ATOM SERIES WINS WIDE ACCLAIM!

- Voted "Best New Program Created During Year" by Chicago Federated Advertising Club.
- Heralded an "example of the effective use of radio as a teaching tool" by Variety Magazine.
- Being re-broadcast by 35 affiliated stations of National Association of Educational Broadcasters.
- Permission requested by Department of State for use of series in its foreign educational broadcasts.

For the second year, as part of the award-winning "WLS School Time" broadcasts—a five-time-a-week sustaining program for in-school listening, now in its 16th year—WLS is bringing to the Midwest an exciting series based on the drama of the atom.

Each program translates into understandable and dramatic terms the meaning and significance of this new world of Atomic Energy. Written in cooperation with the Argonne National Laboratories, these programs have the enthusiastic support of the Federal Security Agency, which has requested scripts for its permanent library.

Service that Sells...

Serving the people of the Midwest has been a WLS project for over a quarter of a century. Particularly in this new era the responsibility of radio cannot be overemphasized.

As radio serves, so can it sell... for through consistent services accrues listener loyalty and belief—the basic ingredients of advertising results.
"Coffee Call" the TOP of the morning
10:30-11:00 A.M.
Monday-Friday

TOPS in rating... no other program on any other Louisville station can equal "Coffee Call's" rating!

TOPS in audience... more than 67,000 people have enjoyed "Coffee Call" in WHAS studios since June, 1949.

TOPS in merchandising... WHAS does extensive in-the-store merchandising for "Coffee Call" advertisers.

QUALITY of WHAS programming makes the difference

... and WHAS quality delivers the goods on "Coffee Call". This show packs a powerful wallop in the rich Kentuckiana market with its star line-up of talented performers. Jim Walton, Bill Pickett and Herbie Koch have made this daily half-hour audience-participation show the most listened-to morning show originating in Louisville. Fun-loving emcee Walton, "strolling baritone" Pickett and maestro Koch at the WHAS studio organ can be your entree into this rich market. See your Petry man today!

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

The only radio station serving and selling all of the rich Kentuckiana Market

Basic Affiliate of the CBS Radio Network

VICTOR A. SHOLIS, Director ★ NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
1 Delivers the Most Coverage
Four stations are in the combined market.
WSAR is the only 5,000 watt station. All others are 250 watts or less.

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

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

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

WSAR
Fall River-New Bedford
5000 Watts Are Affiliated

Represented Nationally by
Headley-Reed Company
The role of sports in the life of the University is discussed by Dr. John A. Perkins, president, and David Nelson, head of the Department of Athletics.

Dr. Charles L. Lanier, chairman of the Department of Economics and Business Administration, discusses arbitration in labor disputes.

To see is to understand

A group of faculty members presents a program of madrigals.

Members of the Science and Wildlife Department enliven a program with photogenic members of Delaware Wildlife.

The University of Delaware, keenly aware of the above fact, uses the facilities of WDEL-TV to report to the citizens of the State. The activity story which viewers see on this regular half-hour show—"Your University"—is a broad, moving, varied and instructive one. Thus a modern, progressive University uses WDEL-TV’s broad program of public service to interpret its state-wide program, student curriculum and campus activities.

This program is one of many local features carried by this station in an endeavor to meet the needs of the communities it serves.

WDEL-TV
WILMINGTON, DELAWARE

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

OOK FOR Harry C. Butcher, owner of KIST
encia Barbara and former CBS Washington
ce president, to figure importantly in Eisen-
ower Presidential draft movement. Naval
ide to General Ike during those SHAPE days
of World War II, Captain Butcher already has
been called in by Eisenhower leaders. He
nows Washington political ropes and was
lose friend of late Stephen T. Early during
is years as secretary to F. D. R.

F. EISENHOWER groundswell should become
stamped, who would be his right-hand bow
broadcast pursuits? By "favorable" brother,
ilton S., is president of Pennsylvania State
ollge, and an old hand at radio, having been
charge of Department of Agriculture's radio
xtension operations in Hoover days. And
en there's Captain Harry C. Butcher (see
bove).

NBC apparently has deferred notification to
iliated stations on its new economic plan.
pected about Jan. 15, approach now is to
atch communication at appropriate time
 presumably when enough primary market
ations have been aligned. Meanwhile, NBC
't committing itself to any particular pro-
t, at any particular time or in any par-
ticular way.

RISING CRESCENDO of complaints against
olcoholic beverage advertising on air (mainly
at beer spots) causing some concern both
FCC and on Capitol Hill. In December,
CC received total of 900 complaints in all
classes, of which some 760 were alcoholic
verage. And of these more than 400 were
TV; about 325 radio. While dry lobbying is
suspected in tempo with legislation to ban
beverage advertising, it's secret that some
same complaints stem from local beer spots
nterrupting programs, notably sports events.
his despite constant urging of U. S. Brewers'
Foundation that restraint be used.

HOW EASILY public sensibilities can be off-
demonstrated by fresh outcropping of
roblems to FCC over presentation Jan. 9
of Reunion in Venice by Celanese Theatre over
ABC-TV. Complaints were against sensuous
room scene involving Melvyn Douglas and
is Signe Hasso. Performance even brought query
from wife of one Commissioner: "Doesn't this
violate NARTE Code?"

FACTS OF LIFE on TV operating costs has
caused Miami School Board to ponder "sur-
render" of application for educational channel
(VHF Channel 2). Board has instructed its
Washington counsel to explore prospects of
CC permitting it to use educational reserva-
ion as "bargaining point" with commercial

NIELSEN, HOPPER SETTLE
SINDLINGER RADOX SUITS

LONG-PENDING damage suits filed by Albert
C. Sindingler, Philadelphia, against A. C.
Nielson, Chicago, and C. E. Hovenson, research
interests over use of Radox patents settled Friday
in Philadelphia federal court.

Understood Mr. Sindingler receives $75,000
cash plus stock for total settlement figure of
areas. And of development. And it
was 

BROADCASTING

erage. And of

ZIV SALES • Frederic W. Ziv Co.'s I Was
a Communist for the FBI has been sold for
broadcast in 162 cities at end of first 10 selling
days, with 60% of all sales made directly to
stations, according to Ziv announcement.

GRETZ NAMES • William Gretz Brewing
Co., Philadelphia (Gretz Beer, Ale, Porter,
Half & Half), names Scheideler, Beck &
Werner, N. Y., as agency, effective Feb. 1.

BLASTING APPOINT • General Blasting
Corp., Chicago, III., appoints Schoenfeld, Huber
& Green, Chicago, to handle advertising. TV
will be used.

CHICAGO SPONSORS • Chicago Assn. of
Stock Exchange firms sponsoring 38 com-
mercials weekly on WJWD Chicago. This
will be first institutional advertising for group.
Spot schedule includes stock market averages
plus financial news every hour, 10 a.m. to 3 p.m.
weekdays; 10 a.m. to noon Sundays. Agency:
Olian Adv., Chicago.

BIOW RESIGNS • Biow Co., N. Y., resigns
as advertising representative for Schenley Dis-
illers Inc., effective at Schenley's option.

CAMAY CAMPAIGN • Froster & Gamble
(Camay Soap), Jan. 28 begins radio spot
campaign for 52 weeks in several markets.
Agency, Pedlar & Ryan, N. Y.

EASTER EGG SPOT • Fred Fear & Co.,
Brooklyn (Easter egg dyes), signed for one-
minute participation in 8:30-8:45 p.m. EST
segment of March 20 Stop the Music on ABC
(Continued on page 24)

"VOICE" INQUIRY ASKED

REALIGNMENT of Voice of America under
new International Information Administration
is "step in right direction," but Senate inquiry
is still "even more imperative," Sen. William
Benton (D-Conn.) said Friday. He called for
hearings by Senate Foreign Relations subcom-
mittee on his resolution to revalidate radio arm.
Chairman Brien McMahon (D-Conn.) has
promised early action, Sen. Benton said. (See
early story page 81.)

BUSINESS BRIEFLY

N.Y. Radio Listening Up Substantially

LISTENING in New York radio homes has
increased 47% during afternoons and 28%
during evenings since 1948, year of video's
first great impact on broadcasting scene, ac-
cording to study released Friday by WNEW
New York.

Based on Pulse and Telepulse figures for New
York metropolitan area, WNEW said study
indicates that "there is no such thing as a TV
eome." For all homes in area, radio listening
rince pre-video 1947 has increased 28% in
orning, held its own in afternoon, and de-
creased on weekend evenings. But, report
oints cuts, decrease is less than imagined,
with WNEW, to cite one example, reporting
decrease amounting to only 11%.

Television audience habits have also changed,
it was indicated. Whereas TV set ownership in-
creased 71% from April 1950 to April 1951,
there was 9% decrease in set usage in radio-
TV homes during average evening quarter-
hour, while radio usage was up 5%.

Point of survey is that TV set in home by
no means removes that home from radio's au-
cience, that today's televiser is not yester-
days radio listener. In fact, 64% of TV eve-
nings audience has come from people giving up
other activities than radio-listening.

for more AT DEADLINE turn page

January 21, 1952 • Page 5
DuMont May Refuse To Join In TV Code

GRAVE doubts about advertising sections of NARTB-proposed TV code may cause DuMont not to subscribe, Chairman Ed H. Page, network director, said Friday. Mr. Witting was witness in DuMont-Paramount control suit held in New York. Leased-to-broadcast agreement, if made, would be useful tool, DuMont-Paramount legal counsel, said Mr. Witting.

Mr. Witting's objections to Code were stemmed from fear a contract could force DuMont to comply with some DuMont commercial practice, force DuMont to go through hearing before NARTB review board. According to Mr. Witting, a contract was planned and he had not made up his mind.

Other highlights of Mr. Witting's testimony:
(1) DuMont is "examining" plan to secure U.S. TV rights to feature films syndicated in market. It has discussed idea with distributors, but so far it has rights to two British films. Production of feature films by DuMont is planned in immediate future; however, new studios will be available for such production.

KPOA To File Appeal In Adverse Tax Ruling

KPOA Honolulu will appeal decision of Hawaiian Circuit Court ruling against its challenge of territorial gross-receipts tax on broadcast stations, according to J. Elroy McCaw, part owner of KPOA. Appeal will be taken to territorial Supreme Court.

Judge Willson C. Moore held station's commercial activities were centered on island and therefore receipts are subject to tax, aside from income from network programs short- waved from mainland. There's question gross receipts tax of this type would be invalid if applied to stations located on mainland, according to court.

DX letters from mainland rejected by court as having no commercial significance. Case held to differ from Fishers Blend decision in stipulation of acts and geographical aspects. Court concerned in interest of which money comes from and where station signal is directed.

Mr. McCaw and John D. Keating, KPOA president, and Mr. McCaw's partner, Jack Borden, KULA Honolulu, Ralph Flikin, KHON and Marion A. Murney, KGU, both Honolulu, subpoenaed by court to testify on coverage-service aspects. First witness, touching engineering angles, was Roy V. Howard, KIKI Honolulu. Attorneys for KPOA were Kenneth Davis and David Inman. Vincent Warlewske, NARTB attorney, took part in argument.

Mr. McCaw, NARTB enginnering director, was present at argument but did not testify.

Defense Plans Discussed

PERSONS now holding amateur radio licenses may need additional authorization to participate in emergency radio networks to be set up for civil defense operations, it was indicated Friday after closed conference for Northeastern States Civil Defense Amateur Radio Allience held in New York. Delegates from 10 states discussed new rules and regulations for amateur emergency service recently released by FCC and which, when adopted, will regulate all CD radio networks.

In This Issue--

Radio net time sales in 1951 were the biggest in history—$485.4 million, a nearly $32 million jump over 1950. Here's the dollar measurement of radio's biggest. A BROADCASTING • TELECASTING exclusive. Page 55.
Two bright spots appear in television's battle to win equal access to news sources. New York association votes down proposed anti-TV resolution, and a Senate hearing in Washington learns the difference between newsreels and TV. Page 55.
A B'TW roundup shows that five watch manufacturers will spend $10 million in radio and television advertising in 1952. Page 57.
FCC gets into virtually continuous session, warming up to thaw its 40-month freeze on television. Page 61.
P&G, as usual, leads all other advertisers in spending money for radio network time. Page 61. For TV network time as well. Page 61.
"Dry" campaign against broadcasting begins to take shape. A Senate bill is introduced that would ban hard liquor advertising from radio and television. Page 58.
Sen. Benton thinks the NARTB television code is dandy, but he's convinced his proposed National Citizens Advisory Committee for Radio and Television is needed too. Page 68.
Army-Air Force recruiting advertising is windfall for radio. Page 57.
National Production Authority will hold meeting with industry leaders, probably Feb. 8, to clarify the status of its ban against color TV manufacturing. Page 62.
Voice of America is placed under new International Information Administration, whose chief will report directly to Secretary of State. Page 51.
Statewide campaign to promote sale of FM sets begins in North Carolina; others scheduled for other states. Page 44.

Upcoming

Jan. 21-26: American Institute of Electrical Engineers, winter meeting, Hotel Statler, New York.
Jan. 24-26: Southwestern Assn. of Advertising Agencies, meeting, Plaza Hotel, Houston, Texas.

(Other Upcomings page 34)

Closed Circuit (Continued from page 5)

spent $533,000 in operation alone. There are five present applicants for two VHF commercial channels earmarked for Miami.

SPOT RADIO business for 1951 up some 10-11% over 1950, according to confidential survey of station representatives, which report increases in billings for last year ranging from 65% to 90% above 1950 level. Finding backs up a BROADCASTING • TELECASTING estimate of an 11.7% increase in national and regional spot radio time sales (see page 28).

IF FCC traffic these days is criterion, numerous advertising agency executives, it's learned, have been button-holing members of FCC on how to apply for TV facilities.

WHY DID Vice Chairman Paul A. Walker of FCC call on President last Monday? Washington's radio fraternity bestirred itself figuring that perhaps he had elected to retire since he has passed mandatory age of 70 but before President extension last year. Answer: Mr. Walker, it's been said, wants to tell President that he appreciated his job was well and happy and hoped to continue his term which runs until June 30, 1953.

IMPRESSED with job done by Charlie Crutchfield, senior vice president of Jefferson Standard Broadcasting Co. (WTB-AM-FM WGTW-TV) as consultant on radio affairs in Greece, State Department apparently has decided to have him confirmed should he go to Philippines in September on another mission. His duties will be in connection with activating new megawatt (million watt) shortwave transmitter to spread gospel of truth program through Voice of America to Pacific area.

BEHIND-SCENES move reportedly under way to form new trade association representing independent broadcasters, with emphasis on Washington service. Gordon Brown, WSAY Rochester, is spearheading movement.

RAMSAY bill to outlaw "political advertising" may never see light of day. House Ways & Means Committee where bill rests is in no mood to act, although those supporting legislation would be most surprised of all if committee suddenly took early action (see story, page 80).

CONFRONTING NARTB's convention planners, meeting today (Monday), is problem of giving association's radio activities proper place on March 31-April 2 agenda. Tentative plans give best spots to Broadcast Advertising Bureau and television, with BMI and engineering conference as extra diversions.

THEATRE-TV hearings to start Feb. 25, may (unless postponed at applicants' request) be among more glamorous FCC proceedings. Among galaxy of entertainment men who will appear are Broadway producers Max Gordon and Theresa Helburn (Theatre Guild); also musical comedy star Celeste Holm.

AYER NAMES FOUR VP'S

FOUR new vice presidents elected last week by N. A. Ayer & Son, Philadelphia. They are: Leslie D. Parment, media department; J. L. Allen, event management; Brydon S. Greene, Philadelphia service; Allen R. Memhard Jr., director of plans-merchandising department, and Richard P. Powell, head of information services.
Boston's most popular disc jockey triples his audience on WORL in 9 months!

NORM PRESCOTT

Program Director and Disc Jockey with WORL, Boston.

Voted New England's favorite Disc Jockey in the 1950 Billboard Poll, ranking as one of the country's top twenty.

Featured in Monogram Picture's "Mr. Disc Jockey".

5000 WATTS
950 ON YOUR DIAL

REPRESENTED NATIONALLY BY THE BOLLING COMPANY

ARTHUR E. HALEY, General Manager
How First Federal of Rochester Quadrupled Assets

When First Federal of Rochester, N. Y., started local sponsorship of the Fulton Lewis, Jr., program on radio station WVET, assets were $11,500,000. Today, after nine years of continuous sponsorship, assets are $46,000,000. Obviously this increase is not attributable to the program alone. Good management, alert business practices, and many other factors enter into the picture. But, in the words of Mr. Willis J. Almekinder, President of First Federal, "A great deal of the success in reaching new savings customers is due to the fine audience which Fulton Lewis, Jr., reaches."

"Numbering over 200,000 people in Rochester, it is made up of thinking, hard working, conscientious citizens who are interested in America and who believe in such fundamentals of good citizenship as thrift. In our regular check of where our new business comes from, Fulton Lewis, Jr., has consistently rated at the top. Our sponsorship has generated a great deal of good will toward First Federal."

The Fulton Lewis program is a Mutual Co-op Program available for sale to local advertisers in individual cities at low, pro-rated talent cost. Among the 623 sponsors of the program (on 370 Mutual stations), there are 55 banks and savings institutions. Since there are more than 500 MBS stations, there may be an opening in your locality. For a proved and tested means of reaching new customers, check your Mutual outlet — or the Cooperative Program Department, Mutual Broadcasting System, 1540 Broadway, New York City 18 (or Tribune Tower, Chicago 11, Illinois).
Hooper Ratings Average Higher Than Any Other Memphis Station.

The quality of programming, the tonal qualities, the first class professional atmosphere of its presentations—all contribute their parts to the welcome reception given to WREC as the first station in its rich 76 county market—one of the country's best and most prolific sales units.
Kenyon & Eckhardt, N. Y., announces following personnel additions: Bill Wood, from J. Walter Thompson Co., N. Y., appointed promotion and new business director; Tom Viscardi, from Marshchalk & Pratt, named radio-TV time buyer; John Farley, former news editor, WMCA New York, to agency publicity division; Joel Conron appointed sales promotion director; Matilda Clark Robbins, from G. Fox & Co., Hartford, to copy staff on Tennessee Eastman account.

Mary A. Peacock, radio-TV writer, to Pacific National Adv., Seattle, as television director.

Thomas R. Vohs, account supervisor, Anderson & Cairns, N. Y., elected vice president.

J. Walter Goldstein, St. Louis advertising executive, to Westheimer & Block, St. Louis, on Feb. 1 as partner.

Lilyon E. Louden, publicity manager, John Mather Lupton Co., N. Y., named to the board of directors of Publicity Club of New York.

NAT WOLFF, production head of Young & Rubicam, New York, is that increasingly rare specimen in executive echelons—a working success in all the elements he is being called upon to supervise.

A celebrated writer, director, package, administrator, salesman and personal representative, he has moved east from Hollywood now to expand his called talents in behalf of one of the largest radio and television entities in the industry from the standpoint of billing.

An acknowledged leader in the field, Mr. Wolff began his career in radio almost immediately after graduating from the U. S. Naval Academy. He went into radio in Buffalo, N. Y., selling programs, handling artists and performing similar related duties. One of his associates in Buffalo was the late Col. Stoopnagle.

In 1929, he moved to New York and joined a firm called Rock Productions, where he sold and helped create such features as Tidéal Jubilee, Okay Mortimer for Richfield Country Club on CBS and Parties at Pickfair, sponsored by the Associated Ice Dealers. In 1934 he moved to Hollywood where he became radio head of H. N. Swans, literary agency, transferring one year later to the Myron Selznick Agency where he served as the firm's first radio director.

He remained with Selznick until 1941 when he joined the Office of War Information as deputy-chief-in-charge of domestic-radio on the west coast.

In 1943, Mr. Wolff capitated to MGM for a two-year term as an executive of the company. It was after he left the movie company that he turned to writing and directing such programs as the Eddie Bracken Show, Pier 13, The Charles Boyer Show and Richard Diamond with Dick Powell.

Four years ago he helped create and has since written, along with Don Quinn, the Halls of Ivy starring Ronald Colman.

Other programs that he has adapted for radio are the screen playlets on the Hedda Hopper Show, the Screen Directors Playhouse series and Hollywood Star Theatre.

The Wolff's have been married since Feb. 7, 1940. Mrs. Wolff is Edna Best, the actress, who opened on Broadway in "Jane" with Basil Rathbone, the end of January. The couple lives in a New York apartment.

Mr. Wolff served in the first World War as a seaman second class. It was during that service that he was appointed to the Naval Academy from where he was graduated in 1923.

His hobbies are golf and swimming.
ROBERT I. PREIS, Brewer Adv., Kansas City, to Tracy-Locke Co., Dallas, as account executive.

CURTIS BERRIEN named copy chief at Needham, Louis & Brophy, Chicago. He succeeds CYRIL J. MULLEN, who resigned to join Tatham-Laird, same city.

ROBERT L. BUTLER, director of promotion, American Laundry Machine Corp., Cincinnati, to Rollman, Cary & Rittenhouse Adv., same city, as account executive in charge of the agency's industrial division.

Cornelius Du Bois, senior partner, Cornelius Du Bois & Co., research and marketing organization, to Geyer, Newell & Ganger, N. Y., as director of research development. STEPHEN HARSHORN, agency's associate research director, promoted to research director.

DEAN AVERY, general manager, Young & Rubicam, Mexico City, transferred to agency's Hollywood contact staff and assigned to handle Hunt Foods account. He succeeds ROBERT OWENS, who is returning east.

THOMAS R. MURPHY, Grant Adv., Bogota, Colombia, transferred to agency's Dallas office as manager. W. C. WOODY JR. named vice president in charge of television.

S. W. HEWORTH resigns as vice president and manager, Grant Adv., Dallas, to open Heworth Adv. Co., same city.

LOUIS J. ROLLE, field manager for Frankfort Distillers, S. F., to BBDO, S. F., as merchandising specialist.

LEONARD TARCHER and BEN S. LAITIN, both of J. D. Tarcher & Co., N. Y., named vice presidents.


JIM BISHOP, president, Bishop & Assoc., L. A., presented distinguished service award, given annually by Jr. Chamber of Commerce to man under 35 years of age who accomplishes most for Hollywood in public service field.

STRANG & PROSSER, Seattle, announces following staff changes: LOIS D. KITCHENER, advertising manager of Skyway Luggage Co., same city, to agency's copy department; MONTE SALCOVER appointed production assistant and PAUL OLSSON named art director.

LYNN DAVIES, production staff, WFIL-TV Philadelphia, to Turner & Dyson, N. Y., as radio and television timebuyer.

HENRY S. LOUCHHEIM, vice president and treasurer of Al Paul Lefton Co., Phila., to board of directors.

DAVID F. LEARY, Pacific Coast representative for American Institute

(Continued on page 80)
CUSTOM-TAILORED TELEVISION...

THE KATZ AGENCY, INC.

488 MADISON AVENUE - NEW YORK 22, NEW YORK - CHICAGO - DETROIT
In television today, Spot Program advertising can take your selection of material, mark it to your measure, and shape it to fit your sales areas. Yes, Spot Programs, custom-fitted to your needs, can suit you to a TV... at "ready-to-wear" prices.

BUY TV BY SPOT and forget any network-ordained "must" cities. Pay only for the markets you want, get the markets you want...

... AT READY-TO-WEAR PRICES

...have the picture quality of your program uniformly clear in all markets. All this, at savings in time charges which are enough to cover film prints, their distribution and other costs.

Whether you're already enjoying television, or are merely planning to try it for size some day, it's worth examining these basic advantages of Spot Program advertising. And there are many more.

In fact, there's a man at the Katz office nearest to yours, who can quickly and clearly show you how all the benefits of Spot Program television can be professionally fitted to your needs.

NATIONAL ADVERTISING REPRESENTATIVES
LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY
GREENSBORO, NORTH CAROLINA

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

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

Represented by Hollingerby

5000 Watts

CBS Affiliate

new business

Spot . . .


GUNther BREWING Co., Baltimore, to sponsor 10 five-minute TV shows per week for 52 weeks on WNBW (TV) Washington. Two shows a day, five days a week will feature stories of local interest.


BU-TAY PRODUCTS, L. A. (Raindrops, Detergent), resumes daily one minute filmed spots on KTTV (TV), KNBH (TV) and KLAC-TV same city, with 21 live announcements per week on KNX Hollywood. Agency: Dan B. Miner Co., L. A.


Network . . .

GOODYEAR TIRE & RUBBER Co. renews Greatest Story Ever Told over ABC radio for 52 weeks, Sunday, 5:30-6 p.m. Agency: Kudner Agency Inc., N. Y.


NORTH AMERICAN VAN LINES, Ft. Wayne, Ind., to sponsor Jay Stewart's Fan Mail on 36 CBS Radio western stations, Sun., 1-1:05 p.m. (PST), for 52 weeks from Jan. 20. Agency: Castor & Assoc., L. A.

HEET DIV. of De Mert & Dougherty, Chicago, to sponsor Yankee Weatherman on WNAC Boston and 17 Yankee Network stations. Five minute show will be aired three times a week in January and February. Agency: Ruthrauff & Ryan, N. Y.


NESTLE CHOCOLATE Co., N. Y. (Semi-Sweet Chocolate), sponsors five minute participation in Answer Man on 43 Don Lee stations, Tues. and Thurs., 10:30-10:45 a.m. (PST), for nine weeks from Jan. 6. Agency: Cecil & Presbrey, N. Y.

QUAKER OATS Co., Peterborough, Ont. (Quaker products), Jan 1 started for one year quarter-hour segment of Happy Gang, Mon. through Fri., 1:30-1:45 p.m., on 34 Trans-Canada network stations. This is first time a Canadian network show has been co-sponsored, first segment being taken by Colgate-Palmoive-Peet Co., Toronto, sponsor of pro- gram for past 12 years. Agency: Spitzer & Mills, Toronto, for both companies.

STUDEBAKER CORP., South Bend, Ind., renews Sam Hayes News on 60 Don Lee, Intermountain and Arizona Group Network stations, Mon.,

(Continued on page 77)

BROADCASTING • Telescasing
ANY Time Is GOOD TIME
On KRNT DES MOINES!

BOX SCORE

MORNING — 22 firsts out of 22 rated periods.

AFTERNOON — 22 firsts and 2 seconds out of 24 rated periods.

EVENING — 46 firsts (1 tie), 16 seconds (2 ties) out of 70 rated periods.

Every KRNT personality show and news period out-Hoopers every competing show in Des Moines! These ratings are proof conclusive that KRNT never was better — never a better buy! By every standard of comparison, KRNT is one of the great stations in the nation. We're big and growing bigger in a big market... FAST.

KRNT... FIRST in morning audience!
KRNT's audience (41.9% share) is 107.4% greater than the No. 2 station, and is larger than the combined total of the No. 3, 4, 5 and 6 rated stations... is 21.4% greater than No. 2 and 3 stations combined.

KRNT... FIRST in afternoon audience!
KRNT's audience (46.9%) is 108.4% greater than the No. 2 station, and is larger than the combined total of No. 2, 3, 4 and 5 rated stations.

KRNT... FIRST in evening audience!
KRNT's audience (37.0%) is 50.4% greater than the No. 2 station... is 131.3% greater than the No. 3 station.

KRNT... FIRST in total rated time periods!
KRNT's audience (40.5%) is 79.2% greater than the No. 2 station, and is greater by 14.7% than the total of No. 2, 3 and 5 stations combined.

Buy THAT KNOW-HOW GO-NOW

STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS

Represented by THE KATZ AGENCY... SOURCE: C. E. HOOPER DES MOINES AUDIENCE INDEX, OCTOBER, 1951
The Throbbing Pulse

EDITOR:

On page 36 in the Jan. 14 issue of BROADCASTING appeared the following:

Dr. Matthew N. Chappell enjoys the respect of recall-talking programs; he was the personal choice of Sydney Roslow, Director, The Pulse Inc., to be added to the Special Test Survey Committee. (See BROADCASTING Dec. 17, 1951.) Dr. Chappell was nominated by Sydney Roslow during the Aug. 22, 1950, meeting in the presence of Lewin H. Avery, Kenneth H. Baker, Fred B. Manchee and A. Wells Wister.

This appeared in an ad by KJBS Broadcasters. I request the immediate publication of a retraction of this statement. If not, we will proceed to take the proper steps in the protection of our interests.

Enclosed is a copy of a letter from the Chairman of the Test Survey Committee [Kenneth H. Baker, then research director of NARTB] setting forth how Dr. Chappell was accepted by the expanded committee and indicating clearly that he was not the personal choice of mine and not nominated by me.

Sydney Roslow
Director
The Pulse Inc.
New York

[EDITOR'S NOTE: This excerpt from Dr. Baker's letter describes his recollection of the meeting: "As I remember it, you [Dr. Roslow] were not satisfied with the composition of the committee and you proposed that we augment it from the roster of the membership of the New York Radio Research Council. Several names from this roster were proposed and, as both you and [C. C. Hooper] agreed to a particular name, I stepped to the phone and called the individual and invited him to work with the committee. Beth Larry Beckinger and Matt Chappell were selected in this way."

Though another person present at the meeting has informed BROADCASTING • TELECASTING that Dr. Roslow not only proposed the committee expansion but also the appointment of Dr. Chappell, we are glad to publish Dr. Baker's version (which establishes that Dr. Roslow certainly did not oppose the nomination) as forwarded by Dr. Roslow.]

Aw, G'wan

EDITOR:

. . . Four years ago, when I left radio to enter the field of industrial public relations, I cancelled my subscription, thinking of BROADCASTING • TELECASTING only as a "trade magazine." It did not take me long to realize my error. My need for full coverage of these two fields was immediate and that need has grown through the years . . . .

No other publication has expanded with the times as much.

Charles S. Zurborat
Director, Special Projects
Oil Industry Information Committee
American Petroleum Institute
New York . . .

Clarification

EDITOR:

Publicity given by your journal [5*7, Jan. 7] to the legal suit by Edward D. Robinson against Rocket Pictures Inc. has aggravated the state of confusion that has continued since the above defendants left our studio and adapted the use of a name similar to ours, the original company.

Because of the confusion created by the use of the name "Rocket," the young defendant company is almost universally mistaken for our own old established company. . . .

This, the Frederick K. Rockett Co., has never been involved in any contract breach with any one in its 27 years of existence . . .

F. K. Rockett
Frederick K. Rockett Co.
Hollywood

[EDITOR'S NOTE: Though the defendant was correctly identified in the 5*7 story, we're glad to publish this letter emphasizing that it was not the Frederick K. Rockett Co.]

How to Get a Gizmo

EDITOR:

My attention has just been called to an article in your Nov. 26 issue, page 150, captioned "Trick Shots with the Gizmo." . . .

We are going to start a commercial film subsidiary business as soon as TV is unfrozen here in Peoria, and would like to find out all about this new gizmo. Will you please put us on the right track to get the information?

J. K. Keith
General Manager
Mace Adv. Agency
Peoria, Ill.

[EDITOR'S NOTE: Information may be had from George Gould, Rockhill Pictures Co., 18 East 56th St., New York 22, N. Y.]

Fight, Fight, Faught

EDITOR:

As I read your editorial this week on "Phonovisionaries," the comforting thought occurred to me that the other visionaries, with whom we were so bracketed, have been egregiously successful in pursuing their past visions of how the tides of new ideas were likely to run.

As you observe editorially, those of us who believe in the potentials of subscription telecasting have highly diverging reasons for our interest and, taken together, make

(Continued on page 76)
You're too smart...

...to pay $3,000 for a 1914 automobile. Yet once upon a time some models did cost that much... and they were worth it — then!

Radio time buying, too, is a new science today — at least in Milwaukee. Rates have changed and audiences, too. Be sure you are getting a modern value in the Milwaukee market. Buy WEMP!

For $50, $75, $100, $150 or more you can buy
2 times the audience of Network Station #1
2½ times the audience of Network Station #2

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>COST PER WEEK</th>
<th>TOL. WEEKLY HOOPER</th>
</tr>
</thead>
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<tr>
<td>WEMP</td>
<td>$108.00</td>
<td>57.3</td>
</tr>
<tr>
<td>Net Station #1</td>
<td>$122.50</td>
<td>33.0</td>
</tr>
<tr>
<td>Net Station #2</td>
<td>$116.20</td>
<td>24.0</td>
</tr>
</tbody>
</table>

Join other shrewd national advertisers using high-rated, low cost saturation schedules on one of the nation's strongest independent stations!

*Based on best rated periods, 8:00 a.m. to 6:00 p.m., according to Oct.-Feb., 1951, Hooper Comprehensive.
Available!

For the first time in over five years, "Dutch" Bergman's sports show on WRC is available for sponsorship.

6:35 p.m.—Monday through Friday

When Arthur J. "Dutch" Bergman takes to the air for his nightly sports show on WRC, he brings with him a background rich in athletic experience. Before joining the WRC sports staff eight years ago, "Dutch" had chalked up several years as head coach and scout for the Washington Redskins and ten years as athletic director and head football coach at Catholic University.

The flavor of Bergman's big-league contacts with sports luminaries across the country and down to the average fan provides a tightly edited ten minutes of radio sports reporting. Bergman's sports show is the highest-rated of its kind in the early evening hours.

This availability can’t last long, so get on the phone right away and call your nearest NBC Spot Sales office or the WRC Sales Department, Republic 4000.

First in Washington

WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

FOR THE FIRST TIME IN OVER FIVE YEARS, "DUTCH" BERGMAN’S SPORTS SHOW, ON WRC, IS AVAILABLE FOR SPONSORSHIP.

WJOY Burlington, Vt., has learned that public service, thoroughly done, can be a rewarding activity.

The Vermont broadcasting Corp. station was awarded first prize in the radio contest conducted by the New York Herald Tribune [II:7, Dec. 31, 1951].

Efforts poured into the Herald Tribune's "Fresh Air Fund" campaign included a total of 366 spot announcements and more than 38 hours of special programming by WJOY.

Richard H. Burt, WJOY promotion manager, commented, "It became literally impossible for anyone to turn on their radio for more than two hours within the 15-day period of our campaign without becoming exposed to the Fresh Air Homes appeal. Never before in the history of Burlington had one campaign received such extensive treatment.

Describing a publicity chain reaction which spread throughout the nation, Mr. Burt said the station received national publicity over ABC (of which WJOY is an affiliate), in the Herald Tribune and in various trade magazines.

This publicity evoked congratulatory letters from interested parties throughout the United States. Local listeners phoned in their best wishes; advertisers took note of the pride the whole community took in the honor won by WJOY, the station reported.

"Following through," said Mr. Burt, "the promotion department prepared a printed flyer that was mailed to all sponsors and potential sponsors which contained the Herald Tribune clipping and the inference that WJOY could do a great selling job."

In summation, he concluded that there are four major points in making public service pay: (1) Get an exclusive radio station project; (2) get a project with measurable results; (3) one big project is better than several small ones, and (4) work through a good organization and long-range planning to put the campaign across.

WDSU-AM-FM-TV New Orleans was host at a luncheon to officials of the Shell Oil Co. to discuss future promotion plans. Among those attending were (1 to r): Gay Batson, WDSU chief announcer; R. C. Higgenbotham, Shell merchandising district representative; Marion Annenberg, WDSU promotion manager; Dean Burks, Shell division manager; A. Louis Reed, WDSU commercial manager and vice president, who served as official host; B. P. Taylor, Shell salesman; Edward Dorrity, WDSU continuity director, and J. P. Friedman, and R. A. Dubrocq, Shell sales representatives.

IF YOU'RE INTERESTED IN RESULTS...

Just Recently, One Single Announcement by WISN's Ann Leslie Produced 570 Mail Replies. That's Getting Real Results!

And WISN Can Get Real Results In Milwaukee for You, Too, Because WISN Offers You A Big Audience PLUS Listener-Confidence.

You'll Like Doing Business With WISN.

In Milwaukee They Listen To WISN

5000 Watts Represented by KATZ Agency

Broadcasting • Telecasting
Workers in the Carolinas' 2 billion dollar textile industry are an important segment of WBT's listening audience of 3,000,000 who have elevated Grady Cole to the rank of premier radio personality of the Southeast. Grady's knowledge of the Carolina buying public is unmatched—his sales knack cannot be imitated. If you have anything—repeat anything—to sell to the Carolinas, Grady is your man.

CHARLOTTE, NORTH CAROLINA
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales
What better keynote to a radio station's successful selling operation than smart local programming? This—plus unusually aggressive audience promotion and dealer merchandising—goes far to explain the results advertisers chalk up over WFBR. Maryland's pioneer station and foremost award winner for showmanship, WFBR can point to an amazingly loyal roster of listeners in the nation's twelfth market—and beyond into a trading area that accounts for 85% of the State's retail sales.

Shows like "Club 1300" (sole vehicle for many a happy advertiser)... "Morning in Maryland", top morning program in the Baltimore area... "Every Woman's Hour", the #1 woman's program... "Nelson Baker Show", "The Happy Hour", "Melody Ballroom", "Shoppin' Fun"... are only a few of the highly listenable, strongly station-merchandised programs that are daily winging sales upward for sponsors.

John Blair & Company, for ten years exclusive representatives of WFBR, has seen what this kind of local action, backed by ABC affiliation and important coverage on 5000 watts, 1300 kilocycles, can do for the advertiser who wants to get down to business...reasonably, and fast! Call your John Blair man today!
LAND THE JOHN BLAIR WAY

MOST SALES-MINDED RADIO STATION

ence from 4 to 6 every afternoon, have made "Melody Ballroom" a solid hit.

"CLUB 1300", a live audience variety program featuring 22 entertainers, is the biggest show and the biggest draw in town. A single announcement that tickets were available brought 121,000 requests.

DON HAMILTON and HELEN BROOKS conduct "Every Woman's Hour", Baltimore's number one woman's program. This participating show has been on the air thirteen years, is a tremendous mail-puller.

PHIL and JIM CRIST'S "Morning in Maryland" is Baltimore's leading disc program, has been on the air 16 years. This famous brother team diverts listeners with hilarious comment.
“Outstanding results with KWKH”

Says MASON JACKSON, JR.
The Mason Jackson Company, Shreveport
IMPORTANT LOUISIANA FOOD BROKER

The Mason Jackson Company is one of the best-known food brokerage houses in the Louisiana-Arkansas-Texas area. It is a hard-hitting organization headed up by a man who knows selling. This is what he recently wrote us:

“Complete coverage of a trading area brings outstanding results. That has been our experience with KWKH’s complete coverage of Northwest Louisiana, Southwest Arkansas and East Texas, the Ark-La-Tex. As food brokers, serving this vast area, we have been well pleased with the results obtained for our products.

(Signed) Mason Jackson, Jr.”

KWKH
A Shreveport Times Station

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, General Manager
Here’s the business record of a year that some people have been saying was the most troubled in radio’s history. The record shows that the gloom was hardly justified. For in 1951, radio time sales volume was the biggest ever . . .

...$485.4 MILLION

THE VOLUME of radio time sales in 1951 rose nearly $32 million over sales in 1950—itself a record year—to reach a history-making level of $485.4 million.

The 1951 estimates of radio business volume will appear in the 1952 BROADCASTING YEARBOOK which is scheduled to go into the mails Jan. 28. The estimates are based on a formula that has been used for 14 years. (Broadcasting estimates of total volume in 1950, published a year ago in the YEARBOOK for 1951, were within one-tenth of one percent of the final, official tabulation for 1950 issued by the FCC only two weeks ago.)

Where did the money come from?

Local Gold Mine

By far the biggest part came from local advertisers who increased their 1951 spending 11.4% over that of 1950 to contribute $227.4 million to stations throughout the country.

The next biggest spenders were national and regional spot advertisers. They spent $134.2 million—up 13.1% over 1950.

For the first time, spot revenue outran network in 1951. National network volume was $116.8 million, down 6.4% from 1950.

Regional and miscellaneous network advertisers spent $7.1 million, 33% over their investments the year before.

It should be pointed out that these figures represent receipts from sale of time, after deductions for frequency and promotional discounts but before deduction of commissions for agencies or national sales representatives. They do not include the very large sums spent on talent and production.

It is possible that if these production expenses to the advertiser were added in, the total of radio business, time and talent, would add up to $200 million more than the expenditures for time alone.

Advertiser spending in the four types of radio advertising—national network, regional network, spot and local—followed a trend that has been discernible for some three years since network revenues began turning downward from their peak of $133.7 million in 1948 (see chart this page).

In 1951, the pattern continued. Network was down; spot and local were up; regional network, though up slightly, was within the general orbit in which it has resided for nearly a decade.

And the total volume, including all four kinds of radio, was in the pattern that has persisted since records of net time sales have been kept. Billings have increased every year. In 1951, however, the $311,927,676 increase over 1950 sales of $463,564,930 was a bigger jump than in any year since 1948.

Gross time billings in 1951, as estimated by the YEARBOOK, were $223,810,000, compared with $202,551,000 in 1950. These figures, representing all time sold valued at the one-time advertising rate, are useful chiefly for comparisons with rival media whose gross billings, similarly computed, are recorded by Publishers Information Bureau.

Radio Leads Magazines

Radio, by that yardstick, was miles ahead of magazines. The total gross advertising in the some 100 general and national farm magazines included in the PIB figures was $511.2 million in 1951, some $12.6 million shy of radio’s gross billings.

No newspaper dollar figures, comparable either with radio net time sales or gross billings, are available.

In addition to the detailed surveys on radio net and gross time sales, the BROADCASTING YEARBOOK will present some 500 pages of basic information on the radio medium.

The 15th YEARBOOK to be issued by Broadcasting Publications Inc., the 1952 volume will include all the sections that have made the YEARBOOK a basic reference work in radio, and will contain added data and new features.

Many of the directories have been expanded. These include complete information on advertising agencies dealing in radio, advertisers who buy radio time, radio representatives, transcription and programming firms, network executives and personnel, as well as all other services relating to broadcasting.

The station directory, which includes every AM and FM station on the air, has been enlarged to accommodate additional personnel listings.

A TELECASTING YEARBOOK, counterpart of the BROADCASTING YEARBOOK, is being published as the first such authoritative source work in the television field. The TELECASTING YEARBOOK will be published next month.
MITCHELL, will agency’s operations pointed son McCrary, ent plans are reached. icy, considering adopting the conventions plus both elections. It get-out-the connected cities and markets. political coverage (for work sponsorship had Plan.” Originally contracted for under the Radio affiliates announced Thursday scheduled to launch the rally, slated for the past week. He decided to leave of absence from station, publisher Jackson, oper- ward for the past two years, will include Wisconsin and Minnesota in his division. He resides in Milwaukee.

In announcing the promotion, effective immediately, Mr. Sinn said creating the new divisions is part of an internal expansion plan, keyed by the recent announcement that production had started on Ziv’s newest radio series, I was a Communist For The FBI.

McKeachie Named

WILLIAM E. McKeachie, vice president and creative director of McCann-Erickson, has been appointed chairman of McCann-Erickson Ltd. and supervisor of the agency’s operations in Europe. He will be stationed in London and will be responsible for the agency’s offices, in London, Paris, Brussels, Frankfurt, Hamburg and Cologne. Mr. McKeachie succeeds Hugh Mitchell, who, after six years abroad, assumes new duties in the New York office as service division manager.

ZIV DIVISIONS

Halliday, Nevin Named

TWO new divisions, to be headed by Stuart E. Halliday and William A. Nevin with titles of divisional sales manager, have been created by Frederic W. Ziv Co., New York, producers of transcribed syndicated radio programs, Executive Vice President John L. Sinn announced Tuesday.

Mr. Halliday, a sales representative for the Ziv Co. for the last two years, will head the division which includes Indiana, the southern portion of Illinois and eastern portion of Missouri. He resides in Carmel, Ind.

Mr. Nevin, also with Ziv sales for the past two years, will include Wisconsin and Minnesota in his division. He resides in Milwaukee.

In announcing the promotion, effective immediately, Mr. Sinn said creating the new divisions is part of an internal expansion plan, keyed by the recent announcement that production had started on Ziv’s newest radio series, I was a Communist For The FBI.

SILVER STAR BUYS

On Nearly 100 Outlets

MOST extensive local radio campaign in the history of American Safety Razor Corp., Brooklyn, for Silver Star Duridium blades, was announced by the company last week.

“Across-the-week” strip programming will be used on close to 100 stations in 75 key markets, it was stated. A full six-month schedule is already set with a total of 7,436 announcements in that period.

To reach the man market, campaign is to be concentrated on the “early-bird” programs, with sports shows and newscasts also included. Agency is McCann-Erickson, New York.

Company is supplying retailers with special promotional materials to tie-in with the drive, distributed through cooperation of merchandising and promotional staffs of the stations.

CHAMBER DRIVE

Script Service Underway

SOME 2,600 chambers of commerce last week were to receive sample radio scripts in what is reported to be the first step in a major campaign urging use of radio and television to sell the basic democratic principles.

Campaign is being conducted by the U. S. Chamber of Commerce among its members. Letters detailing the campaign accompanied the sample radio scripts. Future releases to member units include a series of disc and tape recorded programs, special features and programs of greater scope, and material to better acquaint member organizations with the value of radio and how to use it.

Name Adm. Miller

REAR ADMIRAL Harold B. Miller, USN (Ret.) has been elected president of National Committee for a Free Europe, operator of Radio Free Europe. He succeeds C. D. Jackson, publisher of Fortune magazine. Adm. Miller will be granted leave of absence from American Petroleum Institute, where he is director of public information, to accept assignment.
MERGER OF General Teleradio, Inc. (WOR-AM-FM-TV New York) with the Thomas S. Lee Enterprises was approved by the FCC last Thursday, which has the collateral effect of placing control of Mutual Broadcasting Systems with General Tire & Rubber Co. The transaction involves payment to R. H. Macy & Co., giant department store enterprise, of $2,850,000, plus a 10% interest in the newly united company.

Under the Commission's action, two secondary steps must be taken prior to the actual transfer of the properties. WICC Bridgeport, now part of Yankee Network division, will be transferred to the present owners of WLIZ which city for $200,000. This reduces the overall Lee corporation station holding to seven and at the same time eliminates an overlap factor with WOR. In turn, the present owners of WLIZ must dispose of that daytime station either by sale or cessation of operation. That is essential to comply with the "duopoly" regulation precluding ownership of more than one station of the same class in one met.

Dispelling reports of imminent high level changes, Thomas F. O'Neil, General Tire & Rubber vice president, told BROADCASTING & TELECASTING, coincident with the FCC approval, that the "home rule" of the WOR properties as well as of Mutual, would remain. He voiced praise for both the WOR and the Mutual operations under T. C. Streibert, president of General Teleradio, and Frank K. White, president of Mutual.

Continues as President

Mr. Streibert will continue as president of WOR and the WOR properties with other executives continuing in their present capacities. The same will hold at Mutual. Mr. O'Neil pointed out that WOR is integrated, and the general manager functions autonomously except for the coordination that exists between a network and its New York key station of program clearance.

It is to be supposed that policy changes eventually will be invoked in keeping with the aggressive General Tire business philosophy. These, however, will be engendered at reorganization of the corporate structure.

It is expected that with the fusion, additional money will be placed into the overall properties, notably in the WOR properties. The merger brings into the operation, aside from Mutual control, the seven AM stations plus three TV (WOR-TV KJH-TV Los Angeles, and WNBC-TV Boston). This is regarded as an effective nucleus for a television network, ultimately to operate in conjunction with Mutual's radio network.

Coincident with the merger approval, which came without a hearing, the FCC rejected the request of two W. Ray, consulting engineer, that the WICC license be revoked and the frequency thrown open for new applicants [B7T, Dec. 31, 1961]. In a letter to Mr. Ray the FCC said his proposal was inconsistent with Commission policy and that its action approving the sale of WICC contingent upon disposition of the lease conforms with past Commission actions.

Five Voted Approval

Five members of the Commission (Coy, Hyde, Jones, Sterling and Hennock) voted for approval of the merger, one of the largest transactions in radio-TV annals. Vice (1961) 40% of the stock for hearing consistent with its policies or merger or sales under substantial amounts.

Approval of the merger transfers to General Tire, through Thomas S. Lee, nearly 60% of the stock ownership in Mutual. In the process, Lee acquires the 19.5% held by General Teleradio Inc., licensee of the WOR properties, in Mutual. Yankee Network and Don Lee, likewise General Tire properties, each hold a similar percentage in Mutual. Macy will hold 10% of the Thomas S. Lee stock.

Heading up the new operation is 36-year-old Thomas F. O'Neil, who, in addition to being vice-president of General Tire, is also president of Lee Enterprises and chairman of BMS. He is the radio-TV operating member of the family. Mr. O'Neil, president of General Tire.

Formal transfer of the properties, pursuant to the FCC action, has been set for Jan. 28 in New York City. In the event of a merger, there will be cumulative voting for directors and the 10% held by Macy entities election of at least one director. It is regarded as certain that Jack L. Straus, Macy's president, will become a board member, possibly along with Edwin F. Chrinjind, vice president and treasurer. With the transfer, there is the expansion of General Tire's known economic authority.

The by-laws of BMS forbid any one entity voting more than 30% of the stock. The Lee corporation has held nearly 40% of the stock; however, since its acquisition in 1950 of Don Lee on the West Coast. It is expected that revision of the by-laws will be forthcoming, following the formal transfer.

Chances are that the corporate name of Thomas S. Lee Enterprises will be changed to General Tele- radio, transmitting the title from the WOR operations.

Among other Mutual stockholders, the Chicago Tribune (WGN-AM-FM-TV) is the only one presently operating a TV station. It holds 19.3% in Mutual. Other stockholders are United

Mr. Streibert Mr. Straus

Broadcasting Co. (WHK Cleveland, WHKC Columbus and WHKX at 104.1%); Pennsylvania Broadcasting Co. (WIP Philadelphia) 6.1%, and CKLW Windsor-Detroit, 6.1%.

Terms of Transaction

Terms of the merger transaction, as shown in the application approved by the FCC, state that the Lee Enterprises pay $1,200,000 for WOR Program Service Inc.; $1,300,000 for the merger; $1,560,000 for indebtedness of General Tele- radio, Inc.; R. H. Macy. Macy also gets 732 shares of Lee Enterprises' (Continued on page 38)

PARAMOUNT CASE

DuMont Denies Control

OPENING sessions of the Paramount hearing last week saw Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories Inc., reveal that he had offered Paramount Pictures $12 million for its 50,000 shares of Class B stock.

Dr. DuMont also disclosed that the DuMont Television Network had begun to show a profit "the last several months." He estimates that all three owned and operated DuMont TV stations would show a profit in 1952.

He also declared that if DuMont is permitted five stations it would apply for Manhattan and St. Louis, withdrawing pending applications for Cleveland and Cincinnati.

First phase of Paramount hearing which involves merger with ABC and United Paramount Theaters Inc., as well as questions of anti-trust violations, license renewals, etc. [B7T, Aug. 13, 1951, et seq], was devoted to question of control of DuMont by Paramount.

FCC has held on previous occasions that Paramount exercises control over DuMont. This has been especially true of the TV stations (SABD New York, WTTG Washington, WDTV Pittsburgh) and Paramount to two stations (KTLA Los Angeles and WKBW Chicago).

Sessions started last Tuesday before FCC Hearing Examiner Leo Resnick are scheduled to continue until the conclusion of the DuMont issues. Paramount issues will be taken up beginning Feb. 4, following a recess in the hearings.

WTTG, WABD and WDTV were added through Thursday in addition to Dr. DuMont's new witnesses, Bernard Goodwin, secretary of DuMont Labs, and Dr. T. T. Goldsmith, director of research at DuMont Labs.

Mr. Goodwin is also a vice president of Paramount Television Productions Inc., vice president and general manager of Famous Music Corp., and Paramount Music Corp. (all subsidiaries of Paramount Pictures), and production manager of all motion picture short subjects made by the Hollywood producing company.

Others to Appear

Scheduled to appear are Chris J. Witting, DuMont Network director and general manager; James L. Caddigan, network director of programs at CBS; John F. O'Neill, general manager of WOR; D. Chipp, network engineering director; Walter Compton, manager, WTTG; Harold C. Lund, manager, WDWV, and B. L. Graham, company controller.

Various steps explored to eliminate Paramount's position in the company—when it occurred when it invested $164,000 in the then in- fant electronics firm in 1958—were

relates last week's hearing by Dr. DuMont.

A testimony that ever since the 1946 Washington TV hearing, when DuMont Labs. was granted a construction permit for WTTG, Dr. DuMont and associates have been trying to realign Paramount's holdings to cancel what the FCC found to be "control" of DuMont. Same finding was made in proposed decision in 1948 in separate hearing on Cleveland-Boston-Detroit applications (Du-Mont was an applicant for Cleveland; Paramount subsidiaries for Boston and Detroit).

Dr. DuMont testified that the $12 million each offer for Paramount Class B stock was declined by the picture company because it did not want a cash sale.

Other ideas, that ranged from unproductive discussions to one serious negotiation which was at drafting - of - agreements - stage included (a) converting B stock into A stock, (b) sale of B stock to other interests, (c) Paramount offer to FCC to waive its right to solicitation for the, 49.200 Class A shares it owns (2.8%).

Introduced at hearing was a copy of a Jan. 12 letter Dr. DuMont wrote to Barney Balaban, president of Paramount Pictures Inc., suggesting Paramount reduce its (Continued on page 56)

BROADCASTING • Telecasting

January 21, 1952 • Page 25
IN REVIEW

TODAY arrived last week after an avalanche of advance bulletins from an awestruck NBC-TV, suggesting that the program would be of greater historical consequence than the invention of the printing press. Now that this elaborate undertaking has been inspected in detail, it is possible to report that Gutenberg's reputation is not threatened.

One must add that at Today's present level of development, a lesser discovery, the early morning news and record show on radio, is not apt to be forced immediately into discard either.

The basic trouble with the program is that it is trying to live up to an impossible set of standards. No one television show can deliver the contents of the Library of Congress to America's living rooms and that is just about what its originators envision Today as attempting.

In its desperate efforts to cover the full scope of the assignment it has given, Today does a superficial job. A news story becomes a mere headline. A phonograph record designed to play for three minutes is cut off at one, or less. Heaven knows how much money is spent on trans-Atlantic circuits to demonstrate nothing more than the fact that it is possible to arrange a trivial conversation between London and New York.

The studio in which the show is produced is so outfitted with clocks (one showing the time in Calcutta, a hot-bed of interest to Indian viewers), charts, flashing lights, telephones, tape recorders, control panels and whatnot as to suggest it was designed by the producers of Captain Video or Space Cadet. It is restless scenery and is peopled by a small army of restless technicians, newscasters and unidentifiable functionaries.

The whole effect would be that of St. Vitus' dance brought to the screen, were it not for the restorative presence of the man who now saves the show and can, with proper support, establish it as an important television feature.

A less imperturbable master of ceremonies than Dave Garway would probably lose his mind in these busy surroundings. Mr. Garway, fortunately, preserves his characteristic calm and, at last report, his eminent sanity. One feels that Today will achieve success only if the rest of the activities are toned down to correspond more closely to Mr. Garway's natural deportment.

At this period of communication history it is not enough to go to London just to prove it can be done. To make the electronic trip interesting, there must be somebody in London who has something to say. It is not enough to give the whole world a news story and repeat the truncated report time after time without change. It is not enough to say only that Look magazine is published today and carries a story of NBC-TV stars Martin and Lewis (unless such mention is identified as a commercial), or that Fleur Cowles' book, Bloody President, is published today with only fragmentary comment on it (unless press agency is to be substituted for creative script writing).

One part of the Tuesday production of Today could be used as a model for future development of the program. Mr. Garway interviewed John Chapman, drama critic of the New York Daily News, and got his professional opinion of "Fancy Meeting You Again," a Broadway opening of the night before.

Mr. Chapman had not been impressed by the play and said so, with reasons.

After he had presented his review, Mr. Garway played a tape recording of interviews made the night before with members of the audience at the theatre. Unanimously they loved it.

This was imaginative and an example of the kind of foresight in thinking that it will be necessary to employ consistently to make this program a success.

Such a wealth of money and facilities is being budgeted for Today that it remains only for production genius to figure out how to use it. The problem is not insurmountable. The first job is to limit the size of the program. Each show will try to do in two hours each day and then go about doing them well.

As long as Today tries to be everything including being both a radio and television show it will be of interest to everybody, it will succeed only in being a costly what-is-it, running a poor second in music and news to radio in the competition for the morning audience.

TODAY's Beat

NBC-TV's new two-hour morning show Today claimed a newsbeat last Monday on its first day on the air. Spokesmen said Today's 9:23 a.m. report of the Northeast Airline crash into New York's East River "scooped all networks and stations." Presumably the scoopee included NBC's own WNET (TV) New York, since WNET like other eastern stations carries Today only from 7-9 a.m. EST, while the program runs another hour for benefit of midwest viewers (7-9 a.m. CST).
In a substantial increase over last year's near-record budgets, a quintet of watch manufacturers will spend more than $10 million in print and television advertising in the United States. The group also plans to telecast in the country, with an average of 20 spots per week, and every radio market of at least 10,000 population.

BulovaWatchCo., the largest spender and one of the greatest sellers of watches, expects to appropriate in excess of $4 million for its spot radio and TV campaign. The firm operates a television station in the country, with an average of 20 spots per week, and every radio market of at least 10,000 population.

Bulova's sales in 1951 registered an increase directly traceable to its radio and TV campaign, resulting in the greater appropriation for 1952. More than 50% of the company's entire advertising budget is allocated to radio and TV.

Bulova, a radio and TV veteran, will be the first watch to break out the first to use time signals in radio and television in addition to having purchased the first time signals in color television. The firm has been using radio chain breaks for the past quarter of a century. Biow Co., New York, is its agency.

Benrus Budget Increases

BenrusWatchCo. will spend over $3 million in its advertising and sales promotion for 1952, it was revealed at the annual Benrus sales and advertising meeting held last week in New York.

The meeting, attended by the Benrus executive group, nationwide Benrus sales representatives and J. D. Tarcher Adv. executives, was charge of salesman and discussion of 1952 advertising plans. The $3 million budget represents a substantial increase over other years, according to the company, and will be devoted to continued promotion of Your Show of Shows on television, starring Sid Caesar and Imogene Coca, Saturday night on NBC-TV, and to an expanded schedule of radio and TV spot announcements.

Benrus Watch Co., Cincinnati, which spends an estimated $500,000 in television alone, has put through its plans, which called for the moving of The Glenn Miller Theatre from ABC-TV to the DuMont Network last Thursday, Jan. 17, 9-9:30 p.m., alternate weeks. In addition, Benrus has placed the program on a spot basis in markets where it cannot get a DuMont-cleared station. Mc Cann-Ericsson, New York, is the agency.

Helbros Watch Co. has created 12 watches especially for the Damon Runyon Cancer Fund and will promote the campaign in a special radio and TV spot schedule to start next month. The profits on the sale of these 12 models will go to the Runyon Fund.

This television special will feature Bob Hope showing a Helbros watch and stating in essence that he is a "Cancer Watchman" and wears the company's watch, whose profits will be contributed to the fund.

The radio spots will feature similar copy with Alan Ladd, William Holden and Mr. Hope making the statements.

In addition, the company is planning to send the transcribed open-end radio spot to jewelers throughout the country for use locally by them.

"We're going to continue to increase the number of spots we use in 1952," Irwin Roseman, advertising manager, Helbros Broadcasting - Telecasting, "and in addition to our regular schedule we plan to add a new radio and TV spot series in connection with the Damon Runyon Fund."

Spends $2 Million in Media

Longines-WittnauerWatchCo., New York, which reportedly spends approximately $2 million in radio and television, is currently holding its annual sales meeting. Its 1952 budget plans will be complete about April 1.

Meanwhile, the firm continues to sponsor its two radio network shows, The Choralels and The Symphonette, on CBS Radio and its own television series on CBS televison, The Choralels, on CBS Television (Mon., Wed., Fri., 11-11:15 p.m.), plus a local New York TV show on WNBC-TV, 7:15-7:30 p.m. (Continued on page 81)
PRINCIPALITY LIKE “dry” campaign to bar alcoholic beverage advertising in interstate media broke into the open last week with officials of the liquor, beer and wine industries quickly alerted [B&T, Jan. 14, 7].

First official Capitol Hill move by the “drys” was a proposal by Sen. George C. Johnson (D-Col) and Francis Case (R-S. D.) last Wednesday. It would make it unlawful to broadcast over radio and television “advertisements of distilled spirits (hard liquors) for beverage purposes.”

Next day, Sen. Johnson, chairman of the Senate Interstate & Foreign Commerce Committee, announced hearings before the full committee would begin Jan. 30 in the Senate Caucus Room of the Senate Office Bldg.

The Senate follows on the heels of a national concile in Washington, D. C., of the “drys.” The Caucus Room will provide space for anticipated spectator crowds.

While the bill applies to hard liquor only, there’s reason to expect the “drys” could take the stump for a ban against all alcoholic beverage advertising on radio and television!

But the exclusion of beer and wine advertising in the bill makes that path more difficult.

Fellows’ Statement

Reaction of the radio-TV industry followed the pattern as expressed in the following statement by Harold E. Fellows, NARTB president:

“I am basically opposed to any legislation which discriminates against any advertising medium. In this case, the record of the radio and television industries hardly justifies any such action as the Johnson-Case Bill seeks, even if one sets aside the discriminatory phase.

“As a matter of fact I know of no radio or TV station in the United States which now accepts advertising of distilled spirits.”

Mr. Fellows also said that the bill is under study of the NARTB Board of Directors and was being reviewed. A statement of the association’s position will be filed with the committee “within a few days.”

Word of the broadcasters was that they would fight the bill. E. M. O’Brien, vice president of Frankfort Distilleries Inc., heads the distillers’ committee set up to study the problem and pray they have spokesmen at the hearings. He testified against the Capper Bill (to bar alcoholic beverage advertising in all interstate media) in 1947.

While the Johnson-Case Bill is a statement from the distillers, it was learned the group is taking the position that it is opposed to the legislation “in principle” since it feels the proposed law would be an “unnecessary” legal restriction.

As one spokesman put it, “We do not feel that the practice of legislation against something not being done.” Policy of the distillers, as expressed in March 1936, is not to advertise on radio in the interest of public opinion and similarly as expressed in May 1948 to refrain from TV advertisements for the same reason.

The beer industry had not yet decided if it would ask to testify. But it was learned that legislative experts within the industry were urging the taking up of cudgels because “we feel that eventually we will be included . . . the singling out of certain segments of the alcoholic beverage industry and specifically such in the capacity of NARTB . . . if successful this bill would establish a precedent.”

The wine industry also was concerned. It was learned opposition to the bill would be also being urged by the industry’s counsellors.

Meanwhile, the advertising industry was watchful of what form the opposition would take, and liquor dealers, as well as NARTB—would take. That was the position of the Assn. of National Advertisers last Friday.

The American Federation of Advertisers was analyzing the bill Friday. A legislative committee meeting was to be called to formulate action.

The proximity of scheduled hearings to the date of the bill’s introduction—an interval of less than two weeks since the announcement of hearings came the day after introduction—ruffled certain spokesmen for the distillers.

Discounting weekends, the quick notice left those distillers, charged with preparing testimony for the hearing, only eight days to work on their brief.

On the other hand, the “drys” were well armed with legislation predicted in this month’s issue of The Voice, publication of the Methodist Church’s Board of Temperance, that hearings would be held by the Senate Interstate & Foreign Commerce Committee on Jan. 30, 31 and Feb. 1. This story was in print even before a bill was introduced on the Hill [B&T, Jan. 14].

Here are the highlights of the Johnson-Case Bill:

Would make it unlawful to broadcast or televise by means of any station, or for any person operating any such station, to permit the broadcasting or televising of “any advertisement of distilled spirits for beverage purposes or the solicitation of the purchase of distilled spirits for beverage purposes.”

All radio-TV station licensees licensed by FCC would be “conditioned upon the necessity of the provisions” of the proposed law. FCC would have power to revoke the license of any station.

Distiller, who is subject to the Federal Alcohol Administration Act, would have his revocation of license referred to the Secretary of the Treasury if he violated the law.

Penalty would be minimum $100 and maximum $1,000 fine and six months imprisonment, or both.

Healy Resigns

ROBERT E. HEALY, vice president in charge of advertising, Colgate-Palmolive-Perot Co., Jersey City, has resigned, effective Feb. 1. Mr. Healy has been with the firm for 18 years. He is expected to announce his future plans when his resignation becomes effective.

WILL BAR RADIO-TV ADS

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COOPERATIVE WOMEN'S SHOW DOES
EFFECTIVE MERCHANDISING, SELLING JOB!

WHO's Iowa Feature Fare

A tremendously popular, after-luncheon women's program from 1:30 to 2:00 P.M., Monday thru Friday, and 11:00 to 11:30 A.M. on Saturday, with charming Betty Brady chatting about foods and fashion... Duane Ellett assisting with songs, with Bill Austin at the piano.

Every day an average of 50 women drive in from all parts of Iowa, and pay $1.25 to lunch with Betty Brady (noon to 2 P.M.).

This live audience is limited only by our hotel's facilities — tickets are reserved months in advance.

Read the rest of the story below.

WHO's Iowa Feature Fare is an outstanding women's program, with an enormous home audience, and backed by a successful merchandising plan.

Carefully integrated commercials are only half the story for participating sponsors on WHO's Iowa Feature Fare! Outstanding merchandising and sales promotion service at hundreds of Iowa's retail grocery stores is the other half. Here's a brief outline of this amazing "bonus":

1. Iowa Feature Fare is backed by a merchandising staff of five specially trained women who regularly call on 700 major grocery stores in 76 of Iowa's 99 counties! Each staff member averages six calls per day, and in each store she checks to see if all "Feature Foods" products are stocked and are well displayed. She also improves shelf position and exposure of all "Feature Foods" products, corrects prices when necessary, induces store to quote multiple prices and places point-of-sale advertising in store. She also talks to owner or manager about "Feature Foods" products and signs carefully selected and qualified stores as "Headquarter Stores."

2. Every three weeks a detailed report covering the staff's visits to 225 independent and 43 chain stores is submitted to each Iowa Feature Fare advertiser!

3. Finally, Iowa Feature Foods stages live, "Recipe Round-Up" store promotions in a pre-selected chain or independent supermarket, once a week! These local store promotions are heavily plugged over Iowa Feature Fare for the two preceding days, and draw an average of 300 women in a 2 to 4-hour period!

To you who believe in merchandising and sales promotion, Iowa Feature Fare is your dish. Write direct or ask Free & Peters!

WHO + for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

ADDITON of seven stations to ABC Radio's affiliation list, bringing the network to a total of 311 outlets, was announced last Friday by William A. Wylie, director of radio stations for the network.

Five of the seven are members while the two others are WINC Winchester, Va., which left ABC to join NBC last November, and WKVA Lewiston, Pa.

"This development in the growth of the ABC radio network," Mr. Wylie said, "is an example of the continued efforts of ABC to further supplement its network coverage, thereby enabling many more thousands of radio families to enjoy the benefits of top-caliber network programming."

"Calling attention to ABC's "planned policy of adding supplemental outlets to its radio network," Mr. Wylie continued: "This is the result of a thorough and continuous engineering and marketing analysis. ABC's growing network of stations is giving advertisers a constantly expanding network of radio homes for their sales message in areas that heretofore were not reached by network advertisers, and reducing the cost-per-thousand."

Aside from the seven latest additions, the network said, ABC has added 14 affiliates since last August.

The five Wyoming Cowboy Network stations added last week are: KSID Sidney, Neb. (1540 kc, 250 w day), owned by Sidney Broadcasting Co., with William Grove as general manager; KODI Cody, Wyo. (1400 kc, 250 w), owned by Absaroka Broadcasting Co., with Milward L. Simpson as general manager; KWOR Worland, Wyo. (1490 kc, 250 w); KWRL Riverton, Wyo. (1450 kc, 250 w), and KGOS Torrington, Wyo. (1490 kc, 250 w), all three owned and operated by Joseph P. Ernst, who also is general manager. These other Wyoming
There's just one word for WITH in Baltimore—BARGAIN! Here's why: at low, low rates, WITH delivers a huge, responsive audience. WITH gives you more listeners-per-dollar than any other radio or TV station in town.

Here's proof: WITH carries the advertising of twice as many local merchants as any other station in Baltimore! Because WITH produces low-cost results.

WITH ought to be on your list in Baltimore. Get your Headley-Reed man to tell you the whole WITH story!

**THE RESULTS STATION**

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED
COWAN & WHITMORE
Fraud Case Thrown Out

AFTER less than four hours testimony by witnesses in the mail fraud charge hearing of Harold Cowan and Ralph Whitmore, former partners in Hollywood music industry agency, Federal Judge R. Yankwich in Los Angeles last Tuesday threw the jury trial.

Testimony came to an abrupt end when Defense Attorney Charles A. Canary urged stipulation that 17 witnesses would testify they sent Cowan & Whitmore $1.00 each for ornaments which turned out to be pasteboard cutouts.

Long Legal Hustle

A long legal hassle followed between the defense attorney and Richard P. C. Hayden, the assistant U. S. attorney, over whether the government actually had established a case of mail fraud.

In dismissing charges, Judge Yankwich said he didn't believe "mere gross mis-description of a product is enough to constitute a scheme to defraud under the mail fraud statute." He had previously heard Mr. Hayden read into the record the commercial copy used by the pair in their pitch deal.

Accused of misrepresenting the quality of Christmas tree ornaments advertised, Messrs. Cowan and Whitmore were indicted by the federal grand jury in Los Angeles last March [B+T, March 5, 1951], on 17 counts of mail fraud as re-

KFWA NAMED IN SUIT

Filed by KFRB Sponsor

SUIT for $500,000 has been filed against Midnight Sun Broadcasters, members of KFWA Fairbanks, Alaska, by Nevada Kid Enterprises, also of Fairbanks, charging that the station knowingly sold a radio program, Dollars and Sense, for sponsorship by a local insurance company although the complaint had sponsored such a show on KFRB Fairbanks continuously since May 1951.

Filed in the district court, suit claims that Nevada Kid Enterprises—super market, liquor store and bar, and clothing store—has leased time on KFRB for a five-weekly program titled, Dollars and Sense since May 24, 1951, and that exclusive use of the title had established it as an "intrinsic valuable commercial asset."

Once owned by the Lathrop Enterprises, KFWA was accused of selling a similar program to the Fairbanks Insurance Agency "for the malicious purpose of confusing the radio listening public" through advertising Nevada Kid radio advertising.

The Nevada Kid Enterprises is owned by B. E. and Pearl Gillam and Louise Dawdy, according to Jensen's Weekly, Fairbanks newspaper which reported the litigation Jan. 10. Complainants seek a $257,000 compensatory and punitive award plus $500 daily for each program—other than their own—titled Dollars and Sense.

WINDFALL of 20,880 key strips and labels from Butter-Nut coffee cans and jars at KFWA Wichita, Kan., paved the way for purchase of gifts for orphans and children's home. Examination results are Brandon Chase, newscaster on KFWA Butter-Nut News. Strips and labels were exchanged for cash for purchases.

DOUBLE AWARD for KTUL RESULTS

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

Both OTASCO and CLARKE'S are consistent KTUL ADVERTISERS

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

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

KTUL was one of only five stations in the nation to win two awards—Plus an HONORABLE MENTION! KTUL is the RESULTS STATION in TULSA!

KTUL CBS in TULSA

JOHN ESAU, Vice Pres.-Gen. Mgr. • AVERY-KNODEL, Inc., Radio Representative Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City
Defense Needs

The battle of "guns vs. butter"—meat and dairy materials—commanded the attention of top government officials on a number of fronts last week.

Chief protagonists in the continuing drama of production, emerged in statements by President Truman, Secretary of Commerce Charles Sawyer, Defense Production Administrator Manly Fleischmann and the Joint Senate House "Watchdog" Committee on Defense Production.

Earlier, some highly significant figures were made available on the dollars-and-cents role electronics is playing in the preparedness drive.

Capped comments from top leaders were these:

- Mr. Truman—"... household appliances, home and television sets must also be cut back from recent levels. Current production of most metal-using durables will be below the level of last year. Manufacturers, with very high existing stocks of these durables in the hands of consumers, will be able to meet all existing orders. Appropriate direction of stocks of materials and substitutions will temporarily permit somewhat higher rates of production." (From Mr. Truman's economic message to Congress Wednesday).

- Mr. Sawyer—"...Unemployment is

WGN Civil Defense

Distributes Free Book

CIVIL DEFENSE manual is being distributed to more than half a million persons in the Chicago area by WGN-AM-TV without charge. The brochure, activity charts, and road maps outlined at a luncheon for civil defense authorities in Chicago and nearby suburbs and cities, is being handed out at a break-down on both streets. Both services are provided without charge.

Distribution will be made through retail merchants, business concerns, and industries with the assistance of the Civil Defense authorities.

The 28-page color brochure was prepared in cooperation by the Chicago Defender, a black newspaper, and distributed by the city, state and national civil defense authorities and includes data on defense of home, community and country, disaster, central alert, traffic control, air raid shelters, school drills, communications, locations of first aid stations, medical plan, blood program, air patrol, local defense installation, filter center and a section of the atom bomb with information on radiation treatment, first aid and sabotage.

Purposes of project were outlined at luncheon by Frank P. Schreiber, general manager and treasurer of WGN, Inc., and James Hanlon, director of public relations. Commenting on the project were Mayor Martin H. Kennelly.

Now at almost an irreducible minimum. The overall picture is good. Civilian production is not being cut back faster than the military can use materials.

- Mr. Fleischmann—"...We are now near the midpoint of the mobilization program and the first three quarters of 1952 may be the tightest periods for scarce materials, and no widespread relief... may be expected during 1952..." (Mr. Fleischmann also announced the creation of an inter-agency Distressed Defense Aircraft Parts Pool which will enable manufacturers to operate at lower levels... is a wise one under present circumstances.)

Military authorities generally agree that the defense electronics program has held up well under screening of requirements by the Defense Production Administration, and has not suffered because of continued substantial civilian output.

There has been no delay in major military equipment. helmet shortages of electronic devices and the schedule is further advanced than most programs, they feel. Defense Mobilizer Charles E. Wilson's statement that the electronics program is perhaps 30% behind schedule is discounted in some quarters. It's pointed out that figures are based on end equipment deliveries and fail to take into account money spent for components, research and development relating to electronics.

Military electronics will jump 105% over 1951 and industrial-commercial (broadcast and communication) equipment about 20%, with an expected 32% drop in consumer goods. Save for steel, 80% of all materials go into components, with nickel the principal ingredient in equipment other than tubes. Radio accounts for 60% of the military dollar, authorities explain.

Other interesting figures have been compiled by Pentagon authorities to buttress Mannedman's position as a bulwark in defense production. One example is the $165 million worth of tax writeoffs granted manufacturers up to Dec. 1. The breakdown comprises end equipment, $90 million; tubes, $49 million; components, $23 million; and miscellaneous (crystals, plugs, sockets, etc.), $2.7 million. Some firms have expanded their facilities without benefit of tax certificates of necessity.

With respect to future prospects, most important factors, aside from availability of metals, are flow of component parts, supply of engineering and other technical manpower, breaking of the machine tool bottleneck and expansion of new facilities.

Ost. Co-op Meets

A CO-OPERATIVE program exchange operated by five Ontario stations is having its second organizational meeting to discuss future programming at Barrie, Ont., Jan. 20-21, with at least two persons from each station present. Group, the Community Broadcasting Services, has been in operation since last autumn, and has five tape shows in operation, exchanging them between five stations. CKOS Owen Sound, CKBB Barrie, CFOR Orillia, CKNX Wi
gham, and CJQY Guelph, are member stations. Each contributes a weekly program.

Over a century of service to Lee Broadcasting Inc. and WTAD-AM-FM Quincy, Ill., is represented above. Picture was taken at dinner celebrating close of WTAD's 25th year of broadcasting. Inscribed gold watches were presented to (1 to r) Ralph Lewis, senior announcer, 12 years; Orrin Smith, engineer, 10 years; Urlin Whitman, chief announcer, 12 years; Dick Foder, farm editor, 11 years; Ernest Gray, engineer, 10 years; Zolto Gatewood, traffic manager, 21 years; Walter Rothschild, station and national sales manager, 22 years, and Merrill Milligan, program director, 11 years.

BROADCASTING
Greater Cleveland's strongest signal sells for WJW advertisers.
Class B directors from present three to one. Class A stockholders elect five directors. President and vice president of the company are elected by Class A stockholders; secretary and treasurer by B stock owners.

Strained relations between the two executives were disclosed by contents of letters on subject of control between Dr. DuMont and Mr. Balaban last October.

FCC Counsel Frederick W. Ford brought out from Dr. DuMont and Mr. Goodwin that some bank accounts required signatures of Class A and B officers. They insisted, however, that those arrangements were at the discretion of the board of directors and could be changed at their will.

Story of the DuMont application for Boston in 1945 was also elicited by Mr. Ford. DuMont filed an application for Boston in July 1945. This was returned by the FCC due to a legal error and never resubmitted. Dr. DuMont said that the company had changed its mind. Suspicion seemed to attach to the fact that Paramount subsidiary, New England Theatres Inc., filed a TV application for Boston almost immediately after the DuMont application was returned—specifying the same Tufts College transmitter site that DuMont had indicated in its application. Dr. DuMont said that Paramount had wanted Boston application to be 60% owned by Paramount and its subsidiary, 40% owned by DuMont.

Other Matters Mentioned

Among other matters Dr. DuMont testified to were the following:

1. Original 1938 understanding with Paramount was that DuMont would act for Paramount in all station applications and in technical development, Paramount to supply the know-how in programming and operations.

2. Inability to get KTLA Los Angeles and WBKB Chicago to affiliate with DuMont is because stations will not give that network undisputed control of option hours.

3. DuMont does not fear ABC-UPT merger, if permitted five owned and operated stations. If not permitted legal limits, then DuMont network would be at a disadvantage if merger went through.

4. TV station film programs will be 20-40% of total programs in five years. Dr. DuMont said he does not hold with estimates that 75% of all TV programs will be on film.

5. DuMont company has no plans for theatre-TV at present. It made some special apparatus on order for Paramount when that company was developing its intermediate film system of theatre-TV.

6. "An entirely new system of telecasting film" is being developed by DuMont Labs. The DuMont president said he is dissatisfied with the present method of telecasting films.

7. Competitive position allegedly taken by Paramount also irks Dr. DuMont. He mentioned Paramount interests in: Paramount Television Network, a syndication of TV recordings on film; Chromatic Television Labs., developers of the Lawrence color tube (half-owned by Paramount); Telemeter Corp., developers of subscription-TV system (also half-owned by Paramount).

DuMont counsel, William A. Robertson of W. & M. Ellis, told hearing examiner that DuMont intended to petition for severance at conclusion of its part of the hearing, and ask the FCC to renew license of WABD, grant licenses to WTTG and WDTV, and find DuMont not under Paramount control.

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**FILM POLICIES**

Wants Issues Widened

ADDITIONAL issue in Paramount case has been requested by FCC Hearing Division Chief Frederick W. Ford in a petition to FCC last week. Mr. Ford wants the Commission to require information on the policies of Paramount Pictures and United Paramount Theatres regarding the use by all broadcast stations of motion picture films, talent, and other properties. Request was contained among recommended revisions of the issues to "clarify" them.

The Commission on its own motion added a further issue to the case last week when it consolidated the license renewal application of WSBM New Orleans in the hearing. Station already is a party due to the transfer of control from Paramount Pictures Corp. to United Paramount Theatres Inc.

The Commission last week turned down Fanchon & Marco, St. Louis and Hollywood theatre owner, and Gordon B. Roberts of WSAY Rochester, N. Y., both of whom wanted status as intervenors in the case in order to oppose ABC-UPT merger. Denial of Fanchon & Marco was on a plea for reconsideration of a previous FCC decision denying it the right to intervene. Comr. Robert F. Jones, as he did in the original denial, issued a vigorous dissent.

Mr. Jones said that the merger, if approved, will bring to the broadcast industry "the largest aggregation of theatres and radio facilities in history; the applicants will operate in addition to radio facilities, 1,000 theatres in 400 cities..." Twenty-page dissent marshalled arguments in favor of permitting intervention, and expressed Comr. Jones' attitude toward monopolies and his conception of the possible dangers in the pending ABC-UPT merger.

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**Radio Still Dominates THIS RICH MARKET**

No other signal covers the South Bend market like WSBT. Radio sets in use are up to an all-time high of 32.8! WSBT's share of audience at 66.6 is way above the national average. And here television is insignificant because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

**30 Years on the Air**

**WSBT South Bend**

5000 Watts • 960 KC • CBS

Paul H. Raymer Company • National Representative

Page 36 • January 21, 1952
Want one of radio's greatest saleswomen... with 17 years of successful selling in one of the nation's greatest markets... to really perk your sales? With an audience of responsive homemakers, she has sold everything from concrete blocks to pianos. Janet Ross of KDKA's "Shopping Circle" knows the sales approach to women who buy. Find out how little it costs to participate in this popular 9:30 AM program. Get details from KDKA or Free & Peters.

KDKA
Pittsburgh
50,000 WATTS
NBC AFFILIATE

A 10-cent booklet was offered on programs in 18 leading cities. "Shopping Circle" with Janet Ross was first in sales, sold more than second and third combined.

"... an overwhelming success. She pulled more orders at lower cost per order than practically any other program we used this season. And she outpulled every other woman's show in the country."

More than 1,300 requests for a Christmas booklet, after one announcement.

More than 3,250 requests for a sample after one announcement.

More than 1,500 requests for a booklet on home building, after two announcements.
NEW P.I. DEALS

Foot Balm Offers 100% Take...
Vic Radio Profit Diehm Says:

ALL THE EGGS IN MY BASKET ... Are Ready to Hatch Sales For You!

WAZL HAZLETON, PA. NBC-MBS
(Represented by Robert Meeker Associates).
Here's a station with 19-years of proven "know-how"..., with 70% of the listening audience (figures ala Conlan).
A full-time 250 Watts, in a $45,000,000 retail sales area.
(Sales Management Figures) NBC affiliate.

WHOL ALLENTOWN, PA. CBS
(Represented by Robert Meeker Associates).
Located in the 3rd largest market area of Pennsylvania.
The great Allentown - Bethlehem Industrial and Farming
Area with Annual Retail Sales of $204,000,000. Want
some of this rich market? Then you want WHOL... 250
Watts full-time CBS Affiliate.

WHLM (FORMERLY WLTR) BLOOMSBURG, PA. LIBERTY
(Owned and Operated by Harry L. Magee).
Here's a station that is making great progress. It's 1,000
Watts, daytime and is known as the Sports Station of the
Susquehanna Valley. Affiliate of Liberty Network. Car-
ries professional football and baseball, also regional foot-
ball games. A good buy, believe me.
in 1944, Mr. Milne came to Bridgeport, Conn., was playing with one of his grandchildren when he was stricken with a heart attack. He had been working at WNHC earlier that day.

Known as “Smiling Jimmy” Milne when he was in Bridgeport, Mr. Milne was one of the most popular broadcasters in Connecticut.

A native of Aberdeen, Scotland, Mr. Milne came to this country when he was eight years of age. He worked at WBBM Chicago and WIOD Miami Beach before going to Bridgeport.

He was chief announcer five years at WICC, leaving that station in 1936 to become general manager of WELI New Haven. During his management, WELI developed from a small daytime outlet to a prosperous fulltime network station.

Returning to Bridgeport briefly in 1944, Mr. Milne was sales manager for WNAB. He shifted to WHNC that same year and had been there since.

Survivors include his wife, Mrs. Florence Milne, a former Bridgeport resident, and a daughter, Mrs. Frank Lyke Jr.

Funeral services were held last Tuesday in West Haven.

Patrick J. Goode, president of the Elm City Broadcasting Corp. said: “News of the death of Jimmy Milne is indeed a shocking surprise to me. We were together until one o’clock today and Jimmy left for home in high spirits and his usual jovial mood. For all his free and easy manners, Jimmy had a tremendous capacity for work, and his versatility as an entertainer made a host of friends for himself and WNHC. Speaking for the entire membership of the WNHC family I may say that we feel a deep sense of loss in the untimely death of a fine manager and a first line entertainer.”

Tea Promotion

SPECIAL radio exploitation for “National Take Tea and See Week” from Jan. 18 through Jan. 27, has been assigned to Jack Egan, publicist who has promoted many entertainment personalities, with concentration scheduled for disc jockey promotion of the tie-in song, “Tea for Two.” Harms Inc., publisher of the song, will coordinate promotion through Hack McCoy, firm’s director of standard exploitation.

Collingwood on Leave

CHARLES COLLINGWOOD, CBS White House correspondent, last week was appointed special assistant to W. Averell Harriman, Mutual Security Agency director. CBS granted Mr. Collingwood a six-month leave of absence. Mr. Collingwood will help co-ordinate information activities of the aid program carried on by MSA and the Depts. of State and Defense.

SECURITY PANEL

Truman Names Subcommittees

SUBCOMMITTEE of government information and security officers has been named by President Truman to coordinate work of his Interdepartmental Committee on Internal Security. Edward R. Trammell, Atomic Energy Commission, is subcommittee chairman.

The President’s information policy has drawn objection from newspapers and other press groups on the ground that it will bring further suppression of news on the part of information and security officers who can use it as a convenient basis for censorship.

Joseph Short, White House press-radio secretary, said one of the main duties of the subcommittee is to see that more instead of less information is made public and to prevent use of security classifications on non-security matters.


CALL letters for KSMI Wewoka, Okla., have been changed to KWSH. Studios are now located on Highway 270 between Seminole and Wewoka.

BILION-DOLLAR BUY!

Central Ohioans Make It Annually In Retail Sales

WBNS has more listeners than any other station in these 24 Central Ohio Counties which annually ring up a neat retail sales figure of $1,125,057,000. This includes thousands of consumer products from drugs to hardware, from clothing to cars. You’re sure of having listeners when you’re on WBNS because WBNS carries all 20 top-rated programs, day and night.

Latest Hooper Report shows WBNS with the highest number of listeners in every rated period but one! You get more listeners per dollar than on any other local station. For rates and time availabilities, write or call your John Blair representative.

STAY TUNED TO THIS BILLION DOLLAR MARKET THROUGH WBNS

*Source: '51-52 SRDS Cons. Mkt.
When You’re an Independent Advertiser You Make More Sales

Leading independent radio stations are today’s best buy!
There’s something about being independent that keeps you toughened up, ready to tackle any job that requires good, honest, hard selling. At any rate, you will find in radio today it’s the leading independent radio stations which are doing a truly productive sales job for national advertisers. Perhaps you’ve been thinking to yourself, “I ought to try Independent Radio.” Well, now’s the time to act. Write for all the facts to any AIMS station listed below.

<table>
<thead>
<tr>
<th>AIMS Station</th>
<th>City, State</th>
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<td>WCIJE</td>
<td>Akron, Ohio</td>
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<td>WBMD</td>
<td>Baltimore, Maryland</td>
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<td>WBNY</td>
<td>Buffalo, New York</td>
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<td>WJMO</td>
<td>Cleveland, Ohio</td>
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<td>WKYK</td>
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<td>KMYR</td>
<td>Denver, Colorado</td>
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<td>KBBC</td>
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<td>WIKY</td>
<td>Evansville, Indiana</td>
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<td>WCCC</td>
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<td>WXW</td>
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<td>KLMS</td>
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<td>WXGI</td>
<td>Richmond, Virginia</td>
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<td>KSTL</td>
<td>St. Louis, Missouri</td>
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<td>WMIN</td>
<td>Minnesota, St. Paul</td>
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<td>KNAK</td>
<td>Salt Lake City, Utah</td>
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<td>KITE</td>
<td>San Antonio, Texas</td>
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<td>KSON</td>
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<td>KREM</td>
<td>Spokane, Washington</td>
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<td>WACE</td>
<td>Springfield, Massachusetts</td>
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<td>KSTN</td>
<td>Stockton, California</td>
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<td>WOLF</td>
<td>Syracuse, New York</td>
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<td>KFMJ</td>
<td>Tulsa, Oklahoma</td>
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<tr>
<td>WNEB</td>
<td>Worcester, Massachusetts</td>
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<tr>
<td>WBBW</td>
<td>Youngstown, Ohio</td>
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</tbody>
</table>

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

Aim for BULL’S-EYE results...with the AIMS GROUP
operation
critical

the chips are down... the client's ok is in the balance

This is the crisis of the schedule. The agency is presenting its media recommendations for the year ahead. The client men listen in stony-faced silence.... Their turn will come soon enough.

The account executive finishes his presentation; a cold silence falls on the group.

What do they think of it? Why doesn't somebody say something?

The client's ad manager shuffles his papers; steals a look at his boss. The agency men force themselves to keep still. They know it's the client's turn to speak. The media director unconsciously fingers his copy of Standard Rate ... and waits for the inevitable storm of questions to come.
Every agency man who's been through it knows Operation Critical. A recommendation in five figures—or six—is on the table … the result of weeks of research, dozens of interviews with helpful and hopeful representatives, agency sessions far into the night, untold man-hours of just plain work. And all for nothing, if the client doesn’t go along.

The questions begin:

“How much of a break in rates would we get if we put the whole magazine campaign into these top five?”

“This newspaper—how well does it cover the city and trading area population?”

“Has there been any study of listening habits in the Kansas City region?”

“Do these business publications get read by employees below management level?”

Questions, questions. They range from simple to complex, from naive to shrewd. But they must be answered, then and there. The time for preparation is gone. This is it—Operation Critical.

The media director’s fingers fly as he flips to a figure in Consumer Markets, quickly turns to a fact in Standard Rate & Data. The account executive cites a previous experience while the media man digs.

As usual, the “standard” questions are relatively easy to answer. Standard Rate & Consumer Markets have most of the facts organized. But some of the questions go beyond facts, into interpretations; comparative studies; trends . . .

“Which of these women’s magazines carries the most ethical drug advertising?”

“Do young people read this Sunday supplement?”

“Has this station’s audience grown in the last year? How much?”

“Would it be worthwhile to add a second paper in this city?”

Listings of standard facts cannot answer many such questions—they’re not supposed to. But the need for quick access to summarized information has been anticipated by many publishers and station operators who know from experience what goes on day and night in the media department, in the agency review sessions, and in Operation Critical.

That’s why approximately 1,050 individual media used 8,500 Service-Ads in 1951 to supply needed information in packaged form . . . and to place their information near their market listings (in Consumer Markets) and near their media listings (in SRDS).
Radio Buying Trends Shown In New Study

Printers' Ink report gives media activity of 222 key advertisers

Two hundred and twenty-two companies set the pace for radio advertising during the past 15 years. These 222 firms alone accounted for 90% of all the network time bought in that period! (And, of course, they are blue-chip accounts for national spot.)

What's more, they bought 59% of all the national advertising in the six media: network radio, network TV, newspapers, magazines, newspaper supplements and farm publications.

These are some of the facts revealed in a new study that we published recently, called "How The Millionaires' Advertise." (We call these 222 companies "millionaires" because each one of them invested a million dollars or more in six media in one or more of the past 15 years.)

What we did was to collect the best available statistics and research on these big advertisers. Next we sifted and analyzed this information to see what trends and facts would show up.

Then we put our findings together—in simple charts and text—to show (for example): how these companies split their budgets from 1936-1950; which industries put the most money in which media; how their investments vary over the years; what the really significant buying trends are.

In other words, you see who bought how much—and where.

As far as we know, the information in this study has never before been presented or interpreted this way. We prepared "How The Millionaires Advertise" as a service to our readers (the buyers of advertising) and to our customers (the sellers of advertising).

And since its publication, we've had hundreds of requests for extra copies of the issues in which it appeared. (One radio network bought a complete set for every one of the Division Managers and Sales Managers of its Radio Spot Sales Division.)

In fact, the demand has been so great that we went out of print.

So, we've prepared reprints of the entire series. It runs to 24 pages. And it sells for $1.00 (cash with order, please).

Don't you think that you and your associates and your sales staff could find a wealth of information in this study to help you sell more time to the 222 advertising millionaires of America?

Have your secretary send us your dollar today, so that you can start getting the benefit of this information right away. Ask for "How The Millionaires Advertise."

ROBERT E.肯尼永, JR.
ADVERTISING DIRECTOR

Printers' Ink
205 East 42nd Street, New York 17, N. Y.

Radio Buying Trends Shown In New Study

FCC EXAMINERS
Coy Urged to Pick Chief

SELECTION of a chief hearing examiner was urged on the FCC last week by the Federal Communications Bar Assn. Letter from FCBA President Arthur W. Scharfeld to Chairman Wayne Coy held out the belief that designation of a chief examiner would "promote a more effective functioning of the examiners group as an independent unit of the agency."

Among other recommendations by FCBA, which was submitted to the Civil Service Commission last July, was that one basic grade of hearing examiners be established that extreme care be exercised in the initial selection of examiners. Recommendations were made by the FCBA Committee on Cooperation with Hearing Examiners at the annual meeting two weeks ago [8*1, Jan. 14].

Separate examiners unit was established in June 1947 with 10 members. The late J. Fred Johnson was first chief hearing examiner. He died in May 1950. Examiner Joseph Brenner was assigned as FCC regional attorney in Los Angeles soon after the unit was established. Examiner Jack P. Blume resigned in May 1951.

WCAU Expands

WCAU Philadelphia began around-the-clock operations January 14. New schedule makes the first revision of night time programming by WCAU since the war, and the first permanent 24-hour schedule in its 30-year history. Occupying the new air time will be the Barry Kane Show, extended from its present 12-1 a.m. slot to 5 a.m.

Old Golds Renew

P. LORILLARD Co., New York (Old Golds), through Lennen & Mitchell Co., has renewed sponsorship of the second 15-minute segment of Mutual's Queen for a Day over 450 MBS stations. Kraft Foods, Chicago through J. Walter Thompson Co., Chicago, continues to back first segment on Monday, Wednesday and Friday, dropping Tuesday and Thursday schedule for second half of Mutual's Bobby Benson show.
Vision into the future is a major requirement in good audio engineering to determine what speech input facilities will be as useful five or ten years from today as now. Certain is the fact that whether video or radio, broadcasting of the future will require more and more studio facilities.

We designed the SA-40 console with the future uppermost in our thinking.

Ultramodern today is the GATES SA-40 speech input console, generously equipped to fulfill the needs of video and radio stations for many years to come. It is known as the console with the extras — extra circuit and switching facilities, extra quality in construction and extra serviceability for maintenance.

If you are planning a studio installation today — think of tomorrow and then think of GATES. Write for your copy of the Gates SPEECH INPUT CATALOG and then study the functional block diagram therein and see for yourself why, if you are planning for the future as well as today, your needs can be best fulfilled by investing in the GATES SA-40 console of tomorrow.

EXCLUSIVE TERMINAL FEATURE ASSURES FLEXIBILITY

Unusual flexibility of operation is provided by bringing many of the circuits such as preamplifier outputs, mixing channel inputs and programs and monitoring amplifier inputs to terminal strips. These are, in turn, bridged to other terminals and back into the normal circuit. This permits breaking any major circuit in the console for a patch panel extension.

PERFORMANCE DATA

- **DISTORTION** – Less than 1% from 50 to 15,000 cycles overall from microphone to program line. 2% from microphone to monitoring amplifier output.
- **NOISE** – From preamplifier input measured at minus 60 Dbm. to program line measured at plus 8 Dbm. 65 Db. below output level. All other circuit combinations equal or superior.
- **RESPONSE** – Within 1.5 Db., 30 - 15,000 cycles.

GATES SA-40 CONSOLE

The SA-40 console is constructed in rugged tiltable cabinet or available in matching desk (desk not illustrated). All amplifiers are individual units, quickly removable without disrupting remaining circuits; mixer keys of standard PBX type for long life; panel of lifetime anodized aluminum; key knobs in varied colors for circuit identification; beautifully streamlined. Size: 48 inches wide, 21 inches deep, 14½ inches high.

FACILITIES

Nine mixing channels; five preamplifiers; complete cue, talkback and override facilities; cue-type turntable attenuators; and terminals for external patch panel, only a few of the many SA-40 features. Space for two additional preamplifiers provided.

The tilt-back-to-service feature of the SA-40 console provides complete accessibility of all components and terminal connections.

Front view of rack mounted power supply for SA-40 console. Heavy cast aluminum housing 19” wide, 8¼” high, 11” deep, is designed to provide front panel servicing.
CONSENT DECREES

Friedman Paper Enters

CONSENT DECREES was entered into between the Mansfield (Ohio) News-Journal and the Justice Dept. last week which binds the newspaper not to continue its discrimination against advertisers using WMAN Mansfield. **Mansfield News-Journal** is owned by the same interests which publish the Lorain Journal, which lost a Supreme Court decision against the same practices in that city [**BT**, Dec. 17, 1951].

The consent decree, entered in Cleveland Federal Court, enjoins the Mansfield newspaper from: (1) Refusing to accept advertisements where the reason for the refusal is that the advertiser used or proposed to use another advertising medium—in this case a radio station; (2) accepting advertisements on condition the advertiser would not use another advertising medium; (3) canceling any advertising contract because an advertiser used or proposed to use another advertising medium. The negotiated judgment ended the Justice Dept.'s anti-trust suit against the newspaper and its owners, Samuel A. and Isadore Horvitz.

Last December, the Supreme Court unanimously upheld a federal court conviction of anti-trust violations against the Lorain Journal and its owners. In Lorain, the Journal refused to accept advertising from local merchants who also used WEOL, Elyria, Ohio.

In the case of the Mansfield News-Journal, the Justice Dept. characterized A.B.C.-affiliated WMAN, on 1450 kc with 250 w, as the "sole competitor of the News-Journal in Mansfield." The Mansfield newspaper was denied an AM and FM station by the FCC in 1948 due to the publishers' practices.

WEOL has pending a treble damage suit for $300,000 against the Lorain Journal.

**MALE SINGER CONTEST**

**D. J.'s to Help Talent Hunt**

SOME 70 disk jockeys across the nation are participating in the Universal Pictures hunt for a new male singing star in connection with the Frank Sinatra Film, "Meet Daddy Nelson." Listeners are being asked to submit records of their singing plus photographs to local jockeys, who will select district winners and forward their entrants to New York by Feb. 4 for final judging by popular music experts.

Final winner is scheduled for free trip to Hollywood—accompanied by his sponsoring Jockey—to make guest appearance on CBS Television's Frank Sinatra Show on Feb. 19 and for later personal appearances in key city theatres as part of film's promotion.

**VOA GOES TO SEA**

Floating 'Station' Reaches MECHANICS of the Voice of America's first seagoing ship, designed to house the most powerful vessel—borne radio transmitter ever, have been revealed by the State Dept.'s International Broadcasting Division.

Plans to project the Voice and U. S. "Campaign of Truth" behind the Iron Curtain and minimize Soviet jamming initially came to light last month [**BT**, Dec. 31, 1951].

A 5,800-ton ex-Navy cargo ship, to be named the Courier and manned by Coast Guard personnel, is now being de-mothballed at Hoboken, N. J. The project, known as "Operation Vagabond," is the first of a series of seagoing broadcast stations planned by the State Dept.

A special air-conditioning system was developed for the transmitting room by marine engineers of Minneapolis-Honeywell Regulator Co. System will enable the radio outlet to broadcast under all weather conditions. Transmitting equipment is described as "several times more powerful than any domestic transmitters authorized by the FCC."

In actual operation, the floating Voice will pick up signals from the U. S. and beam them directly into target countries, reaching many areas now blacked out. It is felt that the Voice will be able to successfully dodge Russian jamming facilities. A special 100-ft. flight deck is being constructed to carry barrage balloons and antennas.

Edward W. Barrett, Assistant Secretary of State for Public Affairs, briefly explained the details of the project on NBC-TV's 'Battle Report'—Washington Jan. 13.

**Railroad Radio Bill**

A BILL that would permit the Interstate Commerce Commission to order key ASB to install communication systems, including railroad radio hookups, has been introduced in the Senate by Sen. Ed C. Johnson (D-Col.). Orders would be subject to FCC regulations.

**TEEN-AGE TALENT**

ARRIVAL of 16-year-old pianist, Gerard Fremy, from France last week inaugurated Paul Whiteman's plan to bring teen-age talent from abroad to America for an exchange of views with their contemporaries. The French youngster was scheduled for video version of Paul Whiteman TV Teen Club Saturday and for the radio program today (Monday). An accomplished musician, young Mr. Fremy also will make appearances with Baltimore Symphony Orchestra and on local radio and television stations before he returns to France Feb. 3.

**RADIO'S DRAW**

Cited by ARBI's Ward

RADIO and newspapers have markets of their own, with radio attracting persons under 40 years of age and newspapers those over 40. This was stated Wednesday by John E. Seaton, president of ARBI, the American Research Bureau Inc., Seattle, when he spoke to members of the Chicago Radio Management Club last month.

Outlining data about the existence of two markets, Mr. Ward explained there is only a "small" overlap because the groups are "dissimilar in many respects. Although this total and a "black and white" conclusion, he described it as a tendency shown in cases being studied now by ARBI researchers.

Fifty studies made by ARBI to measure the "long-term" effectiveness at the point of sale in retail establishments show sales results are most effective when more than one method is used.

Mr. Ward said the 50 stores got 55.1% of their traffic from persons seeing or hearing the advertising messages, and 44.9% from those not reached by advertising (word of mouth, counter display, etc.).

However, those buyers responding to advertising spent about three times as much as did the group not reached by advertising. Evaluated in dollar volume, those reached by advertising spent 77.3% of the sales gross, the non-advertising respondents responsible for only 22.7% of the total.

Radio spot can be effective in conjunction with newspaper advertising if it is used "properly," Mr. Ward said, pointing out the necessity of driving the advertising. Evaluated in any one medium to bring people into a store "in measurable quantity."

Among the 50 studies, radio pulled 25.6% of the traffic and newspapers 21.7%, with both responsible for 7.8%, the amount of overlap. Radio and papers were about equal when it came to the conversion factor. ARBI's term for the amount of traffic converted to sales.

Mr. Ward was introduced by President Howard B. Meyers, manager of the Taylor Co.

Sarkes Tarzian, owner of WTTW-WTTV (TV) Bloomington, Ind., will be guest of the club at luncheon Feb. 27, to which the Chicago Television Council will be invited.

Seaton Assigned

SEN. FRED A. SEATON (R-Neb.) was assigned to the Senate Committee of Columbus and the Post Office & Civil Service Committees last Monday. Sen. Seaton, president of KHAS, Hastings, Neb., and of KMAN Manhattan, Kan., and vice president of KGGF Coffeyville, Kan., succeeded the late Kenneth S. Wherry in the Senate last month [**BT**, Dec. 17, 1951].

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Broadcasting • Telecasting
Do you want to pay for

A Government Honeymoon at Niagara Falls?

You may be taxed for the cost of the most expensive honeymoon Niagara Falls has ever seen. The federal government's wooing of America's electric light and power threatens to reach a climax at the famous Falls.

Here's how... A giant new hydroelectric power plant is going to be built on the Niagara River. And a critical point in the drive toward a government power monopoly is being argued over who will build it—the federal government or a group of 5 electric companies. (There is also a proposal to have the State of New York build the plant and sell the power.)

These electric light and power companies are ready with the plans and the money—and the lines to take the power where it will be needed—under normal public regulation.

But the job is held up—for there are people who want the federal government to take over electricity—as well as medicine and other businesses and services. They say the federal government should build the plant—even if it takes more time, and costs the U. S. public many millions in unnecessary taxes. Here's how the choice shapes up...

If electric companies build the plant
• The companies and their investors will pay for it.
• Power produced will be shared by all, with rates regulated by state utility commissions.
• The Niagara project will pay about $23 million a year in local, state and federal taxes.
• Defense plants and others will begin to get the power in about 3 years.

If the federal government builds the plant
• You will pay for it in taxes—over $350,000,000.
• Specially favored groups will have first call on all power. Rates won't be regulated.
• Little, if any, taxes will be paid to local, state or federal governments from the sale of power.
• Government estimators say it will take them at least 5 years.

NOTE: In no case would the scenic beauty of the Falls be affected. Nor has this project any connection with the controversial St. Lawrence Seaway.

Who do you think should build this new plant? Talk it over with your friends and neighbors. The decision ought to be made by the American people... The government plan is a long step toward socialized electricity—because only power production is involved—with no other purposes, such as flood control, to complicate the issue. That's why these facts are brought to you by America's business-managed, tax-paying Electric Light and Power Companies.*

ZIV's ELECTRIFYING NEW SHOW

WWL
NEW ORLEANS, LA.
"We consider this a 'must-carry' show!"

WMC
MEMPHIS, TENN.
"We're going to hand-pick our sponsor for this one."

WLAP
LEXINGTON, KY.
"Ball Ice Cream Co. grabbed show first morning."

WDBJ
ROANOKE, VA.
"Have never seen our sales force so enthusiastic!"

WKOW
MADISON, WIS.
"Grabbed show first day."

KSD
ST. LOUIS, MO.
"Bought on first audition."

Based On The Actual Experiences of Matt Cvetic Who For Nine Years Posed As A Communist For The F. B. I.
WITH THIS SENSATIONAL NEW HALF-HOUR SERIES

"I WAS A COMMunist FOR THE F.B.I."

EACH HALF-HOUR A COMPLETE EPISODE!

5 SPONSOR IDENTIFICATIONS INCLUDING THREE FULL LENGTH COMMERCIALS!

MORE THAN JUST ACTING! MORE THAN JUST STARRING!

DANA ANDREWS LIVES THIS DYNAMIC ROLE!

FRIDAE W. ZIV COMPANY
Radio Produotions
1529 MADISON ROAD • CINCINNATI OHIO
NEW YORK • HOLLYWOOD
On the House (and Senate)  

WELL, the “Johnson-Case Bill” has been introduced. But it isn’t the bill predicted by Bishop Wilbur E. Hammaker, dry crusader, by quite a stretch. It would prohibit “distilled spirits” advertising on the air, punishable by fine or imprisonment. Bishop Hammaker made so bold as to announce several weeks ago that the bill had been introduced and that it would go all the way in banning alcoholic beverage advertising on radio and TV—beer, wine and distilled spirits.

Now distilled spirits or hard liquor is no practical problem. We know of no stations, either radio or TV, which accept that business in the continental U. S. That may not be so in remote places, like Alaska or Hawaii, and it’s probable that because of these exceptions, Bishop Hammaker induced the authors to introduce the watered-down version.

The point here is (1) it discriminates against the broadcast media, and (2) it’s an opening wedge. So long as its legal to advertise liquor in any medium, it would appear to be legal to advertise it on the air. We happen to think both radio and TV can (and do) go along without this business, but that’s a matter of voluntary abstention. It should remain that way.

We assume that the Senate Committee to hold hearings set post haste for Jan. 30, will be advised, both in the discussion and the radio and television broadcasters. As we observed last week, there isn’t much time to prepare.

Booby-Trap, Cum Laude  

THERE HAS been unusual calm on the educational-TV front these past few weeks. Comr. Frieda B. Hennock, the educators’ Joan of Arc, made her pitch before a Parent-Teacher Assn. The Joint Committee on Educational Television, well-heeled with its $90,000 windfall from the Ford Foundation, has only one innocuous-apparent pleading with the FCC.

In that pleading, JCET asks that educational stations be allowed to go “semi-commercial” in 14 communities to which only one educational channel is earmarked, as well as in 17 cities in which the only VHF channel is dedicated

The Sober Side  

THE VERVE and vigor of radio’s proponents, now that they’ve caught their second wind, is wondrous to behold. Out in front, to joust with the collective enemy, is the Broadcast Advertising Bureau, mandated by the broadcasters to spear-head that effort.

Now all good men in radio have espoused BAB from the beginning. Radio had been riding side-saddle. And long before the newspapers and magazines had doped up their steeds in the bid to run away with the advertiser sweepstakes. The lamented rate cuts of last year were one result.

But, despite our enthusiasm over resurgence of activity in behalf of radio, we wonder whether there’s been enough sober planning in the attack. For example, there’s the opening salvo of William B. Ryan, BAB president, an old hand at media warfare, before the Radio Executives Club of New York.

When Bill Ryan gets enthusiastic, all 8 feet 4 of him goes all out. “While competing with all major media,” Mr. Ryan told the REC, “one of our main targets is TV—that overblown, expensive, unmeasured ‘movies at home’ medium.”

We wonder whether Mr. Ryan hasn’t turned the guns on his own household. Radio broadcasters aren’t fighting television broadcasters into the death. Most of them in TV are radio broadcasters. And virtually all of them hope to be. “Television is the heritage of the broadcaster” has been the radio broadcasters’ line. Mr. Ryan himself believes that because, when he was with KPI, he helped nurture and develop KPI-TV. It was sold by Earle C. Anthony only after Mr. Ryan had left to join the NAB (now NARTB) as general manager.

Almost everybody in radio firmly believes that radio is the super, all-inclusive, low-cost mass medium. Almost everybody knows radio has been selling itself short, and the printed media long. Almost everybody knows radio can back up its claims with the facts. (We like the line of Kevin Sweeney, Bill Ryan’s right-hand-bowler, comparing radio’s pull with that of an elephant, and admonishing buyers to “evaluate the complete elephant—all 100 million of it.”)

What is unwise, in our judgment, is irresponsible shooting at TV—not only because it is a blood relative but also because not very many people can be convinced that TV is as frivolous as Mr. Ryan would have you believe. In this kind of wild shooting, radio itself is apt to be winged.

BAB’s assigned task (for which both broadcasters and telecasters are paying) is to keep its powder dry and do the shooting when it has something to shoot with. It should never lose sight of its target and that is an affirmative job of selling radio—the all-inclusive, lowest cost of all media.

William H. Fineshriber Jr.

IF A French instructor’s post offered 20 years ago could have netted Bill Fineshriber about $300 more annually, he might have been lost to the broadcasting industry, where he serves today as newly elected executive vice president of Mutual.

Mr. Fineshriber was graduated summa cum laude and with membership in Phi Beta Kappa from Princeton U. in 1931.

He won several prizes upon graduation, among them the publication of his senior thesis, “Stendahl, The Romantic Rationalist.” This work has since become a textbook at Princeton.

With money received from its publication, Mr. Fineshriber took a four month trip to Europe. Since he had specialized in French civilization in college, Mr. Fineshriber spent most of his time abroad in France, taking an advanced course at the Sorbonne.

He returned to America in October 1931, to face the problem of making a living in the depths of the depression. The position in Princeton’s French department was open.

Mr. Fineshriber weighed the honor of teaching at his alma mater—it would have meant much. But he turned it down.

Instead, he got a job in CBS’ publicity department at $40 a week, writing releases for serious music programs.

This has led to a full and varied career in radio—and Mr. Fineshriber says that he regrets not one day of the 20 years he has spent thus far in broadcasting.

During his career, Mr. Fineshriber has run the gamut of executive positions. In 1948, he left his post as general manager of the CBS program department to move over to MBS. Today, he is MBS executive vice president and, in addition, is the vice president in charge of MBS’ serious music programs.

Mr. Fineshriber is well-known in broadcasting for his work with the Program Executive Committee of NARTB (then NAB), as co-chairman of the National Brotherhood Week Radio Campaign, as a member of the National Advisory Board of Radiodiffusion Francaise, and a member of many other industry committees.

As vice president for MBS, he is acutely aware of his program responsibilities, especially now that radio has the competition of television. Here is his analysis:

“If radio is to meet the challenge of television and retain its place in the forefront of our society and our economy—and most of the EX-prophets of doom now agree that it will—it must undergo many changes. Not least (Continued on page 58)
NO IFS...AND...BUTS...

BILL GORDON SELLS EVERYTHING FROM SOUP-TO-NUTS!

The Chas. A. Peterson Company process nut-meats under the CAPCO label... and has retail outlets in food and drug stores... CAPCO bought spot announcements on the Bill Gordon Show on WHK... to sell a special package and to increase counter trade during their off-season. ONE spot announcement brought a $1,200.00 order! Mr. Chas. A. Peterson, president of the Chas. A. Peterson Nut Company, reported that the balance of the spot campaign resulted in a 25% increase in counter trade and an average of four to six telephone orders per day. Naturally, Mr. Peterson thinks that WHK's Bill Gordon is the NUTS!

When Bill Gordon entertains...he ENTERTAINS!
When Bill Gordon talks...he SELLS! Add that to WHK's listening audience... and you've really got something!

CLEVELAND, OHIO
Our Respects To
(Continued from page 90)

among them will be the responsibility of the program builders."

"Rather than host a new program forms and original ideas, desirable as they would be, I think the year ahead will see AM concentration on the established program types in which it already excels. And from that concentration will emerge a fuller understanding of the element of impact."

Mr. Fineshriber practices what he preaches. To him goes much of the credit for the MBS schedule of 10 star-studded programs heard six nights weekly featuring Metro-Goldwyn-Mayer talent.

Born Nov. 4, 1905, in Davenport, Iowa, as William H. Fineshriber Jr. (he insists the "H" in his name stands for nothing), the future radio executive spent only his earliest years there, moving with his family to Memphis at a very young age.

In Memphis, he was valedictorian of his class at the Maury Grammar School. After two years of high school, Mr. Fineshriber moved with his family to Philadelphia. In 1927, he was valedictorian of his graduating class at West Philadelphia High School.

His choice of a university was made easy, when he was presented a scholarship to Princeton. The Philadelphia Board of Education presents only one such scholarship annually.

At Princeton he was active in college affairs. His memberships included the Banjo Club (he plays the mandolin) and Glee Club. On the editorial board of the daily Princetonian, he first met Bob Schmid, MBS vice president.

Married in 1933

In April, 1933, after having worked at CBS for two years, Mr. Fineshriber married Clotilde Heller. In October 1934, he left CBS to manage Carnegie Hall. This was to his liking since both he and his wife are especially fond of classical music. In his Carnegie Hall position, he and his wife attended about 300 concerts a year.

This thorough grounding in music led to his return in 1937 to CBS where he wrote serious music shows—sometimes as many as 22 a week. After a brief fling as intermission commentator on the air for the Philharmonic Orchestra and for CBS, he was named director of the CBS music department.

He directed and produced such shows as American School of the Air, the Philharmonic Symphony, the Howard Barlow Concerts and the Ford Summer Hour. Mr. Fineshriber is a past winner of many Ohio State U. awards for educational programs.

Early in 1940, he was named director of short-wave programs. Here his knowledge of German, Italian, French, Spanish and Portuguese came in handy. He helped set up La Cadena De Las Americas, a network of about 100 stations throughout Latin America, which daily was fed 17 hours of varied programming.

Mr. Fineshriber worked with Davidson Taylor in the coordination of Inter-American Affairs and, in 1948, when Mr. Taylor joined William Paley at the Office of War Information, Mr. Fineshriber was appointed assistant director of broadcasts. He had become No. 2 man in the CBS program department.

Four historic and memorable periods stand out in Mr. Fineshriber's recollection on that operation: D-Day coverage; the week in which the entire schedule was canceled to cover the late President Roosevelt's death; the trip to San Francisco in 1945 in connection with the founding of the United Nations, and the VJ Day programs.

In 1947, Mr. Fineshriber was named general manager of the CBS program department. He joined Mutual in July 1949, a few months after Frank White had been named MBS president.

His hobbies include tennis, golf, horseback riding, the theatre and concerts. At the moment, he is particularly proud of the membership of his 12-year-old son, Billy. Mr. Fineshriber also has a daughter, Joy, 13.

a million dollars worth of talent for
$40 to $57.50 a month
based on advertising rates

Stan Freeman's
jazz quartet

Stan's the piano man of the hour. He's featured on today's top radio and tv programs, like Piano Playhouse, This Is Show Business, and the Faye Emerson Show. His quartet is the best yet, and it's yours with the many great artists in the

SESAC Transcribed Library
which includes Jazz, American Folk, Band, Concert, Hawaiian, Barbershop, Novelty, Religious, and Latin-American Music.

SESAC, Inc. 475 Fifth Avenue New York 17, N.Y.
Don't overlook F.M.

You're working in the city. Turn on your radio. Listen to one of your AM commercials. It's coming through, clear as a bell, from that big transmitter nearby. Sounds fine, doesn't it?

But there are many places in the country where that commercial of yours can't be heard at all—even though it's broadcast from an AM station right in the neighborhood.

For in many places "radio climate" is such that the AM signal is torn to pieces by static, garbled by interfering "crosstalk." The folks you're trying to sell can't hear your message at all.

FM solves that problem for you in many areas. FM is clear as a bell whatever the "radio climate." So in making your time schedules—Don't Overlook FM.

NOTE: During its recent spot radio campaign on Zenith Hearing Aids, Zenith used separately keyed spots on FM and AM stations in many cities. In several cases, returns from FM outnumbered those from AM. In others, FM was—on the basis of cost per inquiry—the best broadcast buy. Here's real proof of the growing importance of FM!
Why WFBR is BIG in Baltimore

CLUB 1300

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

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

Ask your John Blair man or contact any account executive of...

UP REALIGNS

Newsmen Leaves Radio Post EXECUTIVE realignment within the United Press news department in New York was announced last week, with Radio Manager Phil Newcom named foreign news editor, William C. Payette appointed manager of United Press Movietone News and John J. Madigan named radio news manager. Harry Ferguson, foreign news editor since the Korean outbreak, was appointed executive editor.

The reassignments were announced Thursday by Earl J. Johnson, UP vice president and general news manager.

Mr. Ferguson, appointed executive editor, has been with UP since 1952 and has served as reporter, sports editor, and assistant general news manager as well as foreign news editor.

Mr. Newcom, who leaves the radio managership to succeed Mr.

Mr. Payette, manager of the UP Movietone News, helped establish this service for TV stations last year, after serving as manager for UP in Venezuela, Colombia, and Ecuador. Before that, he had

Mr. Payette Mr. Ferguson

managed UP bureaus at Butte, Mont., and Los Angeles, and had worked in Seattle and Portland, Ore.

Mr. Madigan, new radio news manager, has been in charge of the Radio News Report as acting manager since Mr. Newsom left for Japan early in 1951. He formerly was UP manager at Portland, Ore., and served in Boston as radio news editor for New England.

LOS ANGELES Chapter of Representatives Inc., local chapter representatives of Radio Parts Manufacturers, Chicago, has issued 1952 Directory.

Hugh Potter, manager of WOVO Owensboro, Ky., named to Research Advisory Committee of Broadcast Advertising Bureau, N. Y.

Winston L. Kirby, ABC National Spot Radio and TV Sales Dept., to O. L. Taylor Co., N. Y., station representative.

William V. Reynolds, Arizona newspaper man, to KRIZ Phoenix sales staff.

Donald Ward to sales at Blair-TV, Chicago, from ABC-TV Chicago, where he was actor and producer.

Neal A. Smith, sales service manager and account executive, WLW Cincinnati, to WCOL Columbus as station manager.

Mr. Kirby

Bobby Sacco returns to sales staff of WAFL Atlanta, Ga., after serving in U. S. Army.

L. Spencer Mitchell, general manager, WDAE Tampa, Fla., named advertising director of Tampa Times Co. in addition to present duties.

Charles A. Hammarstrom, Paul H. Rayner Co., N. Y., to The Katz Agency, station representative, as member of its N. Y. radio sales staff.

Merrill Rawson, San Francisco sales and public relations man, to sales department, KGW Portland, Ore.

UP REALEGNS

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CHARLES F. WHITESIDES JR., local sales manager, KTBS Shreveport, La., named commercial manager. RICHARD WILCOX, sales staff, named local sales manager.

JEROME R. HARRISON, account executive and executive assistant to vice president of Ward Wheelock Co., N. Y., and ROBERT L. STONE, staff associate, Creasap, McCormick & Paget, management engineers, to ABC television as account executives.

ROBERT L. HAMMETT opens his own consulting engineering office in Bankers Investment Bldg., S. F. He has been associated with A. EARL CULLUM JR., Dallas.

THOMAS F. O'LEARY, WXYZ Detroit radio sales staff, transferred to television sales, WXYZ-TV.


BRUCE G. BEICHL, commercial manager, WFHR Wisconsin Rapids, Wis., to WOBT Rhinelander, Wis., as station's general manager.

JOHN L. KING, president of U. of Washington's board of regents, named to the board of directors of KIRO Seattle.

Mr. O'Leary

D. D. SMITH, newspaperman and Miami sales promotion specialist, to WFEC Miami as sales manager.

Personals . . .

AMOS BARON, manager, KECA Hollywood, to St. Luke's Hospital, Pasadena, for leg bone grafting operation. HARRY WALSTRUM, KECA program director, in charge of station during estimated two-week absence.

KLAUS LANDSBERG, general manager, KTLA (TV) Hollywood, received scroll of appreciation from L. A. County Board of Supervisors for Playmakers Club, public service TV series.

MAURICE CORKEN, director of sales, WHRF and WHBF-TV Rock Island, Ill., appointed member of Rock Island Centennial Commission.


CLEARY NAMED

Is Prod. Mgr., NBC Radio

APPOINTMENT of John P. Cleary, NBC radio executive producer, to the post of eastern program director and production manager for NBC Radio was announced last Wednesday by Charles C. Barry, vice president in charge of radio network programs.

Mr. Cleary succeeds Leslie Harris, who resigned a few months ago to become radio-TV director of Colgate-Palmolive-Peet.

He joined NBC as a page in 1938. Two years later he left to become a talent representative. Subsequently he joined ABC, serving as audition director and, later, executive producer. From 1949 until he returned to NBC in 1950, he was radio director of Kaster, Farrell Chesley & Clifford, where he produced the Duffy's Tavern program from Puerto Rico.

Among his special assignments for NBC was the entertainment program which he produced for the network's convention at Boca Raton last November.

SAFETY DRIVE

Traffic Fatalities Reduced

THIRD annual "Silly Willie" traffic safety campaign, a one-month drive conducted by WFIL and WFIL-TV Philadelphia in cooperation with the Philadelphia Highway Traffic Board and other civic agencies, has been credited with saving 10 lives.

Figures released by Philadelphia police disclose that nine persons were killed by motor vehicles during the campaign which ended December 15, in contrast with the 19 who lost their lives during the corresponding November-December period the previous year.

Campaign was valued at more than $150,000 in terms of radio-television time and advertising space donated by WFIL stations and cooperating organizations.

Annual campaign has earned recognition as one of the most ambitious public-service projects ever attempted by a community. It has gained for WFIL such honors as the Alfred P. Sloan Highway Safety Radio Award and the National Safety Council's Public Interest Award.

ALTEC

for every

broadcast need!

When you buy for broadcast you want the best . . . and Altec makes the best microphones for every phase of broadcasting and telecasting. Altec microphones are outstanding for everyday use and will exceed even the most exacting requirements when called upon for special jobs. If you are not already familiar with these exceptional microphones, expose yourself to their undeniable advantages.

The 639B is the well known standard for directional microphones. When studio noise or other conditions dictate a directional unit, the 639B with its six selective patterns is sure to fill the need.

For quality, the omnidirectional 21B has no peer. In video, if the mike must be shown, the 21B will be virtually invisible. Quality, ruggedness, small size and eye-appeal make the 21B outstanding above all others.

A TECH

LANSING CORPORATION

9356 Santa Monica Boulevard, Beverly Hills, California

161 Sixth Avenue, New York 13, New York

January 21, 1952 • Page 55
$14 MILLION GAIN*
IN
WISL
Primary Area
RETAIL SALES
TOTAL
RETAIL SALES
$161,194,000
FOOD
$42,984,000
GEN'L. MDSE.
$15,628,000
APPAREL
$12,611,000
DRUG
$4,085,000
Serving the Largest Concentrated Market area between Harrisburg and Wilkes-Barre, Penna.
WISL
Shamokin, Pa.
1000 WATTS—FULL TIME
A Mutual Affiliate

Mr. Heilwell
Mr. Lane

JAMES BAKER, director, KLAC-TV Hollywood, to KGO-TV San Francisco in similar capacity.
ROSS McLEAN, talks producer, CBU Vancouver, to CBC Toronto for TV programming.
LARRY WELCH, disc jockey, WJW Cleveland, to WARD Johnstown, Pa., in same capacity.
JIM DAVIS, Wyckoff Adv. Agency, S. F., to KGO and KGO-TV San Francisco promotion, publicity and advertising department.
LARRY DOBKIN, Hollywood radio actor, assigned role of Nicky Blair on NBC Radio daytime serial, Dr. Paul.
ERIC DANIELSON, program traffic manager, NBC Chicago, father of boy, David Francis, Jan. 2.
JACK RONEY, announcer, WNBW (TV) Washington, father of a boy, his second child.

CHARLES F. DOLON, continuity and production director, WJMO Cleveland, to Teltemp Production, N. Y., as coproducer of This Week in Sports.
DL. ROY K. MARSHALL, educational director, WFIL and WFIL-TV Philadelphia, honored by the Drexel Institute of Technology for "noteworthy work in interpreting science and its manifestations to the layman." Dr. Marshall conducts The Nature of Things heard on the ABC network once a week.

JACK ELINSON, co-writer, Jimmy Durante portion NBC-TV All Star Revue, father of boy, David, Jan. 9.
PETE HANSSON, sports director, WIZE Springfield, Ohio to WING Dayton in same capacity.

Mr. Hansson

F. LEWIS named assistant program manager at WTMY-TV Milwaukee. JOE FOX to art department and WILLIAM McCORMACK becomes assistant continuity manager. All have been on station's staff prior to new assignments.

FORRESTER MASHIR, camera director, KTTV (TV) Hollywood sports features, promoted to director of sports.
MARY KARR, continuity director, WMIL Milwaukee, to NBC Chicago press staff as writer.

NELSON CASE, host on CBS Television's Ken Murray Show, signed to handle commercials on the Johnson Wax Robert Montgomery Show.

WALTER DUNDON, mimeographing department, and GEORGE PEDICINI, staff writer, CBS Radio Hollywood, have started Monday classes in acting for Columbia Workshop. Open to all CBS employees, instruction will be augmented by guest speakers.

HOWARD BURNETT, production department, WIP Philadelphia, and MARGARET J. BACHINGER, WIP continuity writer, are to be married Feb. 12.

HARRY KOPLAN, m.c., CBS Radio Meet the Muses, assigned role in Lippert Pictures' Hells Gate Prison.

MONTY MASTERS, KNBC San Francisco writer-producer, to NBC Hollywood in similar capacity.
ROBERT B. MACDOUGALL, director of educational activities, WATV (TV) Newark, will address the National School Public Relations Assn. of the National Education Assn. at its Boston meeting in April.

VERNON WINSLOW, disc jockey, to WMRY New Orleans, for a two hour disc show daily. ROBERT De COY same station, appointed sports and news director replacing MALCOLM LAPLACE, resigned.
WILLIAM TAYLOR, music director, WMCA New York, to CBC Toronto studios as arranger-conductor.

PAT WRIGHT, radio editor, WBBM Chicago, and Hugh Reynolds to be married Jan. 25.

DR. ARTHUR MYERS of daily Unseen Advisor broadcasts on WIP Philadelphia has resigned after 11 years in radio because of poor health. He will continue his Sunday afternoon program however.
MURRAY HEILWEIL, assistant to merchandising director, American Weekly, to NBC New York in similar capacity.
GORDON LANE, assistant to the president and general manager, James Chirurg Co., N. Y., to New York district supervisor, NBC merchandising department.

Mr. Heilwell
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FLOOD HOAX
WPAZ Gets Confession

PEOPLE everywhere were talking about the "Walking Murphys"—a family foursome which reportedly had trudged from Topeka, Kansas, to Philadelphia, Pa., after the Kansas flood—but it remained for WPAZ Pottstown, Pa., to unravel the story behind the story.

WPAZ had joined in the welcome for a man, his wife, and a son and daughter, holding a "Murphy Marathon" which drew money and gifts from donors. Others—in Pottstown, Pa. and throughout the nation—also showered them with gifts.

Then the real story exploded, revealing a hoax. The "Murphys" turned out to be Lillibridge; they were from Baltimore, not Topeka; and they had fooled the nation for years, including radio stations, newspapers and the public.

When the fumes of the hoax had cleared away, WPAZ and News Editor Sydney Omarr had a 45-minute tape-recorded confession from the "Murphys," which it aired.

WPAZ returned the money and gifts to the donors and the "Murphys" left town. "this time really walking," according to Manager Herbert Scott.

BASKETBALLCASTS
WORC Airing Full Schedule

WORC Worcester, Mass., is carrying the complete schedule of 27 home-and-away games of the 1951-1952 Holy Cross basketball team, with Worcester County Electric Co. sponsoring the entire schedule. Gus Parmet, WORC sportscaster, and Curt Gowdy, Boston Red Sox baseball announcer, are handling the play-by-play with Dick Smith doing the color.

Wildie Moore, appliance sales manager, is supervising merchandising and promotion and works with Ed Chace, account executive of Harold Cabot Agency, Boston.

KDKA 24-Hour Schedule

KDKA Pittsburgh, in cooperation with the Office of Civil Defense, has begun a 24-hour schedule of broadcasting. Selected as one of 10 key radio stations in the United States to be used in the civil defense plan, KDKA will operate the round-the-clock schedule continuously except from 1-8 a.m. Sunday for maintenance. Under the civil defense plan, radio stations across the nation will monitor the key station nearest them.

ALL participants in the radio or television version of ABC's Original Amateur Hour prior to Dec. 1 of this year will be eligible for a four-year tuition scholarship at North Dakota Agricultural College according to Fred S. Huhta, president of the college. Winner will be selected on the basis of a 200 word application, judged by a group of university presidents.

BROADCASTING • Telecasting

From where I sit by Joe Marsh

Jiggs Gets Four "Hot-Foots"

Cappy Miller's bought himself a new car. We won't be seeing his old jalopy bouncing over the back roads any more. I'm going to miss it, too.

Many a morning Cappy and I drove off in that rattletrap for a day's hunting or fishing. We'd pile rods or guns in back, prop open the trunk compartment—so Jiggs, Cappy's pointer, could jump in and go along.

They say when Cappy brought the new car home he opened up the hood to show off the engine—and poor old Jiggs hopped right in! Figured it was the trunk. He hopped right out in a hurry, too. That cylinder head was mighty hot.

From where I sit, old habits are hard to shake, once they get a hold. Like, for instance, too many people are still in the habit of trying to run their neighbors' lives—telling them how to act, what to wear, whether or not to enjoy a refreshing glass of beer. I say that kind of thinking's outmoded...ought to be turned in for a new model!
WILLIAM F. CAROLAN appointed general sales manager for room air conditioners at RCA Victor Div., Camden, N. J.

CLEMENT FULLER, script chief, NBC New York, to Ted Baldwin Inc., New York packager, as script writer for TV film series, Spotlight, U. S. A.

E. W. MALONE, who resigns next week as promotion manager of KRON-TV San Francisco, and CHARLES EDWARD, former producer with various eastern AM stations, organize Tele-Spin, radio program sales firm, San Francisco.

RCA TUBE DEPT. offers two new TV data books, RCA Kinescope and Television Servicing, to all radio service dealers. Previous books have been available in conjunction with the company's "Treasure Chest" promotion campaign on TV picture tubes.

PRINCETON FILM CENTER, Princeton, N. J., to record full musical score of Princeton Triangle Club's Never Say Horses.

MUNTZ TV Inc., Chicago, reports a 33% increase in TV set sales for an eight month period ending Nov. 5, 1961.

WARREN EARL, director of education, American Institute of Research, Hollywood, to also act as educational consultant for KLAC-TV Hollywood Timmy O'Toole Time.

NEW SCHOOL of Social Research, N. Y., announces four 10 week courses on films and television to be given in the spring semester.

DAVE BOGARD, publicity and promotion, KGO and KGO-TV San Francisco, to Mike Moser Enterprises, Hollywood, in similar capacity for Space Patrol TV film series.

FERDINAND W. SCHOR appointed chief engineer in charge of military engineering for Motorola Inc., Chicago.

CARL POST, publicity, William F. Broidy Productions, Hollywood, named director of advertising and publicity.

ALBERT E. HYLAS, Allen B. DuMont Labs, to speak on "Design Considerations" for UHF Tuners at Radio Club of America meeting Jan. 24.

IRVING ROBBINS named vice president and general manager of Starrett Television Corp., N. Y.

MARRIOTT WELLS named sales manager of Hoffman Radio Corp., L. A.

S. W. CALDWELL Ltd., Toronto, transcription distributor, has opened office at Winnipeg. LES GARSIDE, Inland Broadcasting Service, appointed manager.

CONSOLIDATED TELEVISION SALES, N. Y., moving to new offices at 26 Vanderbilt Ave.

DON LANGAN, program director and creative executive with Newell-Emmett, N. Y., Aitken-Kynett, Phila., and most recently with the Fred Waring organization, to Times Square Productions Inc. as vice president in charge of sales.

TELECasting

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November Network Gross Billings
Page 61

NBA to Review Color Ban
Page 62

Latest Set Count By Markets
Page 66

a "DO" and a "DON'T" for
THE ADVERTISER considering
SPoTV

Are you about to test the power of Spot television, one of the greatest of all media? Two Tips:

1. Don't be discouraged by the talk that TV stations are all sold out. True, television advertising is booming, but there are still available excellent, well-rated, locally produced programs in the daytime and early evening on almost all good stations.

2. Do consult Petry TV first—for set penetration, coverage, ratings, and other basic information on all TV stations, and for availabilities on these twelve leaders.

in our 7th year

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
You get a BIG BONUS IN SETS ON WFBM-TV INDIANAPOLIS

Says HAROLD GRITTNER, of JENSEN'S APPLIANCES
828 Wabash Avenue,
Terre Haute, Indiana

"We get WFBM-TV only, here"

- Estimating there are well over 2000 TV sets installed in Terre Haute and Vigo County, Indiana, Harold Grittner of Terre Haute's big Jensen's appliances is well worth hearing.

Multiply what he says by all the rest of the "extra" audience you get when you use Indiana's First Station for your television messages. You can count on reaching extra tens-of-thousands of potential customers, living far outside the station's 60-mile area, in addition to those watching the 192,500 television sets installed within it.

Add this to the big-employment, big-income-per-family-story in Indiana and you have the perfect combination for profitable advertising. Yes, if you're looking for more sales, WFBM-TV is for you!

*Source: BROADCASTING-TELECASTING, January 21, 1952

WFWM 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
THE FCC today (Monday) enters the home stretch in termination of the 40-month old freeze on television allocations.

It plans to remain virtually in continuous session until it completes its "final report" on both UHF and VHF allocations. The staff's recommendations will be presented section by section, with the target date Feb. 15 or thereabouts.

Revolutionary departures from what had been regarded as the established procedures are indicated—some contrary to the recommendations of the Federal Communications Bar Assn. and others who have participated in the gruelling pre-allocation proceedings.

Here's the way the wind is blowing:
- Applications will be taken up on a frequency-by-frequency basis.
- Applicants will probably be given 60 or 90 days to file applications or, if already filed, to revise those pending.
- Although the channel-by-channel procedure is a radical change from the postwar practice of granting TV applications only after a consolidated hearing of all applicants (where there are more applications than available channels), it is the method historically used in AM broadcasting.

Advantages Foreseen

Thinking inside the Commission is that this method will: (1) Hasten the advent of UHF (and also expedite some new VHF stations) since it will permit the grant without hearing of those applicants who have chosen a frequency for which no other applicant has applied; (2) be fairer for all applicants in terms of engineering evidence, financial ability, coverage, etc.

Not the least effect of this procedure will be that in key cities, strong contenders will find themselves alone in seeking a specific channel, thus be granted sooner than up to now has been expected [see editorial "Cutting TV Corners," B&T, July 30, 1951].

This procedure also is contrary to the recommendations of FCBA, although an articulate minority of FCBA attorneys has consistently favored the channel-by-channel method. The official FCBA position is in favor of consolidating hearings for all applicants in the same city where there are not sufficient channels available for grants without hearings.

Possibility that the Commission may authorize a 90-day "waiting period" before officially beginning to act on applications will be greeted with a sigh of relief by consulting engineers. They had been fearful that they would be deluged with hordes of new applications at the same time they were required to revise existing applications—all within two months after the Final Notice comes out.

Hope is that Feb. 15 will see the announcement of the Sixth and Final Report on TV allocations, as well as Rules and Engineering Standards. Report becomes effective 30 days after publication in the Federal Register.

 Implicit in the FCC desire to cause a minimum number of dislocations both for the public and the licensed telecasters—who took the gamble in entering TV when the outlook was bleak—is the likelihood that minimum shifts will be made in existing VHF station assignments. In its Third Report, the FCC proposed 31 shifts, premised on engineering considerations. Many of these involved changes from the lower end of the VHF band (channels 2-6) to the upper end (channels 7-13). Wherever possible, the FCC is revising these shifts so that the stations will be moved in the same portion of the band. This would protect the set-owners in the particular areas from radical antenna alterations and the telecasters from costly equipment installations.

DA Problems

There is no disposition, at this stage, to introduce the directional antenna into the allocations structure as a means of shoe-horning into the spectrum additional stations. To do this would sacrifice existing station coverage, and would result in gradual degradation of the allocation pattern, it is felt. There is a sincere realization that it is apparent, to avoid the pitfalls that befell AM broadcasting, following the introduction of the directional antenna in the late twenties.

Some observers feel that the Commission may make known at the same time its attitude toward the NBC petition asking that the rules limiting ownership be revised to permit more than five TV stations to be owned by the same entity. NBC asked that the existing five-to-an-owner limitation be made to apply to VHF stations only and that one owner be permitted to hold as many UHF stations as the Commission may decide on a case-by-case basis [B&T, Jan. 14, 7]. There is the possibility of a hearing on this issue, however, perhaps to be held during the "waiting period."

In discussing the NBC petition, Chairman Wayne Coy said: "There was a lot of doubt at first about the workability of UHF. But, now that NBC is willing to spend money on UHF stations, as it indicates it will in its petition, many other broadcasters have been stirred into looking more seriously at UHF."

As for limitations on ownership, Mr. Coy said that for himself he was willing for the limit to be the same for all categories of broadcast stations—seven, whether AM-FM or TV.

$640,800 for video network time. This was nearly $10,000 more than the $630,925 GF expected for radio network time in November, when it

(Continued on page 68)

TABLE II

<table>
<thead>
<tr>
<th>TOP TEN NETWORK ADVERTISERS BY PRODUCT GROUPS FOR NOVEMBER 1951</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>109,345</td>
</tr>
<tr>
<td>Automotive, Auto., Access., Equip. &amp; Equip.</td>
<td>95,300</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
<td>97,550</td>
</tr>
<tr>
<td>Bldg., Materials, Equip., &amp; Fixtures</td>
<td>84,340</td>
</tr>
<tr>
<td>Cigarettes &amp; Cigars</td>
<td>74,400</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>80,680</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>138,000</td>
</tr>
<tr>
<td>Feed &amp; Food Products</td>
<td>640,800</td>
</tr>
<tr>
<td>Gasoline, Lubricants, Other Fuels, The Taps Co.</td>
<td>143,700</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>348,950</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>119,850</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>68,340</td>
</tr>
<tr>
<td>Insurance</td>
<td>32,320</td>
</tr>
<tr>
<td>Jewellery, Optical Goods &amp; Cameras</td>
<td>72,340</td>
</tr>
<tr>
<td>Office Equip., Stationary &amp; Writing</td>
<td>57,700</td>
</tr>
<tr>
<td>Outdoor &amp; Street Ads</td>
<td>55,310</td>
</tr>
<tr>
<td>Printing, TV Scts., etc.</td>
<td>155,970</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct Mail</td>
<td>146,702</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>145,700</td>
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<tr>
<td>Tobacco &amp; Toilet Goods</td>
<td>68,400</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>68,400</td>
</tr>
</tbody>
</table>
COLOR EQUIPMENT

IN A MOVE to aly criticism over its recent color TV equipment manufacturin and production authorities are preparing to call a second industry conference early next month.

It was learned by Broadcasting • Telecasting that the National Production Authority plans to hold a meeting with industry officials, but on a smaller scale, similar to the one called by Defense Mobilizer Charles E. Wilson last October under supervision of the Office of Defense Mobilization and Defense Education Administration.

The conference has been tentatively set for Feb. 8 in the new General Accounting Office Bldg., Washington, at 10 a.m. H. B. McCoy, assistant administrator of NPA's Textile & Leather Specialty Equipment Bureau, is to preside.

Last October, Mr. Wilson elicited industry assurance that manufacturers would defer "mass production" of color TV receivers and related equipment for the duration of the materials shortage. NPA later formalized the agreement with an order spelling out the prohibition [B&T, Nov. 26, Oct. 29, 22, 1951].

Since that time, however, there have been reports that NPA has received pointed requests for clarification of the regulation, with particular respect to its practical effect on availability of materials for color TV theatre systems, tri-color tube production and other phases.

The purpose of this second conference, it was learned, is to determine whether the order has served the purpose for which it was issued specifically and whether it fulfills the intent of the October meeting.

Also in the background is concern over some CCEP interviewers that some NPA orders have been issued without prior consultation with businessmen.

It was learned that some future of available raw materials for such projects as Paramount Pictures' Lawrence tri-color tube and 20th Century-Fox Film Corp.'s Eidophor-CBS theatre TV tube has hung in the balance as a result of the confusion shrudging the NPA order.

"Experimental, defense, industrial and educational uses" are exempted from the NPA directive, including manufacturer of color TV equipment for use on "closed circuit" industrial facilities, and the order programs related to further development of color video systems also are permitted.

But NPA has never satisfactorily spelled out what the order would mean for other uses, though it indicated earlier its feeling that the regulation "reflects the intent" of last fall's conference.

Pressing the operating production agency for a clearer definition have been Paramount Pictures Corp., through its legal firm of Arnold, Fortas & Porter, Washington, Motion Picture Assn. of America and Theatre Owners of America, acting through Welch, Mott & Morgan, Washington.

Official Purpose Described

Official purpose of the second conference was described by E. T. Morris Jr., outgoing chairman of the Commission which had laid off and of DPA's Electronics Production Board.

Mr. Morris said such a meeting is planned to determine whether the order is achieving its purpose and whether it reflects the "sense and intent" of the October meeting.

He acknowledged complaints that the regulation (M90) is not clear and that theatre color TV and other questions had been posed.

It was learned that some 20 firms would be invited, with provisions for the presence of a representative or representative of each firm invited in the color TV issue.

While the meeting will be at NPA headquarters, the industry officials will be encouraged to attend. This is in view of NPA's desire to once again project the meeting above the usual level of its conventional industry advisory groups and to obtain a representative range of views from all industry quarters.

Paramount reportedly has delayed production of the Lawrence tube, through its subsidiary, Chromatic Television Labs., pending amplification of the order.

Paul Porter, Paramount attorney, had asked NPA to modify the color TV equipment ban, having that its reply to his initial request was "unsatisfactory." Paramount wants clear-cut authority from the permanent allocation for the Chromatic tube, he explained. The firm had been advised it could apply for materials needed toward production of the tube.

BACKSTAGE conference for BENTON ON CODE

IDEALS of the industry's TV Code "implementation" remains, Sen. William Benton (D-Conn.) said last Wednesday.

Sen. Benton broke his silence on this topic, in a conference interview with Broadcasting • Telecasting.

Questioned on the code, Sen. Benton said he found it a "great step forward" for the industry. He particularly lauded the ideals expressed in the code's "preamble" (Section 1).

The Senator struck a humorous note when he laughingly suggested that "perhaps the Code even goes further in restriction of the industry sees in my proposal."

However, Sen. Benton said he had no argument with the television industry for in his mind "the industry is made up of the National Citizens Advisory Board should be established." He asserted both were needed -"they are not mutually exclusive."

Sen. Benton is author of the bill (S 1579) which would set up a Congressional created body-National Citizens Advisory Board on Radio and Television-to "review" radio and TV programs.

Currently, the Benton Bill is in the Senate Interstate & Foreign Commerce Subcommittee, chair- manned by Senate Majority Leader Ernest W. McFarland (D-Ariz.).

Sen. Benton said that after the close of the first session of the 82d Congress last October, he had been given assurance by Sen. McFarland that additional hearings would be held on the review board proposal. Thus far, Sen. Benton, supported by co-sponsors of the bill in the Senate, has been heard.

But, said Sen. Benton, he expected that Chairman Wayne Coyne of the television code for the first time of the FCC and industry spokes- men would be given an opportunity to speak. Chairman Coyne was not in agreement with a majority of the Commission which had laid off October that there are dangers of "censorship" in the proposed functions of the board, and that the board itself would be "undesirable." [B&T, Oct. 15, 1951].

There has been no indication from Sen. McFarland when these anticipated hearings will be held.

Preamble of the TV Code referred to by Sen. Benton lays par-ticular emphasis on the television's "audience is primarily a home audience," that the telecaster is responsible to do all he can to bring "excellence and good taste" in programming, and that there is a responsibility of the advertiser who utilizes TV to "bring the best programs, regardless of kind, American homes."

It also points out that the industry and those in it are accountable to the American public "for respect for the special needs of children, for community responsibility, for the advancement of education and culture . . . acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising."

It further calls for encouragement of viewers to make their criticisms and positive suggestions known to the telecaster.

The TV Code is slated to go into effect March 1.

NPA to Review Ban

Just for Herman

WITHOUT mentioning the criticism he had received from Gov. Herman Talmadge of Georgia for presenting the March 1 quartet of white and Negro singers, on his weekly Godfrey and His Friends program on CBS Television [B&T, Jan. 14], Arthur Godfrey and the Mike Ritz banders last Wednesday dedicated a song to the Georgia governor: "You're Nobody 'Till Somebody Loves You."

(Continued on page 98)
IS TV WINNING FIGHT FOR EQUALITY?

N.Y. Bar Rejects Anti-TV Resolution

RESOLUTION to endorse banning broadcasts or telemcasts of Congressional hearings or investigating committees was rejected by members of the Assn. of the Bar of the City of New York in a meeting Tuesday night. The vote was 66 to 42.

In effect a stronger statement of a similar broadcast ban, voted by the association in 1948, the resolution was presented by the 16-member committee on the Bill of Rights, in a statement dated Dec. 27. Thirteen committee members, including Chairman George S. Leisured, advocated its adoption while minority opinion was signed by three committee members, including Robert L. Werner, general counsel and vice president of RCA, who wrote the minority report and presented it at Tuesday's meeting to general bar association membership.

Legal Eagles

The discussion, lasting for an hour and a half, involved some of the leading minds in the country. Proponents of the resolution included Robert P. Patterson, former Secretary of War; Lloyd Paul Stryker, noted lawyer and former counsel for Alger Hiss; and General Session Judge James G. Wallace. Opponents included James L. Fly, former FCC chairman; Rudolph Halley, city council president and counsel to the Kefauver Committee; and Committee Member Francis A. Brick Jr., who in legal practice with Mr. Leisure.

Resolution recommended that the bar association urge Congress to prohibit "the broadcasting, by radio or television, of the proceedings at a public hearing held by a Congressional investigating committee at which witnesses testify involuntarily under the compulsion of a Congressional subpoena, and prohibit the taking of photograph pictures or other photographs during the course of such hearing." While the action pertained to several news media, discussion focused almost exclusively on television.

Proponents of the resolution were quoted as saying that the hearing had been rounded up votes by telephone for a week and had "packed" the meeting, but Mr. Leisure denied any knowledge of that. He said the discussion was a good one, and one "without the bitter feeling that sometimes is found in such debate." Attendance was reported as normal. The Association member, employed by a radio network, said the meeting had been called to the attention of interested members, certainly, but that it was not an unusual procedure for any of the association agendas.

Subject provoked enough reaction from the floor that speakers, initially allotted 10 minutes, were soon limited to 2-minute statements.

Support of the TV ban centered around protecting civil rights

(Continued on page 98)

TV Acquitted of Others' Sins

TWO INCIDENTS that should be of cheer to every broadcaster (and to every citizen who gives a hoot about the processes of democracy) occurred last week.

1. The New York State Bar Assn. beat down a proposed resolution condemning radio and television broadcasts of investigative hearings.

2. Television was given a chance to prove its uotobrushiness when it, but no newreels, showed up at hearings of a Senate subcommittee investigating charge of Washington.

In the first incident, the bar association voted 66 to 42 against a resolution proposed by its Committee on Civil Rights urging that radio, TV, newreels—in short everybody but newspaper reporters—be barred from Congressional and other government investigative hearings on the ground that these mechanical devices corrupted proceedings, deprived witnesses of their proper rights and committed grave nuisances (New, Dec. 24, 1951).

In the second, an unprecedented and, we hope, history-making accident took place. Television moved into the subcommittee hearing room, but because the matters under discussion were of mostly local interest none of the newreels showed up. It was a happy accident in deed because, for the first time, some Senators were able to see for themselves that TV needs no blinding lights and makes no distracting noises. Both of those unfortunate characteristics had been charged to TV before when, as a matter of fact, they should have been attributed to the newreels which happened also to be present.

As you may read in a story elsewhere on this page, the Senators were impressed.

In New York, the defeat of the bar committee's proposed anti-broadcasting resolution was not accomplished without effort, or without dispute. Indeed some members "leaked" the word to the press that the opposition forces had packed the meeting, a charge that seems rather silly in view of the fact that attendance was normal.

There is no doubt, however, that several members of the bar presented a very forceful case against the resolution. We think it important to mention that three of them are people who are a lot more intelligently aware of the nature and effect of television than some of their stuffer colleagues may be.

RCA's vice president and general attorney, Robert L. Werner, was a minority member of the committee that proposed the resolution, and he was joined in his objections to it by James Lawrence Fly, former FCC chairman, and Rudolph Halley, New York's City Council president, who ought to understand the implications of televising government hearings if anybody does.

It seems to us that the more this question is argued, the more apparent it becomes that most of the opponents of broadcasting don't really understand much about it. Coupled with their lack of information is a rather added notion that politics and political procedures belong exclusively to the politicians (and such lawyers as they hire), and that the public should be admitted to their sessions only by the sufferance of newspaper reports (which are not only less effective than broadcasting but also easier to influence).

Their ignorance of broadcasting, we believe, stands some chance of being overcome if broadcasters will pursue a diligent effort of enlightenment. It may take longer to disabuse them of their hopes to run political procedures as sort of a private club, but that will be accomplished when the public has a chance to get through the door by watching television.

SENATORS GIVE IT VOTE OF CONFIDENCE

By J. FRANK BEATTY

TELEVISION proved last week that it can portray democracy-at-work to the nation's 14 million receivers without violating the rights of witnesses or interfering with formal proceedings.

Washington's "Little Kefauver Investigation" gave TV the chance to show, definitely and emphatically, that it has built fairly catching lights and noisy cameras that feature newreel coverage.

The investigation is being conducted, without newreels, by a Senate committee probing crime conditions in the nation's capital.

Senators, counsel and witnesses joined in tribute to the quiet and unobtrusive way that WMAL-TV Washington operated taking the inquiry, terming it a demonstration of TV's ability to report without upsetting participants.

TV's chance to present video technique in its true form arose when newreel cameras decided the inquiry was of local rather than national interest. That gave both TV and radio an opportunity to show the way they operate.

To the surprise of Senators and counsel, WMAL-TV had only two silent cameras and two lights. The lights were aimed directly upward and did not bother anyone in the room. This scene was in contrast to the carnival aspects of newreel coverage, where a half-dozen or more cameramen operate noisy

(Continued on page 74)

AN EDITORIAL

BROADCASTING • Telecasting

January 21, 1952 • Page 63
ILLINOIS Broadcasters Assn. and the U. of Illinois board of trustees met for their first face-to-face debate on the University's tentative allocation of the only VHF channel in East Central Illinois Wednesday in Chicago. The tax-supported school expects to be assigned non-commercial Channel 12 in Champaign-Urbana, where three commercial VHF channels have been tentatively allocated.

Broadcasters presenting opposition stands of the IBA, as well as of most commercial broadcasters and telecasters throughout the country, followed policies agreed upon by the group since last summer when it voted disapproval of the university's plan to construct a video station.

Appearing for IBA were these southern Illinois broadcasters: Proctor J. Livesay, WLBY Mattoon; Vice President Oliver J. Keller, WTAX Springfield; Leslie C. Johnson, WHBF Rock Island; past vice president of IBA and former director of NARTB; Merriam J. McDaniel, Decatur, chairman of the IBA delegation, past president of the group and an NARTB director; and Charles C. Caley, executive director of the IBA and former NARTB director.

Meeting with them at the conference table were Dr. George Stoddard, president of the U. of Illinois; Park Livingston, Chicago, president of the board of trustees; and Trustees Wirt Herrick of Champaign, and A. J. James of Chicago. Also attending were Wilbur Schramm, dean of the university's Institute of Communications, and Robert Hudson, director of university broadcasting.

The 2-hour session was conducted in roundtable fashion with reporters present.

End Result Agreement

Although both groups were in agreement that the end result should be "what is best for the general public," the attempt at outlining a workable blueprint of side-by-side operation was stalemated, for the time being anyway. Generalities were agreed upon, but discussion of specifics brought assertions and rebuttals but no conclusions except the obvious representatives brought with them.

Mr. Livingston plans to call another meeting when new thinking has been broached and some specifics agreed upon.

IUBers present recom-

UHF station took the air before the school station, the latter would never accept commercial shows, he added.

The university's study into its projected operation of a TV station lies mostly in the realm of theory, inasmuch as the concept of TV as an educational tool and the extensive budget demands would have to be approved by the state legislature. Its next session does not begin for a year, which means the station could not get on the air before the summer of 1955 even if all proposals were approved.

School Programs on Film

IBA charges operation of a semi-interim-commercial station, as well as occupation on the only VHF channel in the area by the U. of I., would be unfair competition for the private telecaster. It claims the university station would give service more cheaply and that private competition would be put on an "unfair and unfavorable" basis.

Broadcasters argued the school can accomplish its manifold purposes without live transmission and without its own transmitter by putting its programming on film for distribution to other stations, or by originating live shows from a local commercial station. They pointed out state-wide coverage would be impossible without a network or relay system, and that without state-wide coverage only 10% of the population of Illinois would receive a service for which all residents would pay in taxes.

All parties were interested in projected costs of the U. of I. undertaking, estimated at $200,000 for equipment and $280,000 operating costs yearly. Mr. Johnson of Rock Island suggested distribution of programming by film, pointing out high costs of cable transmission. AT&T, he said, quoted $5,000 weekly as the cost of carrying a "week of shows" from Chicago. Commercial broadcasters would "welcome" films from the U. of I. (Continued on page 71)
DISCUSSIONS continued last week between United Paramount Theatres and Theatre Guild for the latter's producing and distributing a series of important plays and/or original plays for theatre television with possible starting time set for this spring.

Leading contender for series is the Guild production of George Bernard Shaw's "Saint Joan," which is currently playing on Broadway. Discussions about this specific play were held recently in progress for the past two months, however, with financial problems reportedly the major issue.

Proponents of theatre television emphasize that they believe its mature use will call for emphasis upon commercial, public service and public affairs presentations, rather than entertainment, but feel that experiments with entertainment should be made. Discussions are said to have been held with various entertainment groups, of which the Guild is only one.

Spokesman for United Paramount emphasized that his company is not involved in anything approaching an exclusive interest.

DOOLEY TO BLAIR
Leaves WOW-AM-TV Post

ROBERT M. DOOLEY, general sales manager of WOW-AM-TV Omaha, has been named sales manager in the New York office of Blair - TV Inc., television representative firm, Blair - TV President William H. West announced his resignation. Mr. Robbins will form a film production agency in Columbus with Ken Goodman, former motion picture chief at WBNS-TV Columbus.

The new firm, Television Film Productions, will make film commercials on a mass production, low budget scale to serve advertisers in and around Ohio. Studios are located at 1133 S. High St.

NEW OHIO FILM CO.

RICHARD ROBBINS, salesman-film producer for WTVN (TV) Columbus, Ohio, last week announced his resignation. Mr. Robbins will form a firm to make television commercials in Columbus with Ken Goodman, former motion picture chief at WBNS-TV Columbus.

The new firm, Television Film Productions, will make film commercials on a mass production, low budget scale to serve advertisers in and around Ohio. Studios are located at 1133 S. High St.

Play Rights Are Sought

but only as a representative of the whole theatre television industry, including such groups as RKO, Warners, Fabian and others, such as independent exhibitors. Estimates of the theatres now equipped for theatre telecasts range from 30 to 35 houses, he said, which means that the same circuit of theatres is equipped for a solo approach to theatre television.

More Houses Needed

"A good many more" houses, perhaps from 75 to 100, will have to be equipped before theatre television can become a box office success, he added.

Experiment proposed would thus commit the Guild to full production and distribution management. The drama series is planned to extend over a period of time to assure that evaluations of the experiment are not made by snap judgment. The series will not start until "two roads converge: Whenever the Guild is ready with its productions and whenever theatre television participants are ready," possibly this spring.

Sports on theatre television were characterized as "a completely confused picture" with major complaints being the lack of events major enough to attract widespread interest. It was understood that experiments so far conducted have resulted in loss of money in almost all instances.

Logical position of theatre TV, United Paramount spokesman said, is for commercial use, conducting sales conventions, introducing new car models, holding service management and training sessions. Avoiding mass audience requirements of home television, but conducting sessions of interest to specific large groups would key programming, with shows scheduled for morning or early afternoon periods, when the theatres are normally dark, to allow for two-way profit.

Two-way System Seen

Two-way telephonic communication could be installed in addition to the usual theatre TV equipment, thus allowing, for example, Chicago businessmen interested in a New York convention, to ask questions of speakers there and be answered.

Theatre television was investigated some months ago for covering the Girl Scouts convention in Boston and it was established then that local councils could save travel and hotel expenses by watching the convention on theatre television for as little as 15 to 30 cents per person.

Jimmy O'Flynn

JIMMY O'FLYNN, 7, television, radio and stage performer, died Jan. 12 of a kidney disease first diagnosed when he was three. The youngster started singing and telling jokes on stages in his hometown of Rochester, N. Y., when he was two. He subsequently became the star of Ask the Kids over WHAM-TV Rochester.

Mr. Dooley

Before joining the WOW stations in the fall of 1946, Mr. Dooley had served for five years as general sales manager of KFAB Omaha, where he also was in charge of promotional and merchandising planning and participated in determination and execution of commercial and operational policies. At WOW he also took part in activities of the stations' operating committee, which determined operations and policy.

He is a graduate of Grinnell (Iowa) College. Upon graduation, he was one of 17 selected by Armstrong Cork Co. from a field of about 4,000 applicants for the company's industrial and sales management training program. He later was Armstrong district manager in Atlanta and Minneapolis. He also served as assistant to the advertising manager of Bankers Life Insurance Co. of Iowa before World War II. After military service he joined Central Broadcasting System, operator of KFAB, KOIL Omaha and KFOR Lincoln.

CONFERE on sponsorship by the Federation Bank & Trust Co. of The Big Picture, official Army documentary of the Korean campaign, over WCB5-TV New York Sundays at 2 p.m. are (1 to r) Philip Roraback, executive vice president; G. Richard Swift, WCB5-TV general manager; Capt. Melvin H. Cessson, chief, radio-TV branch, 1st Army; Thomas J. Shanahan, bank president; Maj. Alfred B. Frezin, chief, public relations division, 1st Army; Dick Sloan, WCB5-TV program director, and Lt. Albert Gannaway, technical advisor, U. S. Army public relations.

UNTIL a week ago, Comment-
ator Ed Murrow had what he called a "lifeboat" to get him out of the difficulty which might come with any mechanical breakdown on his CBS Television See It Now show. The lifeboat: Take the audience and do a show out of the studio. Mr. Murrow had to resort to the lifeboat on the Jan. 15 show when film equipment suddenly snafued. He ad-libbed his way around the studio for some 10 minutes, successfully enough until someone asked an engineer about progress in the repair of the film equipment. "We're busy as hell," came the reply, "Brief but eloquent," observed Mr. Murrow. Last week he was looking for another "lifeboat" in event another is ever needed.

HECHT, SNADER
Sign Film Series Contract

BEN HECHT, author and film writer-producer-director, has been contracted by Snader Pictures, Inc., Beverly Hills, as writer-producer-director on a 29 half-hour TV film series for distribution by Snader Theatricals Sales Inc., Beverly Hills.

Mr. Hecht is to set up own production unit for a series, One Thousand O.W.W.A. Rights, based on material from one of his books. Each film is budgeted at approximately $28,000 with Mr. Hecht and Snader pictures sharing ownership of the negatives.

FURSE JOINS CBS-TV

Is Program Dept. Mgr.

RUSSELL FURSE, West Coast film and TV producer, joins CBS Television Network as general manager of program department today (Monday) to succeed E. Carlton Wood, who was named manager of production for operations department.

Mr. Furse joins CBS-TV from ABC-TV Hollywood where he first served as director, then as production manager. Previously, he had produced short subjects for Paramount Pictures, worked on special effects for Metro-Goldwyn-Mayer and served as producer for Cascade Pictures, division of Hal Roach Studios. In latter post in 1947, Mr. Furse managed development of live TV programs for West Coast consumption.

Buys Sinatra Segment

CBS Television last week marked up a sale under its new "Magazine Type" of sales offer. Elinor American Div. of Illinois Watch Case Co., manufacturer of compacts, etc., signed for 15 minutes of the hour-long Frank Sinatra Show on a one-time program. The company will sponsor the 8:30-8:15 portion of the Feb. 12 program.
Of 1,043 farmers answering a spot check made by the U. of Illinois in 12 northeastern Illinois counties, 58% have television sets. Out of the 58% (504) owning video sets, 98% (491) said they would like to see a farm TV program regularly.

Of the 439 farms without sets, 75% (334) said they, too, would like to see a TV station carry a farm program regularly. Also, 29% (129) commented that they planned to purchase a set within a year.

College of Agriculture, U. of Illinois, Urbana, mailed out 6,000 cards. Return was 175%, representing the 1,043 figure.

John A. Murray, assistant extension editor, emphasized that the survey was more of a spot check than a scientific study. The survey was made, he added, in response to questions raised by commercial telecasters in Chicago concerning rural audience potential.

Mr. Murray said the survey showed that while the city TV audience is established, an appreciable rural audience is growing.

A specific need was seen for programs that: Will appeal to the city viewer in terms of his interests such as food, clothing, prices, family living; appeal to the farm viewer in terms of his interests, with particular emphasis on encouraging him to produce a better product for his city customer, and will point out to both groups the need for continuing research to increase efficiency of food production and utilization and to improve family living.

* * *

Godfrey Show Tops Trendex Listing

TOP TEN sponsored network television shows, based on Jan. 2-8 interviews, were listed by Trendex Inc. last week as follows:

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>NUMBER OF HOMES</th>
<th>PERCENT OF TOTAL TELEVISION HOMES</th>
<th>NUMBER OF HOMES IN PROGRAM STATION AREAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Godfrey's Talent Scouts</td>
<td>77,200,000</td>
<td>32.7</td>
<td>26,800,000</td>
</tr>
<tr>
<td>2</td>
<td>Your Show of Shows</td>
<td>69,012,000</td>
<td>30.5</td>
<td>18,012,000</td>
</tr>
<tr>
<td>3</td>
<td>Godfrey's Friends</td>
<td>62,000,000</td>
<td>26.2</td>
<td>13,000,000</td>
</tr>
<tr>
<td>4</td>
<td>Texaco Star Theatre (NBC)</td>
<td>59,900,000</td>
<td>25.7</td>
<td>12,900,000</td>
</tr>
<tr>
<td>5</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>58,916,000</td>
<td>24.8</td>
<td>12,893,000</td>
</tr>
<tr>
<td>6</td>
<td>Your Show of Shows (Participating)</td>
<td>56,724,000</td>
<td>22.4</td>
<td>11,624,000</td>
</tr>
<tr>
<td>7</td>
<td>Fireside Theatre (NBC)</td>
<td>56,724,000</td>
<td>22.4</td>
<td>11,624,000</td>
</tr>
<tr>
<td>8</td>
<td>Manna (CBS)</td>
<td>53,576,000</td>
<td>21.9</td>
<td>10,712,000</td>
</tr>
<tr>
<td>9</td>
<td>Big Town (CBS)</td>
<td>52,250,000</td>
<td>21.5</td>
<td>9,450,000</td>
</tr>
<tr>
<td>10</td>
<td>Goodyear Playhouse (NBC)</td>
<td>47,924,000</td>
<td>19.5</td>
<td>8,214,000</td>
</tr>
</tbody>
</table>

* * *

Berle, Skelton Lead Nielsen December Report

MILTON BERLE and Texaco Star Theatre again led the national Nielsen ratings for the top 10 video programs for the two weeks ending Dec. 22, 1951. Red Skelton was a close second. Nielsen listing follows:

<table>
<thead>
<tr>
<th>RANK</th>
<th>PROGRAM</th>
<th>NUMBER OF HOMES</th>
<th>PERCENT OF TOTAL TELEVISION HOMES</th>
<th>NUMBER OF HOMES IN PROGRAM STATION AREAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Texaco Star Theatre (NBC)</td>
<td>83,200,000</td>
<td>32.7</td>
<td>32,200,000</td>
</tr>
<tr>
<td>2</td>
<td>Red Skelton (NBC)</td>
<td>81,712,000</td>
<td>32.2</td>
<td>31,712,000</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey's Sowats</td>
<td>56,724,000</td>
<td>21.9</td>
<td>10,712,000</td>
</tr>
<tr>
<td>4</td>
<td>Jack Benny Show (CBS)</td>
<td>55,272,000</td>
<td>21.5</td>
<td>10,554,000</td>
</tr>
<tr>
<td>5</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>55,272,000</td>
<td>21.5</td>
<td>10,554,000</td>
</tr>
<tr>
<td>6</td>
<td>Your Show of Shows (Participating)</td>
<td>54,144,000</td>
<td>20.8</td>
<td>9,214,000</td>
</tr>
<tr>
<td>7</td>
<td>Fireside Theatre (NBC)</td>
<td>54,144,000</td>
<td>20.8</td>
<td>9,214,000</td>
</tr>
<tr>
<td>8</td>
<td>Manna (CBS)</td>
<td>50,968,000</td>
<td>19.6</td>
<td>8,128,000</td>
</tr>
<tr>
<td>9</td>
<td>Goodyear Playhouse (NBC)</td>
<td>49,776,000</td>
<td>19.2</td>
<td>7,896,000</td>
</tr>
<tr>
<td>10</td>
<td>Your Life (NBC)</td>
<td>49,776,000</td>
<td>19.2</td>
<td>7,896,000</td>
</tr>
</tbody>
</table>

WBBS-TV New York will televise series of educational programs weekly commencing Feb. 3 and titled It's Your Worth Knowing. The shows, intended primarily for adult audience, will be produced in cooperation with National Education Assn. Subject of first four broadcasts will be individual's relationship to his community.

Weekly Television Summary—January 21, 1952—Teletcasting 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>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOAS 12</td>
<td>5,000,000</td>
<td>Atlanta</td>
<td>WAGA 12, WSB 12, WTV 7</td>
<td>6,000,000</td>
</tr>
<tr>
<td>Ames</td>
<td>WOIT 12</td>
<td>4,500,000</td>
<td>Baltimore</td>
<td>WABA 12, WBAU 12, WAM 12</td>
<td>5,000,000</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WSB 12</td>
<td>4,000,000</td>
<td>Bloomington</td>
<td>WTV 12</td>
<td>3,000,000</td>
</tr>
<tr>
<td>Boulder</td>
<td>WTVN 12</td>
<td>3,500,000</td>
<td>Boston</td>
<td>WTVN 12</td>
<td>2,900,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WENY 12</td>
<td>3,000,000</td>
<td>Buffalo</td>
<td>WKB 12</td>
<td>2,700,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WSTV 12, WXEL 10</td>
<td>3,000,000</td>
<td>Houston</td>
<td>WTV 12</td>
<td>2,300,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>WAVE 12</td>
<td>2,500,000</td>
<td>Houston</td>
<td>WTV 12</td>
<td>2,200,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>WFAA 12</td>
<td>2,300,000</td>
<td>Jacksonville</td>
<td>WTV 12</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Denver</td>
<td>KTLO 12</td>
<td>2,000,000</td>
<td>Kansas City</td>
<td>KELO 12</td>
<td>1,900,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK 12</td>
<td>1,800,000</td>
<td>Kentuckiana</td>
<td>KSTV 12</td>
<td>1,500,000</td>
</tr>
<tr>
<td>Dayton</td>
<td>WHIO 12</td>
<td>1,500,000</td>
<td>Lexington</td>
<td>WTV 12</td>
<td>1,200,000</td>
</tr>
<tr>
<td>City Outlets</td>
<td>KLOA 12</td>
<td>1,200,000</td>
<td>Louisville</td>
<td>WAVE 1, WNAS 1</td>
<td>1,800,000</td>
</tr>
<tr>
<td>City Outlets</td>
<td>KELO 12</td>
<td>1,200,000</td>
<td>Louisville</td>
<td>WAVE 1, WNAS 1</td>
<td>1,800,000</td>
</tr>
</tbody>
</table>

* * *

Big Rural Audience Found in Survey (Report 199)

XBBS-TV New York will televise series of educational programs weekly commencing Feb. 3 and titled It's Your Worth Knowing. The shows, intended primarily for adult audience, will be produced in cooperation with National Education Assn. Subject of first four broadcasts will be individual's relationship to his community.

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and Nielsen. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

YWMB-TV

Channel 6

"First in Indiana"
EXCLUSIVE
The only films of the final plunge of the Flying Enterprise—including the rescue tug crew's last tribute to the stricken ship—two days ahead of any other motion pictures taken on the scene.

FIRST
First on the spot—with four cameramen—where the Northeast Airlines plane crashed into the shallow waters off LaGuardia Field. First on the air with pictures and sound interviews with survivors.

UNITED PRESS MOVIE TONE NEWS
Two big news stories break. The scenes are widely different—the whole Atlantic between them. But first coverage and most comprehensive coverage are the same—by United Press Movietone News.

United Press
THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS
Color Equipment
(Continued from page 68)

within the next month. Eidosoph is a theatre TV system designed to project color on any size screen (either live or on film) via the CBS method.

Attorneys for MPAA and TOA (as well as other parties interested in the 20th Century-Fox-Eidosoph-CBS unit) have recommended that the associations request an amendment to the order or outright revocation if, in their opinion, it would not help conserve materials. As presently constituted, MPAA and TOA were advised over the weekend, that the regulation does not serve the purpose for which it was promulgated. A formal protest has been prepared, awaiting its approval, it was indicated, despite the scheduling of the NPA-industry conference.

Engineers working with the Eidosoph system have assured 20th Century-Fox that production of the unit would consume relatively "insignificant" quantities of material, compared to those required for monochrome output. Black-and-white theatre TV is not prohibited.

Some authorities claim that any savings of materials which might result would contribute little to the defense production effort.

MPAA and TOA are carrying the ball for 20th Century-Fox, which deferred to the association before taking individual action, and for the National Exhibitors Theatre Television Committee and smaller motion picture exhibitors.

J. A. Milling, who succeeds Mr. Morris in the twin DPA-NPA electronics posts Feb. 1 (BW, Jan. 14), also is expected to be present at the NPA-industry conference.


EDUCATIONAL TV
Chain of N. Y. Stations Seen

A CHAIN of educational TV stations that will reach 97% of the people in New York State was seen last week by Dr. Lewis A. Wilson, State Commission of Education, who predicted the educational network when the FCC approved a State Board of Regents' applications for 11 TV outlets.

Art galleries, museums, libraries, and zoos of the metropolitan area would be made available to small communities, he said, while "the feeling of space, great forests, and the orchards" of upstate New York could be brought into urban living rooms.

Also addressing some 200 persons at the Eighth Annual Institute of Visual Arts held last weekend in New York, Dr. Irene F. Cypher, assistant professor of education at New York U., admitted that educators had failed to use radio as effectively as they could have, and warned that they not repeat the error with television. Two of the main problems in educational television, she said, were wooing budgetmakers who cannot understand the need for new materials and for reforming the teachers who still instruct classes in the way she, as a child, was taught.

November Gross
(Continued from page 61)

stood second to P & G in the radio top 10, too.

Individual advertisers who were top spenders for TV network time in their respective product groups in November are listed in Table II (page 61). Table III shows the increased time purchases of all advertisers in each class for November and January-November, 1951 and 1950. It should be noted that direct dollar comparisons between the two years are not possible as the 1950 totals do not include time sales of the DuMont Television Network.

Food Advertising First

Product group analysis shows food advertising accountable for more TV network time purchases than any other group during November, with toiletries ranking second, smoking materials third, soap and cleansers fourth, automotive fifth and, to include all groups spending more than a million dollars, household equipment sixth. Four of these six classes, it is interesting to note, spent more for TV network time than for radio network time during the month.

These were toiletries, tobacco, automotive and household equipment.
20° BELOW ZERO!
Climate does not cripple
THE MAURER 16MM.

This remarkable photo shows the Maurer 16mm. Professional Camera shooting a scene at twenty degrees below zero...one hundred and fifty feet down in a marble quarry!

But that Maurer is getting perfect pictures...it was designed not to "freeze up." The Maurer 16's dependability under all conditions is only one of many reasons why the nation's top professionals choose this fine camera for all phases of professional motion picture production.

Hair-line accuracy...precise high-power focusing...the 235° dissolving shutter...and many special exclusive features all add up to finer motion pictures with the Maurer 16mm. Top results mean economical results too!

Write us for more information about how the Maurer 16mm. can answer your motion picture production problems.

maurer
means finer motion pictures!

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California
TV SPOTS REAP TOPS
Flamingo Sales Soar After Premium Offer

OVER 400,000 tops from Flamingo frozen orange juice cans were mailed in response to a premium offer made by Leigh Foods Inc., New York, during a sales campaign of two months.

The offer—a wall-type can opener—was carried in four markets and plugged principally by minute video spots, with additional radio spots and point-of-sale material.

Listeners were asked to send in 30 Flamingo can tops, plus 25 cents for mailing and handling. Markets covered were Chicago, Detroit, Oklahoma and New York.

"The results were most gratifying," Douglas Leigh, food firm president, said, "especially in view of the number of can tops a housewife was required to save. In the important New York market, for instance, the premium boosted sales by 75%.

Special Purpose Films of New York made the TV commercial, which was carried 18 times a week, over WCBS-TV New York.

In addition to the increase in sales, Mr. Leigh explained, the Swing-A-Way (can opener) opened many new accounts for Flamingo.

Mr. Leigh said that Leigh Foods plans to make the same offer in other markets if the Swing-A-Way company under new government restrictions can obtain sufficient materials for production.

SERVICE STANDARDS
High Quality Urged by Create

ESTABLISHMENT of highest professional standards throughout the television servicing industry was urged by Daniel R. Create, RCA service vice president and counsel, in a talk before the Allied Technicians Assn. in West Collingswood, N. J.

Mr. Create said that insistence on the highest possible service standards is doubly important now in view of the projected lifting of the freeze on TV stations and the expected advent of commercial telecasting in ultra-high frequencies.

PUPPY CONTEST
on WOC-TV

PULLS OVER 800 ENTRIES EACH WEEK WITH ONE MINUTE COMMERCIAL
WOC-TV Produced Programs Prove They Pull!

Local candy bar manufacturer ran a weekly Name-the-Pup contest on Cowboy Ken's kiddie participation shows. During the 60 second sales talk, Ken showed youngsters a live cocker pup given each week for the best name submitted...each entry accompanied by a candy bar wrapper. Results from the one minute commercial on Ken's three shows a week—804 candy bar wrappers the second week and 837 the third week...5 week total—4064. Ken's still giving away puppies—and the candy bar wrappers are STILL COMING IN.

WOC-TV sells...to youngsters or adults. Let WOC-TV build your sales in the rich Quint City area. Contact your nearest F & P office...or write directly to us.

Free & Peters, Inc.
Exclusive National Representatives

The Quint Cities
Col. B. J. Polner, President
Ernest C. Bondjes, Resident Manager
Davenport, Iowa

SCENET

THE KUKLA SHOW

"Kukla" Honored

BURR TILLSTROM's award-winning Kukla, Fran and Ollie has another award as Look magazine commended it as the best in children's video programming. Mr. Tillstrom and his Kuklapolitan Players originated their NBC five-week strip in New York, rather than Chicago, in order to receive the presentation during an NBC-TV Kate Smith Evening Hour telecast.
the whole will be highly competitive and salesmanship may mean the difference between profit and loss for the dealer; (4) military production of radio and electronics equipment will be much higher than in 1951 but will not halt the manufacture of sets.

Set demand will not be affected much by the end of the freeze, Mr. McDaniel said, adding “it seems doubtful if more than a handful of new TV stations will take the air before the end of the year.” New stations in metropolitan areas, where competition over channel allocations is intense, will probably not go on the air until 1953 “or later.”

He concurred with Dr. DuMont’s assertion that UHF stations will probably be authorized before VHF outlets and suggested that there will be no sales problem in newly opened TV areas because combination UHF-VHF sets can be sold from the outset with no problem of convertibility.

TV Assists in Politics

Television “will really hit its stride as a factor of the utmost importance for assisting the American people in the intelligent exercise of their hard won privilege of participating in democratic government” during the political convention telecasts next summer. Political candidates, he said, “know that for both psychological and technical reasons the television viewer is much quicker than the radio listener or the movie goer to detect falsity, pretense and bombast.”

The keynote address was given Monday by Mort Farr, president of NARDA, who described happenings within the industry during 1951 as “fuzzy, tentative, inconclusive—a treacherous and trepidmillish 12 months.”

Most appliance dealers last year vacillated between threats of shortages and talk of over-production, Mr. Farr said, and “for all our efforts we just about broke even.” The appliance business in ’51 was a stalemate, he noted.

The three-day meeting started Sunday at the Conrad Hilton Hotel.

HAWAIIAN CHANNELS

Only Two Comments Filed

AT DEADLINE for filing comments on the FCC’s proposed change of allocation of TV Channels 5 and 6 (76-88 mc) and FM Channels 251-300 (98-108 mc) to common carrier inter-island communications [F.T.C., Dec. 3, 1961], only two comments had been received by the Commission.

The comments, both opposing the proposed change, are from NARTB Washington, and jointly from KULA and KIKI in Hawaii. The Hawaiian stations said they felt the Commission should not make a final allocation of VHF television channels in Hawaii until the television needs of the islands are crystallized.

NARTB-TV said that in the present television allocations, the 76-88 mc frequencies are reserved for broadcast use in both the U.S. and its dependencies; frequencies now occupied by common carriers were allocated following extensive hearings in 1944 and 1945 at which the majority of witnesses testified in favor of the frequencies finally allocated; that, pending the outcome of the freeze, no final determination as to the use of Hawaiian channels can be made.

UHF ‘Proven Art’

(Continued from page 64)

School TV Issue

(Continued from page 64)

as we can’t get enough of them and have to repeat those we have.” He would pay “a reasonable fee.”

Mr. Schramm explained there is no provision for TV in the current budget except for $16,000 planned for salaries when the staff is hired. The university, which operates on a $40 million yearly budget, owns a GE transmitter (a gift) and recently purchased an FM-TV tower from WTMJ Milwaukee for about $75,000. The tower will be used for a new 50 kw FM station which is being built. TV-FM transmission site is at nearby Monticello. School also operates an AM station, WILL.

WAAM (TV) FUNDS

To Aid Johns Hopkins U.

A GRANT of $10,000 by WAAM (TV) Baltimore to Johns Hopkins U. for extension of TV activities at the university and further development of its Johns Hopkins Science Review, has been announced by University President Detlev W. Bronk.

Ben Cohen, WAAM president, said Johns Hopkins “has pioneered in the use of television as an educational medium,” that it has “definite plans for the future, which we believe will be of great value, and it is our pleasure to have a part in this worthwhile development.”

Chris J. Witting, director and general manager of the DuMont TV Network, which carries the Science Review from origination in the WAAM studios, said: “WAAM and the Johns Hopkins U., working together so sympathetically, have done much to advance educational television. Their program already is the production of great merit whose many awards indicate that it is in the very forefront of its field, and we at DuMont have no doubt that this grant will enable the University experts to translate their ideas into action and thus keep the program in its position of leadership.”

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**Program Costs**

CURTAIN was drawn back a little on TV station expenses when DuMont introduced an analysis of program department costs for its three owned and operated stations. Document was introduced during last week's FCC Paramount hearings (see main story page 25).

Program department expenses detailed at New York flagship WABD (TV) from 1949 to 1950, report showed. In 1949, WABD's program expenses were $723,800; in 1950 they were $1,422,997.

Expenses of same department for WTTG (TV) Washington went from $120,347 in 1949 to $132,476 in 1950. For WDTV (TV) Pittsburgh the figures were $53,640 in 1949 (when station had no studio) to $114,285 in 1950.

Breakdown for each station lists costs for program department salaries and wages, talent, transcriptions and recordings, other expenses.

**Coast Baseball Policy**

THORNY subject of baseball television was bypassed last week by the Pacific Coast League directors, meeting in Los Angeles. Respective clubs are to set their own telecasting policy in 1952, it is understood. Both the Los Angeles Angels and the Hollywood Stars stated intentions of expanding their TV schedule. Angels' home games were telecast five times weekly on KLAC-TV Los Angeles, while Stars' games were on KTTV (TV) there twice weekly.

**IAFW Joins ADTFC**

MEMBERS of the Independent Associated Film Writers, only screen writers' organization on the East Coast, announced Wednesday its affiliation with the Assn. of Documentary and Television Film Cameramen, New York, local film section of National Assn. of Broadcast Engineers and Technicians (CIIO). **ARTICLE**

**PIPEDLINE**

Sprouting in Northwest

AS A RESULT of a special ordinance enacted by the Seattle City Council, two firms will begin installation Jan. 26 of coaxial cables to bring better television reception to viewers in the Seattle area.

Firms are Master Television Antenna Systems, owned by L. M. Kelley, manager of the Business Exchange, and Helert Electronics Inc., affiliated with Helert Electric Co. Mr. Kelley told BROADCASTING that there are now 1,987 television sets in the Seattle area getting poor reception and estimated that in 25 years the number would rise to 6,500. At the present time, the sole Pacific Northwest video outlet is KING-TV Seattle, with transmitter on Queen Anne Hill.

Fees authorized by the City Council are $100 for installation and $4 a month for the coaxial service. The ordinance requiring that the licensed companies pay a 4% tax on gross revenues although the tax on the installation cost is to be waived for the first five years. Mr. Kelley indicated the first installation, serving some 40 homes in one area, would be functioning by Feb. 1.

Meanwhile, in Astoria, Ore., the local city council also has authorized installation of the coaxial network system to pick up KING-TV telecasts. The Astoria licensee is L. E. Parsons.

**LA STATE ELECTION**

WDSU-TV Airs Returns

COVERAGE of the Louisiana State elections held Jan. 15, was aired by WDSU-TV New Orleans. Beginning at 8 p.m., the station presented a five minute summary of election returns between every scheduled program.

Mel Leavitt, station's special events director, used four blackboards to present a tabulation of election returns. The candidate's vote, Tank Gillerson, news reporter, analyzed voting trends according to specific districts from the news room at WDSU-TV.

**ATTENTION ADVERTISING AGENCIES**

Are you in the market for a home audience participation program with proven public appeal? .

Now available for television

**Hollywood Community Sing**

35 years a popular Hollywood attraction with the talented

**HUGO KIRCHHOFF**

*directing*

For complete information, write or telephone

**GUS INGLIS**

400 So. Keystone Street

Burbank, California

8-9192

**film report**

Hurrell Productions, Burbank, Calif., and subsidiary Walt Disney Productions, is exploring possibilities of producing serialized TV film dramatics and comedies. It was indicated by Roy O. Disney, president of parent organization in company's annual report. Firm for past year has been making TV film production spots on a small-scale production.

"It is still too early, however, to attempt an evaluation of our progress or to predict our future in this new and highly competitive field," he said. Walt Disney Productions has no intention of releasing any of its library of features and shorts to television, it was stated.

William F. Brody Productions Inc., Hollywood, starts new TV film department. Construction is being made by 1/2-hour films will be based on late Dr. Frederic Loomis book. Series, written by Sam Roeca, will deal with human relations and interest, as seen by a doctor from across his desk. Wesley Barry to produce and Frank McDonald direct, with shooting at Brodo's Sunset Studios.

Scheduled for March shooting is Phantom Pirate, TV film series of 26 half-hour episodes dealing with seafaring Robin Hood. Wesley Barry and Frank McDonald to direct.

Brodo Corp., whose studios in Hollywood house Brody Productions, has leased 110 acres at Big Bear, Calif., which include five-acre Cedar Lake and complete Northwest Territory village settlement. Big Bear property, now owned by National Bank of Tulare, is currently used by Brody Productions for TV film series, Trail Blazers.

**Sales**

**Braun Baking Co.**

Pittsburgh, through Ketchum, MacLeod and Grove, is sponsoring Old American Barn Dance, produced by Kling-United, Chicago, on WDTV Pittsburgh for 28 weeks. . First National Bank of Tulare, has bought Royal Playhouse, produced by Bing Crosby Enterprises and sold by United Television Programs, for 26 weeks on KOTV Tulsa. Fourth Street Assn., Cincinnati, has purchased Fashion Previews with UTP for 13 weeks on WCPO-TV Cincinnati. . Harris-Tuchman Productions, Hollywood, produced three 20-second and one 55-second film commercial for Mrs. Karl's Bread, Milwaukee. Contract through Dan B. Miner Co., Los Angeles agency.

Snader Telescriptions Corp., Beverly Hills, has opened department for production of TV film commercials, temporarily supervised by Louis D. Snader, president. Manager to be named at later date.

**People**

Herbert Wixon, head of his own radio-television package sales organization, told Jerry Fairbanks Productions, Hollywood, that West Coast sales manager. He was one assistant manager and general sales manager KMPC Hollywood.

Margaret Buell Wilder, story editor Pulitzer Prize Playhouse and television and motion picture writer, signed by Frank Wish Productions as story editor for Fireside Theatre, TV film series.

Kenneth G. Manuel, television and talent director, D.P. Brother & Co., Detroit, in Hollywood to supervise filming six spot announcements for Oldsmobile Division at Jerry Fairbanks Productions.

Jean Ruth and Bill Lechner, contract players Jerry Fairbanks Productions, Hollywood, made personal appearances in San Francisco last week for west coast premiere The Lady and the Rocket, TV commercial film, made for Oldsmobile Division of General Motors.

Harry McManus, executive producer Fireman, used productions, Hollywood, will address Jacksonville (Fla.) Advertising Club, Feb. 23, and Miami (Fla.) Advertising Club, Feb. 28, on "Blending Techniques in TV Commercials."
NEW TV FIRSTS . . . Hollywood features with well known stars are now available, CAGED FURY; FEAR IN THE NIGHT; SHAGGY; TAKE IT BIG; SWAMP FIRE; TORNADO; WRECKING CREW; WILDCAT; FOLLOW THAT WOMAN. Other available features are MAN IN BLACK; ROOM TO LET; WHAT THE BUTLER SAW; CONGORILLA; BORNEO; BABOONA; I MARRIED ADVENTURE.

SCREEN GEMS, INC.
729 SEVENTH AVENUE
NEW YORK 19, N.Y.
CIRCLE 2-3044
WILL BALTIN, NATL. SALES MGR.

HOLLYWOOD NEWSREEL: A weekly 15-minute syndicated film program produced in Hollywood, the entertainment capital of the nation, especially for TV. Each issue features behind-the-scenes activities of top star personalities of movies, radio, and television. No other program on the air can offer so many names for so little money!

EXPLORERS PICTURES
121 W. 45th STREET
NEW YORK 19, N.Y.
LUXEMBOURG 2-4870
JULES B. WEILL, PRES.

TV DISC JOCKEY TOONS: A series of films made especially to synchronize with popular and standard phonograph recordings. The perfect solution to TV's most intriguing problem, "How to convert radio's disc jockey to TV?" Preliminary runs have been successful in 22 of the nation's markets. Designed as a library service to TV stations.

THE BIG GAME HUNT . . . HAS SCORED TREMENDOUS RATING IN LOS ANGELES MARKET BEING SHOWN WEDNESDAYS 7:30 to 8:00 P.M. A Package of twenty-six half-hour subjects featuring the thrilling jungle adventures of Osa Johnson, aimed to appeal to every member of the family, this series hits its mark.

PARTNERS IN TIME—another of the 6 BIG FEATURES in our success-tested LUM 'N' ABNER serial! 17 years of radio laughs means your TV audience is ready to roar! Beautiful Pam- elia Blake is both Lum and Abner's sweetheart . . . forty years ago, in a riotous film that goes back through time to solve a real problem, then brings suspense and laughter right up to date.

For more information please write direct to the distributors.

BROADCASTING • Telescreening
January 21, 1952 • Page 73
Senators Vote TV Confidence
(Continued from page 68)

gear and throw powerful floodlights and spots full into the faces of hearing participants.

Not a witness, official or spectator wore glasses last week. The reheat was encountered with only one TV camera. The other camera was mounted on a table in the back of the room. Radio and TV portable monitoring equipment was placed at one side of the chamber.

Sen. Matthew M. Neely (D-Wyo.), subcommittee chairman, said TV coverage can help investigators and serve the public interest. "Television did not interfere in any way with the hearing," he told BROADCASTING • TELECASTING. "It is one of the most salutory and powerful deterrents of crime that has been invented."

Another member of the investigating group, Sen. Herman Welker (R-Idaho), said he had voted against televising the hearing when the subcommittee was discussing procedure early this month. At that time the vote was 3-2.

After watching TV's role in the hearing room all week, he said, "Television certainly doesn't make much noise. I forget all about the cameras when testimony begins and there aren't any bright lights."

On the other hand, Sen. Welker said microphones and cameras might raise subconscious fears in a witness but felt this was a matter for judicial decision. "If the courts say O.K., then it's all right with me. There's definitely a legal question," Sen. Welker added that TV occasionally made him nervous.

Charles E. Ford, counsel for Robert J. Barrett, retired Washington police chief, and for Emmett Warring, reputed gambler, was asked why Mr. Barrett objected to televising at broadcasting and at Monday's opening hearing whereas Mr. Warring's full testimony was telecast and broadcast.

"They took the lights away from us," Mr. Ford told BROADCASTING • TELECASTING in explanation. At the Monday hearing a Kleig light was turned into the faces of Messrs. Barrett and Ford. This light was said to have been operated by a TV newsreel photographer. When the committee voted against televising the Barrett testimony, the operator left and no further effort was made to film the proceedings.

The soft, indirect lighting used by WMAL-TV did not interfere with the hearing and was not objectionable to himself or to Mr. Warring, the attorney said. "To throw a light into the face of any one is interference," he said. "The role of newsmen and the noise they make could be destructive to many people. The witness should not be interfered with while questions are being asked and he should be allowed the excitement of generating cameras and the 'third-degree' lights."

"This witness (Warring) was not bothered by the broadcasting microphones in the camera," Mr. Ford said he was confining his views to the actual time a witness is on the stand. He added that he had no experience with TV at Washington last summer. Mr. Ford was asked by J. Joseph Donohue, member of the D. C. Board of Commissioners. At that time he countered charges of Barrett and associates, saying he would vote for a Congressional investigation. The Senate Rules Committee allotted $80,000 for the probe.

At the opening of hearings last Monday, Mr. Barrett and his attorney took a look at the lone TV newsreel Kleig and filed objection to both TV and radio coverage. The committee took them up and agreed to bar both media, along with still photographers.

Quick Protests Lodged

WWDC and WOL - Liberty presented a protest to the committee and were followed by Radio Correspondents' Assn. Ward F. Shadel, chairman of the association's executive committee. He protested to Sen. Lester C. Hunt (D-Wyo.), claiming the action was discriminatory and wholly unjustified so long as other news media were permitted. Hollis M. Seavey, president-elect of the association, protested to Sen. Welker.

"The district of Columbia Bar Assn. decided last week to investigate Congressional investigations, including legal aspects of televising hearings. The association is interested in safeguarding individual rights, said Leonard P. Walsh, president.

"Big Town" to Film

LEVER Brothers (Ringo and Spy) through its agency, Ruthrauff & Ryan, New York, will film its CBS-TV series, Big Town, effective early in spring in Hollywood. The first 13 shows will be filmed in the midst of live program so that it can pack approximately six minutes of action into the format and also be able to use outdoor scenes. It will cost over $300,000 just to produce and much money to film the show as to produce it live, spokesmen said, but the films will be a permanent property and may be used later.

BROADCASTING • TELECASTING
FAIRBANKS SALES
Cattell Heads New Unit

With official films having relinquished all sales distribution rights to its TV productions, Jerry Fairbanks Productions, Hollywood, is setting up its own national sales division under Ralph Cattell, vice president and general sales manager. New division also will distribute TV programs produced by other companies, it was said.

Official Films, which has been sales agency for a number of Fairbanks TV films since split of the two corporations last year, is returning all productions in accordance with agreement reached between the Hollywood producer and William Goodheart, president of Official. Move is a complete severance between OF and Fairbanks.

Modern Talking Pictures, one of the largest distributing agencies in the commercial film field, through its 29 exchanges, will handle print shipment and inspection for the Fairbanks sales division.

Eight TV packages are being made available now through the new sales division and include 13 Jackson and Jill, half hour comedies; 26 Going Places With Uncle George; 28 Television Closes; 15 Crusader Rabbit, five minute animation shows; 13 Hollywood Half-Hour, dramatic series; 52 American Legion Wrestling, 60-minute films; 28 Paradise Island, musicals; and 28 Public Prosecutor.

Catholic Tribute to TV

Television industry deserves a vote of confidence for its "prudence" in presenting programs fit for family consumption, the Rev. Edith Brodwick, director of radio and television for the Roman Catholic Archdiocese of New York, said Jan. 13, in a sermon at St. Patrick's Cathedral. He cited television as differing from some other industries—such as "magazines in the sewer-stream culture series"—which he called unfit for children of the American home.

The drama now being re-edited as 15 minute programs.

Firm's newly opened branches in key cities will be used as nucleus for the sales division with expansion to cover 18 areas. Branch offices are currently in New York, Chicago, Cleveland and Detroit.

ABC-TV EXPANDS

Adds West Side N. Y. Space

ABC television facilities on New York's West Side will be increased by the addition of two new studios, scheduled to be put into service Feb. 15 as originating points for such programs as Tales of Tomorrow and Space Cadet.

Adjacent to the present ABC-TV Television Center facilities at 7 West 66th St., the new studios are located in the building leased from ABC by WOR-TV New York until the latter station completed its own television square a block away [B&B, Jan. 14, 7].

Extensive alterations and improvements have been in progress for several weeks since the space was returned to ABC. Overall floor plan has been divided into two separate studio areas, to be known as TV 2 and TV 3, with each measuring 100 ft. by 50 ft. New equipment has also been installed, one feature of which is "Clancy" rigging, a cable counterweight system which allows one stage hand to fly an entire set without help.

Besides TV 2 and TV 3, ABC-TV has six other studios in its Television Center plus facilities in five other New York theatre sites.

Mystery Award

For the first time, Mystery Writers of America will award an "Edgar" statue to Edgar Allan Poe, to best television mystery program of year at annual MWA dinner April 21. Previously, awards have been given for best radio mystery program, mystery novel, mystery movie and to the short story author, true crime writer and critic who have notably contributed to mystery field. Special committee will nominate six video mystery shows—from some 25 on air—for final vote by MWA's 850 members.

WTIC'S TV PLANS

RCA Equipment Received

Shipment of RCA television equipment has been received by the Travelers Broadcasting Service Corp. (WTIC-AM-FM Hartford, Conn.), applicant for a TV station in that city, Paul W. Morency, WTIC vice president and general manager, announced Jan. 9.

Morency made plain that reception of the equipment did not per se bring TV closer to Hartford and that a local video outlet still appeared from 18 months to two years away. The equipment, he added, consists of cameras, monitors, lighting and amplifiers, and will be used to train personnel "so that when TV finally does come to Hartford, experienced people will be ready to handle it." WTIC-TV would operate on Ch. 10 (192-198 Mc) with 11.65 kw aural, 15 kw visual. Mr. Morency acknowledged the possibility, however, that the priorities for equipment had been negotiated and that the Travelers' TV outlet could be on the air within six or eight months after a "go-ahead" from the FCC.

Equipment was ordered in September 1947 and would be housed in the present transmitter building on Talcott Mountain in Avon. If necessary, the antenna tower now used by WTIC-FM will be converted for TV, Mr. Morency said.

SPEECH AID

WDTV(TV) Helps Girl

The prowess of television has chalked up another good deed on its growing list. WDTV(TV), Pittsburgh received a letter of grateful mother, thanking Milti Steiner, station personality, for teaching her five-year-old daughter to speak.

The tiny lass, Clair Povzavnik, was born with a cleft palate, but through speech therapy, but due to her heavy medical schedule she found little time for it.

It was during her convalescence that she discovered Miss Steiner's show, whose specialty is pantomime entertainment. Day by day little Clair sat in front of the family TV set and watched Miss Steiner's lip movement and listened to the recorded sound.

Today Clair speaks perfectly. Specialists were mystified when they tested and evaluated Clair and have decided that she needs no speech therapy at all. Mrs. Povzavnik believes that without Miss Steiner's help, and everyone connected with the show, Clair would still be unable to speak today.

More than one million pieces of mail have been received by Down You Go, Down network, giving Clair a standing ovation at WGN-TV Chicago, since the show took the air last May.

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FEDERAL grand jury in the District of Columbia last week indicted consulting radio engineer Robert L. Easley on four counts of using the mails to defraud.

Mr. Easley previously has been named or involved in law suits filed by WHAR Clarksburg, WVA; WILU Lenior City, Tenn.; WNOO Orangeburg, S. C., and WNOK Columbia, S. C. [B.T., Nov. 27, 6; July 17; May 1, 1960].

Indictment in U. S. District Court in the District of Columbia charged that Mr. Easley had falsely represented himself and firms which he controlled by contending:
1. That he was a legally registered radio consulting engineer.
2. That he could buy equipment economically.
3. That his staff has successfully served over 200 clients.
4. That he offered complete service to stations—engineering, management, advertising and program consultation.

Based on Letter

Counts of the indictment were based on two letters sent in 1950 by Mr. Easley to Dallam R. Jackson of the Hawkinsville, Ga., Lions Club and to H. N. Lee of the Opp, Ala., Chamber of Commerce. Mr. Jackson is associated with Tri-County Broadcasting Co., applying for 500 w daytime on 610 kc in Hawkinsville, and recently asked the FCC to revise its processing line procedures in order to expedite grants to communities without local radio service [B.T., Nov. 12, 1961]. Mr. Lee is one of the stockholders of Opp Broadcasting Co., applying for 1 kw day on 860 kc in that city.

In the one letter to Mr. Jackson, Mr. Easley stated that his firm—he has operated under his own name and been identified with the firms of Mason & Dixon Engineers, Broadcast Engineers, Dixie Engineering Co.—offered in addition to engineering the following additional services: Revenue analysis, budgets, organization, and engineering.

In a letter to Mr. Lee, Mr. Easley stated that a $500 fee would ensure his firm to start proceedings for a grant of a radio station and that an investment of $6,000 would see the successful granting of the application. The letter also stated that the station could probably go on the air for another $40,000 for a total of $40,400.

Initial letters to both men were form letters without salutation. They declared that frequencies were available in the community and that radio stations were a good investment, returning anything from 30% a year on capital invested.” The initial form letter suggested that if the recipient was not interested he “pass it along” to someone who might be.

It is understood that Mr. Easley not only circulated individual and organizations in small communities, but also placed advertisements soliciting business in small town newspapers.
ABC NAME SUIT

ABC legal authorities were hopeful last week that a hearing may be held soon in the network's litigation with Edward F. Lovett over rights to the name "American Broadcasting Company." The case has been in the U. S. District Court in San Francisco since Feb. 21, 1949, when the ABC network filed for an injunction to keep Mr. Lovett from using the name. Mr. Lovett came back later with a counterclaim seeking $250,000 from the network.

Mr. Lovett says he registered the name American Broadcasting Company in 1935 and has used it in connection with his "broadcasting and advertising business" for "nearly 20 years." He says his "principal place of business" is in San Francisco, Berkeley and Oakland.

ABC network, on the other hand, contends Mr. Lovett used the name only to a limited extent, and that it had no way of knowing about his use of the alleged name at the time the network changed names.

Mr. Lovett moved to Hollywood from San Francisco several months ago and organized a number of promotions. In circulars and other promotional material he lists his organization as "American Broadcasting Co., Hollywood." Among his Hollywood promotions is an organization he calls USA, Inc., for which he has filed articles of incorporation with the California authorities. In San Francisco he was a free lance advertising and promotion man and used a wide variety of names including The American Educational Fellowship Inc., United Sports Inc. and others.

Mr. Lovett meanwhile has been sending circulars to educators, broadcasters and presumably others with short questionnaires asking whether there should be a "clean-up" in radio, television and movies, and, if so, what form the respond-

Network Helpful Of Hearing Soon

Questions posed in the questionnaire, which are accompanied by a report on Mr. Lovett's side of the dispute with ABC network, include the following:

Should there be a "clean-up" in radio, TV and movies?

If a long range, thoroughly constructive campaign is undertaken, will you help rally support for it?

We believe a long range program must deal with the script writers, producers, sponsors, stars and the entire industry. Do you agree?

What are the worst evils such as portrayals of crime, sex, brutality, risque insinuations, vulgarity, immorality of stars, frauds such as rigged giveaways and framed contests, etc. . . .

Criticism, censorship and elimination of a few offensive characters and their programs is not enough. What would you do? . . . .

The questionnaire reports that "our plan and program will be mailed to all who fill out this form." Address given is "ABC, Box 2271, Hollywood 28, Calif."

82nd IN POPULATION among Sales Management's 162 Metropolitan County Areas.

If your radio campaign includes the first 100 markets according to Population—then over 234,000 Quad-Citians are among your targets.

WHBF enjoys the respect and good will of the Quad-City area—a progressive community which it has served and served for over 25 years.

Les Johnson
V.P. and Manager

Quad-Citians favorite

WHBF

63rd

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**ARK-TEX OUTLETS**

**New Group Formed in Ark.**

TEXARKANA, Ark., will be headquarters for a new radio broadcasting group to be known as The Ark-Tex Stations, it was announced last week.

Basic stations will be KCME-AM-FM Texarkana; KAMD Camden, Ark., and KWFC Hot Springs, Ark.

Ark-Tex stations will serve national and regional advertisers as well as local advertisers in Arkansas and northeast Texas.

Frank O. Myers is general manager of the group, with headquarters at KCME. A national sales representative will have offices in New York, Chicago and Dallas, officials said.

C. E. Palmer is president of KCME Inc.; W. E. Hussman is president of Camden Radio Inc., owner-operator of KAMD, KWFC and KVMA Magnolia, Ark.

KCME has pending with FCC an application for a television station.

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**SALT LAKE AD AWARDS**

**Top Entries to Be Filmed**

DETAILED showing in color film of each prize-winning entry is planned in the Salt Lake City Advertisers Club's 1952 Performance Awards contest. The films will be available to other ad clubs.

Deadline for entries is Feb. 15. Annual awards banquet will be held April 2. Executives of the Cleveland Advertising Club will judge entries. Purpose of making the films available is that through the exchange of information, it is hoped "the highest professional standards of advertising" will be encouraged.

**PHILCO LOAN**

**To Finance Defense Output**

PHILCO CORP. has arranged a $40,000,000 three-year V-loan involving credit to finance increasing defense production for advanced electronic equipment and missiles for the Army, Navy and Air Force, it was announced by Dr. Courtney Pitt, vice president of finance. Interest rate on the new credit was not disclosed.

This credit, which is guaranteed to the extent of 70% by the Navy Dept., is being extended by a nation-wide group of 18 leading banks headed by the Pennsylvania Company for Banking and Trusts. The company's production of military electronic equipment is rapidly increasing, and in the first quarter of 1952 should exceed the total for all of last year. Further increases are scheduled in succeeding months.

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**PROTECT YOURSELF, your STAFF, your CLIENTS**

from the daily hazard of

**LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY**

Airing from Editorializing, Speeches, Newsreels, old logs, Financial Comment, Mystery Pilots, GoodBY Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special tailored-to-the-risk Insurance.

**USE CAUTION — LADY DUCK IS A DESERTER!**

**IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.**

**For details, write to the Pioneer in this line.**

**EMPLOYERS REINSURANCE CORPORATION**

Insurance Exchange Bldg. — Kansas City, Mo.
NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
(Total U.S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)
REGULAR WEEK DECEMBER 2-8, 1951

NIELSEN-RATING *
Current  Programs  Rating  Homes
Rank  %
EVENING, ONE-A-WEEK (Average for All Programs) (7.3)
1  Lux Radio Theatre (CBS)  17.6
2  Jack Benny (CBS)  14.6
3  Amas 'n Andy (CBS)  14.4
4  Charlie McCarthy Show (CBS)  12.6
5  Walter Winchell (ABC)  11.7
6  Arthur Godfrey's Scouts (CBS)  11.7
7  Fibber McGee & Molly (NBC)  11.4
8  Bob Hope (CBS)  10.4
9  Mr. District Attorney (ABC)  10.4
10  Big Show, NBC  9.3

EVENING, MULTI-WEEKLY (Average for All Programs) (6.3)
1  Lux Radio Theatre (ABC)  7.4
2  Real People's Family (CBS)  6.8

WEEKDAY (Average for all Programs) (6.8)
1  Romance of Helen Trent (CBS)  8.3
2  Our Gal, Sunday (CBS)  8.3
3  Arthur Godfrey (Liggett & Meyers) (CBS)  8.1
4  Pepper Young's Family (NBC)  7.8
5  Right to Happiness (NBC)  7.0
6  Arthur Godfrey (Nabisco) (CBS)  6.9
7  Road of Life (NBC)  6.8
8  Mae Perkins (CBS)  6.8
9  Aunt Jenny (CBS)  6.8
10  Big Shots (CBS)  6.8

DAY, SATURDAY (Average for All Programs) (2.9)
1  Grand Central Station (CBS)  7.2
2  Theatre of Time (CBS)  7.2
3  It Happens Every Day (CBS)  5.8

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,900,000, the 1951 estimate of Total United States Radio Homes.

KIRO LOCATION
Plans Move to New Bldg.
KIRO Seattle has purchased a building at 1530 Queen Anne Ave. and will move studios and offices there after the former owner, Federal Old Line Life Insurance Co., vacates not later than Feb. 15.

The new location affords 12,000 sq. ft. of space, more than double KIRO's present facilities in the Cobb Bldg. The former insurance building, north and west of the center of town, was built in 1927 for the Queen Anne Community Club. In addition to office space and meeting rooms, it contains an auditorium seating 1,000.

Some remodeling of the interior will be necessary to convert the building for broadcasting use. Present plans call for the lower floor to be used for AM studios and offices, with additional offices, the auditorium and eventually television facilities slated for the upper floor.

If KIRO receives a construction permit for TV, a spokesman indicated, the station may put a transmitter in the building and the tower alongside. Another location also is being considered for the transmitter, and if selected, KIRO would microwave its programs from the Queen Anne site to the transmitter.

RRN SIGNINGS
Involve Nearly $50,000

Donald K. deNeuf, general manager of the 13-station FM network, said the new contracts mark the second full year of advertising over RRN by the railroad association and the first full year by GE. RRN, now in its third year of operation, has headquarters in Ithaca, N. Y. It covers nearly all of New York and a part of northern Pennsylvania.

IBA Meeting Set
ILLINOIS Broadcasters Assn. will elect new officers at the annual spring meeting in Springfield Feb. 22. The day-long session will be conducted at the Leland Hotel. Ray Livesey, president of WIBH AM-FM Mattoon, is retiring president.

Faust Post
DUDLEY FAUST has been appointed eastern sales manager of the CBS Radio Network, not western sales manager as incorrectly reported last week (B&T, Jan. 14).

AAA AID PLAN
Helps Small Agencies
FIRST public announcement of a plan to aid the smaller agency to function more soundly was made last week by Frederic R. Gamble, president, American Assn. of Advertising Agencies, at a meeting of the League of Advertising Agencies, New York.

More than 80 advertising agencies are receiving such assistance, Mr. Gamble said.

Under the plan, a bona fide advertising agency may file application for AAAA membership even though it does not at the time meet all the association's qualifications for membership.

These qualifications, explained Mr. Gamble, have to do with length of time in business, media recommendations or recognition, evidence, ability and scope of agency service. Without payment of dues or fees, the agency receives certain materials designed to guide it toward sound practices.

Mr. Gamble emphasized that 53% of AAAA members—141 of the 282 agencies—have annual billings below $1 million. Of the 141 smaller agencies, 23 (16%) are in New York.

ROBERT YOUNG, star of NBC radio's Father Knows Best, awarded National Safety Council's Award of Merit for highway safety campaign which urged signing of "Man-to-Man" and "Dad-to-Daughter" agreements.

What a Buy!
N
A B C
C
PROGRAMS
For "Minutes" & Chain Breaks
IN
YOUNGSTOWN, 0.
5000
WATTS
Serving America's 34th Market
WFMJ
REPRESENTATIVES
Headley-Reed Co.

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POLITICAL ADS

Tax Deductions Cited

POLITICAL advertising as an income tax deduction would be taboo under a bill that has been introduced in the House.

Rep. Robert L. Ramsay (D-W. Va.) is author of the bill (HR 8888), which was referred to the House Ways & Means Committee. The measure would amend the U.S. Code (Title 18).

Rep. Ramsay's bill would make it unlawful for a firm to deduct from gross income expenditures for advertising which refers to political parties, to candidates for public office, to a political theory or to a political issue, to a political campaign and for promotion of goodwill or with intent to defeat legislation, for lobbying and for "exploitation" for "propaganda use.

It was admitted that the Bureau of Internal Revenue would have difficulty in determining how radio and television commercials would be considered under the proposed law. Reason is that some programs, which are institutional or politically slanted, etc., have a sponsored commercial which is straight copy.

Production of new seven inch oscillograph tube, featuring a faceplate of kinescope quality and a medium long persistence screen, was announced last week by RCA Div., Camden, N. J.

The Water's Fine! (really)

A quick dip into the North Dakota pool of buying power will convince you that KFYR in this agriculturally wealthy state pays handsome dividends per advertising dollar. Ask John Blair for KFYR facts and figures.

KFYR
BISMARCK, N. DAK
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

Agency Beat
(Continued from page 11)

of Food Distribution, to Long Adv. Service, S. F., as merchandising director.

LEWIS F. NACHOD, Ben Sackheim Inc., N. Y., to Gray & Rogers, Phila., in the public relations department.

BEN SACKHEIM Inc., N. Y., elected to membership in American Assn. of Advertising Agencies.

ALBERT W. SHERER, vice president of McCann-Erickson, Chicago, elected director of Encyclopaedia Britannica and its film subsidiary.


JOHN F. W. MCCLURE, merchandising manager, Pepsodent Division, Lever Bros. Co., N. Y., to McCann-Erickson, N. Y., as senior account executive.

TERRI MANN, Compton Adv., N. Y., married to LEO RICHARD CONNELLAN, freelance writer, on Jan. 12.


ABBOTT KIMBALL Co., N. Y., announces appointment of WESTON HILL as vice president and creative director; LAWRENCE D. REEDY, administrative vice president, secretary and member of the board of directors, and GLADYS CHURCH, vice president in charge of fashion.


ROBERT OTTO & Co., N. Y., has applied to Canadian Assn. of Broadcasters for recognition as an advertising agency.

MARVIN L. GRANT, radio-TV director and account executive, Mann-Ellis Inc., N. Y., appointed vice president.

ABC Day Dramas

Newspaper Ads Set
A Three-Week Newspaper Saturation Campaign to Promote Its Daytime Drama, Traditionally a Difficult Program Type to Promote, Is Being Launched by ABC Radio Today (Monday) with 10 Advertisements a Day Scheduled in Each of Six Newspapers, Monday through Friday, for the Three-Week Period.

The Ads Will Simulate Headlines and Will Relate Directly to the Script of the Program Involved, Advertising and Promotion Manager Mitchell De Groot Explained Last Week. Beneath Each Headline, in Newspaper Story Style, a Few Lines Will Explain the Headline and Call Attention to the Program, Station Frequency, and the Time of Day.

At the Same Time, Mr. De Groot Said, on-Air Promotion Will Be Conducted with the Newspaper Ads Advertised for Use as Spot Announcements.


WRFD 'Teaser' Chicks

TEASER promotion sent last Wednesday to the national trade press and Columbus, Ohio, radio editors by WRFD Worthington, Ohio, consisted of corgie box tied with big red bow and containing 25 live baby chickens. Accompanying broadside proclaimed: "Even greater things are hatching at WRFD (We'll keep you informed)." On Thursday, announcement was received concerning March opening of WRFD's new studios and 260-acre radio farm at Worthington. WRFD is licensed to Peoples Broadcasting Corp. and is assigned 5 kw daytime on 880 kc.

Diamond Bros. Signed

DIAMOND BROS.—Charley, Sid and George—have been signed to a recording contract by RCA Victor after the trio won an NBC "Talent Search, Country Style," it was announced last week. The trio for 15 years have been broadcasting over WFBG Altoona, Pa. They are under the personal management of John M. Snyder, WFBG managing director.

FIELD BUREAU

Recommended for FCC

Establishment of a Field Bureau in the FCC has been recommended by McKinsey & Co., management consultants. Commission has accepted the recommendations, and has ordered that the reorganization be accomplished by Feb. 1.

Also recommended and adopted by the FCC were the establishment of a field office in Washington, D. C., and the abolition of the Los Angeles legal office.

New bureau, fifth to be organized since the middle of last year, will have jurisdiction over present Field Engineering & Monitoring Division, Antenna Survey and Commercial Operator branches and the Conelrad project, all at present under the jurisdiction of Chief Engineer Edward W. Allen Jr.

Field Engineering & Monitoring consists of 23 districts in nine regions throughout the U. S. and its possessions. In addition, it operates eleven primary and seven secondary monitoring stations. Chief of the present division is George Turner. Commr. George E. Sterling was Mr. Turner's predecessor when the Commissioner was an FCC staff employee.

Functions of Branch

The Antenna Survey Branch checks all broadcast and other station applications to see that their antenna heights and sites jibe with joint FCC-Civil Aeronautics Authority criteria to prevent air navigation hazards. The Conelrad project is the FCC-Air Force program for radio transmission deception in the event of air attacks through the use of changing frequencies and intermittent operation of individual stations.

Already in operation are the following bureaus: Broadcast, Safety & Special Radio Services, Common Carrier and Secretary.

Attorney in charge of the FCC's Los Angeles law office is Joseph Brenner, formerly a hearing examiner.

McCormick Accident

GLENN MCCORMICK, owner of KSLM Salem and KORE Eugene, Ore., was hospitalized in Indio, Calif., following a Jan. 10 automobile accident in which his car was demolished. Mr. McCormick suffered a broken pelvis and other serious injuries.

RCA INSTITUTES, INC.

One of the leading schools of radio technology in America, offers the training in radio and television techniques to the Broadcasting Industry.

Address inquiries to Placement Director, RCA INSTITUTES, INC. A service of radio Corporation of America 250 W. 4th St., New York 14, N. Y.
VOA operation semi-detached from State Dept.

Creation of a semi-independent International Information Administration to operate the Voice of America and appointment of Dr. Wilson Compton, former industry executive, as administrator, were formally announced by the State Dept. last Friday. [closed circuit, Jan. 14.]

Dr. Compton will take over operational functions for the entire international information programs, including radio broadcasting, by leasing Edward W. Barrett, Assistant Secretary of State for Public Affairs, from those duties. Mr. Barrett also is expected to announce his resignation from the secretariat position within the next week.

In assuming the post of administrator, Dr. Compton takes over the duties of the Public Affairs Secretary. He also absorbs functions of Thurman L. Barnard, vice president on leave from Compton Adv., who had held the post of general manager of the program on an acting basis. The general management has been abolished.

Higher Status for Program
The establishment of the IIA is intended to elevate the international information program to a higher status and place the operating functions directly under the Secretary of State. Dr. Compton will report directly to Secretary Dean Acheson.

Its creation is designed to meet, at least half-way, Congressional and other suggestions that the Voice of America and other media programs be reorganized.

Mr. Barrett said the new setup will give IIA the status of a semi-independent agency. The International Broadcasting Division remains intact under the IIA.

The plan was developed by Messrs. Barrett and Barnard and recommended to Mr. Acheson after considerable study. It was deemed unwise, Mr. Barrett said, to realign the information organization as a completely independent agency or even to confer upon its top officers cabinet rank, as had been suggested in some quarters.

Mr. Barrett said also that he had conferred with some members of Congress on the plan and that they had indicated their approval. At least one—Sen. William Benton (D-Conn.)—has suggested that the Congress consider various modes of organization, including separation from the State Dept., with a view to strengthening the Voice of America. Another—Sen. Joseph McCarthy (R-Wis.)—had proposed divestiture of VOA from State, but for different reasons. And George C. Marshall, former Secretary of Defense, had acknowledged that separation might be a "good thing."

The reorganization plan was initially explored during Voice hearings on Capitol Hill in July 1950 [B.T, July 10, 1950]. While the plan does not go this far, it does support substantially the best judgment of Messrs. Barrett and Barnard, as well as the U.S. Advisory Commission on Information Programs.

"The plan is designed to provide greater operational flexibility while maintaining close ties between the foreign information and educational exchange program abroad and foreign policy as a whole," the State Dept. explained. Falling under it are motion pictures, library offices and publications as well as radio broadcasting.

The reorganization is intended "to preserve completely the essential connections between the operating information program and those areas of the department which provide intelligence and foreign policy guidance," it was explained. IIA will work closely with intelligence and communications branches.

Policy Decisions
The Public Affairs Secretary will concentrate hereafter on policy decisions, without any operational responsibilities. The Secretary of State will have "undivided responsibility and a clear line of authority" over the program, assuring consonance with U.S. foreign policy.

In commenting on the reorganization, Mr. Barrett noted the importance of radio broadcasting in the "tremendous scope" of the U.S. information program. The plan "is designed to meet, substantially what the State Dept. can obtain," he stated. The increase in programming, he added, has made it apparent that radio alone now accounts for one-fourth of information operation.

Guessing for Successor
Current guessing game is who will replace Mr. Barrett when he resigns. The appointment will come from the White House, Howland H. Sargeant, deputy assistant to Mr. Barrett, has been mentioned as a possible successor. [closed circuit, Jan. 14.]

Mr. Barrett is expected to take a much-needed rest following almost two years in the public affairs post, and has not announced his future plans. He formerly was editorial director for Newsweek magazine.

Nor are Mr. Barnard's later plans indicated at present. The advertising executive is now undertaking certain overseas inspection tours, beginning in the Far East. He has been on leave from Compton Adv. since last spring.

Dr. Compton, who has served as a member of the U.S. Advisory Commission on Information, will operate from Washington, with full authority to operate the information and educational exchange program. That includes operating the shortwave VOA now beaming programs in 46 languages to peoples abroad.

Dr. Compton served as president of Washington State College from 1944 to 1951 and has had a varied career as business administrator, government officer, lawyer. He also has been active on U.S. international missions, including UN activities. Dr. Compton was a member of the first economic staff of the Federal Trade Commission. He is the brother of Dr. Karl T. Compton, noted scientist, and of Dr. Arthur H. Compton, Nobel prize winner and former chairman of the U.S. National Commission on UNESCO.

KS Mo Changes to KEAR
KS Mo San Mateo, Calif., has received FCC approval to change its call letters to KEAR, Station Owner S. A. Cisler Jr. disclosed last week. "Change was made to avoid confusion with financially similar call letters in the area," said Mr. Cisler. "Also for promotion purposes—KEAR had EAR appeal in keeping with our policy of good music programming," he added. Extensive promotion announcing the change is planned.

KCBQ-AFRA agree
Settle Labor Differences
UNFAIR labor practices charge filed by AFRA with NLRB against Charles E. Salik, owner-manager, KCBQ San Diego in early November [B.T, Dec. 3, Nov. 17, 1951] has been withdrawn in accordance with terms of amicable settlement of all points in dispute.

Under new contract signed, salaries of five staff announcers of KCBQ were increased by $5 per week, retroactive to Oct. 1, 1950. Talent fees were also renegotiated to the announcing involved in the dispute, and program director Grady Edney, at insistence of AFRA was released from the programs on which he had appeared.

AFRA agreed to waive Mr. Salik's membership requirement in the union for his limited announcing work such as introducing public officials on public service programs.

Watch budgets (Continued from page 27)
(Monday, Thursday and Friday)

The firm, which last year sponsored five very successful half shows, such as the General MacArthur reception in New York and a special Thanksgiving Day show in television, expects its television in a similar manner in the coming year. Some spot activity is also being considered. Victor Bennett Agency, New York, handles the account.

AGRICULTURE
We've been programmed for the farmer for 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Broadcasting * Telecasting

January 21, 1952 * Page 81
W. president is in headed expansion program, plans for the acquisition of a pilot run of magnetrons. United Paramount Theatres, headed by Leonhard Goldenson, is in process of merger with ABC, subject to FCC approval.

Dana W. Atchley Jr., UPT coordinator of technical research, is slated to become president of the enlarged Microwave. Other directors will include Vassarios Brigas, vice president and general manager; Richard M. Walker, vice president and treasurer, and Louis W. Roberts, vice president and research director, all from Microwave; and Mr. Goldenson, Robert H. "Bert" O'Brien, Simon B. Siegel and Jason Rabinovits from UPT.

Microwave was described as "built around a group of experienced engineers who are well known as designers and manufacturers of germanium and silicon diodes, magnetrons and other microwave devices and vacuum tubes." Aims of the expanded company were listed as:

1. "To assist the U. S. Government by developing and manufacturing electronic devices urgently needed in the rearmament program;"
2. "To add to the body of basic scientific knowledge, especially the microwave field;"
3. "To establish and market a commercial line of microwave components, equipment and systems;"
4. "To develop and market semiconductors, such as standard germanium and silicon diodes, N-P-N transistors and special crystals for use in the UHF television frequencies;"
5. "To investigate and produce improved pickup tubes for television cameras, components for microwave links, etc."

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 658,860 night-time—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.  

W. CHRISTIAN of WRFC Athens, Ga., has been named chairman of the Georgia Association of Broadcasters and the Grady School. The Institute will be jointly sponsored by the Georgia Assn. of Broadcasters and the Grady School.

First market, he said, is the approximately 12 million families with service receivers living within the present range of video stations. "The third market," the district manager said, "will materialize if the FCC freeze is lifted and the new standards and ultra high frequency stations start beaming programs to the approximately 40% of American families now without TV sets."

WESTINGHOUSE holds set sales meetings

NEW MERCHANDISING program, based on the conviction that there will be as many TV receivers and radios as there are customers for at least the first half of 1962, was introduced by Westinghouse TV-radio distributors at meetings held simultaneously Monday in New York, Chicago and Philadel-

Chappell Report

FIRST two parts of the "Comparisons of Ratings" study made by Dr. Matthew W. Chappell for C. B. Hooper Inc. [B+B, Dec. 17, 1961] have been published as a 48-page booklet by the Hooper organization. Copies have been sent to stations, network, agency and other subscribers to the Hooper services and are available to others on request. Volume covers comparisons of all 480 coincidental TV ratings with roster and of duplex coincidental ratings with diary ratings as well as a validation of the accuracy of the duplex coincidental system.
A WEEK of requests for old Christmas cards to amuse Cleveland hospitals caused children didn't go unnoticed according to Tom Armstrong, m.c. of Polka Party on WGR Radio Cleveland. More than 200,000 greetings, some dating back to 1906, were gathered at 11 locations throughout the city.

AIRS STRIKE FACTS
DURING strike of Prudential Insurance Co. agents in Manchester, N. H., WKBV same city demonstrated radio's ability to handle the subject of labor-management relations. Tape recordings of on-the-spot interviews with striking and non-striking agents were aired by the station to better acquaint listeners with both sides of the question.

KTTV "MILK-A-THON"
MORE than $80,000 was realized from 24-hour "Saints and Sinners Milk Fund Marathon" on KTTV (TV) Hollywood, Jan. 12. Station time and talent of radio, TV, stage, and screen personalities were donated to raising money which will be used to buy daily milk for underprivileged Los Angeles county school children. "Milk-a-Thon" will become annual event.

DURING two weeks of the New York Labor Relations Board, 105 insurance agents in Metropolitan Life's New York sales force, presented a morning TV program and a noon radio program from a Downtown Manhattan hotel.

SAFETY SERIES
ON JAN. 18, NBC-TV network presented Green Cross Song Festival, the first in a series of 13 teletcasts. The show, produced in cooperation with the National Safety Council, presents concerts by regional choirs in 13 cities and talks by public officials and safety leaders. Initial program featured the Fish Choir and Jubilee Singers, Nashville, Tenn.

CHILDREN'S PROBLEMS
A WEEKLY half-hour program, Junior Jury, on CKRM Regina, Sask., features children in an unrehersed discussion of the everyday problems of children and their parents. Program is put on jointly by the Indian Head Home and School Club and the Canadian Mental Health Assn. It is produced by Fred Laight, program director of CKRM. Children who make the show, picked from public school classes each week, are given a special crest to wear.

JOBS AND WORKERS
SERIES of programs designed to focus public attention on unemployment in the Detroit area was begun Jan. 15 at WJR Detroit. Jobs and Men Wanted is presented each Tuesday evening in cooperation with the Michigan Employment Security Commission. Format is an interview with three job applicants from different fields. Moderator is Ron Gamble, WJR special events director.

BRIGHT TIE BOYS
KGO-TV San Francisco promotes return of Hopalong Cassidy to KGO-TV screen by sending Bay Area radio columnists brightly colored neckties bearing picture of "Hoppy" and the time, station and channel. Columnists are invited to appear as guests on KGO-TV interview programs, wearing the flashy neckwear.

KITCHEN KAPERS
QUIZ SHOW, Kitchen Kapers, on WIP Philadelphia, will move out of the studio in early February and originate from meetings of P.T.A.'s, church organizations and civic groups in communities in Philadelphia and nearby New Jersey. The entire production will appear in a different community each week, to tape record three of its regular broadcasts before the group sponsoring the show.

SHOW IN SIXTH YEAR
WPTZ (TV) Philadelphia announces renewal of Gimble Brothers Dept. Store's The Gimble Handy Man, claimed television's oldest, most continuously sponsored program. The telecast will continue to be seen 7:15-7:30 p.m. Friday. Renewal of the show, which demonstrates quick and easy ways to repair household articles, takes Gimble's into its sixth consecutive year of televising on WPTZ.

WBW PLAYS HOST
WBW (TV) Washington will play host to the NBC-TV network show, Kukla, Fran and Ollie, during the coming week. The daily telecast, originating from Washington, will culminate with a guest appearance for the tape at the National Press Club's annual Father-Daughter dinner on Jan. 26.

LEGISLATURE SHOWS
WBMB Richmond will give daily coverage for the next two months to the 1953 Virginia Legislative activities. Programs will deal with important happenings in both the Senate and the House of Delegates. The broadcast will be fed to other stations wishing to carry the series.

RETAIL PROMOTION
WBQ (TV) Chicago mails "TV News Revue," a four page tabloid merchandising bulletin, each month to 3,500 grocers, druggists and other retailers in the market area offering merchandise assistance to clients. Paper is edited by Otto Bremer Jr., member of station's advertising and promotion department.

JUKE BOX PROMOTION
WASHINGTON Music Guild, an association of juke box and coin operators, is cooperating with WOL Washington in promoting the station's night time disc jockey, Milt Grant. Stickers identifying the show time and station are displayed on record playing machines throughout the city. Mr. Grant primarily plays current juke box favorites.

SNOW PROTECTION
WCSS Amherst, N. Y., is on the lookout for snowy days. windshield protection cards of waterproof cardboard have been put out by the station along with WCSS as well as safe driving. Cards are distributed in the downtown area wherever bad weather threatens.

BUSINESS AND COMMUNITY
KPX (TV) San Francisco, Partners in Progress, Tues. 1-1:30 p.m. New public service program produced jointly by station and Bay Area Public Schools Television Council debuts tomorrow (Jan. 22). Dr. Hiram J. McLendon, assistant coordinator of TV Council, moderates panel of students and industrial leaders in discussion of the role of industry in community life. Discussions are designed to show the contributions of business, industry and commerce to the community, the relationship between business and education and the opportunity awaiting students in various industrial and business lines.

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embraver as in October [B. T., Dec. 25, 1951].

Similar consistency is shown in Table II, listing the top advertiser in each of 24 product groups of radio network advertising, which shows 20 of them 24 leaders unchanged from the October list.

The top five classes of radio network advertisers and their rank order are also unchanged from October to November: Foods, toiletries, tobacco, drugs and remedies, soaps and cleaners. Table III analyzes the expenditures of the various types of radio network advertisers for November and January-November, with 1951 compared to 1950. All PIB radio network figures, except those purchased from ABC, CBS, MBS and NBC, do not include Liberty Broadcasting System advertising.

**BAB UNITS MEET**

Advisors Set Plans

BAB's new Research and Promotion Advisory Committees hold their first meetings this week to review their respective functions and consider future operations. Each group also heard BAB Board Chairman Edgar Kobak outline the bureau's organizational structure.

Present for the Research Committee meeting, under Robert E. Dunville of WVL Cincinnati, were George Freedman, KDKA Pittsburgh; Walter Scott, NBC; Ernest Lee Jahncke Jr., ABC; Hugh Potter, WOMI Owensboro, Ky.; Eugene Katz, Katz Agency; Martin Campbell, WFAA Dallas; Stanley Breyer, KJBS San Francisco.

Participants in the Promotion Committee meetings, under Donald W. Thorburn of WCAU Philadelphia, were George Bristol as alternate for Louis Hausman of CBS Radio; Robert Schmid, Mutual; Simon Goldman, WJTN Jamestown, N.Y.; Arden Pangborn, WOAI San Antonio; William McGuineas, WGN Chicago; William McGrath, WHDH Boston.

BAB was represented by Mr. Kobak, President William B. Ryan, Vice President Kevin B. Sweeney and Local Promotion Director Jack Hardesty.

DURING its annual meeting in Chicago, the National Council of Farm Cooperatives selected Over the Line Fence, heard daily over WRFD Worthington, Ohio, as finest farm service program in the nation. Certification was awarded to Bob Miller, WRFD's farm service and program director.

**MERCHANDISING UNITS UNDERWAY FEB. 15**

**COMBS NAMED**

Takes Calif. CD Post

Appointment of Clyde F. Coombs, California radio executive, as broadcast radio sales manager for the state's civil defense division of communications has been reported by KROY Sacramento.

Mr. Coombs is vice president and general manager of KROY, operated by Harmco Inc., and also general manager of KARM Fresno, Calif. He is co-owner of KROY.

Mr. Coombs will direct a communications post involving coordination and supervision of broadcast station participation in the state's defense program. His appointment was made by Maj. Gen. W. M. Robertson, California director of civil defense, and announced by T. J. Kelly, communications division chief.

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San Francisco Scrapbook, a weekly anecdote program dealing with the city's past and present broadcast by KGO and carried on the ABC network, received a copy of San Francisco Chamber of Commerce last week for the program's service in promoting the Golden Gate City. Award was presented to Gayle V. Grubb, ABC vice president in charge of KGO.

**WSPD SYMBOL**

New Trademark Is Readied

WSPD-AM-FM-TV Toledo, pioneer radio-TV station in Ohio, soon will introduce to the broadcasting industry its new trademark: "Speedy, The Pioneer."

Found in 1921, the station grew rapidly. In 1929 it was purchased by the Fort Industry Co., as George B. Storer's first venture into radio.

Under the new managing director, Allen L. Haid, WSPD is planning expansion of operation. WSPD-TV's schedule now opens at 9 a.m. Additional changes are expected to be announced in the near future.

**EMERSON YEAR**

Second Best In History

EMERSON Radio and Phonograph Corp., New York, last week announced the second highest profit in the organization's history, for the fiscal year ending Oct. 31, 1951, with an income of $8,876,877, before taxes.

Record year, which ended Oct. 31, 1950, resulted in a pre-tax income of $11,969,778. For the last fiscal year, net income after taxes was $3,592,397 or $1.85 per share on almost two million shares of outstanding capital stock. Income after taxes for the fiscal year ending in 1950 was $6,514,716 or $3.36 per share.

Number of adverse factors, including the switch from full peace-time to combined peace and defense operations, influenced the radio-TV field during the past year, President Benjamin Abrams said. He anticipates a "satisfactory year" for present operations, however, due to relaxed credit restrictions, completion of coast-to-coast TV, further network extensions, improvement of TV film equipment, and "satisfactory" good programs to more communities and the "end set or replacement market's "rapidly developing trend" towards greater set turnover.
**Recruiting Money**

(Continued from page 27)

Congressional action.
The $860,000 sum reflects funds unexpended as the result of cancellation of radio network shows involving Bill Stern, Frankie Laine, and the football Game of the Week. The network was obligated out of its 1960-61 budget, which earmarked $901,000 for radio programs. TV plans also will hinge on decisions rendered on Capitol Hill. Information funds for activities at the corps area level also were curtailed.

Sen. O'Mahoney has since disclosed an eminity toward radio-TV broadcasting and other media and reportedly has conferred with Mrs. Anna Rosenberg, Assistant Secretary of Defense, who is understood to favor sponsored recruitment programs. The March 1 date reportedly stemmed from their consultations.

Lt. Col. William S. Berkeley, public information chief, Military Personnel Procurement Service, Adjutant General's Office, told CROWDING, BROADCASTING & TELECASTING Wednesday that radio-TV will obtain a "full," large or normal portion of any film or video released by the Defense Dept. on the basis of Grant Advertising's recommendations.

The dilemma of the military, he pointed out, is to develop campaigns which will reach the selected groups of people needed for service. Because of the ban, he explained, elaborate paid TV plans had to be abandoned in favor of fan clips to be used as public service features. TV production will be expanded, however, consonant with the military's budget, he said.

Col. Berkeley held out hope that the Congressional position will be modified in the near future, once members of both houses are made cognizant of the Defense Dept.'s dilemma. For 1952-53 include cost of agency commitments and operation of public information facilities at Governors Island, N. Y.

**N.Y. STATE BILLS**

LEGISLATION designed to protest practices was introduced last week when the New York State Legislature convened, with proposed bills—submitted for committee consideration—ranging from courtroom telecasts to rooftop antennas.

The March bill proposal included a bill that would allow television schedules, in effect, to ban television coverage of any trial or proceeding conducted in a court of general or limited jurisdiction, on "duly organized and existing state or state laws as part of the state judicial system." Political observers in Albany were reported as feeling that lack of video coverage for state crime investigations might spur endorsement of this proposal by Gov. Thomas E. Dewey.

All bills were offered prior to establishing legislative calendars and it was felt that most of them would never pass beyond committee inspection.

**Salvation Army Drive**

A CORPS of broadcasting personalities and other creative artists have volunteered their professional services to help the Salvation Army in greater New York raise its $1,250,000 goal in its 1962 fund drive, Joseph H. McConnell, NBC president and general chairman of the drive, said Tuesday. Paintings, sketches, musical compositions, a specially commissioned ballet, photographic essays and written vignettes—all depicting phases of Salvation Army work—are to be contributed to dramatize the campaign. Donors of written vignettes include CBS Radio and TV Commentator Edward R. Murrow, ABC women's commentator Mary Margaret McBride and NBC's scenarist for radio and TV, Goodman Ace. Composer Meredith Willson has agreed to write a special Salvation Army song, Mr. McConnell said.

**KULP Application**

DENIAL of the application of KULP El Campo, Tex., on 1380 kc (a Class III frequency) to change from 500 w day to 500 w day and 100 w night as a Class IV station, is proposed in an initial decision released last week by FCC Hearing Examiner Hugh B. Hutchinson. He concluded the applicant did not justify assignment of a Class IV station on a Class III frequency.

**Good Morning...you bet!**

FCC actions

January 11 through January 17

January 14 Applications

January 15 Decisions

by the secretory

January 15 Applications

for filing

New Nashville Outlet on Air

the Nashville Broadcasting Co., operates on 1470 w.

company president and station general manager is H. Calvin Young Jr. Other officers include

CM-1933

New Bern Case

Examiner Proposes Grant

PROPOSED grant of an application for a new AM station in New Bern, N. C., and denial of application for an AM station at Greenville, N.C., are proposed in an initial decision released by FCC Hearing Examiner James D. Cunningham. Hearing was called because the applications were mutually exclusive, both requesting the same frequency.

he examiner found that the Greenville applicant, L. C. McSwain, tr/ as Eastern Carolina Broadcast Co., was notified by the Commission that he must file intention to appear at the hearing, but he failed to file the necessary papers and, later, ignored FCC correspondence.


Cost of construction is estimated at about $8,500, which includes $5,000 of equip-ment already on hand. Construction and operating cost is $4,000 monthly and estimated revenue about $6,000. The station expects that about 35% of its time will be commercial for the first few months, but expects to eventually increase commercial time to about 70%.

Mr. Wetherington owns two taxi companies and a trucking company in New Bern. Mr. Grantham is a lawyer in New Bern, and Mr. Hardison, although born in New Bern and resident there a many years, lives in Kinston, N.C., and has been chief engineer and held other positions at various stations during the last eight years. He is general manager of the station.

WSOK Personnel

New Nashville Outlet on Air

ANNOUNCEMENT of personnel for the new WSOK Nashville, which began operation Dec. 15, was made last week. WSOK, owned and operated by the Nashville Broadcasting Co., operates on 1470 w. fulltime.

Company president and station general manager is H. Calvin Young Jr. Other officers include Norman Stewart, commercial and promotion manager; Larry Dean Faulkner, program director; Charles Gordon, sports director, and Arthur Vlach, chief engineer. The station is Collins equipment and International News Service.

WMAL-FM Washington announces it will be the air from 8 a.m. to 12:30 a.m. Monday through Friday and from 7 a.m. to 12:30 a.m. Sundays. Station has been signed off at midnight.

Special Frequency Measurements

Engineer on duty all night every night

Jackson 3502

P. O. Box 7037
Kansas City, Mo.

Vacancy

Your firm's name in this "vacancy" will reach over 300 readers in newspaper, radio, television, and other publications.

Towers

AM - FM - TV - Installations

Tower Sales & Erecting Corp.

1610 N. E. Columbus Blvd.

Portland, Oregon

Commercial Radio Monitoring Company

Precision Frequency Measurements

BROADCASTING - Telecasting

Service Directory
JANSKY & BAILEY
Executive Offices National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C., and
Jackson 5302
Kansas City, Mo.

JAMES C. McNARY
Consulting Engineer
National Press Build., Wash., D. C.
Telephone District 1205
Member AFCC*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCC*

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, III.
(A Chicago suburb)

JANUARY 16 APPLICATIONS . . . ACCEPTED FOR FILING

January 21, 1952 • Page 87
CLASSIFIED ADS

FOR SALE IN ADVANCE. CHECKS AND MONEY ORDERS ONLY.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum

All other classifications 30¢ per word—$3.00 minimum • Display ads 15¢ per inch

No charge for blind box number. Send box replies to Broadcast Box, Commercial Press, 1427 Speed St., C.

If transcripts or bulk packages submitted, 10¢ extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at sender’s risk. Broadcast expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Have CP for one thousand watt day-time station in Albuquerque, New Mexico. Good opportunity, good life style and would consider working partner with or without liberal consider sale of CP. Send replies to P. O. Box 688, Albuquerque, N. M.

Managerial

Wanted: Commercial manager, salesmen, chief engineer, to invest in northern California one thousand day-timer. Give full details first letter. Proposal will be explained fully in reply. Boston, 7 M.

General manager who can sell. Possibly do air work (news, no sports). $80-$100 a week guaranteed, with a percentage of profits. Box 113 M, BROADCASTING.

Wanted: General manager for 250 watt midwest independent town of 14,000. Absentee owner. Opportunity for right man to acquire up to 25% ownership. Box 115 M, BROADCASTING.

Salesmen

Sales representative required by trans- scripting firm on New York City, other areas on regional basis. Box 885 M, BROADCASTING.

If you think sales, breathe sales, sell sales, then you are the man for us. Write your qualifications, station. Box 886 L, BROADCASTING.

Time salesman, salary plus commis- sion. Box 887 L, BROADCASTING.

Sales manager, update New York, large management opportunity. Must be experienced in independent operation and able to prove sales ability, excellent opportunity for right man. Give full experience, picture in reply. Box 888 L, BROADCASTING.

Time salesman—Topnotch salesman for country area with station to soon be installed to 1 kw. KCNI, Broken Bow, Nebraska.

Wanted—Commercial representative, Region X, Pacific States. Must have experience and knowledge of merchandising, Wm. T. Kemp, KYWO, Box 889 S, Cheyenne, Wyoming.

16,000 watt clear channel station in Hotolula wants experienced salesman. Good salary and commission for outstanding man. Contact Adam Young Olmsted, 120 South St., New York (22 E. 60th St. for appointment.

Announcers

Immediate opening combination man, Georgia network affiliate, near Atlanta. Favorable salary. Excellent working conditions. Apply by wire or tele- phone, Box 891 L, BROADCASTING.

Announcer-engineer for Columbia af- filiate, month opening. Chicago, congenial, permanent position. Must be experienced announcer. Box 892 M, BROADCASTING.

Sportscenter and special events an- nouncer for network affiliate, must filely satisfactory. Box 893 M, BROADCASTING.

Help Wanted (Cont’d)

Experienced morning announcer with sales or newswriting experience and some experience handling varied type programs. First class equipment, population over 100,000. Must be versed in all phases, with emphasis on sales opportunity for versatile man. Send tape and letter to Box 894 L, BROADCASTING.

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in midwest Texas city. Box 895 M, BROADCASTING.

Wanted: Who can write copy for Texas station. Box 896 L, BROADCASTING.

Combination man wanted. Must be experienced and have knowledge of all varied type programs. First phone requirement. Beautifule equipment, good transmitter and lots of original ideas. Guaranteed $3000, after six months, if successful. Rush full details. East. Box 897 M, BROADCASTING.

Announcer wanted for AM-TV station in western city, population over 100,000. Must be versed in all phases, with emphasis on commercial. Good opportunity for versatile man. Send tape and letter to Box 898 L, BROADCASTING.

An experienced copywriter, excellent qualifications, is looking for an experienced man seeking steady employment with first class station. Box 899 L, BROADCASTING.

Station in Texas resort city needs staff announcer with sufficient authoritative delivery. Box 900 L, BROADCASTING.

Manager and engineer combo for Rocky Mountain network station. Please reply immediately. Send details and references. Box 901 L, BROADCASTING.

Wanted, combo man, top pay. New York. Box 902 L, BROADCASTING.

$80.00 per week for good announcer, midwest station. Good market for TV. Box 903 L, BROADCASTING.

Announcer with ticket. Strong on an- nouncing, sales, and news. Full time. Box 904 L, BROADCASTING.

Sports announcer: To do play-by-play baseball in class “A” league, full-time, 40 games, must be able to reconstruct and statistically evaluate game from Western Union reports. Previous experience in sales and press release. Box 905 L, BROADCASTING.

Announcer to fill opening. Send complete information to Box 906 L, BROADCASTING.

Announced—announcer-engineer, 40 hours, $70 to $75.00 man now in midwest preferred. Send audition and information to Box 907 L, BROADCASTING.

Announced—engineer-operator, $90.00 weekly. Box 908 L, BROADCASTING.

First class engineer, looking for de- pendable technician. Good opportunity. Box 909 L, BROADCASTING.

First class engineer, opening for first class station, KBAZ, Batesville, Arkansas.

First programer, no experience, willing to learn. KCHI, Chillicothe, Missouri.

Announcer, engineer, position, with permanent position to right person. Station KKLJ, Monroe, Louisiana.

Announced: salesman for progressive ABC Affiliate in oil capital of Rockies. Good opportunity. Send tape and letter to Box 911 L, BROADCASTING.

West. KPET, Lamesa, Texas, with ex- perience, willing to travel. KPUD, Carrizo Springs, Texas. Box 912 L, BROADCASTING.

WANTED: Programmer, management experience necessary. Excellent working conditions. WCRK, Morristown, Tennessee.

Help Wanted (Cont’d)

Engineer, first class license or with without experience. Established network station. Fairly good salary up to $1500. Box 913 M, BROADCASTING.

First class station operator, no ex- perience required. WCFV, Clifton Forge, Virginia.

Engineer needed immediately, $550.00 per month. Slight shift. No ex- perience necessary. Excellent working conditions. WCRK, Morristown, Ten- nessee.

First class engineer-operator needed immediately. WPAH, Alliance, Ohio.

Wanted—First program transmitter oper- ator. Directional, also contact. Box 915 L, BROADCASTING.

Engineer: Wanted with first class license. No experience necessary. Company on air with AM-FM-TV. Paid hospitaliza- tion and insurance. Immediate opening for network station. Required qualifications and salary expected in first letter. Write WUOD, Union Station, Whitefield, Me.

WANTED: Immediately, engineer-announcer, with first class license, WWMJ, Cordele, Georgia.

First class program operator. No experi- ence required. WRHL, Lexington, Vir- ginia.

Engineer or engineer-engineer, im- mediate opening. WTEM, Libery, N. Y.

Production—Programming, Others

Newsmen to gather, write and present local news. Must be able to write educational and radio experience. Box 916 L, BROADCASTING.

Traffic girl for 3 kw station in large market. Must have educational background and experience. Box 917 L, BROADCASTING.

Texas station desires male copywriter with ideas. Some announcing. Submit resume. Box 918 L, BROADCASTING.

Versatile, experienced program director for network station in California. Creative ability, minimum age 21, and good voice. Not afraid of “radio” hours. Lives in area. Job pays 40 hours at 100 to 120. Box 919 L, BROADCASTING.

Wanted—Program and morning announce for 10 kw station in North Carolina independent. Great opportunity waiting. Box 920 L, BROADCASTING.

help Wanted (Cont’d)

Engineer, 1st class, phone experience not necessary, pay scale for good area. No commission, Write in detail. Box 920 L, BROADCASTING.

Combination man, low pressure station, midwest, thirty hours, good salary, position full time. Box 921 L, BROADCASTING.

First class engineer, looking for de- pendable technician, no experience, permanent, living conditions reason- able in Texas station. Box 922 L, BROADCASTING.

Young first class operator to assist chief engineer in control, transmitter, installation of broadcasting equipment and two way mobile radio units. Must be willing to work under direction. Excellent opportunity uputure New York. Give resume. Box 923 L, BROADCASTING.

Engineer, 1st class, phone experience not necessary. KFEL, Alliance, Nebraska.

Engineer, 1st class, phone experience not necessary, pay scale for good area. No commission. Write in detail. Box 924 L, BROADCASTING.

Have immediate opening for first class operator. Box 925 L, BROADCAST- ING.


Help Wanted (Cont’d)

Technical

TV engineer wanted immediately. Television experience desired. Qualified license and experience desired but not necessary. AA degree helpful. Box 926 L, BROADCASTING & TELECASTING.

Chief engineer for eastern TV network station needed. Must have considerable experience in administrative ability essential. One of the leading stations in the industry. Starting salary $8000 to $10000. Station will assist in finding satisfactory housing. Box 927 L, BROADCASTING.

Television

Profi, experienced writer of commercial copy that sells. Some air work. Ability to work with radio and TV producers. Box 922 L, BROADCASTING.

Newsmen, experienced gathering, writ- ing, and broadcasting. Send sample of news with direct contact with TV newsmen. Program Director, KCSJ, Pueblo, Colorado.

Prolific, experienced writer of commercial copy that sells. Some air work. Ability to work with radio and TV producers. Box 922 L, BROADCASTING.
Situations Wanted

Managerial

General manager available, 15 years experience, sober family man, financially stable, top record, references. Box 80L, BROADCASTING.

I am sincere, believe in service, courtesy, customer service, station control, hard worker, good personality, with a thorough background and a proven radio sales record. In my early thirties. Married. Prefer east coast. Good family. Box 94L, BROADCASTING.

Over twenty years of constructive radio background. I defy anyone to show a better record of better service than I can give. Seeks job as manager or sales manager; prefers a large market. 45 years of age, will go any place. Box 98L, BROADCASTING.

Salesman

Salesman-commercial manager. Now employed commercial manager. Desire larger market. Prefer east coast. Box 90L, BROADCASTING.

Radio salesman desires job. Experienced, married. Box 99L, BROADCASTING.

Announcers

Attention: Southern New England states and New York City: I want to see you! Yes, I am interested in working with a staff announcing at large network size. Desires to work with children's programs, can sell on air. Will travel. Box 90L, BROADCASTING.

Sportscaster network experience doing play-by-play baseball, basketball, football and boxing. Network reference sponsors regarded me as best in the business. Experience wide and varied in newscasting. Married and draft exempt. Box 97L, BROADCASTING.

Announced-FM and AM and announce (90.000) accepting new affiliation. Attractive salary. Well known eastern U.S. Available for any location. Interests: interviews of air mail pilots and tape. Box 95L, BROADCASTING.

Experienced announcer, disc jockey, news and sports. Available immediately. Box 80L, BROADCASTING.

Professional schooling, three years experience, sober, competent, available, good voice. Permanent position. Box 88L, BROADCASTING.

Announcer: 25, 5 years. Veteran. All phases, offers. Permanent. Box 90L, BROADCASTING.

Sportscaster—Heavy experience to 60k. Clairvoyant. College graduate, 25, five years experience, amateur basketball. Currently free listing New York. Seeking eastern or midwest. Box 92L, BROADCASTING.

Announcer: Midwestern man, good voice. One year's producing experience, opening considered, would prefer west! Box 90L, BROADCASTING.

Combination, nine years experience, sober, personal contacts, station control, age 29, now P-Ding ideal Mutual outlet, desires combination program work, preferably in the southeast but any part of country considered. Box 90L, BROADCASTING.

Staff announcer with first voice, prefers west coast. Prefer to stay west coast. All replies welcomed. Box 90L, BROADCASTING.

Radioengineer. Experienced young lady charged with talent. Strong on women's programs. Prefer California. Some board work. Box 95L, BROADCASTING.

Announcer, 21, (Madamoiselle). Qualified on music, interview, women's and children's programs. Prefer Kansas or Texas. Prefer to stay west coast. All replies welcomed. Box 90L, BROADCASTING.

Technician

Chief engineer, 15 years experience, causes and construction, supervision. Maintenance, 750 kw. Box 80L, BROADCASTING.

First phone, almost five years experience, excellent references. Box 93L, BROADCASTING.

Chief engineer with 15 years experience, chief engineer position, high salary. Box 99L, BROADCASTING.

Licensed technician, degree, experienced chief and all other phases. Box 97L, BROADCASTING.

Situations Wanted (Cont'd)

Announcer announcer, relocate, good on news, commercials, DJ, sober, sin- guar, 10 years experience. Box 95L, BROADCASTING.

Experienced announcer, mature. Poise, good professional background. Box 98L, BROADCASTING.

Announcer, sports. DJ, live audience and board experience. 25, single, very young family. Box 97L, BROADCASTING.

Experienced announcer, strong newsmen, background, production minded, can write. Thorough court and legal training. Will play-by-play. Box 95L, BROADCASTING.

Free lance writer! 9 years industry, 5 years, sales, A. C. personal contact. Philadelphia area. Box 98L, BROADCASTING.

Announcer, five years all phases. Recent news, commercials, production, special events. Employed, references. Willing to relocate. Available immediately, drafted exempt. Staple, reliable, preferred responsible position. Box 94L, BROADCASTING.

Sports announcer. Real promoter. Will accept only topnotch position. Baseball must be included in job. Excellent references. Box 92L, BROADCASTING.

Announcer, veteran, family Desires station employment. Excellent knowledge sports, news, DJ. Box 5M, BROADCASTING.

Announcer—Engineer. Experience to $3,000. First phone. Good voice. Permanently midwest. Box 9M, BROADCASTING.

Married, drafted exempt, experience all phases, except sports. College background. Box 92M, BROADCASTING.

Incapable, mature, experienced. Daughter, 15 years, draft exempt. Phone or box. Box 25M, BROADCASTING.


Sportscaster, control board operator, heavy on news. Limited experience. Draft years, Noll Avenue, Chicago. Box 97L, BROADCASTING.


Announcer, licensed, 3 years experience, draft exempt. Bob Peters, WSPR, Sarasota, Florida.

Experienced newscaster, announcer, your young man, years experience, college graduate. Excellent references. Desires combination board and news disc. Prefer south. Ernie Stokes, 1065 Home Ave, Hartsdale, South Carolina.

Technical

Chief engineer, 15 years experience, maintenance, construction, supervision. Minimum 750 kw. Box 80L, BROADCASTING.

First phone, almost five years experience, excellent references. Box 95L, BROADCASTING.

Chief engineer with 15 years experience, chief engineer position, high salary. Box 99L, BROADCASTING.

Licensed technician, degree, experienced chief and all other phases. Box 97L, BROADCASTING.

Situations Wanted (Cont'd)

1st phone, experience, educated NYC, not a phony operator. L. A. area only. Box 94M, BROADCASTING.

Experienced engineer, AM, FM, control room, remote. All offers considered. Box 90L, BROADCASTING.

Chief engineer, 10 years experience, desire a position as chief engineer, or supervisory position. Married, best references. Box 100L, BROADCASTING.

Chief engineer-anouncer experienced all phases of broadcast engineering. Prefer car, draft exempt. Excellent references. Box 17M, BROADCASTING.

Chief engineer-anouncer experienced all phases of broadcast engineering. Prefer car, draft exempt. Excellent references. Box 17M, BROADCASTING.

1st phone, C. R. I. student, desires broadcast engineering experience. Bureau of Radio, Chicago. Box 95L, BROADCASTING.

First phone AM-FM and TV experience over sixteen years. Draft exempt, over 20 years experience. Excellent references. E. J. Hoherty, P. O. Box 114, Plattsburg, N. Y.


Production-Programming, Others

College grad, vet, 21, draft exempt. Desires to go into TV. No experience, announcing, publicity etc. Box 95L, BROADCASTING.

Dynamic newcomer, 10 years experience, now news director metropolitan station. Family man. Loves sports, special events in major market. Want details? Box 98L, BROADCASTING.

Cowboy-disk singer, 8 years experience. Radio experience. Desires program work. Box 96L, BROADCASTING.

Radio newcomer with five years reporting, writing and producing experience. Wants in southern Florida as Journalism degree, veteran. New TV station, 120,000, Box 95L, BROADCASTING.

Program director. Employed. Midwest only. Excellent sports-news announcer. College graduate. Married. Box 95L, BROADCASTING.

Woman, experienced producing and conducting audience participation shows. Does any job. Excellent references. Box 96L, BROADCASTING.

Writer-producer-singer desires affiliation with metropolitan area station. Presently employed, finest references. Box 97L, BROADCASTING.

You deserve top quality! I can provide it. Versatile gal. Some experience, good voice, can do anything. Box 96L, BROADCASTING.

Newcoman, five years experience. Heavy gathering, writing, tapping, documentation. Desires to move two newrooms. Wants good opportunity eastern seaboard. Box 98L, BROADCASTING.

Experienced program director and/or staff. All type shows with any responsible position in progressive station. Will answer all inquiries. Box 15M, BROADCASTING.

College graduate seeking connection with any medium in radio, TV, city. Excellent sales, promotion, programming, hard working, civic minded. Desires position with metropolitan N. Y. agency, willing to start at bottom. Box 16M, BROADCASTING.

Competent continuity writer, woman's feature announcer. Ambitious, Serious. Excellent references. Cecile Miller, 208 Esplanade Drive, Mt. Clemens, Michigan.

Television

Recent S. R. T. graduate looking for position at TV stations. Has knowledge of studio and radio servicing background and is skilled in operation of studio cameras. Veteran, age 26. Photos on request. Box 45L, BROADCASTING • TELECASTING.

EXPERIENCED BROADCASTERS NOW AVAILABLE

HARRY HARRIS: Fine Radio, Theatrical and TV background, as Associate and Director. Excellent Announcer and MC for interview. DJ, Quiz Shows and Man in the Street Broadcasts. Personal. Quick to catch on and keep them. Good idea man. Producer of "Story in the News" and "Great Men and Women" for advance of important Tape or TV show.

FRED W. HAS BROOKS: Announcer, Newscaster and D. J. man, eastern experience. Excellent in Electronics background. Can be a b o o t radio operator. Will relocate anywhere in the UNIT- ED STATES.
For Sale
For sale, established commercial
station, located on Chicago's Radio
Row. RCA equipment, Magnecorder
tapes. Box 92L, BROADCASTING.

For Sale
Wanted: 2 kW AM transmitter.
State price, condition, age. Contact
Buster Shetzer, Radio Station KFIS, Corpus
Christi, Tex.

Miscellaneous
Learn broadcasting, home study or
residence. Register now for next term.
Many good jobs. National Academy of
Broadcasting, 3333 14th St. N.W.,
Washington, D. C.

Employment Service
EXECUTIVE PLACEMENT SERVICE
for: competent managers, commercial
merchandisers, program directors, chief engineers,
disc jockeys. Reliable, confident,
national, experience needed.

Send for information today.

EDWARD S. FEITZEN
TF & Radio Management Consultants
728 Bond Bldg., Washington, D. C.

KADA COMMUNITY STAMP PLAN
Funds Are Retained Within Area, Diverted to Radio

DIVERSION of trading stamp funds into local radio advertising
instead of outside the community is the basic idea of the plan in operation
by Community Stamp Co., Ada, Okla.

The idea originated with Bill Hoover, general manager of KADA
A, a year-and-a-half ago when he set up the KADA Community
Stamp Plan. He has obtained a copyright on the formula.

Because of the emphasis on dollar trading stamp business takes
money out of the community, and out of advertising, too, Mr. Hoover
thought the idea of franchising a community stamp plan to stations.

Under Community Stamp Co.'s plan, stations spend 90% of the
profits for advertising on their own facilities, guaranteeing merchants
that all profits will be spent in advertising.

Community sells the idea to the local station, according to Mr.

Eastern Market
Network Station
$300,000.00

One of the very successful network properties located in an excellent
eastern seaboard major market. This facility is above the average in
plant, equipment and earnings. It is in a favorable position from a
television standpoint. Approximately $55,000.00 in net quick assets inclu-

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY

BROADCASTING • Teletasking

VERTEL PROMOTED

LBS Names Sales V. P.

Harold Verret, who has been serving as assistant to the president
of LBS, has been elected vice president in charge of national
sales coordination, it was announced last week.

Born and reared in Chicago, Mr. Verret attended the U. of Illinois and
later was employed as assistant secretary from Southern Methodist U.
He already has had experience in coordinating sales activities in several LBS ma-

Radio Graduates

MORE than 20 graduates of radio, home instruction and television
educational programs conducted by
New York City Board of Education will receive high school diplomas on

Another 12 non-ambulatory stu-
dents, unable to participate in
studio exercises, will receive their
certificates at home. Said to be
first of their kind, the commence-
ment exercises climax lessons given
by visiting teachers, over WNYE
(FM) New York, and, during past
3 months, by tri-weekly WPIX
telecast under title, The Living
Blackboard.

Hoover, and furnishes all supplies.
He said five other Oklahoma sta-
tions have subscribed to the plan.

Stamp books are issued, bearing the
caller's call letters, one stamp for
each $50,000 deposit and the
caller is credited $3 deposit at
the start. The bank pays 7%.

Customers "spend" books
with any participating merchant.

Ada stores participating in the
plan feature KADA stamp seals in
their printed advertising.

Broadcast Advertising Bureau
has mentioned the plan in its radio sales
service.

CBU Vancouver, B. C., formerly CBB,
became a new call letter on Jan. 18 with a new 10 kw Canadian
General Electric transmitter. Station pipes all its programs to 17 low-power
transmitters stations throughout British

Page 90 • January 21, 1952
FCC Actions

(Continued from page 87)

January 17 Applications

ACCEPTED FOR FILING

- AM—1400 kHz.
  WHIL Hudson, Wis.—CP to change frequency from 1300 to 1400 kHz and operating hours to 24 hours a day. License for CP.

- WAAU Augusta, Ga.—License for CP, as amended.
  KGMO Cape Girardeau, Mo.—License for CP, as modified, authorizing new AM station.

- Modification of CP
  WCBR-FM Pontiac, Mich.—Mod. CP for operation at new frequency. License for CP.

- KTRB Tacoma, Wash.—Mod. CP, as modified, authorizing change of location.

- Application Amended
  WBL-TV Baltimore—Application amended to change name from Hearst Radio to Warner Communications, Inc. License Renewal

Following stations request renewal of license.
  WGBS-FM Miami, Fla.; KSFI-FM Stillwater, Okla., and KISW (FM) Seattle.

Application Returned
  KOAK San Antonio, Tex.—RETURNED application for mod. license to change name from ISWLL Inc. to KOAK Inc.

TENDERED FOR FILING

- WPRP St. Petersburg, Fla.—Mod. CP to change frequency from 1490 kHz to 1510 kHz and operation to 24 hours a day. License for CP.
of the witness, with Mr. Stryker remarking that broadcasts involving migra-
tions tend to “lessen the good old American feeling of fair play. It is not an American pro-
duce and does not help in the pri-
mary function of the committee, which is to obtain facts and in-
formation upon which to legislate,” he said.

Mr. Patterson endorsed this stand, pointing out that “we live in an age where the engine of gov-
ernment has become mighty, but also in an age where it has become of paramount importance to re-
spect and preserve the rights of the individual, no matter how friendless he may be.”

Judge Wallace, supporting the committee argument that broad-
casting makes investigators and the counsel into at least subcon-
scious actors, trying to impress the listening public rather than do their designated jobs, said there are “a lot of people who desire to have publicity at the expense of decency and of dignity.” Broad-
casting “is due class restriction hearing to the dramatic rather than the significant, he said.

Majority report from the com-
mittee listed major arguments on behalf of excluding TV coverage of Congressional hearings: “If broad-
casting . . . proceedings does not in fact result in securing addi-
tional data upon which Congress may base further legislation, then there is no valid reason for broad-
casting.”

It was further argued that wit-
tesses are subjected to at least mental hazards which “invariably impair the accuracy of testimony” and which raise legal questions about depriving due process, in-
fringing on personal right of pri-
cy, and violating privileges against self-incrimination.

Answering the charge that pres-
ence of radio and TV tends to pro-
clowning or misbehavior among legislators, Mr. Werner, in response, argued that the majority group has he explained, that the most important pur-
cussion of Congressional hear-
ings is “to maintain an informed public opinion,” and that the most effective safeguard against total-
tarianism is to afford large seg-
ments of the electorate free access to public Congressional hearings.

Mr. Ryan answered assertions that broadcasts, covering only part of proceedings, give the public a par-
tial and thus slanted version. He averred that after hearing more committees as FCC Commissioner and reading newspaper accounts the next day of what he had said, he would have considered tele-
vision’s presence at the hearings a “blessing.” The majority report, he argued, “would strike down the only mechanism of the free press that has a full and complete view of everything that takes place.”

‘Safeguard of Rights’

Identifying TV and radio as “the greatest safeguard of the witness’ rights and as the public’s only safeguard,” Mr. Halley inti-
mated that “TV puts the committee as much on trial as it does the wit-
tesses.” One of the chief vices of the resolution, Mr. Halley inti-
mated, is that it prohibited broad-
casting under any and all circum-
stances.

One speaker from the floor read from “Case for Television Con-
gress” written by Jacob K. Javits (R-Lib. N. Y.) in the New York Times and which stated that in elections following Australia perm-
itting broadcasts of its parlia-
ment two days a week, many of “the more bombastic performers” were defeated.

No laws have been made for drawing an opposing resolution, since committee members feel that rejection of the proposed ban makes the association’s stand self-evident. Moreover, it was pointed out, Con-
gress does allow broadcasting, tele-
casting, motion pictures, and still shots of investigations and special hearings.

\**N. Y. Bar Rejects\**

\**(Continued from page 68)\**

\*ESSENTIAL* TV

Radio-TV broadcasting once again is conspicuous by its absence from the revised list of “essential activities” issued by the Dept. of Commerce last Wednesday.

The revised listing, announced by Commerce Secretary Charles W. \*Taylor\* in a Saturday morning conference meeting, no longer listed radio and TV broadcasting as \*essential industries.\*

Industry withdrew its protests when the Commerce Dept. decided that broadcasting was adequately equipped “to meet defense and minimum civilian requirements.” NARTB had held that a manpower shortage was strongly indicated if not existent at the time. However, FCC has since relaxed its engineer-

\*Other criteria set down by the Commerce Dept. are that products or services must be “essential to the defense program or to the minimum civilian health, safety or interest.” And that the "current level of employment ... must be maintained or increased."\*

\*Barraged as essential are activities touching on production of military radios, radar and related electronic equipment and compo-
ents, as well as coaxial cable, and TV, telephone, telegraph, and cable service.\*

Mr. Sawyer stressed that the main purpose of the list is “to serve as a guide in obtaining man-
power from the armed forces.” De-

R&R Marks 40th

More than 400 employees of Ruth-
rauff & Ryan, New York, including ex-
ecutives from Chicago and other offices throughout the country, celebrat
ed the agency's 40th anni-
versary last Friday night at a dinner-
dance at the Hotel Roose-
velt in New York.
SNOWBOUND TRAIN
Stations Cover Rescue

DRAMATIC RESCUE of train of 222 passengers and crewmen who were snowbound more than 72 hours last week when reportedly the worst storm in 50 years struck the High Sierras received first-rate coverage of radio and TV stations. The following reports were received last week:

Despite impediments, KPIX (TV) San Francisco staffers flew to the Sierras to bring viewers on-the-spot coverage. Films taken Wednesday afternoon were shown that night.

KFBR - AM - FM Sacramento staffers boarded the rescue train at an intermediate point and taped interviews with those who had been aboard the ill-fated train. Nearly 3,000 miles away, WPTR Albany conducted two-way beep interviews over long-distance telephones with observers near the scene.

World Offers Series
WORLD Broadcasting System, New York, producer of transcribed library programs and features, announced Wednesday the production of a new series, The Happiness Parade, designed for 5-minute, 15-minute or 30-minute presentation by member stations in their own localities. World is providing signature theme music, script material, special music, a sales presentation brochure and list of merchandising suggestions for the program, format of which pertains to celebrating birthdays and wedding anniversaries of individuals or founding days and special events for fraternal or business groups. Happiness Parade, intended for sale to advertisers at the local level on a dollar basis, is first of special sales features World plans for 1962.

Lansing Returns
CAPT. LARRY LANSING (USA), roving military radio correspondent, has returned from a tour of the Pacific West coast and has been reassigned within the News & Special Events Section of the Defense Dept's Radio-TV Branch. He will handle requests from radio news and network reporters, and announcing chores on the department's network radio programs. Capt. Lansing's Korean reports have been aired on ABC's Time for Defense the past seven months.

CRTC Strike Ends
STRK 'KE by Local 237 of Electric ' Workers Union (unaffiliated) which closed the Columbia Records Bridgeton, Conn. plant from Dec. 15 to Jan. 13 was settled with new contract allowing for five cent wage increase, according to a Columbia spokesman. The union's initial demands were for a pension clause and 10-cent hourly increase with adjustments up to 25 cents, but it was understood workers had settled for maximum wage increase allowed by Wage Stabilization Board.

TAXES
SENTIMENT of this Congress is economy and more economy. This was seen in the flow of Congressional commentary following the receipt on Capitol Hill of President Truman's economic report last Wednesday.

Rather than increase taxes, as the President asked in his report, the Congress would cut appropriations. Chairman Walter F. George (D. Ga.), Senate Finance Committee, said he was not in favor of any general tax increase and would only go along with the President in plugging "loopholes" in current tax laws.

Sen. Joseph C. O'Mahoney (D-Wyo.), chairman, Joint Committee on the Economic Report, has announced hearings of his committee on the President's report for Jan. 23. The committee also will hold round-table discussions with economic experts.

The President called on Congress to raise more than $5 billion in new taxes because the "tragic necessity" of rearmament requires the increase. However, Congress already has expressed its reluctance to raise taxes. President Truman said his request could be achieved "by eliminating loopholes and special privileges, and by some tax rate increases."

Mr. Truman's budget is slated to be submitted to Congress today (Monday). What Congress does to the appropriations requested for the running of the government in fiscal 1953 most likely also will determine the yardstick on increased taxes. Alternative is deficit spending.

When Congress failed to enact Mr. Truman's full $10 billion plus tax increase proposal last year, among other things it wrote into the excess profits tax law a relief provision for telecasters, and turned down, near the deadline, the Administration's request for boosts in excise taxes on radio and television sets at the manufacturing level.

Seek WNJR Sniper
IDENTITY of sniper who fired a bullet into the window of the WNJR Newark, N. J., transmitter building was being sought by local police late last week. Incident occurred when engineer Charles J. Gspann was on duty in main control room Monday night. A 22 caliber bullet was fired into the heavy plate glass window a few feet from where the engineer was sitting, but penetrated only one of the double layers. Mr. Gspann told police he ran outside only to see an automobile speed away.

Economy Seen as Theme
In Congress in '52

An Important Event
You Don't Want to Miss

18th BMI PROGRAM CLINIC
IN NEW YORK, JAN. 28 AND 29
at the WALDORF-ASTORIA HOTEL

THERE are dozens of good reasons why you'll want to attend this New York Program Clinic—all of them important! Panel discussions and practical down-to-earth talks by experts on just about every phase of the broadcasters problems.

THE SPEAKERS

FREDERICK R. GAMBLE, Pres., AAAA
J. LEONARD REINSCH, Man. Dir., WSB, Atlanta
LEON PEARSON, NBC Commentator
SYDNEY M. KAYE, Vice-chairman of the Board, BMI
DAVE BAYLOR, v.p. & Gen. Mgr., WJMO, Cleveland
EDITH MERSEND, Asst. Dir. of News & Special Features, WOR; Pres., American Women in Radio & TV; Winner, McCall's Magazine Award
WALBERG BROWN, v.p. & Gen. Mgr., WDKO, Cleveland
HAROLD FAIR, Prog. Dir., WHAS, Louisville
TED COTT, Gen. Mgr., WNBC, WNBC-FM and WNBT, New York
MICHAEL HANNA, Gen. Mgr., WHCU, Ithaca, N. Y.
TOM TINSLEY, Pres., WITH, Baltimore and WLEE, Richmond
CARL HAVERLIN, Pres., BMI

● YOU WILL BE OUR LUNCHEON GUEST BOTH DAYS
● NO FEE FOR ATTENDANCE, BUT RUSH YOUR APPLICATION
● BRING A STAFF MEMBER WITH YOU

BROADCAST MUSIC, Inc.
580 FIFTH AVENUE * NEW YORK 19, N.Y.
SOUTH CAROLINA GROUP HOLDS WINTER MEETING

FOURTH annual winter meeting of South Carolina Broadcasters Asn. opened Friday at Columbia Hotel, Columbia, S. C., with Melvin Purvis, WOLS Florence, presiding as president. Speakers include Maurice B. Mitchell, Associated Program Service; G. Richard Shafto, WIS Columbia; A. C. Early, WSJS Winston-Salem, N. C., and Robert W. Rounsaville, WQXI Atlanta.

Other SCBA officers are C. Wallace Martin, WABC Columbia, vice president; T. Doug Youngblood, WFIG Sumter, secretary-treasurer; Raymond Caddell, WHSC Hartsville, program chairman.

Mr. Rounsaville, WQXI Atlanta, said rising competition emphasizes importance of a station's programming. "Our listeners have become a commodity that must be fought for, courted, entertained, pleased, sought after and protected once we get them," he contended.

The answer lies in block programming, especially for independents, he said. "It is inevitable that we all have some poor programming from the listener's viewpoint," he continued. 

"In this case block the good together and the bad together. Never alternate one good and one bad. I would strongly recommend that you carefully go over your present program schedule and satisfy yourself that the type programming that you yourself would like to hear."

IBEW-NABET WRANGLE

HEATED battle between IBEW and NABET (CIO), both seeking jurisdiction over broadcast personnel at CBS, continued last week with NABET Information Bulletin No. 14 released by George Maher, national executive secretary of NABET, including letter from D. W. Tracy, international president of IBEW (AFL).

Issued to IBEW workers at CBS, bulletin contained Mr. Tracy's threat of legal action if Mr. Maher did not retract "libelous statements" in NABET Bulletin No. 10, also directed to CBS-IBEW membership. In it, Mr. Maher had questioned financial condition of the AFL union.

NBC, CBS OBJECTIONS

OBJECTIONS to comment of KIST Santa Barbara, Calif., in TV allocations hearing recommending use of Channel 3 in that city [BVT, Jan. 14, 1952] was filed with FCC by CBS and NBC last week. Both networks objected on grounds use of Channel 3 in Santa Barbara would cause adjacent channel interference to their Los Angeles signals on Channels 2 and 4 (KNXT-CBS and KNBH-NBC respectively). KFRE Fresno said KIST proposal was okay with them provided FCC didn't find conflict with its proposal to put Channel 3 in Fresno.

NBC-WMC ANNIVERSARY

NBC Radio network to celebrate 25th anniversary of affiliation of WMC Memphis with Dacie July 1 at 10:30 p.m. EST Wednesday. NBC Board Chairman Niles Trammell and H. W. Stavick, general manager of WMC-AM-FM and WNTC(TV) to speak on half-hour program of flashbacks.

PEOPLE...

WILLIAM SPIER, noted radio, TV and motion picture producer and director, joins CBS-TV as producer, effective today (Monday), Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, announced Friday.

JOSEPH GARVEY, general manager of WJOL Joliet, Ill., at St. Joseph's hospital for serious spinal operation. Expected to be hospitalized month.

EMANUEL SACKS, staff vice president of RCA-related chairman of entertainment division for the Salvation Army's 1952 fundraising drive.

WILLIAM JACOBY, art director, Emil Mogul Co., N. Y., named a vice president of the firm.


RICHARD FEHR, public relations director of Doherty, Clifford & Shenfield, N. Y., elected a vice president of the agency. He will remain in charge of public relations.

JOSEPH BRENNER, in charge of FCC's regional law office in Los Angeles which is being abolished on recommendation of McKinsey Report to FCC (see page 80), may not return to Washington. Former Justice Dept. attorney may set up private practice in Los Angeles.

ALBERT S. GOUSTIN, account executive in New York office of Blair-TV Inc., has resigned. He plans Nassau vacation.

AL YOUNG, for 15 years account executive with Edward Petry & Co., station representation firm, has resigned, effective immediately.

BILL COSTELLO, associated with CBS Radio since 1941, succeeds Charles Collingwood as CBS Radio White House correspondent Wednesday for next six months (see story page 40).

ARMIN P. BETOW, general manager of Magnecord Inc., Chicago, named executive vice president.


RICHARD F. CONNOR

RICHARD F. CONNOR, 49, general manager, KOWB Laramie, Wyo., and part owner of KXN Salt Lake, died Thursday night at his Laramie home. In radio since 1929, Mr. Connor at various times was radio coordinator of Southern California Broadcasting Co., chief of station relations for OWI during World War II and station relations manager of MBS. He is survived by his wife, Mrs. Lucille Connor; daughter, Mrs. Ted Whitney, of Salt Lake; two sons, Richard Jr., at Fort Holabird, Md., and Ned, of Laramie, and brother, Ned Connor, manager of KKRD Los Angeles.

HOLLYWOOD STRIKE VOTE

WAGE increase negotiations between Publicists Guild and CBS Hollywood ended last week as publicists took unanimous strike vote. California State Conciliation Service to appoint conciliator. Thirteen publicists involved.

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Yes indeed! The KMBC-KFRM Team is wholeheartedly reliable. That's why KMBC-KFRM has and holds the audience and why to sell the whole Heart of America, wholeheartedly, it's . . .
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Television is enjoyed in more than 15 million homes, as a result of research at the David Sarnoff Research Center of RCA at Princeton, N. J. Today's image orthicon TV camera was perfected there. Dr. V. K. Zworykin of RCA developed the kinescope—which is the screen of television receivers. And RCA scientists have also perfected electron tubes, transmitters, circuits, sound systems, phosphors, and antennas to make television part of everyday life.

The development of all-electronic television is only one example of RCA research. This leadership assures you high-quality performance from any product or service of RCA and RCA Victor.

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