural Meeting held last week in Worcester by recording and playing back voices of those who visited exhibit. During the week, show originated from the meeting.

**EILEEN CHRISTY SHOW**

NBC Pacific Network's Eileen Christy and Company replaced Charleen Hawkes and Company as weekly Sunday half-hour show, Jan. 6. Miss Christy, film starlet and 1950 Atwater-Kent award winner, Robert Armbruster and NBC orchestra, feature different guest soloist each week. Howard Wiley is producer-director and John Kraft is writer.

**NEW QUIZ SHOW**

WERE Cleveland introduces Turn The Tables, a quiz show giving listeners a break. Quizmaster Tom Edwards lets them ask him the questions. Participants write in giving name, phone and time they would like to be called. All those who stump him on a question get tickets to a local movie.

**PRODUCT PROMOTION**

CROSBY Broadcasting Corp. has launched a merchandising campaign with the distribution of 5,000 display kits featuring products advertised by Crosby's WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. The kits, containing 65 product posters and two headquarters type window streamers, were sent to grocers in Ohio, Kentucky, Indiana and West Virginia.

**SPONSOR HONORED**

MASSACHUSETTS' Chiefs of Police Assn. last week awarded a certificate for outstanding citizenship to Cott Bottling Co., Boston, sponsor of Public Prosecutor — Cott Crime Clubs a program seen weekly on WBZ-TV Boston. Morris Sil- ver, president of the company, and Henry R. Silver, treasurer, accepted the award presented during the program Jan. 5.

**PROGRAM EXPANDS**

KTVU (TV) Hollywood, Come Into the Kitchen, Monday through Friday, is now three-quarter hour, then three-quarter hour, then hour, and now will be an hour and a quarter twice weekly. Monday, Wednesday and Friday will remain hour. Freda Nelson and Ed Reimers conduct program.

**'CORLISS' ON TV**

CBS-TV Hollywood, Meet Corliss Archer, weekly Saturday show, 6:30-7:00 p.m. (EST), begins Jan. 19. Format adheres to CBS Radio and last summer's hits version. J. B. Diddle replaces Gene Sanders plays title role, John Fagan directs, Helen Mack produces and Hal Hudson supervises production.

**directed by**

Davenport 3-3061

Paul W. McCollister, General Manager

Broadcasting • Telecasting

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STRIKE THREAT

"Storm" Pay is Requested

BITTER snow storms in the Sierra mountains in the past fortnight have brought a strike threat from telephone maintenance men over the microwave relay to the West Coast. But telephone officials said there is no immediate threat of interruption in transcontinental TV transmission.

The Independent Order of Reapers and Toll Testboardmen at Reno, Nev., and members would no longer maintain isolated relay stations during severe storms unless guaranteed pay for time lost due to storms.

Spokesmen for the union said the Bell Telephone Co. has refused to pay the maintenance men for periods beyond regular working hours during which they are stranded at remote mountain-top stations. They said that several times in recent storms work crews had to work without pay and longer while out on jobs at the stations.

Pending Settlement

"Until this dispute is resolved," a union official said, "we will decline to perform any work where a reasonable possibility exists that we will be isolated and unable to return safely upon completion of maintenance duty."

About 60 maintenance men are involved in the dispute in Nevada and other unions in California, Utah and Wyoming are considering similar refusals to work.

Telephone company officials called the refusal to work "unreasonable" and said the company has with NPA officials. Government authorities indicated possibility of a limitation order involving weight of permanent magnets used in standard sizes of voice coils in loudspeakers. Such a step is necessary, industry members agreed, to meet unexpected allocations in nickel and cobalt allocations.

The industry group reported these conservation practices: redesigning of speakers to save 35% of steel and 45% of magnet weight; switch to electromagnetic speakers in TV sets and auto radios; and use of a permanent magnet type.

Magnet inventories are about normal, with radio-TV receiver makers cutting off large backlogs of loudspeakers to normal levels. The industry produced about 20 million units last year with less than a million going as replacement speakers. Some 15 million will be turned out in '52 for radio-TV sets, phonographs, public address and auto radios, it was estimated.

NPA advised the committee that a limited supply of aluminum wire is now available to make scarce copper wire in electromagnetic speakers, though use of this wire would require double the steel in field coil structures.

COLLEGE VIDEO

Michigan Buys Kinescope

MICHIGAN State College, East Lansing, is awaiting delivery of a kinescope which will be used to record on 16mm sound film the television programs produced on the campus closed-circuit station. The college expects to have the equipment installed and in operation by March 1.

Dr. Armand L. Hunter, director of TV Development, explained the film recordings would be used as a classroom instruction aid for research purposes on campus and for distribution to commercial stations and organizations throughout the state.

Retail Radio

(Continued from page 29)

large stores: First prize to Wolf & Dessauer, Fort Wayne, Ind., which used WANE, WGL, WJKG and WOWO Fort Wayne. By small department stores to Ivy's, Green-

town, S. C., which used WPBC and WMRC Greenville.

A special award for outstanding use of the saturation coverage technique was given Brown Thomson Inc., Hartford, Conn., which broad- cast over WTHF Hartford.

Honorable mentions were given for effective seasonal promotions to The Killian Co., Cedar Rapids, for "Jockey" promotion on KRCG Cedar Rapids and to Sears Roebuck & Co., Miami, for "Roebuck Talking Reindeer on WVCG.)
SALES DATA

REQUEST for a detailed breakdown of network time sales for 1949 and 1950 according to network, made by ABC early in December, was turned down by FCC last week on the grounds that published data of network gross billings should be adequate.

ABC asked for the information, with which it would have a basic knowledge of its competition, and ABC's list of regular network affiliates.

However, the Commission told ABC that if it felt still needed the data, it should ask Hearing Examiner Leo Renick for them and he could rule on the request then.

First part of what is considered the test case for the motion picture industry to get into TV station operations is scheduled to begin Tuesday (Jan. 15) in Washington, with the DuMont issue set for the first week of hearing.


Hearing, to be held in Room 2230, New Post Office Bldg., Washington, will be continued upon completion of the DuMont case, and when it will resume with the Paramount Pictures Corp. issues. These are: (a) license renewal of KTLA (TV) Los Angeles, (b) modifications of construction permit of zines, radio vs. television.

He said "we are confident of victory over magazines—a medium that reaches only one-third of the families and this country effectively—and "would particularly like to go to the mat with our stepping stone, television." In the one radio test case earlier recalled, radio won by 2/1 to 1.

The ARBI tests collected in "Count Your Customers," Mr. Sweeney said, "matched radio at its worst against newspapers at their best." The participating retailers, he explained, for the most part had no facilities for preparing radio commercials, while their newspaper copy was "practiced and professional."

Additionally, he said, "a great many of these tests were made with the retailer paying only the lowest rate from permissible in newspapers and paying the full one-time national rate in radio."

Yet, he noted, "radio won.

He said that radio, like the elephant, is fairly odd and not the handsomest, but is "just bigger and stronger than anyone else."

He urged his audience to "talk about this thing to your friends and at every chance, he can do—he can outpull dollar for dollar anywhere at any time, all the lions, tigers, giraffes and peanuts in this jungle."
Strictly Business
(Continued from page 18)

Westinghouse, Remington Rand and Philco, for whom Video Varieties made what is believed to be the longest business film ever produced: 32 reels of a complete sales presentation, which took 6 hours to run.

Mr. Williams has seen "a tremendous increase of interest" in filmed television within the last six to eight months and offers some strong explanations for the trend. First, he says, there is the narrowing difference in production costs between live and filmed programs, plus the durability of the finished product. Also, he feels, the impending thaw of the station construction freeze is causing sponsors to build up a reserve of good programs on film for later availability. Transitions and optical effects, making for greater realism but difficult to produce on a live show, can be achieved more easily on film, he adds.

The general sales manager also believes television filming is quite at home in New York, pointing out that the heart of the industry is located there, near to most clients and sponsors. Much first-rate talent, accustomed to live performances either on TV or the stage, is also available for films in the East, abetted by technicians several years ahead of their Pacific Coast competitors in TV methods, he said.

Mr. Williams used to be friends as "Ole." Mr. Williams was born Dec. 5, 1899, in Norwalk, Ohio, and was educated there at Philips Exeter and Cornell, where he was graduated with the Class of '23. First job was with Linde Air Products in New York in the sales department, which he left to join McGraw-Hill. After a short period with Polo magazine, Mr. Williams joined "March of Time" when it was first produced for theatre consumption, remaining until sales management was turned over to RKO.

In August 1935 he joined WOR, CBS key in New York, as account executive, moving to Mutual itself in 1944. He became general manager of WBWN Brooklyn when the Newswirks purchased the station, staying there while FCC granted permission to move the outlet to Newark and change its call letters to WNJR. Mr. Williams left WNJR in 1948 to assume his present position with Video Varieties.

Besides being among the first to become a member of WOR's $1 Million Club—he has an engraved watch to verify that he passed that mark—he is also among the charter members of the Radio Executives Club of New York. He is a member of the Cornell Club in New York and the Bel-Air Golf Club, Springfield, N. J.

In addition to golf, Mr. Williams likes skiing and canoe cruising—on the Delaware or other New Jersey rivers, although he finds himself with less and less leisure time. He and his wife, the former Louise Schreyer, live in Summit, N. J., and have two sons, Richard, 22, an ensign in the Navy, and David, 16.

Goodyear Post

APPOINTMENT of K. C. Zonius as director of advertising for the Goodyear Tire & Rubber Co. was announced last week by R. S. Wilson, vice president and sales manager. Mr. Zonius succeeds the late J. K. Hough. In turn, Mr. Zonius, who has been serving as manager of automobile tire sales, will be succeeded by W. E. Still, currently manager of farm tire sales.

THE WEKXTON Co., New York, advertising agency, increased its 1961 gross billing 140% over the previous year. Larry Schwartz, agency's client, held last week in a year-end report. This increase is attributed by Mr. Schwartz to expanded budgets of clients, agency's regular accounts, plus acquisition during the year of three food, five apparel, and nine industrial accounts.

Edgar G. Herrmann

EDGAR G. HERRMANN, 58, former sales manager of Westinghouse Home Radio Div., Sunbury, Pa., died at his home in Brooklyn, Saturday, Dec. 29. Graduate of Rutgers U., Mr. Herrmann joined what was then the Canadian Victor Talking Machine Co. Shortly after the first World War, becoming Montreal advertising manager, a position he retained when the organization was acquired by RCA and renamed Canadian Victor Phonograph Co. Mr. Herrmann was long associated with the Zenith Radio Corp. in Chicago, serving first as advertising manager and then as sales manager during his 15-year service with firm. He also had been sales manager of Emerson Radio & Manufacturing Co., New York. He is survived by his wife, the former Henrietta Ahrens, and a daughter, Doris Cameron.

Paul J. Senft

PAUL J. SENFT, 57, veteran of 25 years in broadcast advertising activities, died in New York Jan. 2 following an illness of several months.

An account executive with The Bolling Co., station representative organization, since last August, Mr. Senft had been for the previous decade with George P. Hollinger Co. In a similar capacity, following 16 years in the radio department of BBDO, New York, Mr. Senft served with the navy during World War I. He was a member of American Legion and Radio Executives Club of New York. He is survived by his wife, Gladys Bennett Senft, a daughter, Mrs. Joy Lockehead, and a son, Paul J. Jr. Funeral services were held at 8 p.m. at the Columbus Circle chapel in New York.

Harry Weiner

HARRY WEINER, 50, controller of the Wesley Assoc., New York advertising agency, died at his home in the Bronx Jan. 3 after suffering a heart attack in September. An original member of the agency, he joined it as controller in 1928. He had started his business career as a messenger with Dry Goods Economist, becoming member of accounting division there prior to joining Wesley Assoc. Immediate survivors include his wife and two daughters.

Radio Tells Papa

FARMER Leonard Jansen of Fordyce, Neb., was placidly milking his cows in the early morning hours Jan. 1. His radio was tuned to WNAX Yankton-Sioux City, the station says, for news, weather and market reports when a special bulletin informed Mr. Jansen he was the father of the first baby of 1962 born at Sacred Heart Hospital in Yankton. The farmer had taken his wife to the doctor the previous day and she had been kept at the hospital because of winter storms. Later, mother and child were interviewed by George R. German, station reporter, the "radio baby" making her first broadcast at age of two days.

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Rhodes Scholarship

KVOO Tulsa can take a measure of satisfaction in that a boy whom it was instrumental in helping attend the U. of Tulsa four years ago, has now won a two-year Rhodes Scholarship to study at Oxford U. in England. The boy won a scholarship to Tulsa two years ago in finals of Going to College, a radio program aired by KVOO and KWGS, the university's FM station. Now a senior majoring in English, the youth is Carter Ravard, from Bartlesville, Okla.

Viewers Buy Truck

CHILDREN followers of Captain Glenn's Bandwagon, a puppet show over WLTW (then KWGS), have purchased a truck for Goodwill Industries, a charity organization. After an appeal for funds over Bandwagon, the money was raised with contributions which averaged about 25 cents. Now on order, the truck will have a credit line painted on a side, proclaiming that it was bought by children viewers of the program.

Brings Children Happiness

WJR Detroit's tenor, Fred Kendall, who has a musical show five times a week, a year ago was asked to help the local Children's Hospital in its urgent need for blood. Mr. Kendall did and his success was overwhelming. Not only did he help restock the hospital's blood bank but his singing of children's requests, such as "Rudolph the Red Nosed Reindeer," added immeasurably to their happiness. This year Mr. Kendall returned to the hospital, not to build blood supplies but just to bring a little happiness into the youngsters' lives. During the week of Dec. 17, Mr. Kendall aired the recorded interviews with the children on his program.

Radio Opens Hearts

WERT Westerly, R. I., has demonstrated the power of religious programs in reaching the hearts of listeners. The Rev. Douglas F. Dorrance, conducting WERT's program, Next Door Minister, mentioned that a family of displaced persons had arrived in Westerly and were in need. He made no direct appeal. Gifts poured in from listeners of all faiths and in all walks of life, WERT reported.

Air 'Commerces Report'

THREE stations are now carrying Commerce Report, new public service program designed to answer defense production problems for businessmen in the Southwest. The stations include WFAA Dallas, KROD El Paso and KARK Little Rock. Program is written by Elbert J. Haling, former publicity-con

FREE RADIO FIGHT

Increases in Canada

A CAMPAIGN to show that broadcasting in Canada should have as much freedom as the press and should come under the same laws as the press is being waged by daily newspapers and broadcasting organizations. This follows the report of the Royal Commission on Arts, Letters and Sciences, which implied that government control, through the Canadian Broadcasting Corp., should be increased rather than lessened as asked by Canadian independent broadcasters.

Newspapers have taken up the battle, seeing a start of losing the freedom of the press if the powers of CBC become enlarged and may in the future be extended to cover facsimile transmission by newspaper. A series of editorials has been printed by the Winnipeg Free Press pointing to the place of radio in modern mass journalism and liberally quoting from court rulings in the U. S.

CONSOLIDATED net income for International Telephone & Telegraph Co. and its subsidiaries for the nine months ending Sept. 30, was $12,560-119, an increase of $3,588,976 over the corresponding period of 1950.

no if's . . .

BROADCASTING * TELECASTING is best for information about what's going on in the broadcast field. Over the next publication, best by 313.7%.

no and's . . .

BROADCASTING * TELECASTING is best for bringing station advertising to the attention of the nation's top buyers of time. Over the next, best by 445%.

or but's . . .

This is exactly what Fact Finders Associates of New York—one of America's most respected research organizations—learned by personal interview survey.

The findings confirm what every other survey in 20 years established; that BROADCASTING * TELECASTING is first in circulation, first in readership and first in advertising effectiveness.

More first votes than all other journals combined

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GOODWILL PLANS

Outlined at Sales Meet

NEW YEAR'S plans and policies for the Goodwill Stations—WJR Detroit, WGAR -Cleveland, KMPF Los Angeles—were developed at a sales strategy meeting of key officials led by President John Patt at the Goodwill eastern office in New York last Wednesday and Thursday.

President Patt said the stations expect to boost 1952's volume of business over that of "bamer" 1951.

Decisions reached at the sessions were summarized as follows:

(1) Stations reaffirmed high standards set in code of practices adopted a number of years ago. . . .

(2) Decision to continue to expand recent栅sion in research and impact studies in all three markets.

(3) All stations to make no major rate increases at this time, but re-

(4) Set in motion several promotion and advertising projects in-

Cites Spot Rise

Gordon Gray, vice president for nationwide sales, presided over the meetings, called attention to a "marked resurgence" of interest in radio by national spot advertisers this year as compared to a year ago.

President Patt, forecasting an increase in business volume this year, said "we are glad that there are more network and independent stations which, with our group, will continue to keep broadcasting the great medium that it is."

He said the eastern office, set up four years ago, has established "a two way street" in the exchange of information, ideas and service between buyers and sellers of time, and that expansion of this service in 1952 is "likely."

Participating in the meeting, in addition to Mears, Patt and Gray, were Carl George, vice president and general manager of WJR; John Garfield, WGAR sales manager; Worth Kramer, vice presi-
dent and general manager of WJR; Elmer Wayne, WJR sales manager, and Robert Reynolds, vice president and general manager of KMPF.

Olson Rug on MBS

OLSON RUG Co., Chicago, began its first radio show Fri-
day with sponsorship of Gabriel Heather on Mutual from 6:30-6:45 p.m. CST. Agency is Presba, Fellers & Pressa, same city. Schedule runs for six weeks in about 50 markets as a test, with results de-
termining expansion.

Fifth BBM Survey

BUREAU of Broadcast Measure-
ment, Toronto, has awarded con-
tact to handle BBM's 1952 survey to International Surveys Ltd., Montreal. Survey will be made to determine the listening of 130 BBM member stations in Canada. This will be the organization's fifth survey and is expected to be ready for distribution by summer.

SAFETY COMMITTEE

Contor, Storm Are Named

EDDIE CANTOR and Gale Storm have been named chairman and vice chairman of the Radio and Motion Picture Committee of the National Safety Council, Chicago, for 1952. They succeed Phil Harris and Gloria DeHaven.

Committee members in the Mid-
west are Don McNeill as vice chairman and Jackie Kelk as jun-
or vice chairman. The entire group includes 100 "outstanding" enter-
tainment personalities who work with the council in helping prevent accidents. Previous committee chairman were Jack Carson and Bill Goodwin, the latter having or-
ganized the committee in 1947.

COURTESY of west game, football games, and other activities constitute raiding.
NABU sent two representatives from Chicago to participate in last NABUG discussions Dec. 19.

Probability is that an investigat-
ing committee will be named by NABUG at its next meeting, on Wednesday, to parallel a fact-find-
ing committee of observers em-
ployed in legitimate theatre. Ad-
mitting there are problems to be worked out, NABUG's National Chairman Oliver Nicoll insists the solutions will be arrived at "demo-
cratically" and that opposing un-
ions in NABUG all are approach-
ing the matter with "open minds."

GALLERY TO NBC

Heads Radio-TV Sports

TOM S. GALLERY, director of sports, news and special events for DuMont TV network, has joined NBC in the post of director of sports for both radio and televi-
sion, NBC President Joseph H. McSween announced last Thursday.

His successor at DuMont has not been designated.

Mr. Gallery, identified with the sports field for some 30 years, joined DuMont in 1948 after serv-
ing as business manager of the New York Yankees baseball team. NBC pointed out that he repres-
ented the Yankees in its experi-
mental telecasts of major league baseball in 1946.

In his new post, he will report to Davidson Taylor, general pro-
duction executive of NBC-TV.

Bill Stern, who formerly was director of sports for NBC, dropped that title and became sports editor at the time of the last renewal of his contract.

Mr. Gallery entered the sports field in Hollywood shortly after World War I when he helped to organize the Hollywood Legion Stadium and then became its gen-
eral manager and matchmaker.

Mr. Gallery also is a former vice president and general manager of the Brooklyn Dodgers football team which later became the grid Yan-
kees.

He joined DuMont in 1948 after about three years with the baseball Yankees. Among the TV negotia-
tions in which he has participated are those involving Notre Dame football games, the All-Star foot-
bball game, the world's championship football games, World Series baseball, the All-Star baseball game, the Joe Wescott-Emzard Charles heavyweight championship fight (sponsored by a group of TV set manufacturers), various pro-
football games and the Shrine East-West charity football game.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Simon House

TAKE ME BACK

On Records: Billy Eckstine—MCM 11125;
Don Cherry—Dec. 27994; Buddy Greco—Coral
66623; June Valli-Hugo Winterhalter—Vic.*;
Skip Farrell—Mer.*; Gordon MacRae—Cap.*.

*Soon to be released.

Page 82 * January 14, 1952
APPOINTMENT of Gus Hagenah and Lewis TeeGarden as managing directors of Standard Radio Transcription Services Inc. was announced last week by co-owners Gerald King and Milton M. Blink, president and vice president respectively, Feb. 1.

Mr. Hagenah will maintain headquarters in Chicago, and Mr. TeeGarden will operate from Los Angeles headquarters. The president, Alex Sherwood will continue to operate from the transcription firm’s New York offices.

Mr. Hagenah, who has been vice president and executive manager, has been with the firm in Chicago for seven years while Mr. TeeGarden, secretary and co-manager, has been with the company for 12 years. Mr. Sherwood also has been with the organization more than 12 years.

WHO-AM-FM SALE is Approved by FCC

PURCHASE of WHO-AM-FM Orlando, Fla., by Edward Lamb for $200,000 [B+T, Oct. 15, 1951, et seq.] was approved by FCC last week.

Availability of the programs second AM-FM combination, he owns WTOP and WTRT (FM) in his home town of Toledo. Mr. Lamb also owns TV stations WTVN Columbus, Ohio, and WICT Erie, Pa. He is publisher of the Erie Dispatch.

Sale approval was fought by Rep. Leonard W. Mil (La.). who alleged that Mr. Lamb was too close to organizations declared subservive by the Attorney General. Mr. Lamb denied the charges.

A protest against the sale of the station to Mr. Lamb by the Catholic War Veterans was withdrawn two weeks ago (B+T, Jan. 7).

Com. Robert F. Jones voted to hold a hearing on the transfer.

VOICE OF AMERICA in U.S.

Series is Offered for Domestic Broadcast

VOICE OF AMERICA has prepared a series of 13 quarter-hour programs for domestic consumption.

Radio stations within the continental limits of the United States can obtain the series without charge by writing Associated Broadcasters Inc., Box 87, Hollywood, Calif.

Programs one through eight will be mailed out immediately. Remaining five shows are to be available before the end of this month.

Your Voice of America is being carried by XELE, Chicago, chairman of the Facilities Group of the Radio Advisory Committee to the U.S. Advisory Commission on Information. Mr. DuBois is also president of Associated Broadcasters Inc., San Francisco, which is producing, recording, processing and distributing the series.

First eight of the programs deal with such topics as the work and effectiveness of VOA; the stories of Cardinal Mindszenty and Madam Kasenb; how VOA invited young Red delegates to the August 1951 Berlin Youth Festival to visit the Western Zone of Berlin and see the free world for themselves, and how VOA beams the President’s messages to the world.

FREEDOM ADVERTISERS

New Committee Is Formed

A NON-PROFIT committee, Advertisers for Freedom, has been organized to encourage U.S. business to sell the free enterprise system by “political advertising.”


Mr. Smith said the group is backed by several business leaders whose identities he is not ready to divulge. Its purpose will be to convince industrialists and businessmen that only advertising keeps America solid on capitalism and can advance the political interests of U.S. business.

TORONTO STRIKE

Radio Gives Service

TORONTO broadcasting stations came to the rescue when Canada’s second largest metropolitan city was paralyzed by effective strike of over one million, was hit by a sudden transportation strike Jan. 4. The 4,700 employees of the municipally-owned Toronto Transportation Commission, including bus lines throughout southern and central Ontario, went on strike 5 a.m. Jan. 4 after turning down findings of a government-appointed conciliation board which ruled in favor of the commission.

CKFV Toronto carried tape recordings of decisions of operators to go on strike shortly after midnight. From then on, all privately-owned broadcasting stations in Toronto and vicinity (CFRB, CKW, CHAD, CKLE) carried announcements and news telling citizens how to get to work, announcing car pools for firms which picked up their employees at specified times and places. Announcements went on for the first day, giving a chance for most workers to get to their offices and factories on time.

WOOD. It features Gerald Mohr, movie actor, and several professional radio actors. Mr. Mohr serves as narrator.

Your Voice of America is being carried by WEAA, Philadelphia, chairman of the Committee of the Faculties Group of the Radio Advisory Committee to the U.S. Advisory Commission on Information. Mr. DuBois is also president of Associated Broadcasters Inc., San Francisco, which is producing, recording, processing and distributing the series.

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In Canada more people listen* to CFRB Toronto regularly than to any other station

*THE 1950 BBM figures show CFRB’s coverage as 619,050 daytime and 653,860 night time—more than one-fifth of the homes in Canada, concentrated in the marketplace which accounts for 40% of Canada’s retail sales.

Representatives:
United States—Aden J. Young Jr.
Canada—All-Canada Radio, Facilities Limited

January 14, 1952 • Page 83
TESTIMONIAL dinner was given for Albert H. Jackson, supervisor of studio engineers at WYTI Hartford, Conn., late in December on the occasion of his 25th anniversar y with the station. He was given several gifts. Mr. Jackson joined the WYTI staff in 1926 after graduation from the RCA Institute and service as a radio operator in the Merchant Marine. He was promoted to supervisor in 1934, and during World War II served in the European Theatre as a Signal Corp. captain.

WIP Philadelphia has presented an award of merit to a sponsor who completed his 10th consecutive year of broadcasting with the station. The sponsor, Dr. H. N. Shor, began with Unseen Advisor, a program he still continues to use. Today, in addition, Dr. Shor sponsors a half-hour musical show and a news and sports commentary. Benedect Gimbel Jr., WIP president-general manager, presented the award to Dr. Shor for his "high regard for public interest, news and entertainment... and for maintaining the highest standards of radio advertising."

CBS Radio Meet Corliss Archer began its tenth year on the network Jan. 6. Janet Waldo, star of the show, played the part since the first broadcast. Sponsor is America's Business-Managed Electric Light and Power Companies.

Gene Autry, star of CBS Radio Gene Autry Show, completed his 12th consecutive year with the same sponsor, William Wrigley Jr. Co., Jan. 5 (Saturday).

FIVE KOIN Portland, Ore., staffers joined the station's "10-20 Year Club" at a recent banquet in their honor. With 20 years affiliation are (standing, 1 to r) Louis Bookwalter, director of engineering for KOIN and KJR Seattle; Byron Paul and Lloyd Woodell, technicians; 10-year members are (seated, 1 to r) Dale Denny, news editor, and Stan Warwick, announcer. With these additions, KOIN now has 33 members who have been with the station 10 years or more.

SARATOGA SPRINGS AM Proposed in Initial Decision

NEW AM station at Saratoga Springs, N. Y., for Spa Broadcasters Inc. on 900 kc with 250 w daytime is proposed in an initial decision by FCC Hearing Examiner Hugh B. Hutchinson. At the same time the examiner proposed denial by default an application for the same facilities by Saratoga Broadcasting Co.

The examiner found that the members of Saratoga Broadcasting Co. did not appear at the original hearing scheduled between Saratoga and Spa. When the hearing was rescheduled, eight months later, the examiner said Saratoga was "totally unprepared to evidence in support of its proposal" and showed a "continuing attitude of indifference and lack of responsibility."

The proposed station would be the first at Saratoga Springs. Spa Broadcasters Inc. is owned by John A. Woods (25%), former New York City automobile dealer and now transmitter engineer at WWSC Glens Falls, N. Y.; Richard O'Connor (50%), manager of a dairy farm, and Joseph F. Donahue (25%), who is employed as a U. S. Government supply officer. Cost of construction is estimated at $9,250 (based partly upon the prospective purchase of a transmitter and antenna from WWSC which has a permit for change in facilities). First year operating cost is estimated at $35,564 and first year revenue $47,000.

MILESTONES

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The proposed station would be the first at Saratoga Springs. Spa Broadcasters Inc. is owned by John A. Woods (25%), former New York City automobile dealer and now transmitter engineer at WWSC Glens Falls, N. Y.; Richard O'Connor (50%), manager of a dairy farm, and Joseph F. Donahue (25%), who is employed as a U. S. Government supply officer. Cost of construction is estimated at $9,250 (based partly upon the prospective purchase of a transmitter and antenna from WWSC which has a permit for change in facilities). First year operating cost is estimated at $35,564 and first year revenue $47,000.
New Merrick Firm

LEILAND MERRICK, promotion director for WNYC, New York's municipal outlet, will resign effective Jan. 15 to form his own merchandising and promotion organization. Operating out of New York, the new company will reverse usual procedure of merchandising firms in that campaigns will be aimed directly at the public since "TV has made show business a buyer's market," according to Mr. Merrick. Spokesman for WNYC said that successor to Mr. Merrick will be named later in January.

Displaced Persons

DISPLACED Persons Commission, Washington 25, D. C., is calling attention of program directors to feature stories in "your town" concerning the resettlement of European refugees from communism.

The Commission suggests stations ask ministers, priests and rabbis for names of local displaced persons who have made adjustments in "your home town," many of whom have done volunteer work for Voice of America. Russ Bauer, director, DPC information and editorial division, also wishes to thank America's radio stations for having been "outstandingly cooperative" in aiding the program herefore.

VEST POCKET MIKE

Is Shown to FCC Commissioners in Tryout

WIRELESS microphone, so small it fits in breast pocket of a man's jacket, has been demonstrated to FCC Commissioners and staff.

Device has range of 125 ft. from receiving antenna and is reported to have a flat response from 35 to 16,000 cps.

Designed for TV and motion picture studio use—obviating the need for microphone booms—the device consists of a one-inch condenser microphone mounted atop a case enclosing a two-tube FM transmitter, which weighs five ounces and radiates five milliwatts. Associated is a 3-ounce power pack, containing a 60-v. B battery and a 1.5-v. A battery. Power pack will run three consecutive hours, it was said.

Stephens Radio Link, as the equipment is called, is manufactured by Stephens Mfg. Co., 8838 Warner Dr., Culver City, Calif. Stephens is the manufacturer of "Tru Sonic" microphones and other sound equipment used by the motion picture industry. Distributor for Stephens products is RYB Inc., 483 S. Robertson Blvd., Beverly Hills, Calif. No price has been put on the product yet.

Its manufacturer hopes to get FCC approval to sell the device without the need of each microphone being licensed. Device works best on 50 mc, it was reported, and it is hoped to establish it under the Industrial-Scientific-Medical classification of the FCC's Rules. These include diathermy, x-ray, neon signs and other apparatus that have limited radiation of electromagnetic waves.

Interest has been evinced by ABC and CBS, as well as by MGM, the manufacturer reported. Some sets have been already sold to a Los Angeles detective agency, the Signal Corps and the Central Intelligence Agency.

During the FCC demonstrations, the equipment was used for speech communication and such sound effects as footsteps, door slamming, telephone dialing, typing, etc.

Present at the FCC demonstrations were Robert Lee Stephens, president, Stephens Manufacturing Corp.; Arthur Rothfeder, president, RYB Inc.; Eddie Yuhl, vice president, RYB Inc.; and attorneys W. Ervin James, Montgomery, Ala. and John E. Stephen, Hofheinz & Stephen, Houston.

FTC Charges Ripley

COMPLAINT charging Ripley Mfg. Corp., New York, with allegedly false commercials on television as well as in other advertising media has been filed by the Federal Trade Commission. FTC claims that Ripley misrepresented its clothing as "tailor made."

New Business

(Continued from page 16)

Inc. and Dan B. Miner Co. to handle advertising. Radio and TV will continue to be used.

SCOTT-STOP MOTEL Inc., S. F. (promotion organization for western motels), appoints Richard N. Meltzer Adv., S. F. Radio will be used.

BENBOW MFG. Co., Burlingame, Calif. (electrical safety equipment), appoints Knollin Adv., S. F.

SHASTA WATER CO., S. F., appoints Knox Reeves Adv., S. F. DAVE ORTHWEIN is account executive. Media plans are to be announced soon for spring campaign.


OELRICH & BERRY Co. (Old Manse Syrup and Old Manse Jams and Jellies), Chicago, appoints Grant Adv., Chicago.

WJJD Chicago names CHARLES S. TEMKIN AGENCY, same city.

SANTA CLARA PACKING Co., San Jose (packer of Giorrieta tomato aspic and specialty foods), appoints Long Adv. Service, S. F.

Adpeople . . .

GEORGE PILLSBURY, son of the board chairman of Pillsbury Mills, Minneapolis, named manager of the bakery product sales division.

ALAN DRUCKER, Paramount Pictures, appointed to advertising staff Berrus Watch Co., N. Y. He will take charge of all advertising, research and market analysis.

ONE SPOT DOES IT

KIWW's Assist to Paper

BROADCAST and printed media joined hands in San Antonio during the release of names of Americans reported by the communists to be prisoners of war in the Korean Theatre, according to KIWW San Antonio. Local newspaper, The San Antonio Light, one of two English language dailies in the area, after printing names three times appealed to the station to help locate the parents of three persons reported to be held prisoner by the enemy. All three were of Mexican families. KIWW broadcast program in Spanish.

The station aired one spot announcement as an emergency measure, naming the POW's and requesting telephone calls for any information leading to the parents' whereabouts. Station reports: "Immediately following our announcement, the parents of two of these Mexican boys called the station." In the third case, the parents were separated but each called from a different location stating it was their son reported as a POW.

Safety Committee

PUBLIC SAFETY Education Committee of the National Safety Council, Chicago, for 1952 will include Marion Ulick, news editor, DuMont Television Network; Arthur Harre, manager, WJJD Chicago; William B. Ray, news and special events director, NBC Chicago, and George Heineman, program director, WNBQ (TV) Chicago. They were reappointed. The group acts as advisor to the Traffic Safety Committee's "Operation Safety" project.

NBC Show Cited

NBC's The Silent Men, documentary series devoted to showing how government agents combat crime, has been praised by Charles E. Dillon, chief of Radio-Television Branch, Dept. of Defense, for its program exposing fraud aimed at relatives of G. I.'s killed in Korea.
January 4 Through January 10

CP-construction permit
DA-directional antenna
STL-studio-transmitter link
STA-special temporary authorization
ant-antenna cond-conditional
D-day LS-local sunset
aural-transmitter
vis-visual
un-limited hours

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

License Renewal

Following granted renewal of license:

WCOV-AM Columbus, Ohio-Granted renewal of license.

Location Change

WAVK-FM Murfreesboro, Tenn.—Amend application (which requests CP to change station frequency from 350 kc to 1000 kc) to change frequency from 350 kc to 1000 kc, fulltime, with 250 w.

January 4 Applications

ACCEPTED FOR FILING

AM-1400 kc
WHL, Hammond, Ind.—CP to change frequency from 1280 kc to 1400 kc, fulltime, with 300 w.

License Renewal

WHRC-FM Canton, Ohio—Renewal of license.

January 4 Applications

ACCEPTED FOR FILING

AM-510 kc
Theodore Rozzell and William Paul Brown, application to change frequency (which requests CP for new AM station at 1010 kc 1 kw day) to change frequency to 910 kc, change trans., and main studio location to Roswell, N. M., change ant., etc.

FM-101.1 mc (Ch. 265)
KJF-AM Los Angeles—CP to change ERP to 19.5 kw, raise height above average terrain to 2028 ft, trans. location from 3261 W. 3rd St., Los Angeles.

WQV-TV Château, Pa.—Application to change ERP from 2 kw vis. to 30 kw vis., to 1 kw vis., to 425 kw vis., install new ant., etc.

Location Change

WAVK-FM Murfreesboro, Tenn.—Amend application (which requests CP to change station frequency from 350 kc to 1000 kc) to change frequency from 350 kc to 1000 kc, fulltime, with 250 w.

January 7 Applications

ACCEPTED FOR FILING

AM-510 kc
Leo Resnick, application to change frequency (which requests CP for new AM station at 1010 kc 1 kw day) to change frequency to 910 kc, change trans., and main studio location to Roswell, N. M., change ant., etc.

FM-101.1 mc (Ch. 265)
KJF-AM Los Angeles—CP to change ERP to 19.5 kw, raise height above average terrain to 2028 ft, trans. location from 3261 W. 3rd St., Los Angeles.

WQV-TV Château, Pa.—Application to change ERP from 2 kw vis. to 30 kw vis., to 1 kw vis., to 425 kw vis., install new ant., etc.

License for CP

KGMC Englewood, Colo.—License for CP to WJCM-AM Englewood, Colo., to change frequency from 1500 kc to 1500 kc, 1 kw, unlimited hours.

January 7 Decisions

By the Secretary

Granted Licenses

KOKH Oklahoma City, Okla.—Granted license for new AM station; 73 mc (Ch. 265), 1 kw vis., 1 kw, unlimited hours.

KCA New Ulm, Minn.—Granted license for new AM station; 130 kw, 1 kw, unlimited hours.

January 7 Decisions

By the Secretary

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KOKH Oklahoma City, Okla.—Granted license for new AM station; 73 mc (Ch. 265), 1 kw vis., 1 kw, unlimited hours.

KCA New Ulm, Minn.—Granted license for new AM station; 130 kw, 1 kw, unlimited hours.

January 7 Decisions

By the Secretary

Granted Licenses

KOCM Bismarck, N. Dak.—Granted license for new AM station; 97 mc (Ch. 240), 1 kw, unlimited hours.

KCOJ West Palm Beach, Fla.—Granted license for new AM station; 130 kw, 1 kw, unlimited hours.

KCQD Milwaukee, Wisc.—Granted license for new AM station; 97 mc (Ch. 240), 1 kw, unlimited hours.

KCOJ West Palm Beach, Fla.—Granted license for new AM station; 130 kw, 1 kw, unlimited hours.

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CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., 4, D. C.
Telephone District 1205
Member AFCCE

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REpublic 2347
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg., Washington, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W.
Hudson 9000
WASHINGTON 6, D. C.
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington, D. C.
Member AFCCE

WELDON & CARR
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32
AR 48721
1100 W. Abram
ARLINGTON, TEXAS

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3739 Kenwhwa St., N. W., Wash., D. C.
Phone ORDway 8071
Box 2448 Birmingham, Al.
Phone 6-2924

WRTL (FM) Greenville, S. C.
WARH (FM) Warren, Pa., and WESC-FM
Applications Returned

and complete evidence be presented concerning present or future affiliation of WARM Scranton, Pa., with ABC (information required in order to make an appropriate determination of the issues re WARM) hearing to be held at Washington on Jan. 14.

January 8 Applications . . .
ACCEPTED FOR FILING
AM—860 kc
WOAY Oak Hill, W. Va.—CP to in-
crease power from 5 kw to 10 kw.

KIRE Palm Aire, Calif.—CP to change
power from 250 kw to 1 kw. W
License for CP
KOAA-FM Denver—License for CP
authorizing reopening of CP, as mod., for new FM station.

January 9 Decisions . .
COMMISSION EN BANC
Granted CP for 1380 kc
KCNF Broken Bow, Neb.—Granted
CP to change facilities from 1400 kc, 250 kw, fulltime, to 1380 kc, 1 kw, day.

January 9 Applications . .
ACCEPTED FOR FILING
Modification of CP
WRBL-FM Columbus, Ga.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

WRGA-FM Rome, Ga.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

Granted STA
WHAM-TV Rochester, N. Y.—Granted special temporary authority to operate WHAM-TV on experimental basis for testing color television systems con-
forming to recommendations of NTSC for period of 60 days from Jan. 9 sub-
ject to following conditions: (1) Ex-
perimentation shall be conducted in accordance with provisions of Sec. 3.685 of Commission’s rules and regula-
tions; (2) Experimental programs shall be limited to color slides and shall not include programs that are part of station’s regular broadcast operation, whether commercial or sustaining.

January 9 Applications . .
(Continued on page 81)

January 14, 1952 • Page 87
Help Wanted

Salesman

Hawaii, excellent earning opportunity for two first class salesmen. Box 848L, BROADCASTING.

Salem

Salesman or announcer-salem, 250 watt east central network affiliate. Excellent working conditions. Write Box 851L, BROADCASTING.

Syracuse

Managerial

Immediate opening for competent manager, full time. Box 854L, BROADCASTING.

Technical

Television

Salesman

Excellent opportunity for top salesman. Must live in a winter paradise! Excellent future for paving your own way as an independent man. Send complete history, salary expected, references. Box 858L, BROADCASTING.

Managerial

General-commercial manager with six years experience wanted in central New England. Must have 1,000 watt south, southwest, or lower. Box 840L, BROADCASTING. Excellent opportunity to own your own station. Send complete details, your letter. Box 859L, BROADCASTING.

Production-Programming, Others

Newman to gather, write and present local news story, carry on educational and radio experience. Box 860L, BROADCASTING.

Traffic girl

Traffic girl for 5 kw station in large metropolis. Must have all phases of background and experience. Box 861L, BROADCASTING.

Help Wanted (Cont'd)

Engineer, first phone, announce, salesman, full truck plus commision. N. Y. network affiliate opening. Immediate opening right man wanting consistent improvement. Box 865L, BROADCASTING.

Wanted, announcer at 250 watt east central network affiliate. Announcing experience desirable but not essential. Requires excellent writing and presentation. Box 868L, BROADCASTING.

Equipment manager

Engineer, first phone and transmitter. $35 for 60 month start. Good salary and other benefits. Send resume and full details to Box 869L, BROADCASTING.

-all salesmen.

Executive Secretary

Executive secretary for large network station in Southern California. Must be experienced. Box 870L, BROADCASTING.

Traffic manager

Traffic manager for Midwest network affiliate. Must supervise all phases of traffic department. Box 871L, BROADCASTING.

Managerial

General-manager for large network affiliate in eastern section of the country. Must have sales and management experience. Box 872L, BROADCASTING.

Technical

TV engineer needed. Immediate opening. Excellent opportunity for growth. Station manager, KPHO-TV, Phoenix, Arizona.
**Situations Wanted (Cont'd)**

### Announcers

<table>
<thead>
<tr>
<th>Situations Wanted (Cont'd)</th>
<th>Situations Wanted (Cont'd)</th>
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<td><strong>Technical</strong></td>
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<td><strong>Technical</strong></td>
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<tr>
<td>Engineer, seven years licensed, car $75. Permanency. Box 882L, BROADCASTING.</td>
<td>Chief engineer, twenty years experience in maintenance and new construction, not afraid of hard work. Box 908L, BROADCASTING.</td>
<td>Engineer, first phone three years experience AM and TV. Box 894L, BROADCASTING.</td>
<td>Experienced radio and paper salesman with five years experience. Box 901L, BROADCASTING.</td>
</tr>
<tr>
<td>Experienced radio airman and disc jockey, former network announcer with extensive broadcasting experience. Box 889L, BROADCASTING.</td>
<td>Experienced skilled technician with proven sales ability. Box 909L, BROADCASTING.</td>
<td>Experienced skilled technician with proven sales ability. Box 909L, BROADCASTING.</td>
<td>Experienced airman with extensive advertising and sales experience. Box 910L, BROADCASTING.</td>
</tr>
</tbody>
</table>

### Equipment etc.

- **Tower**, 175 ft. Truscon self supporting with transistors and hardware. Brand new and a bargain with lights and radio. Box 860L, BROADCASTING.
- **Stepping stones for building your TV station.** Box 861L, BROADCASTING.
- **"Mizar" switch with all control relays.** Box 862L, BROADCASTING.
- **Pretla model recorder amplifier** for disc and tape, low imp. Box 863L, BROADCASTING.
- **Cut two less than two cases records, like new**, $250.00. Ewing, Chicago, Ill. Box 864L, BROADCASTING.
- **Complete 5 kw AM transmitter installation (three tower directional)** consisting of: RCA 5-D transistor, frequency, modulator transformers. 865L, BROADCASTING.
- **All new available for inspection.** Contact Box 866L, BROADCASTING.

### Stations

- **Tower**, 175 ft. Truscon self supporting with transistors and hardware. Brand new and a bargain with lights and radio. Box 860L, BROADCASTING.
- **Stepping stones for building your TV station.** Box 861L, BROADCASTING.
- **"Mizar" switch with all control relays.** Box 862L, BROADCASTING.
- **Pretla model recorder amplifier** for disc and tape, low imp. Box 863L, BROADCASTING.
- **Cut two less than two cases records, like new**, $250.00. Ewing, Chicago, Ill. Box 864L, BROADCASTING.
- **Complete 5 kw AM transmitter installation (three tower directional)** consisting of: RCA 5-D transistor, frequency, modulator transformers. 865L, BROADCASTING.
- **All new available for inspection.** Contact Box 866L, BROADCASTING.

### Miscellaneous

- **Programs suitable for transcribed syndication desired by New York transcription firm.** Box 867L, BROADCASTING.

**Executive Placement Service**

- **Shaw & Shapp** MT 1 Radio Management Consultants 1739 8th NW, Washington, D. C.
facilities. Financing arranged.

Desirable, proficient, energetic, ambitious. Cur.

watt man. Address Box 887L, BROADCASTING.

Washington Bldg.

CMC.

“Two

Radio and

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GE ON COAST

Big Expansion Noted

GE has operated the

acquired by

so that

happy.

such

BROADCASTING • Telecasting

Rocky Mountain

New England

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

NEW COLLINS 5 KW XMTR!

Washington Bldg

Sterling 4314-2

James W. Blackburn

Ray V. Hamilton

Lester M. Smith

Hal Johnson

Edward H. Van Cuylenburg

125 Montgomery St

911

San Francisco

2755

1275

SCBA Meeting

MAURICE B. MITCHELL, vice-president-general manager of

PCP, New York, is agency for James Lees & Sons Co.

Leaver Bros., for its Pepsodent Toothpaste and Chrysler Corp.

New York, are also understood to be in

at 18-19, at Columbus, S. C.
Docket Actions...

**FINAL DECISIONS**

Praz, etc. — Re: Enlarged AM station 760 kHz, San Francisco, Calif., to increase power from 750 watts to 1,500 watts.

WJZ New York, etc.—Approval of assignment of station for $175,000.

WQX Charleston, etc.—Approval of assignment of station for $150,000.

Donahue, etc.—Approval of assignment of station for $200,000.

**INITIAL DECISION**

New Bern, New York, etc.—Approval of assignment of station for $250,000.

WNYC New York, etc.—Approval of assignment of station for $300,000.

WPLO Pittsburgh, etc.—Approval of assignment of station for $200,000.

WQAM Miami, etc.—Approval of assignment of station for $250,000.

WOR New York, etc.—Approval of assignment of station for $300,000.

WJZ New York, etc.—Approval of assignment of station for $175,000.

WQX Charleston, etc.—Approval of assignment of station for $150,000.

Donahue, etc.—Approval of assignment of station for $200,000.

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WQAM Miami, etc.—Approval of assignment of station for $250,000.

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WJZ New York, etc.—Approval of assignment of station for $175,000.

WQX Charleston, etc.—Approval of assignment of station for $150,000.

Donahue, etc.—Approval of assignment of station for $200,000.

**NEW GRANTS, TRANSFERS, CHANGES**

**Box Score**

**SUMMARY THROUGH JANUARY 10**

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Stations</th>
<th>FM Stations</th>
<th>VP</th>
<th>AP</th>
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</tbody>
</table>

**New Applications**

- **AM Stations:**
  - New York, etc.—Approval of assignment of station for $175,000.
  - Los Angeles, etc.—Approval of assignment of station for $250,000.
  - Chicago, etc.—Approval of assignment of station for $150,000.
  - Philadelphia, etc.—Approval of assignment of station for $200,000.
  - Pittsburgh, etc.—Approval of assignment of station for $200,000.
  - Miami, etc.—Approval of assignment of station for $250,000.
  - New York, etc.—Approval of assignment of station for $300,000.
  - Pittsburgh, etc.—Approval of assignment of station for $200,000.
  - Miami, etc.—Approval of assignment of station for $250,000.
  - New York, etc.—Approval of assignment of station for $300,000.
  - Pittsburgh, etc.—Approval of assignment of station for $200,000.

**FM Stations:**

- Paris, etc.—Approval of assignment of station for $250,000.
- Grant, etc.—Approval of assignment of station for $200,000.
- Montgomery, etc.—Approval of assignment of station for $250,000.
- Grant, etc.—Approval of assignment of station for $200,000.
- Grant, etc.—Approval of assignment of station for $200,000.
- Montgomery, etc.—Approval of assignment of station for $250,000.
- Grant, etc.—Approval of assignment of station for $200,000.
- Grant, etc.—Approval of assignment of station for $200,000.

**Deletions**

- **AM Stations:**
  - New York, etc.—Approval of assignment of station for $175,000.
  - Los Angeles, etc.—Approval of assignment of station for $250,000.
  - Chicago, etc.—Approval of assignment of station for $150,000.
  - Philadelphia, etc.—Approval of assignment of station for $200,000.
  - Pittsburgh, etc.—Approval of assignment of station for $200,000.
  - Miami, etc.—Approval of assignment of station for $250,000.
  - New York, etc.—Approval of assignment of station for $300,000.
  - Pittsburgh, etc.—Approval of assignment of station for $200,000.
  - Miami, etc.—Approval of assignment of station for $250,000.
  - New York, etc.—Approval of assignment of station for $300,000.
  - Pittsburgh, etc.—Approval of assignment of station for $200,000.

**Procurement Board**

- CREATION of a Procurement Policy Board with the Office of Defense Mobilization and appointment of A. E. Howe as chairman.
- Full powers of Defense Mobilizer.
- Approval of all purchases above $5,000.
- Approval of all contracts above $25,000.
- Approval of all contracts above $50,000.
- Approval of all contracts above $100,000.
- Approval of all contracts above $250,000.
- Approval of all contracts above $500,000.
- Approval of all contracts above $1,000,000.
- Approval of all contracts above $2,500,000.
- Approval of all contracts above $5,000,000.
- Approval of all contracts above $10,000,000.
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- Approval of all contracts above $2,500,000,000.
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- Approval of all contracts above $100,000,000,000.
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- Approval of all contracts above $500,000,000,000.
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- Approval of all contracts above $2,500,000,000,000.
- Approval of all contracts above $5,000,000,000,000.
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- Approval of all contracts above $500,000,000,000,000,000.
- Approval of all contracts above $1,000,000,000,000,000,000.

**Ward to Speak**

JOSEPH WARD, president of the American Research Bureau Inc., will speak to members of the Citizens' Radio Management Club at luncheon Wednesday. The following day, he is scheduled to reveal unpublished station data culled from ARB research projects by personnel of local radio stations.

January 14, 1952
AM TIME SALES
Stimulus Needed—Cott

SOMETHING different in radio is needed to recapture enthusiasm among time salesmen and timebuyers, Ted Cott told members of the New England Radio Executives Club in Boston Wednesday.

Mr. Cott, general manager of WNBC and WNBT (TV) New York, cautioned that radio cannot be talked to in terms that salesmen today on the basis of logic and statistics.

Speaking on “What’s Ahead for Radio and TV in ’52,” Mr. Cott reminded his audience that Americans live on excitement and are constantly attuned to new things.

“Television gives this sense of excitement and drama and radio can’t bear an emotional condition with logical arguments,” he declared. “The industry has become dull and only if it goes...”

Mr. Cott advised broadcasters to re-evaluate their people and talent and saw a battle for personnel in 1952.

The most important thing for broadcasters to do, Mr. Cott presupposed, is to expand their merchandising. In this way, he explained, salesmen will be able to talk about the business with a plus, and this time radio doesn’t have to cut rates but can even increase them.

By giving WNBC salesmen a “plus” to talk about, Mr. Cott disposed WHEELock AGENCY

BAILEY NAMED PRESIDENT

EXECUTIVE changes in Ward Wheelock Co., a New York firm with offices in Philadelphia, New York, and Hollywood, were announced last week, with Arthur A. Bailey, former executive vice president, elected president.

Former President Ward Wheelock becomes chairman of the board and will continue active participation in the agency’s management.

William R. Farrell, vice president and executive committee member, becomes first vice president of the agency; Walter L. Stocklin, vice president in charge of the art department, has been re-elected to the board of directors and executive committee.

Mr. Bailey, as president of Ward Wheelock, will be chief officer and continue to handle the Campbell Soup Co. account.

ADM. FOSTER NAMED

VICE ADM. Edwin Dorsey Foster (USN, ret.) has been elected vice president and director of telecasting for RCA Victor Div., it was announced last week. Adm. Foster has been serving as director of the company’s Mobilization Planning Dept. He will continue to coordinate RCA Victor mobilization activities and planning of products, services and markets.

ELECTION DAY

Wilkins Idea Credited

CONGRESSMAN in Washington last week gave J. P. Wilkins, KFBB Great Falls, Mont., general manager, credit for sparking a move toward the declaration day (first Tuesday following first Monday in November) that it will be a half-day holiday.

The legislator was Rep. Mike Nashe (D-Mo.), who last week introduced a House concurrent resolution to urge the president to request the governor of each state to encourage its observance.

Resolution (similar measures were introduced in the Senate) was held in work-day at noon so as to permit voters to get to the polls.

Mr. Wilkins also sent his recommendation to NARTB along with another suggestion that the bicentennial week be called “National Registration Month” to be heavily promoted by broadcast stations.

MANAGEMENT AWARDS

Are Won by Radio Firms

CBS, AT&T, General Electric Co., R. H. Macy & Co. (owner of WOAM-FM-TV New York) and Westinghouse Electric Corp. were among 298 firms in the U. S. and Canada which last week were awarded certificates of management excellence for 1951 by the American Institute of Management, New York.

Each awardee is required to show its work—day for day—was a need to start thinking about merchandising and additional pluses if it is to sell this time.

D.C. CRIME PROBE

Radio-TV to Cover Hearings

DRAMA of crime hearings which captivated television and listen-

ers during sessions of the Kefauver Committee last year will be repeated once again—this time on a smaller scale, in the nation’s capital.

WMAL-TV, Washington, the AM-FM-TV network’s video outlet, announced it will telecast hearings of the Senate District Crime Committee beginning today (Monday).

Mr. Cott noted that telecasting of testimony to WMAL will be aired by radio WMAL.

The district committee paved the way when it voted, 3-2, to permit radio and TV coverage with the reservation that cameras would be turned away from witnesses who object to television. The vote was reported along party lines, with two Republicans, according to Sen. Matthew M. Neely (D-W.Va.), committee chairman.

Mr. Cott said that the usual complaints within committee that TV would turn the sessions into a “circus.” A more plausible view was that, in the opinion of some men, the decision to permit tele-coverage would further test the constitutionality of contempt citations leveled against witnesses where there was need to testify because of television cameras.

Original Case

The original case involved Morris Kleinman and Louis Rothkopf, who were cited for contempt by the Senate for such a refusal.

Each plans to telecast the hearings on a regular basis, at 10 a.m. and 2:30 p.m. each day, until they are completed; about Jan. 17.

Commercial spots will be cut around the coverage. Sessions will be tape-recorded for use on WMAL each evening, 8:30-10:15 p.m., under sponsorship of Phillips Petroleum Co., of Bartlesville, Okla.

Mr. Strouse, vice president and general manager. Station’s schedule calls for pickups from 10:30-11 a.m. and from 3 to 3:30 p.m. and at any other time when the proceedings become “interesting.”

Other Washington stations also plan to use WTOP-TV (“TV for the nation”) and WRC use newscast shots. WRC plans to record the sessions and rebroadcast them later in the evening. WTOP-AM-TV plans were not set.

KUGN Elects Kelly

EWING C. KELLY, president and general manager of KCRA Sacramento, has purchased a substantial part of KUGN Eugene. The purchase is subject to FCC approval. Mr. Kelly has been appointed KUGN general manager and the board has elected him re-created once again—this time on a smaller scale, in the nation’s capital.

Mr. Cott said that television hearings which captivated television and listeners during sessions of the Kefauver Committee last year will be repeated once again—this time on a smaller scale, in the nation’s capital.

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THE FARMER WENT SHOPPING

When He Heard Owl's Radio Messages

Radio is directly responsible for the fact that the Owl Drug Store, of Quincy, Ill., is the largest distributor of veterinary supplies in a hundred mile radius.

Located in the heart of the midwestern city of 45,000 the store has always had a large and thriving farm trade. But 13 years ago its stock of medicines for animals was not particularly large or complete.

Among its customers at that time was Walter Rothchild, then a salesman for WTAD Quincy, who today is WTAD's station manager and national sales manager for the Lee Stations. Walter was taking a few minutes off from his sales duties for a dish of ice cream at the Owl soda fountain. As he ate, he noticed the great number of farmers who stopped in at the store to do their drug shopping. One of the time segments that the young WTAD salesman was hoping to sell that day was a noon day market report.

Watching the farmers and thinking of the market report, Mr. Rothchild decided that here was a logical sponsor. He talked it over with the management of the store and sold them on the idea.

In those days, veterinary supplies were kept in a small glass case along with the usual drug store stock of pet remedies. The store did stock a hog cholera serum but that was kept in a cool corner of the basement and never brought out unless called for.

When the Owl management decided to give radio a trial, the hog cholera serum and a couple of stock remedies seemed to offer a good "test." Commercials were framed to mention them and within a few days farmers were coming into the store asking about the products they had heard "on the radio."

For 13 years now, the drug store has been advertising its stock medicines and supplies on the midday farm markets program on WTAD.

The veterinary department has grown from one small glass case and a box of serum in the basement until it now occupies approximately one-fourth of floor space of the large store. H. G. Waechter, who sold the supplies 13 years ago as part of his job as clerk, now manages the department—a full-time job.

Today the department runs into many thousands of dollars. The stock includes serums and vaccines kept in a large special refrigerator. In the display cases are surgical needles and hypodermic syringes. On the shelves are rows after rows of stock remedies and medicines including vitamins, aureomycin and penicillin. Nor does the stock end there. At the Owl Drug Store, farmers can buy feed supplements, dehorners, electric sheep dehorners, insect sprays, watering tablets, dehorners, calf feed supplement, rat poison, veterinary supplies generally, worm expeller and hog oil.

Although copy is kept up to date, it is repeated. Changes are seasonal with new copy added at intervals. When warm weather comes and flies begin to appear, a commercial for fly sprays makes an appearance. When grain is being harvested and stored, there is a commercial for weevil killer. And when the season is past, the copy is filed, and the next year it is revised but not changed too much. Copy used by the Owl Drug Store must bring results, and when it does it is kept. When it doesn't it is thrown away.

In speaking of the copy, Mr. Waechter said, "The customer wants to keep hearing it. It's the repeats that pay big dividends."

The copy, too, is designed to inform as well as sell. New developments and products are brought to the farmer in this way. A couple of years ago, the United States Department of Agriculture published the information that traces of DDT were found in milk where DDT was used as a spray around dairy cattle. Mr. Waechter put this information on the air in a commercial that also told of other sprays that did not contain DDT and that were recommended. It goes without saying that Mr. Waechter had the recommended sprays in stock. Back in the days when Mr. Waechter first took over the veterinary department, he used to attend quite a few live stock sales—both to meet people who were prospective customers and see the stock.

Advertising Pays

Besides the farm market program during the noon hour, the Owl Drug Store has cooperated in other shows advertising stock medicines. The department's radio advertising budget is around $3,500 a year. It's advertising that has paid.

And, with WTAD getting ready for television, the Owl Drug Store is getting ready to try TV, too.

In the meantime, radio continues to pay big dividends.

Mr. Waechter has become an air personality in his own right. And when Farm Director Faler says, "You all know Waechter, and he knows the products he sells," he tells the truth. Because through WTAD thousands of persons know Mr. Waechter, and his sales of veterinary medicines and supplies run into thousands of dollars.
SHORTAGE OF TV TRANSMITTERS UNLIKELY

TRANSMITTERS in production or already purchased should accommodate applicants granted CPs for new TV stations without regard to materials allocations if FCC resumes licensing by April, government authorities said Friday. Occasion was trade editors electronics conference called by Defense Production Administration and National Production Authority.

Current estimate based on 50 to 60 CP grants for UHF-VHF by July 1 with most going to uncontested applications—cities of 100,000 or less. Time needed to manufacture equipment, rather than materials themselves, will pose major factor on subsequent grants. Certain type towers now authorized as Class B products and wooden structures could be used, authorities noted, adding materials are not serious problem in early stage of freeze-lifting. But "very few, if any" new stations will be operating in 1952, they predicted.

DPA-NPA hopes to maintain first-half materials quotas through 52 third and fourth quarter materials lists; 52 production grants will cut to 75 to 8 million radio sets and 6.5 to 4 million TV receivers. From 5.7 to 4 million radio and 1.7 to 2 million TV sets expected in first half. Output will depend on materials, ratio between metals, conservation and technical measures, and choice of models. Prospect is for more extended production now that inventories are depleted.

Presiding at DPA-NPA session were E. T. (Piggy) Morris, who resigns Feb. 1 as chairman of DPA Electronics Board and director of NPA Electronics Division, and J. A. Milling, on leave from RCA Service Co., who succeeds him. Latter's appointment officially announced Friday. (Also see early story page 29.)

CBS NEVER CENSORED, SAYS ELMO ROPER

IN NEARLY four years of broadcasting on CBS, Elmo Roper did not meet "one single instance of censorship or even a remote suggestion of it," public opinion specialist said in script of his final CBS program, prepared for broadcast Sunday evening (Sunday). He starts Sunday series on NBC in March.

Recalling that when he began his radio series in February 1948 he was warned that radio lacked freedom of expression tradition of newspapers and magazines, Mr. Roper stated:

"The record, as far as this reporter is concerned, shows that no matter how controversial the subject I was discussing, there never was the slightest hint of abrogating freedom of speech on the air."

Caldwell Memorial

FIRST order of business Friday under administration of Arthur W. Scharfied, new president of Federal Communications Bar Assn., was launching of plan to establish memorial honoring Louis G. Caldwell, dean of Washington radio attorneys, who died Dec. 11. Committee will be named by President Scharfied to work details of scholarship fund, series of lectures or whatever project will be adopted to perpetuate Mr. Caldwell's name. (See FCBA stories page 60.)

Business Briefly

(Continued from page 5)

Shaw and Range Rider in five cities effective this month. Both distributed by CBS Televising Film Sales. Autry series on WFBM-TW Indianopolis starting Jan. 26; Range Rider on WDBN-TV Buffalo, WBTW (TV) Charlotte, WRC-TV in Washington, WTV (TV) Pittsburgh. CBS-TV said Autry show sold in more than 30 cities, other film in 26.

GOLDEN SELLOUT • Neechi Sewing Machines, N, Y., to sponsor Friday portion of The Goldbergs on NBC-TV, 7-10:30 p.m., marking complete sellout of program as Ecko Pro. NBC, Chicago, buys Wednesday and Vitamin Corp. of America (story page 60) takes Monday section. Neechi agency, Doyle, Dane Bernback, N, Y.

FILM ADDING • Loew's Inc. adding spot announcement campaigns for film "Quo Vadis!" in major cities. Agency, Donahue & Cole, N, Y.

Simplified Earnings Report

SIMPLIFICATION of report on employment and earnings for radio-TV employees, required annually by FCC, is in works. In proposed rule FCC Friday invited and new form asking for comments by Feb. 18, oppositions by Feb. 29. New single form will take place of two now in use will help Bureau of Labor Statistics in preparing employment reports. It is urged. Main changes from old forms are: (1) listing of all employees for same company, instead of for each station licensed by company; (2) listing of employees by station job classification instead of by categories specified by FCC.

Cheesecake & Clocks

CHEESECAKE party scheduled by WOR-TV New York from 8-10 p.m., Friday at new Television Square, where photographer guests will be provided two versions of that work: One on table and other group of models ready to pose. Studio will provide unlimited number of backgrounds, lights and props, and promises award to cameraman taking best shot. Invitations to be issued members of accredited camera clubs.

In another type of promotion, to remind editors to watch Today, Dave Garroway's new morning video show starting today (Monday) 7-9 a.m. on NBC-TV, network on Friday sent them alarm clocks set for 6:45.

People...

LINCOLN SCHEURLE resigns as radio-TV director, Hugo Wagensell & Assoc., Dayton, to join Foote, Cone & Belding, Chicago, as television producer.

JAMES BAILEY, managing director of For Industry's WAGA-AM-TV Atlanta five years has resigned.

HENRY COMAN, assistant director on Krofj Theatre, and former studio coordinator NBC TV, named assistant to JOSEPH BAILEY production supervisor of Lucky Strike Theatre and Johnson's wax program on NBC-TV.

ROBERT M. PRENTICE, General Foods Corp., to Doherty, Stafford & Shenfield, N, Y., as account executive.

SAUL FISCHBEIN, formerly in sales department WPIX (TV) New York, to Jane Art Inc., Flextiga gift manufacturers, as general sales manager.

ALAN SCHROEDER resigns from CBS Radio Sales Staff, Chicago, to join Henry J. Christal station representative firm there Feb. 11. Before joining CBS in May 1950, Mr. Schroeder was salesman for WOR-AM-TV New York's office in Chicago.

BERNARD TULLIUS, formerly senior engineer at Radio Engineering Labs, Long Island City, N, Y., named sales engineer for Transmitter Division DuMont Labs, Clifton, N, J.

LEONARD TARCHER and BEN S. LAINI elected vice presidents of J. D. Tarcher & Co., New York agency.

DR. EARLE K. PLYLER appointed chief of Radiometry Section of National Bureau of Standards Atomic & Radiation Physics Dept.

Four Named Members of ABC Advisory Group

ROGER W. CLIPP, WFIL Philadelphia; Verl Bratton, WKTY La Crosse, Wis.; Harold V. Hough, WBAP Fort Worth, and J. Archie McElrath, Chicago, were elected to two-year terms as members of ABC Stations Planning & Advisory Committee, representing Districts 1, 3, 5 and 7; William A. Wyle, ABC director of New York, announced Friday. Newly elected alternates for these districts are: C. Glover DeLaney WHTF Hartford; E. K. Hartenbacher, KCMO Kansas City, Mo.; Gene L. Cagle, Texas State Network, Ft. Worth, Tex., and J. B. Conley, KEX Portland, Ore.

Representatives of four even-numbered districts, elected year ago, serve through 1952.

WTTG Moves Quarters

DuMONT'S WTTG (TV) Washington has taken over the tenth floor of the Raleigh Hotel, is planning to move from present quarters in Harrington Hotel April 1. New space will include two studios (40 x 60 ft. and 40 x 40 ft.), with a double-decked control room, square rooms. Station began operation on experimental basis in 1939, commercially in 1947. It operates on Channel 5, with 17.5 kw visual radiated power.

Wisconsin FM Drive

CAMPAIGN to promote FM set sales and listening in Wisconsin to start Feb. 4, one of series being sponsored jointly by NARTB and Radio-Television Mfrs. Assn. Two-score Wisconsin distributors, dealers and broadcasters to take active part in campaign.

Broadcasting • Telecasting

Page 94 • January 14, 1952
In 1900, a very familiar sign among hundreds of others was this one pictured above. Yes, the metal sign tacked to the tree and the ad painted on a barn were a major part of America’s advertising effort in 1900. And in those years it was successful advertising—it reached people!

From this form of advertising, many companies grew to be today’s largest manufacturers.

Twenty-five years ago, radio had its beginning and soon had its place next to newspapers and magazines. Radio itself built great companies and made them even greater because it gave the advertisers a new method of reaching more people more frequently and more efficiently.

Today, television has been added and with its added impetus of sight and motion, together with the spoken word, has already taken its place in the American “scheme of advertising.” The basis of today’s successful advertising is the more modern media . . . and television is the most modern of them all. Its full potency has not yet been determined.

In WLW-Land we have found, however, that the combination of television and radio reaches more people more often and more economically than any other combination of media. The technique is as new and modern as television itself.
HOW BIG IS A PLANT’S "NEIGHBORHOOD"?

Areas of influence often are larger than management thinks. Community relations can be helped by the longer-reaching medium...radio.

With every improvement in mass transportation, a plant’s “neighborhood” expands.

Employment applicants come from farther and farther away. The circle of local suppliers widens. And these are only two examples.

Moreover, as the area of influence grows, the need for good community relations increases. For this reason, more and more companies are turning to radio to carry their message... both to neighbors near the plant and to those who live beyond the reach of other local media.

In six of the nation's leading industrial areas... Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon... Westinghouse stations are taking a leading part in this growing development. They are in their 32nd year of helping industry make friends with its neighbors... and they offer their experience and facilities to company management as well as to advertising agencies and public relations counselors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - KYW - KOKA - WOWO - KEX - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales