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Off 4.8% in '51
Page 27

TELECASTING
Begins on Page 65

21ST
The Newsweekly of Radio and Television.
year

this is
the story
of a bank

...but a story that applies to every maker
of iron, wood, steel, candy, dolls, clothes, molasses,
leather belts, baby carriages, pipes and anything else
that is a business in business for money

That's blunt, but that's the way the problem
was put to WOR.

Said the bank, "Increase our deposits."
Said WOR, "We can't guarantee it."

Said the bank, "From what we've heard,
you're good at these kinds of jobs. We're
willing to try."

(We like a bank like that!)

IN 6-MONTHS WOR BROUGHT THAT
BANK A 25% INCREASE IN DEPOSITS.

A 25% INCREASE IN THE BANK'S
GENERAL BUSINESS.

Said the president...

"Beyond any doubt the soundest medium
of advertising for this bank is WOR."
If you want goodwill — if you want results —
if you want every advertising dollar to equal
more than any advertising dollar you've ever
spent, call or write

WOR

— that power-full station

at 1440 Broadway, in New York
**Farm Leadership is no mere accident**

WLS farm programs are planned and presented by men and women who have spent a lifetime studying the problems of agriculture—know just what times are best for reaching the market—know just what types of programs are needed and wanted. A few of these specialists are pictured on this page—all exclusively WLS broadcasters.

Thru years of service to the vast agricultural industry by these and other station-specialists, WLS has emerged as the undisputed leader in the Midwest. No mere accident—but the result of planned programming and service by the largest informed agricultural staff in radio.

**...Service that Sells**

This agricultural leadership has solid commercial value. The over $3.5 billion dollar cash farm income (11.5% of the nation's total) in the WLS effective coverage area(*) can be most profitably tapped by the 50,000 watt voice of WLS. That is why leading national and regional advertisers have consistently used WLS to sell the 1,738,370 (*) radio families whose economy is so greatly dependent upon agriculture.

When thinking of the Midwest, think of WLS for effective coverage of this important agricultural market. Your John Blair man has details—or write WLS direct for additional proof.

**CLEAR CHANNEL Home of the NATIONAL Barn Dance**

890 Kilocycles, 50,000 Watts, ABC Network—Represented by John Blair & Company
"In less than a year

volume more than... ...DOUBLED!"

So writes J. F. Cunningham, sales manager of the S. T. Jerrell Company, maker of dried milk products. Jerrell's Nonfat Dry Milk Solids "had made no real progress in consumer preference in 1950. The change we made in the Birmingham area was to put most of our budget into radio, with the major portion going to WSGN and WSGN-FM.

"We expected results, and got them," continues Mr. Cunningham. "Volume more than doubled in less than a year. In 1951 Jerrell's was listed as the preferred brand by 57.3% of the housewives surveyed, as compared with 45.1% in 1950. In addition, our sales picked up substantially throughout the State. We give much of the credit for this to WSGN-FM, which is powerful in rural areas."

Action like this may be the reason that local and regional advertisers purchased more advertising on WSGN in 1951 than ever before in our 25-year history. For sales progress in the progressive Birmingham trading area, use WSGN. Our national reps, Headley-Reed, will provide complete data.

WSGN-FM
That POWER-ful Station
and WSGN

(Whbs and WHBS-FM, Huntsville, Ala., available in optional combination at substantial savings.)

WSGN is affiliated with ABC and is the key station for the Alabama Broadcasting System.

This is the question which three members of the Delaware Press ask prominent Delawareans when they appear before WDEL-TV's cameras, Thursdays at 10:30 P.M. This program — interesting, stimulating, provocative — is Delaware's own press conference now in its second year. Recent guests, some of whom are pictured, include Delaware's Senators and Congressman, City and State Officials, community leaders. "May We Quote You?" is one of many programs presented by WDEL-TV as a service to its viewers.

**WDEL-TV**

**WILMINGTON**

**DELAWARE**

*Represented by*

ROBERT MEEKER ASSOCIATES  •  Chicago  •  San Francisco  •  New York  •  Los Angeles
PATT MAKES STATEMENT ON NBC INTEREST IN KMPC

REPORT that NBC had made exploratory move looking toward acquisition of KMPC Los Angeles, owned by Goodwill Stations, was confirmed Friday by John F. Patt, Goodwill president. Mr. Patt said NBC, which owns no radio stations in Los Angeles, had no formal offer, however. Said Mr. Patt: "It's true that we have had interest expressed by NBC in the possibility of acquiring KMPC in Los Angeles. That is as far as it has gone. They have made no offer. We have set no price because KMPC is not on the block. We have had at least a dozen inquiries on and several offers for each of our stations. The companies and the estate will always give consideration to any bona fide and substantial offer for any of our properties. However, in the absence of an unusually attractive bid, we are giving consideration to a plan of consolidation and expansion of the Goodwill interests including the likelihood of television. In this connection, various minority interests in our three stations may soon acquire somewhat larger holdings."

BEST AND 'WORST' TV FANS in Illinois, Michigan, Indiana and Wisconsin cast 286,647 votes in popularity poll conducted by Television Forecast, Chicago fan magazine, choosing 'Alka, Fran and Ollie, Red Skelton and I Love Lucy' favorite network shows, and Milton Berle, Howdy Doody and Bob and Ray as "worst show of all." Local favorites were Creative Cookery, Bob and Ray and Press Conference, while local productions in the "worst" category were Mr. and Mrs. Kup, Tom Duggan and Ernie Simon.

LARGEST NETWORK FILM BUY

ABC-TV has purchased 26 feature-length mystery films from Republic Pictures Corp. for showing on network's five owned TV stations, Stlocum Chapin, ABC's Annapolis, Kansas City; William E. Ware, WTVY, Sylvester, Ga.; Harold Essex, WSJS Winston-Salem, N. C.; 2; Harold Essex, WSJS Winston-Salem, N. C.; District 4 (incumbent); Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., District 8; Albert D. Johnson, KOY Phoenix, District 16. William W. Swanson, WCLC Milwaukee, was present. District 2 director, was renominated but declined to run.

Nominees have until tonight (Monday) to withdraw or select choice if nominated for more than one vacancy. Election ballots are scheduled to be mailed Feb. 1.

Other district director nominees:

District 1—John Esau, KYTV, Tulsa (also medium stations); Jack Todd, KAKE Wichita (incumbent). District 14—William C. Grove, KPBC Champaign, Ill., (incumbent), Reel Howard, KFXX Grand Junction, Colo. (also medium stations); Walter E. Wagstaff, KID, Boise, Idaho (also medium stations).

Nominees for at-large directorships (one to be filled by election) were:

Four NARTB Nominees Face No Opposition

Four even-numbered districts will have unopposed candidates for election to NARTB Radio Board, according to nominees list sent all member stations. Unopposed are E. R. Hanlon, WMBD, Quincy, Ill., District 1; Harold Essex, WSJS Winston-Salem, N. C., District 4 (incumbent); Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., District 8; Albert D. Johnson, KOY Phoenix, District 16. William W. Swanson, WCLC Milwaukee, was present. District 2 director, was renominated but declined to run.

Nominees have until tonight (Monday) to withdraw or select choice if nominated for more than one vacancy. Election ballots are scheduled to be mailed Feb. 1.

Other district director nominees:

District 6—Henry B. Clay, KWKH Shreveport, La., and F. C. Sowell, WLAC Nashville.

District 10—Frank Fogarty, WOW Omaha; E. K. Hart, WPMN Kansas City; William E. Ware, KSTL, St. Louis.

District 15—John Esau, KYTV, Tulsa (also medium stations); Jack Todd, KAKE Wichita (incumbent). District 14—William C. Grove, KPBC Champaign, Ill.; Reel Howard, KFXX Grand Junction, Colo. (also medium stations); Walter E. Wagstaff, KID, Boise, Idaho (also medium stations).

Nominees for at-large directorships (one to be filled by election) were:
HORAN BILL FAVORED BY COMMISSION

FCC fully favors Horan Bill (HR 5470), whose author, Rep. Wirt Horan (R-Wash.), plans to reroop further [B, 27, Jan. 14]. Commission position on bill.Jaw: "political activities in the public interest have not been adequately regulated. Commission hearings made known to Congressman and subsequently NARTB, which also was working on revamp legislation late in week.

Commission report then FCC statements in FCC statements was suggestion that corrective legislation on political broadcasts state "any qualified candidate or his representative would have a right to equal time over a broadcast station in order to answer broadcasts by anyone [emphasis is FCC's] who attacks him or supports one of his opponents for the same public office." This apparently would bring broadcaster in position of having been held liable for libel in such instances.

FCC said it was long in favor of amending Sec. 315 of Communications Act (dealing with political broadcasts) and liked Horan Bill. Also re-opened in letter was "fairness" doctrine of FCC. Commission said it would assure "equality of opportunity with respect to all stations for or against a legally qualified candidate."

AZCARRAGA BUYS EQUIPMENT FOR TV STATIONS

FURTHER EXPANSION of television in Latin America was indicated Friday when International Standard Electric Corp. announced an order for two complete video stations from Emilio Azcarraga, prominent Mexican radio and television broadcaster, for Monterey and Guadalajara, Mexico. Amount of orders was not disclosed.

New stations, first to be installed in those cities, are scheduled to go on air before the end of year. Monterey station, on Channel 6, will operate with 5-kw transmitter while Guadalajara outlet, Channel 10, will use 1-kw transmitter. Most equipment will be supplied by Federal Telecommunication Labs, Nutley, N.J. International Standard Electric and Federal Telecommunication Labs are associated with International Telephone & Telegraph Co.

BOSE HEADS RADIO CLUB

RADIO CLUB OF AMERICA elected John H. Bose, engineer associated with Edwin H. Armstrong, as 1962 president, it was announced Friday. Other officers include Ralph B. Batheer, Radio-Television Manufacturers Assn., vice president; Frank H. Shepard Jr., Shepard Labs, corresponding secretary; Frank A. Gunther, Radio Engineering Labs, recording secretary; Joseph Stanley, Continental Sales Co., treasurer. Announcement resulted from Thursday meeting, where Albert E. Hylas of Allen B. DuMont Labs read paper on ultra-high frequency components for video receivers.

WJZ-TV TO HAVE OWN STAFF

ABC-7 NETWORK to strengthen key station WJZ-TV, New York, General Manager Trevor Adams said Friday, by granting operational setup completely separate from network as of Feb. 1. WJZ-TV to have own staff of directors and assistant directors, assigned exclusively to local programs and headed by Bernard I. Paulson, WJZ-TV program operations manager. Station also to have own facilities, probably TV studios 5, 6, 7, 8 in ABC Television Center, and new studio 12 located block away, by Feb. 15.

In this Issue—

CBS Radio has begun serious campaign to revise affiliation contracts immediately. Purpose of the revisions: to get things in line with FCC's new network may change rates at will. Page 65.

How would broadcasters fare if like got into the White House? General Eisenhower's war-time aide, Harry C. Butcher, says like could be counted on to fight for maximum freedom of the air. An exclusive of BET. Page 65.

Here's the way a farm feed company made half a million dollars out of radio advertising which cost only 2% of that amount. Page 51.

It's an awful give-and-take among television networks trying to clear station line-ups for the political conventions, with not enough stations to go around. Page 53.

Frederic R. Gamble, AAA president, wants newspapers to fix rate change dates for them. Page 55.

Total gross time sales of four major radio networks in 1951 were $174,718,594, 4.8% below sales for 1950. Page 57.

The TV networks' gross billings in 1951 were $127,080,713, 18.5% bigger than in 1950. Page 65.

The Authors League of America condemns radio and television "blacklisting" and wants an FCC inquiry. Page 60.

Merger is under serious consideration by the five branches of Associated Actors & Artists of America to make up a single talent union. Page 69.

President's 1953 fiscal year budget includes an $8,075,000 appropriation for FCC. That's $1,588,360 more than the Congress got in fiscal 1952, but the extra money is needed to finance the TV work-load. Page 65.

The rules and standards that the FCC will adopt in ending the TV freeze will run to 99 typewritten pages. The way things are going, it looks as though the thaw will come soon after Feb. 15. Page 70.

Sen. Ed Johnson thinks the government's ban against color television manufacturing is an outrage. Though Defense Chief Wilson, who invoked the ban, doesn't agree, he'll meet with industry representatives Feb. 8 to review the situation. Page 65.

Broadcasting will get around $100,000 in U.S. Army and Air Force recruiting advertising. Page 67.

Upcoming

Jan. 30: Senate Interstate & Foreign Com- merce Committee hearing begins on S 2444 to prohibit distilled spirits (hard liquor) advertising on radio after 10 a.m., Caucus Room, Senate Office Bldg., Washington.

(Other Upcomings page 38)

Closed Circuit (Continued from page 5)

What's the Pitch? That was inquiry in radio, newspaper and political circles last Thursday when Senator Reinhart, manager-director of Cox Radio and Television stations, walked into White House news conference practically on arm of President Truman. Wangling tongues had him back in as radio advisor to Chief Executive—post he held briefly when Mr. Truman assumed office in 1945. Said Mr. Reinhart: "It was purely a social call."

GLEN McDaniel, enterprising young president of Radio-Television Mfrs. Assn., has declined proffer of partnership in old-established New York law firm to continue with trade association at Washington headquarters. Named for three-year term which began last April, Mr. McDaniel resigned as RCA vice president to assume industry post, but it's doubtful whether he will remain for full term.

HARRINGER OF what may happen daily from now on: One highly placed consulting engineer reports well informed client in Midwest advised him last Tuesday that freeze would be lifted the following day, Wednesday. Based on past experiences in official Washington, it can be expected such rumors will recur until FCC finally hands down its report, still expected about mid-February.

FORAYS of organized labor in direction of continued rounds of wage increases, using Walsh-Healy Act as vehicle, been viewed with alarm in trade association circles, notably those representing industries with many small business enterprises. Among these are electronics and component manufacturers, who, along with other trade groups, are contemplating long-term strategy to prevent what they regard as spiral that could cripple their operations.

SUGGESTED research for radio-TV officials, concerned with Johnson-Cass new anti-radio-TV distilled beverages (liquor) advertising bill (S 2444): At turn of year, distillers reaffirmed policy of not using television because of its feminine and home appeal. Also turned down were other advertising media which appeal to women or home.

for more at DEADLINE see page 100

BROADCASTING • Telecasting
THERE'S NOTHING BETTER THAN...

FIRST PLACE!

KOWH OFFERS EIGHT FIRST PLACE AVAILABILITIES
FOR MINUTE PARTICIPATIONS . . .


<table>
<thead>
<tr>
<th>TIME</th>
<th>KOWH PROGRAM</th>
<th>SHARE</th>
<th>RATING</th>
<th>OTHER STATION RATINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 A.M.</td>
<td>Time Out</td>
<td>39.5</td>
<td>7.1</td>
<td>5.3  3.3  1.3  0.4  0.2</td>
</tr>
<tr>
<td>11:30 A.M.</td>
<td>Sammy Kaye Show</td>
<td>34.3</td>
<td>5.1</td>
<td>3.6  2.6  1.9  1.1  0.0</td>
</tr>
<tr>
<td>12:45 P.M.</td>
<td>12 O'clock Already</td>
<td>40.3</td>
<td>7.4</td>
<td>4.9  2.5  1.8  1.3  0.0</td>
</tr>
<tr>
<td>1:45 P.M.</td>
<td>Make Believe Ballroom</td>
<td>34.6</td>
<td>5.5</td>
<td>5.5  1.6  1.2  1.0  0.6</td>
</tr>
<tr>
<td>2:45 P.M.</td>
<td>Sandy Jackson Show</td>
<td>60.9</td>
<td>9.0</td>
<td>2.8  0.9  0.9  0.4  0.0</td>
</tr>
<tr>
<td>3:00 P.M.</td>
<td>Sandy Jackson Show</td>
<td>54.5</td>
<td>7.5</td>
<td>3.1  1.7  0.4  0.4  0.0</td>
</tr>
<tr>
<td>4:15 P.M.</td>
<td>Paging the Stars</td>
<td>42.8</td>
<td>5.6</td>
<td>2.9  2.1  1.2  0.6  0.4</td>
</tr>
<tr>
<td>4:30 P.M.</td>
<td>Sweet Music</td>
<td>46.6</td>
<td>7.3</td>
<td>2.8  2.6  1.1  0.9  0.4</td>
</tr>
</tbody>
</table>

- Largest total audience of any Omaha station,
  8 A.M. to 6 P.M. Monday through Saturday!

- Largest share-of-audience, in any individual
time period, of any independent station in all
America! *

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

Represented Nationally By

The Bolling Co.

Kowh
OMAHA

"America's Most Listened-To Independent Station"

TODD STORZ
General Manager
Television Digest ($100 a year) says it's—
"MUST READING"
(for present and prospective TV station enterprisers)

As Fortune articles go (very well indeed these days), this story is not unusual.

As the TV Industry goes... well, here's a quote from Martin Coder's Television Digest with Electronic Reports, the private authoritative industry news service:

"Next best to a personally conducted tour of Milwaukee Journal's Radio & Television Digest with Electronic Reports, is to read the article titled "WTMJ-TV" in Fortune Magazine for January... We can tell present and prospective TV station enterprisers that this is "must reading" for them. It's an amazingly frank case history of a remarkably prudent and profitable telecasting operation... Practically no station operator will let you look at his balance sheet or, if he should, will grant permission to publish figures. Reasons are good and sufficient. Mr. Damm, however, allowed Fortune to have a look for year ended Dec. 31."

If you're in or interested in TV management, you'll want to have your copy of this Fortune article, for reading and permanent reference.

A few copies of the January Fortune are being held for the industry's members. Just fill out the coupon below, detach and mail (with $1.25 enclosed) to Fortune Circulation Service, Kittredge Bldg., Denver 2, Colo. We'll send your copy at once—while they last.

TO: FORTUNE Circulation Service, Kittredge Bldg., Denver 2, Colo.

Here's $1.25.
Please send me the January '52 issue of Fortune which carries the Milwaukee TV story.

My Name ____________________________
Street ______________________________
City __________ Zone ______ State ______
Position __________________ Company ___

Date: _____________________________
How much meat will America eat today?

☐ 600,000 pounds  ☐ 6,000,000 pounds  ☐ 60,000,000 pounds

It sounds incredible, but sixty million pounds per day is the right answer... enough meat to fill 15,000 two-ton trucks!

Just as incredible is the smooth functioning of the complicated system of meat distribution. It puts all this meat where you want it, when you want it, and in the vast variety of kinds in which you want it.

Sixty million pounds of meat a day is a big order, and it takes a big industry to fill it. More than 4,000 meat packing companies throughout the United States contribute to the job.

And the truly surprising fact is not how efficiently they do it, but that they do it (and have been doing it for years) at a lower service cost than for almost any other food.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago  •  Members throughout the U.S.
Now for the first time

NBC COMPLETE NATIONAL

Until now no radio network has ever offered advertisers a thorough, realistic service for merchandising their products on a national scale.

Now NBC takes the lead in offering not only the first national merchandising service in network radio, but the finest, most complete merchandising facilities to be furnished by any advertising medium.

HERE’S WHAT YOU CAN EXPECT:

1. NBC’s field experts will train advertisers’ sales and distribution personnel in getting dealer support, building displays; make demonstration calls with salesmen on key accounts; make presentations at sales meetings; maintain close liaison with key wholesalers and retail groups in their areas.

2. The NBC Merchandising Plan is approved unanimously by the NBC affiliated stations. The network field experts are working in co-operation with our stations, establishing a chain of merchandising services which should deliver for our advertisers the greatest possible point-of-sale impact.

3. Network on-the-air merchandising programs will be developed which will permit dealer tie-ins for maximum local impact. One series, “Market Basket,” is now in preparation for food store advertisers.

4. Point-of-purchase material especially produced for the needs of retailers will be available to NBC advertisers at cost. This
material will be designed to take advantage of network and local station identification.

5. All-important research services will be offered with emphasis on attitude surveys, distribution checks, test stores, consumer panel.

6. Bulletins for mailing to retailers will be prepared and supplied NBC stations on a monthly basis.

This is but a partial list of the services planned by NBC’s Merchandising Department. Other activities in the display and national trade fields will be presented at a later date.

WHEN CAN YOU EXPECT THESE SERVICES?

The NBC Merchandising Plan has been in formation since July under the direction of Mr. Fred N. Dodge, formerly Merchandising Director of “The American Weekly.” The nation-wide field offices will be functioning by February 15.

Now is the time to plan your participation. The Merchandising Department is available now for consultation on your particular needs.

In the year of hard selling to come, there will be no better sales combination than the NBC Radio Network with NBC Merchandising. And of all the networks only NBC Radio offers a workable, efficient merchandising service.

NBC RADIO NETWORK

a service of Radio Corporation of America
open mike

Bottleneck Explored

EDITOR:
My congratulations on the very informative article [Jan. 14] on the current FCC delays in processing applications. This is the first time this bottleneck has been explored in any detail. I could not get any statements out of the FCC when I wrote for comparative figures on employment in the postwar years and now. Can you send me about a dozen reprints or tear sheets of this page?

S. A. Caster Jr.
Vice President of Operations
WKYW Louisville

Windswept Miami

EDITOR:
How is this for the longest warmup session on record? Just returned from announcing annual air races at Miami. . . . Crowd of 18,000 or more showed up an hour before the program opened. I kept them in good humor, using up everything I could originate, steal or borrow until the events got underway. Shortly thereafter a 30-mile wind with rain took over and the crowd dispersed without seeing the end of the free-form-all race, involving three crackups. The entertainment for the afternoon was properly balanced: one third flying; one third rain, and one third Brinkley.

Russ Brinkley
WHP Harrisburg, Pa.

Strange Assembly

EDITOR:
I just read your "Phonevisionaries" editorial in the [Jan. 14] issue of Broadcasting • Telecasting.

Tsk. Tsk. Since when, in your opinion, are broadcasters so wedded to the advertisers' dollar that they would object to having the public pay directly for programs rather than indirectly through the purchase of advertisers' products?

You speak of "A strange and not inconsequential assembly of subscription TV advocates" . . .

To your list you can add a few more, including:

National Collegiate Athletic Assn. and other sports promoters who cannot survive telecasting of their events for the fees that broadcasters are willing to pay;

Motion picture producers who cannot afford to put their superior product on television for what the broadcasters will pay;

Leading Broadway producers and actors who see Phonevision as the one method of playing to a television audience;

Advertising executives who are alarmed at the rising costs of television and fearful of never getting true national coverage because of the impossibly high cost of operating TV stations in small communities;

Religious, civic and educational leaders who see Phonevision as the one method of getting minority appeal programs on TV;

And, if you please, hundreds of broadcasters in smaller markets who realize that the only way they can operate a TV station is with subscription revenue combined with advertising revenue in much the same way as in Broadcasting • Telecasting.

Finally, there is one more, and not inconsequential group: the public.

Poll after poll has shown that a substantial majority of the public is willing to pay for better programs than TV can offer. It is supported by advertisers alone . . .

Ted Leitzell
Zenith Radio Corp., Chicago

The Big Picture

EDITOR:
. . . One [recent] morning we received a phone call from the Meadville Telephone Co. stating that they had an emergency call to put through to the neighboring community of Saegertown, located seven miles from Meadville. A party on the line in Saegertown had left the phone off the hook and the local phone company could not place the call. The telephone people asked WMGW we would air an announcement requesting the party whose phone was off the hook in Saegertown to please replace it.

In less than 30 seconds after we aired the appeal, the phone company called to inform us that the party had replaced the receiver . . .

Robert Trace
Station Manager
WMGW-AM-FM Meadville, Pa.

Compliments

EDITOR:
Since I have been in San Diego the last nine months, I have taken more cognizance of Broadcasting • Telecasting than ever before.

As always, BT is continuing to do an excellent job of reporting. My thanks to you . . . in keeping this manager better informed.

Wilt Gunzenhauser
General Manager
KGB San Diego
There's a big factor showing up in the tape recording world... it's the tragedy of High Maintenance Costs. Many radio stations are confronted with the daily ritual of recorder checking and adjusting. Added to the time cost of such inspections is the cost of frequent parts replacements and loss of program time.

In contrast, Ampex users find their equipment will operate continuously eighteen hours a day with but infrequent inspection. Upkeep and replacements are almost nil; heads have remarkably long life. Ampex performance is constant over long periods of continuous operation. Long life with low maintenance is assured in each Ampex recorder by high manufacturing standards and complete test of each machine before shipment. It all adds up to one sure fact—Ampex quickly pays for itself out of savings from lower operating costs and added dependability.

AMPEX ELECTRIC CORPORATION
REDWOOD CITY - CALIFORNIA

AMPEX MAKES THE PACE IN BOTH
Overall Economy
and Fidelity!

YOU CAN RECORD ON AN AMPEX
TODAY--AND BE SURE OF IDENTICAL
PLAYBACK A YEAR FROM NOW

COMPLETE SPECIFICATIONS ON REQUEST

SHOWN HERE ARE THE TIME-PROVEN MODEL 300 CONSOLE AND THE ADVANCED SERIES 400-A. THROUGHOUT THE FIELD OF PROFESSIONAL AUDIO RECORDING THESE TWO AMPEX MACHINES ARE THE RECOGNIZED LEADERS. MODEL 300 PUT MANY A BIG NAME ARTIST ON TAPE—SERIES 400-A INCORPORATES MANY OF ITS FEATURES.

You can record on an Ampex today—and be sure of identical playback a year from now.
J. WALTER THOMPSON Co., Chicago, has reorganized its executive departments. KENNETH J. WARD, a vice president, becomes copy director, replacing GEORGE C. KEEVES, new Chicago manager. Vice Presidents J. MARK HALE and NORTON O'MEARA were named associate copy directors; FREDERICK W. BOULTON, vice president and executive art director, named director of creative services. GEORGE BAIER is new manager and administrative director of the art department.

BOGART CARLAW, vice president, Foote, Cone & Belding, N. Y., to B demolished, N. Y., as copy chief.

ERWIN D. SWANN, vice president, Biow Co., N. Y., has resigned. His future plans will be announced shortly.

CAROLINE STELLA, J. Walter Thompson Co., N. Y., appointed assistant manager of the International Media Dept.

Mr. Carlaw


* SYMBOL OF THE BEST IN BROADCASTING IN NORTHWESTERN OHIO

PIONEER IN OHIO RADIO... I'm the symbol of WSPD because WSPD is OHIO'S PIONEER STATION. And, this powerful first station in Ohio has been the 1st Station in Northwestern Ohio for THIRTY ONE Consecutive Years. Hooper, Nielsen, every rating service proves WSPD is the top dialing habit of 300,000 radio families. When you BUY in Northwestern Ohio BUY "SPEEDY", WSPD, Ohio's Pioneer Voice of Radio for 31 years.

PIONEER IN NORTHWESTERN OHIO TV

WSPD-TV pioneered the television industry in Northwestern Ohio and our 85% share of audience is significant of a job well done. We have carried all networks and have programmed to suit the majority of over 150,000 TV sets in our area, insuring sponsors of Point of Impact for every sales message. It's "Firstest with The Mostest" in Northwestern Ohio TV with "SPEEDY", the TV PIONEER.

I'm on my way to round up more facts for broadcasting buyers in Northwestern Ohio. REMEMBER... when you see "SPEEDY" it means SPEEDY RESULTS ON RADIO OR TELEVISION IN NORTHWESTERN OHIO & SOUTHERN MICHIGAN. CALL YOUR KATZ MAN or TOLEDO and ask about "SPEEDY"... and SURE SALES.

WSPD AM-TV Represented Nationally by KATZ

Although he was born in Nebraska, Bill Fisher never heard of his town of Ong until he went there in 1935 to take over as high school principal and dramatics teacher. The deflated 30s and obscure Ong, however, collaborated in leading him to radio and television. Now radio-TV director of Gardner Adv. in St. Louis, Mr. Fisher knows his future "started back there."

Mr. Fisher went to Ong after graduation from the U. of Nebraska with a journalism degree. Two years at the high school encouraged his talent for drama and led to the U. of Colorado, where he became stage manager, technical director and, finally, director of the University Theatre.

To round-out his 24-hour day, Mr. Fisher picked up a master of arts degree in drama, taught stagework and acting and supervised student productions for the Rocky Mountain Radio Council.

He recalls "was not only participating in a very healthy type of show business, but also learning set design, makeup, lighting, acting and all the other factors of showmanship essential to television."

In five years at Colorado U., Mr. Fisher supplemented his teaching income by writing amateur plays, 35 of which were published. Rewards were short on the financial side, but long on enabling him to polish his writing style and get his first "radio break."

After the war started and he was turned down because of a football injury, Bill Fisher became publicity director at Cce College, Cedar Rapids, Iowa. There, despite the exodus of many men to service, he was directed to increase female enrollment. He did— by 10%— thanks to broadcasts of student radio productions on local stations.

The "radio break" came in 1943 when Mr. Fisher went to WGN Chicago as a writer on local as well as Mutual network shows. He became continuity director and three years later got his first TV experience at Swift & Co., Chicago, as radio and television director.

"Not only did we have several radio network shows, as well as regional network and heavy spot schedules, we also began to lay plans for television."

An early entrance into the TV (Continued on page 91)
beat

HARRY R. HENRY, assistant to merchandising director, has been placed in charge of all field merchandising operations of the Bion Co., N. Y.

OTTO W. PROCHAZKA, former copy chief, has rejoined Anderson & Cairns, N. Y., as member of executive staff and creative plans board.

LOHMEYER-ADLEMAN Inc., Phila., appoints JAMES S. MONTGOMERY copy chief and member of plans board. BUD GRANOFF, George Evans Co., publicity, same city, made vice president in charge of Lohmeyer-Adleman's New York office which opened last month.

JOHN ANASTOS to J. Walter Thompson Co., Chicago, to work on special merchandising and advertising in the institutional trades for Kraft Foods Co. account.

MARY PEACOCK, assistant to TREVOR EVANS, vice president of Pacific National Adv., Seattle, named agency's TV director.

GRANT H. ADAMS to Frederick Asher Agency, Chicago, as account executive, from Michael Reese Hospital where he was public relations director.

CLIFFORD E. BALL, Northern California area manager American Home, Farm Journal, and Pathfinder magazines, to Brisacher, Wheeler & Staff, San Francisco, as account executive.


YAMBERT, PROCHNOW, McHUGH & MACAULAY Inc., Beverly Hills, becomes YAMBERT-PROCHNOW Inc., same city.

MALCOLM-HOWARD ADV. moved to new quarters Suite 2100 at same address, 203 N. Wabash Ave., Chicago.

GRANGER F. KENNY to Needham, Louis & Brovary, Chicago, as assistant to account executive on Morton Salt Co. account. He will handle all advertising for industrial salt division.

GLENN GLADFELDER, copy writer, BBDO, Minneapolis, to Foote, Cone & Belding, L. A., in same capacity.

KENNETH WEBER, account executive, Don Allen & Assoc., Portland, Ore., to Simon & Smith Adv., that city, in same capacity.

EVAN R. PETERS, J. Walter Thompson Co., S. F., resigns as account representative. Future plans are to be announced later.

WILLIAM T. LOWE and PHILIP H. WILSON have joined the copy department of N. W. Ayer & Son, Phila.

HOWARD STEWART, assistant advertising manager of Buchan Loose Leaf Records Co., Clifton Heights, Pa., has been appointed advertising manager for contract department of Jacob Reed's Sons, Phila.

JAMES WADE transferred from the plans-merchandising department, N. W. Ayer & Son, Phila., to company's New York office.


EDWARD SCANNELL, sales staff, WJJD Chicago, to Weed & Co., same city, in same capacity.

JOHN J. GRONFEIN, Joseph Katz Co., N. Y., to Doyle, Dane, Bernbach Inc., same city, as account executive.

MILNE & Co., Seattle, discontinued operations with the retirement of RICHARD P. MILNE, agency founder. Accounts have been transferred to Robert Nichols Agency, same city.

ROBERT OTTO & Co., N. Y., opens offices in Mexico City with IGNACIO CARRAL in charge.

FRANK A. HELTON, vice president and copy director of J. J. Weiner (Continued on page 91)
Nine years ago Mr. D. C. Sperry signed his first KVOO contract. At that time the Oklahoma Tire and Supply Company, of which Mr. Sperry is Advertising Director, operated 12 stores in Oklahoma. Today, Otasco operates 201 modern stores in four states.

Radio advertising, according to Mr. Sperry, has played a great part in this tremendous expansion and today one third of Otasco's total advertising budget is appropriated for radio.

Since KVOO carried the first radio advertising ever placed by Oklahoma Tire and Supply Company, and has continued to carry a heavy schedule for 19 consecutive years, we take pardonable pride in our part in the amazing growth of this firm, now moving into their new million dollar general office and warehouse in Tulsa.

We congratulate Mr. Maurice Sanditen, President, and all of his co-workers on this fine new evidence of faith in our growing Southwest. Completely air conditioned, modern in every respect, the new Otasco office and warehouse is the largest privately owned plant of its kind in the Southwest.

Clem Sperry says, and we quote, "KVOO has always been our greatest dollar buy in radio!"

Nine years of renewals proves his point. If it's continuous results you are looking for, you can get it over KVOO, Oklahoma's Greatest Station!

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**NEW BUSINESS**

**Spot**

SCANDINAVIAN AIRLINES SYSTEM Inc. in cooperation with American Scandinavian Foundation to sponsor 8-week series of weekly broadcasts, *Music in Scandinavia*, over 11 stations of Good Music Broadcasters starting on WQXR New York Feb. 3 (Sun, 7:05-8 p.m.).


**Network**

LEYER BROS. (Surf) to sponsor ABC-TV's Frances Langford-Dionne Ameche Show on Tues., Thurs. and Fri. 12-12:15 p.m. starting Feb. 5. Show runs an hour, five days a week. Agency: N. W. Ayer & Son, N. Y.


GENERAL FOODS, N. Y. (Postum and Post's 40% Bran), began sponsorship of Mr. Chanselors Jan. 17. Show aired Thurs. 9-9:25 p.m. on CBS Radio. Agency: Foote, Cone & Belding, N. Y.

HUDSON PULP & PAPER Corp., N. Y., renews sponsorship of Bride and Groom on CBS Television, Thurs. 2:45-3 p.m., for 13 weeks effective immediately. Agency: Blay Co., N. Y.

PEQUOT MILLS, Salem, Mass., sponsoring the Paula Stone Show Mon., Wed., and Fri. on the Liberty Network. Show, originating in the WMGM New York studios, is aired six times weekly at 10:45 a.m. EST.

**Agency Appointments**

LEYER BROS. Good Luck Products Div., N. Y. (Jellie-Goodluck margarine), has appointed Hewitt, Orgilvy, Benson & Mather, same city, effective mid-April. Account formerly was handled by BBDO, N. Y.

COLOR TELEVISION Inc., San Carlos, Calif., appoints Elliott, Daly & Sherman, S. F.


FELTON-SIBLEY PAINT Co., Phila., appoints Lamb & Keen, same city.

CALORIC STOVE Corp., Phila., has appointed McKee & Albright, same city, to handle Caloric gas range account.

DOESKIN PRODUCTS, N. Y., appoints Federal Adv., same city, to handle Sanapack in addition to Doeskin Tissue.

DECO RESTAURANTS (Western New York chain) appoints Ellis Adv., Buffalo.

OELERICH & BERRY Co., Chicago, names Grant Adv., same city.

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Broadcasting • Telecasting
How much closer to 100% can you get?

NEW YORK

PENNSYLVANIA

LISTENER PREFERENCE

ON ONE STATION

PULSE has just completed its first audience measurement of 16 Western New York counties . . . Among 24 radio stations reported, (including six Rochester stations) here's what PULSE found:

Out of 432 quarter-hours per week:

WHAM is FIRST in 429
WHAM is TIED for FIRST in 2
WHAM is SECOND in 1

Is this dominance? Yes, indeed! WHAM's power and prestige permit you to buy one station in this rich area and get FIRST preference with listeners 99.3% of the time!

Ask your HOLLINGBERY man for complete details

WHAM

The Stromberg-Carlson Station
ROCHESTER 3, N. Y.

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE
NECESSITY is not only the mother of invention. Like politics, necessity also makes strange bedfellows.

Need for more revenue prompted KROX, Crookston, Minn., to link forces with weekly newspapers in the area with the result that increased profits are accruing to both the station and papers.

KROX operates with a 1 kw day and 500 w night on 1260 kc in a community of only 8,000 persons. The idea of getting weekly newspapers to cooperate with KROX in airing the local weeklies was conceived.

First target was Hallock, Minn., a town near the Canadian border 90 miles from Crookston. Salesmen went to the editor of the weekly paper and sold him on the idea of giving a five-minute newscast, five days weekly, of news from Hallock and Kittson Counties. The editor liked the idea but feared it would cut down advertising in his paper. Nevertheless, he was willing to gamble with KROX for a 60-day period.

Frank Herrick and Ralph Melby, KROX announcers, made 12 calls getting the 10 accounts needed to pay costs of the lines and remote equipment to handle the newscasts. The two accounts which at first refused are now awaiting a chance to get on the show.

Especially appealing to the merchant-sponsors was that the newscasts were being made by someone they met on the street every day. At present, four weekly newspapers are cooperating with KROX in airing the local newscasts.

The newscasts have elicited appreciative letters and in-person comments from hundreds of townspeople. One editor told listeners not to thank him, but to express thanks to the merchants who are making the broadcasts possible.

Also, editors report that they have gained—not lost—revenue. KROX not only has increased revenue but has built up its listening audience in fringe areas.

Indications are that four newspapers are about all the station can handle at this time. As Mr. Herrick, also promotion manager, points out, it isn’t easy for an announcer to state, “This is Station KROX with studios in Crookston, Hallock, Ada, Fosston and Fertile.”

strictly business

SIDELINE has developed into a major business for Irvin and Israel Feld, Washington, D. C., thanks to radio.

When the Felds opened a drugstore May 1, 1940, they stocked a supply of phonograph records to help business along. They had only 200 records—about $50 worth.

Today in their three record stores and warehouse, which were built by the sale of records, they boast an inventory of 250,000 discs with a wholesale value of about $150,000.

“Our rapid expansion wouldn’t have been possible without radio advertising,” said Irvin Feld.

From $40 a week in 1940, their advertising budget has steadily increased—never once decreased—until they now are spending $1,000 a week on radio advertising.

“TV is expensive stuff but we plan to try a little television time early this year,” said Irvin Feld. This will boost their ad budget to well over $2,000 a year.

Growing up in their native Hagerstown, Md., the Feld brothers always talked of going into business together some day.

When Irvin, now, 32, was graduated from high school in Baltimore in 1939, he went to Washington and started a small drug supply business.

A year later, Negroes were picketing a nearby drugstore because the store wouldn’t hire Negro clerks.

Representatives of the National Assn. for the Advancement of Colored People went to Irvin Feld and told him that if he opened a drugstore with Negro clerks, they would see that he got the Negro business.

Irvin contacted his older brother, (Continued on page 50)}
To sell Cigarettes to inland Californians
(AND WESTERN NEVADANS)

...Be on the Beeline

Cigarettes or catsup, the way to sell in inland California and western Nevada is... on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations... more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined.

(STATE AREA REPORT)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

(BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company
Sacramento, California  Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK
Sacramento (ABC) 50,000 watts 1560 kc.
KOH
Reno (NBC) 5,000 watts, day; 1,000 watts, night 630 kc.
KERN
Bakersfield (CBS) 1,000 watts 1410 kc.
KWG
Stockton (ABC) 250 watts 1220 kc.
KMJ
Fresno (NBC) 5,000 watts 880 kc.

A million people listen to the Beeline every day
FOR YOUR INFORMATION:

Everyone who has ever worked in the newspaper business knows the meaning of competition...the hustle, bustle, push and rush to get the story first...to hit the street before the opposition...to get a better story...or an exclusive story...to outwrite or outshine your competitor or competitors. Chief beneficiaries of this ceaseless contest are the American people. Although they are none too aware of it at times, the spirited competition within the newspaper industry gives them a better product and better service...and enables them to be the best informed people in the world.

So it is with the oil industry. Competition is the driving factor which keeps every oilman on his toes...regardless of whether he's an explorer, producer, refiner, transporter, distributor or anything else. He has to keep pushing, as the newsman must, for if he doesn't he'll be "scooped" right and left, and his "circulation" figures will decline accordingly, as the people turn to a better product. If you don't think the competition is rough, ask any jobber or dealer...or any service station man. He'll tell you what he has to do to keep ahead of the other fellow - across or up or down the street. Here again, the American people are the winners, for they receive not only more and better products at reasonable prices, but also improved services and newer products as fast as they can be created. All this contributes to a standard of living for the American people which is the envy of the world.

Competition spurred the nation's oilmen to their greatest accomplishments in 1951. Records were toppled in every department as American oil companies vied to supply more of their own products to meet the record-breaking demand of the people for petroleum. That contest will continue unabated in the current year. Available forecasts indicate that demand will increase another four to five per cent in 1952. All along the line, the race for that new "circulation" is going on. By the end of the year, there undoubtedly will be a flock of new records...virtually all of which will stem from this curious American trait of trying to do something better than our competitor.

Competitive enterprise is the lifeblood of the American way of life. Make sure in '52 that it isn't ham-strung or strait-jacketed, for freedom of competition is just as important to the oil industry as freedom of speech is to the press. If you would like any further information about the oil industry at any time, don't hesitate to write, wire or phone.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.
More national advertisers put this cash register to work in 1951 than any year since the station opened! Let it ring for you in '52!

WASHINGTON, D. C.

National Representatives: John Blair and Company
Here's what the president of one of Baltimore's largest appliance stores wrote us: "Results from our schedule of spots on WITH have far surpassed any other medium (including newspapers) ... we are planning a further extension of our schedule."

Yes! Local folks know advertising media best! And WITH carries the advertising of twice as many local folks as any other station in town! For one good reason: WITH produces fast, low-cost results. Let your Forjoe man give you the whole story of WITH's commanding position in the rich market of Baltimore.

TOM TINSLEY, PRESIDENT—REPRESENTED BY FORJEO AND COMPANY
CBS RADIO has begun a quiet but determined campaign to revise station affiliation contracts in such a way that the network may adopt rate changes virtually on a moment's notice. 

Last week, the CP Radio to move any change in Station Relations Vice President Carleton Smith has been making personal calls throughout the country in an effort to solicit support. 

Though no official word was available as to how many stations had agreed to go along, it was learned unofficially that about 75 of the total of 190 radio affiliations had accepted the plan, but some of the stations it was known, were key stations. 

22 Have Signed 

A CBS Radio official said last week that of 53 revised contracts sent out, 22 had been signed and returned. 

By week's end, letters and proposed contracts had gone to about half the CBS Radio affiliates. Whether any of the 22 stations that were said to have signed the new contracts were among the 22 affiliates which, under present contracts, have a clause preventing the network from cutting their rates without their agreement, could not be learned. 

Except for the 32 which, under present arrangements must approve rate cuts, the other CBS Radio affiliates have contractual clauses which require the network to give notice some time in advance of any proposed rate changes. Both these types of contract provisions would be eliminated in the new agreement, it was believed. 

CBS Radio letter accompanying the new contracts was signed by Herbert V. Akerberg, vice president in charge of station relations. 

At the outset he cited a statement by CBS Radio President Howard S. Meighan last month that network rate adjustments at this stage would be premature owing to the inadequacy of timely research into radio values [B&T, Dec. 10, 1951]. 

Mr. Akerberg wrote that Mr. Meighan still felt the same way, but that the contract revisions had been decided upon as a means of keeping the network in a flexible position to meet any competitive moves that might arise. 

The letter outlined the changes that would be made in contract provisions establishing schedules of payments to stations. 

Under present contracts, these schedules are expressed in terms of dollars. The revised contracts would translate them to percentages of "average gross sales per converted hour." 

Word of Explanation 

A word of explanation of the term "converted hours" is necessary. CBS Radio pays its stations on the basis of "converted hours" schedules which are individually negotiated. The "converted hour" is a figure arrived at by averaging out the values of hours of time in various time categories, which in many instances are three: Daytime, transitional and nighttime. 

Suppose a station's contract establishes the daytime hour at half the value of the nighttime hour and 

(Continued on page 85)
JOIN CHRISTAL
Three Added to Firm

THREE additions to the sales staff of the Henry I. Christal Co., radio station representative firm, were announced last week.

They are: Douglas Ballin Jr., former advertising manager of Whitehall Pharmacal Co., who joined the New York office of the Christal organization early this month; Albert J. Young, who has resigned from Edward Petry & Co. [B&T, Jan. 21] and will join the Christal company's New York office today (Monday), and Alan H. Schroeder, who is leaving CBS Radio Sales in Chicago to join the Christal Chicago office on Feb. 11.

The Christal firm, headed by Henry I. Christal, commenced operations Jan. 1 and is devoting its activities exclusively to radio. The company currently represents WDFA Kansas City and its appointment by WHAS Louisville has been announced by the station, effective in March. Additionally, it is understood that other major market stations have signed with the company but plan to withhold formal announcement pending expiration of their current commitments.

The Christal organization maintains offices at 300 Park Ave., New York, and 333 N. Michigan Ave., Chicago. Mr. Christal has headquarters in New York and has been assisted since the firm commenced operations by Irvin Gross, formerly of the O. L. Taylor Co. The Chicago office is headed by James Thompson, who left the Taylor organization for that purpose [B&T, Dec. 17, 1951].

Mr. Ballin entered radio via NBC. For the past 12 years, he has been with Whitehall Pharmacal, first as head brand manager and later as assistant advertising manager in Chicago.

Mr. Young has been directly responsible for supervising radio and TV operations—both spot and network—on several drug products.

Mr. Schroeder has been a radio and television producer in recent years with Diamond Match Co. and five as a representative of WOR New York, prior to his association with CBS Radio Sales.

WWJ’S RESURGENCE REC Addressed By Bannister

CONFIDENCE that radio can regain its rightful place in the overall advertising picture and can hold that position regardless of television or any other medium was expressed Thursday by Harry Bannister, general manager of WWJ-AM-FM-TV Detroit, in a vigorous talk to the Radio Executives Club of New York.

In 1947, when TV was just getting started and WWJ-TV was “losing its shirt” trying to follow Mr. Bannister’s dictum of the best possible programs despite lack of network connections, films, advertisers and viewers, he felt that radio was all washed up, he reported. But a couple of years later, when TV was entering more and more homes and turning listeners into viewers, he realized that he had been wrong and that radio was here to stay.

Hold to Viewpoint

That is still his conviction, he stated, despite aggregate billings of nearly $700,000 a month in recent months by the three Detroit TV stations, more than the city’s three top radio stations ever billed, and a 20% drop in WWJ’s 1951 radio revenue as compared to 1950.

That’s a good figure, he said, noting that earlier months of the year had run as much as 40% behind the same months of the year before.

When WWJ decided to fight back against TV, Mr. Bannister said, it broke a 30-year precedent by cutting its nighttime rate 20%. This won him the reputation of a Judas with his fellow broadcasters, he stated, but it also kept a lot of business on the station which otherwise would have been lost. He pointed out parenthetically that Detroit radio rates—$1,000 a nighttime hour for WJR, $800 for WWJ—were exceptions to the general rule of underpricing radio, noting that NBC had sold WWJ at $500

WWJ’S RESURGENCE REC Addressed By Bannister

Two step in WWJ’s comeback program was a thorough study of radio listening in Detroit, at home and away from home, which findings were used as a basis for overhauling and modernizing the station’s program practices, Mr. Bannister said.

Program ratings proved worse than useless, he asserted, reprimanding timebuyers for “keeping radio enslaved to a bunch of phonies figures which do not mean nor could not mean what they purport to” and are “ridiculous to the point of absurdity.”

Promotion of radio’s values, both alone and in cooperation with other Detroit broadcasters, was the next step, he reported. The widely-used slogan, “Wherever You Go, There’s Radio,” is a Detroit product, he reminded his audience.

Warning other broadcasters neither to soothe themselves with the false belief that times have not changed nor to allow advertisers to convince them that radio is through, Mr. Bannister urged them to face today’s conditions realistically and to find facts to show the advertisers who profited from radio in the past that they may need its help in the future more than they realize. Following his advice may be difficult or painful, he cautioned, but it will pay off as it has for WWJ, whose December and January billings are up from earlier months, with old accounts renewing and new business coming on the station.

WILSON SHIFTS From Rambeau to Pearson

WILLIAM M. WILSON has resigned as executive vice president of the William G. Rambeau Co., station representation company, and will join the representation firm of John E. Pearson Co. today (Monday).

He has been associated with the Rambeau organization for more than 11 years. In addition to being in charge of the New York office, he had been executive vice president of the firm since January 1946. He formerly was assistant manager of the classified advertising department of the Washington (D. C.) Post and had served in a similar capacity with the Los Angeles Times.

His career also includes service as personnel manager and classified advertising manager of Editor & Publisher, a representative and general manager of Fernald’s Exchange Inc., a national newspaper employment agency; and general manager of the New York Advance, weekly newspaper.

During World War II, Mr. Wilson served three years as a Navy communications officer in the North Atlantic and South Pacific. He is a lieutenant commander in the reserve. He is a native of Portland, Ore.

RAMBEAU CHANGE

Wethington, Rich Named JAMES A. WETHINGTON, an associate of William G. Rambeau Co., station representative firm, for the past year, has been named vice president of the organization, Mr. Rambeau announced Wednesday.

Appointment is in keeping with current expansion plans of the company, which include the addition of William H. Rich to its sales staff and relocation of the New York office in larger quarters at 547 Madison Ave.

Prior to his association with the Rambeau offices, Mr. Wethington was active in the sales end of radio for various stations throughout the South and East. His business career was interrupted for several years’ military service during the Second World War.

Mr. Rich previously worked with Murdoch and the O. L. Taylor station representative company prior to his joining the Rambeau organization.

WCFI to Radio Reps.

WCFI, 50 kw Chicago independent, has named Radio Representatives as its national representative effective Feb. 1. Arthur F. Harre is manager of WCFI, the Chicago Federation of Labor station.
The attitudes of Presidential candidates toward radio and television are of dollars-and-cents importance to broadcasters, for they, unlike most other businessmen, are regulated by a Presidentially appointed federal commission which can grant or take away their properties. Here's a reassuring analysis of one candidate's views as related by his war-time aide. In a BROADCASTING • TELECASTING exclusive, Harry C. Butcher says...

BROADCASTERS COULD BANK ON EISENHOWER

By HARRY C. BUTCHER

Broadcasting • Telecasting has asked for my interpretation of Gen. Eisenhower's attitude on radio and television. There are many correspondents, particularly those who covered the war in Europe, who could write more dispassionately than I on this subject, but perhaps they will be heard from later.

Gen. Ike believes in free speech and a free press, which to him mean freedom of expression on radio and television, within, of course, the normally self-imposed restrictions of good taste and fairness. If broadcasters or television licensees have the slightest notion that the general would favor any such thing as government ownership or bureaucratic operation on the domestic airwaves, let them immediately forget this worry.

He is a crusading believer in private enterprise. For instance, it would be contrary to his belief in free expression and his preference for self discipline by the industry itself ever to favor such a thing as the Benton bill. Correspondents who would affirm the above assertions are, to name only a few: Ed Murrow, Hal Boyle, Ken Crawford, Merrill Mueller, Wes Gallagher, Ed Beaty, Virgil Pinkley, Hugh Ballie, Drew Middleton, Larry Rue, Raymond Daniell, Quent Reynolds, John Charles Daly, Duke Shoop, and even Ed Kennedy, whose boot-legged scoop on the end of the war in Europe caused great consternation. But concerning Mr. Kennedy's highly controversial breach, Gen. Ike eventually made public a letter letting-by-gones be-by-gones.

Gen. Eisenhower basically believes that "public opinion wins wars" and that only by the best possible link of intelligence between the battle and home front can war be successfully conducted. His attitude toward the correspondents and their work during the war can be best be told quickly by a couple of illustrations.

One occurred in the summer of 1942 soon after Gen. Eisenhower had arrived in London as theatre commander. He held a news conference at the Dorchester Hotel attended by perhaps 100 correspondents, primarily American and British. Someone raised the question about an old censorship rule in the European Theatre of Operations which prohibited transmission of stories of conflict between Negro and white American troops in the United Kingdom. There was some discussion among the correspondents, some feeling that in the public interest such censorship should be continued to avoid racial trouble in the USA and others arguing that the stories should be told. Gen. Ike's almost immediate response was startling, even to me. He turned to the censor and said:

"Take off the censorship."

Then he went on to explain that the effect of withholding news of any conflict between the races in the United Kingdom would simply build up into an avalanche which one day would break in the American press and radio, startling, if not shocking the public. He favored letting the American public and the world currently know of the problems on the principle that only by knowledge of the difficulties could there be intelligent appraisal at home. The result was that numerous stories appeared in the American press about these relatively minor conflicts, but once the public had at least an inkling of understanding, the job of the commander in dealing with those problems actually was simplified.

Trust Reports

An instance of Gen. Ike's trust of radio and press correspondents occurred in Algiers in 1943 just prior to the amphibious operations in Sicily. All of the correspondents knew that something important was about to happen. Preparations for the invasion naturally could not be kept from eyes and ears of trained reporters free to roam wherever they pleased. At a news conference about two weeks before the invasion, Gen. Ike dumbfounded his general staff, particularly the censors, by announcing to the correspondents exactly where the invasion forces were going, and the approximate date. Now the scribes were dumbfounded and agast. He told them it was a secret he was sharing with them and since he regarded them as quasi-staff officials, he would trust them to keep the secret. They shook in their boots for fear they or their compatriots might inadvertently leak. But no leaks occurred.

This was exactly what Gen. Ike expected. What he was attempting to do, and succeeded in accomplishing, was to put a voluntary stop on stories speculating on the next operation of Allied troops.

(Continued on page 88)

January 28, 1952 • Page 25

A veteran broadcaster, Mr. Butcher managed the CBS Washington office from 1920 to mid-1942, the last six years as a vice president. Naval aide to Gen. Eisenhower during World War II, he later wrote the best-selling My Three Years with Eisenhower. Since 1946 he has been owner-president of KIST Santa Barbara, Calif. In this picture the wartime Capt. Butcher is shown with his famous boss.
Sen. Johnson May Fight for It

FCC MAY obtain the battling attitude of Sen. John H. Johnson (D-Col.) on Capitol Hill in the Commission’s quest for more money to handle an expected onslaught of TV station applicants this year.

This was the warning given last week by President James C. Petrillo in his address to the Senate Commerce Committee which has jurisdiction over the FCC.

Commission, and he is fourth-ranking member of the Senate Finance Committee.

In a nutshell, Sen. Johnson’s plans are as follows:

- He wants FCC to get more from those applying to do a “big job” for a fee and expects to watch the progress on Capitol Hill of FCC’s appropriations request.
- He’s asking for a statement from FCC giving details of what it expects to do with the additional monies requested of Congress for the period July 1, 1952, to June 30, 1953.

If the Senator is satisfied with FCC’s position, he plans to give the Commission an “assist.” That could materialize in his testifying before the Senate Appropriations Committee in FCC’s budget request comes up for hearing, he said.

Big interest of Sen. Johnson is that “FCC get some more examination to handle the serve application rush when the TV ‘freeze’ thaws early this year. I get frightened when people say seven years or longer” is speculating on amount of time applications will be processed, Sen. Johnson noted.

If he finds himself in sympathy with FCC’s brief as presented to him privately and then to Congress, the Senator will be willing to wage a fight on the Senate floor when FCC’s appropriations come up for debate and a vote.

Should Sen. Johnson throw his hat into the FCC ‘ froze’ by a perfect run, which comes at a time when Congress is concerned with high government spending on both non-defense and military items, the Committee will have influential Senate leader at its side.

Sen. Johnson indicated that the requested statement from the Commission probably would follow the pattern of the usual FCC testimony presented to the appropriations committees in the Senate and the House. The material is given in executive (closed) session.

However, usual procedure is for the committees to release the testimony after it has been delivered and the committees’ decisions are well on the way to being consummated.

Becker to CIA

APPOINTMENT of Lofthus E. Becker, a partner in the law firm of Cahill, Gordon, Zachry & Rein- del, as deputy director of the Central Intelligence Agency was announced by the White House last Monday. Mr. Becker will be deputy to Gen. Walter Bedell Smith, CIA director. He has been on duty with CIA since last April.

President’s Budget

FCC Gets 24% Boost

Sen. Johnson May Fight for It

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Becker to CIA

APPOINTMENT of Lofthus E. Becker, a partner in the law firm of Cahill, Gordon, Zachry & Rein- del, as deputy director of the Central Intelligence Agency was announced by the White House last Monday. Mr. Becker will be deputy to Gen. Walter Bedell Smith, CIA director. He has been on duty with CIA since last April.

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ARMED FORCES ADV

GRANT ADV., Chicago, has received a green light on media allocations planning for the Army and Air Force recruiting campaigns after March 1, it was learned last week.

Pentagon authorities have instructed the agency to proceed with plans for use of frozen 1951-52 funds on the premise that Congress will relax its controversial ban on paid media for recruiting.

This revelation came to light after a proposed meeting between military officials and representatives of NARTB and BAB failed to be held last Monday as scheduled.

The snag developed partly when the Pentagon failed to receive clearance from certain military quarters on Grant's allocations program for use of $500,000 left over from 1950-51 expenditures [B+T, Jan. 21]. The factor, plus the presence from Washington of top Military Personnel Procurement Service officers, led to the postponement, it was understood.

Conference Due Later

The conference will be re-scheduled momentarily, however, and broadcast industry representatives will be apprised of media plans for the current "interim" period ending March 1. After the meeting, the Adjutant General's office is expected to announce current media allocations.

Procurement authorities apparently have revised downward earlier tentative estimates which earmarked about 50%—or roughly $185,000—out of the $550,000 for a concerted radio spot campaign. Latest best guess is that broadcasting will derive between 20% and 30%—or somewhat over $110,000.

It was explained that the 30% represents radio's traditional cut each fiscal year, but that the current drive is short-term campaign. Additionally, it was pointed out, some $150,000 already had been spent on network programs since discontinued because of disfavor on Capitol Hill.

Aimed at Selected Audiences

The consensus now is that Congress will thaw its freeze on the $3.1 million tabbed for recruiting activities in 1951-52 funds, with $2.1 million of that sum set aside for national advertising.

Along with that consensus, however, is the conviction of military procurement authorities that heavy commitments for network programs (such as the year-long continuing Frankie Laine, Bill Stern and football series) are a thing of the past. The accent in future planning is on directional media programs, aimed at selective audiences—prospective aviation cadets, nurses, WACS and specialists.

In that light, spot radio and independent stations are likely to emerge as primary recipients of the Army and Air Force recruiting melod, a highly placed Pentagon officer told Broadcasting • Telecasting last week.

The immediate problem of directing Congressional opinion toward an appreciation of the military's dilemma has been passed to priority by the Defense Dept.'s Ad Hoc Committee, headed by Fred Korth.

The postponement of the meeting with industry executives is not cause for concern, it was explained. Military Personnel Procurement authorities hope to obtain routine approval of the $550,000 allocation from the public information divisions of the Defense Dept., Army and Air Force, as well as the Adjutant General's office and Mr. Korth's Ad Hoc Committee.

New date for the conference will have a bearing on the representation of NARTB and BAB. If possible, BAB President William B. Ryan will represent that organization.

In the event he is unable to attend, John Hardesty, BAB director of local promotion may be designated. The name and title of William Treyon, NARTB assistant stations relations director, were inaccurately mentioned for Mr. Hardesty's in the Jan. 21 issue of Broadcasting Telecasting.

Slated to represent NARTB are President Harold Fellows, Public Affairs Director Robert K. Richards, and Government Relations Director Ralph Hardy.

BABCOCK NAMED

is WGBS Mng. Director

MILLER N. (SLIM) BABCOCK, sales manager of Fort Industry Co.'s WGBS Miami, has been appointed managing director of the station, Stanton P. Ketter, southern district vice president of Fort Industry, announced last week.

Mr. Babcock succeeds Mr. Ketter, who was managing director before his promotion to southern district vice president of Fort Industry, announced last week.

Mr. Babcock, who has been with the WGBS sales department since 1943 and has been sales manager since 1945. He recently was re-elected president of the Vice President's Club and is a past president of the Miami Shores Optimist Club. He is a native of South Dakota and has been in radio and newspaper work since 1928, having been associated with WIOD Miami and WFTL Fort Lauderdale, the New Jersey Free Zeitung, the Newark Ledger, the Maplewood, N. J., News, the Millburn, N. J., Item and the Miami Herald.
**RATE CHANGE DATES**

Gamble Speaks at NAEA

FIRST GUN in a campaign to fix advertising rate change dates at two per year was fired by Frederic R. Gamble, president of the American Assn. of Advertising Agencies before the Newspaper Advertising Executives Assn. at its annual convention in Chicago last week. Mr. Gamble hailed the burst of media interest in rate changes that came as a result of his request to follow the same formula was not revealed by the AAAA president.

The convention also heard recommendations that newspapers use television's "weaknesses" to regain listeners lost to the broadcast medium, and that newspaper sales associations organize a united front to combat all media.

The three-day meeting, which started Monday at the Edgewater Beach Hotel, attracted a record registration of 600.

Mr. Gamble suggested that Jan. 1 and July 1 be set for rate changes, with at least 90 days notice in advance. He called President of the Chicago Newspaper Publishers Assn. "The AAAA still regards twelve months' notice as necessary for sound annual planning," he said, "but current conditions require us to lower our sights."

In the year just ended, 1961, we have been able to pass the six and one-half billion dollar figure. Very likely a nine billion dollar total is coming soon," he predicted. "I'd like to see a 5% ratio of advertising to gross national product in the next five years." Five per cent was pointed out by Mr. Gamble, who said that it may be a conservative figure, since 3% of the current gross national product would even now be more than $9 billion.

Urging the 2% cash discount, he said that 95% of daily and Sunday newspapers now allow the discount along with strong majorities of dailies. "Only in very large, distant markets will you ever find a non-discount arrangement," he added.

The meeting ended with a report of the plans board, headed by Thomas J. Coughran, advertising director of the New York Times. The board cited television's "weaknesses" high costs, limited coverage and "in some cases, the questionable effectiveness" of the medium commercially. It charged TV with "failing to improve some sales pictures, especially for gasoline companies."

Admits Heavy Losses

Admitting heavy losses in advertising rates last year, the plans board said television's growth in 1951 was "spectacular," but in 1961, however, it believes television's gains will be merely "substantial."

Retiring President Louis E. Heindel, advertising director of Madison, Wis., Newspapers, suggested a pool of all newspaper advertising groups in a joint effort to launch a "strong newspaper selling front." Indeed, the American Association of Advertising Representatives was formed.

The board also proposed that magazine "for the first time in many years," and the TV advertising revenues are still skyrocketing, and radio is making a very hard and successful fight to recoup its losses."

"Which way the battle goes in 1962, 1953 and the years beyond depends on our ability and determination to launch a united and strong newspaper selling front."

He recommended NAEA work with the American Assn. of Newspaper Representatives, the National Newspaper Promotion Assn. and the Assn. of Newspaper Classified Advertising Managers under the overall direction of the Bureau of Advertising of the American Newspaper Publishers Assn.

Corollary recommendations were that "that we provide through our combined efforts a hard-hitting promotional campaign in the interests of newspaper advertising and coordinate our efforts to produce a continuing flow of modern newspaper selling tools." His suggestions have been approved and endorsed unanimously by NAEA directors.

Citing the newspaper industry's "effort to portray their importance as a great sales force as lacking in conviction for many years," the NAEA president suggested that his audience "compare and evaluate the printed promotional advertising of radio and television with that of newspapers, and then draw your own conclusions."

Mr. Heindel's successor as NAEA president is Herbert G. Wyman, advertising director of The Pittsburgh Post-Gazette and former NAEA first vice president.

Wallace to Crosley

DAVID WALLACE, recently consultant to the National Production Authority in Washington and previously manager of market research for Ford International, has been elected vice president of Crosley Inc., marketing and public opinion analysts.

TRAVIS, HANSEN

Given ABC Promotions

APPOINTMENTS of C. Merwin Travis as sales promotion manager for the ABC Western Div., and of John Hansen, who now holds that post, to be sales representatives of ABC-owned KBCA Los Angeles, were announced last Thursday by William Phillipson, ABC Western Div. director. The appointments are effective Feb. 1.

Mr. Travis has had many years' background in public relations and sales promotion. He is currently on the staff of the Howard G. Mayer and Dale O'Brien office in Hollywood and is director of publicity for the Desert Inn, Las Vegas, Nev. Until 1942 he was vice president and general manager of Pathe Labs of New Jersey which earlier had acquired a film laboratory he had developed.

Mr. Hansen has been with ABC since 1947. He served first as research manager for the promotion department, advancing to sales promotion manager in 1950. Before joining ABC he served five years in the Army as an infantry captain in the South Pacific.

K-F Buys Segment

KAISER-FRAZER Sales Corp., Willow Run, Mich., will sponsor the last half-hour of Your Show of Shows on NBC-TV, starting Feb. 16, on alternate weeks, replacing Eversharp which leaves the show at that time. William H. Weinstock, New York, is agency for Kaiser-Frazer.

DCS Named

STANDARD Milling Co., Chicago, names Doherty, Clifford & Shenfield, New York, to handle advertising for flours and for various prepared mixes, effective March 1.

**MARCONI**

UNVEILING of a bust of Guglielmo Marconi, radio pioneer, in the completed six-day round of ceremonies Marconi, radio pioneer, in the completed six-day round of ceremonies honoring the famed scientist. The ceremony around the world, with an NBC-TV communications leader. The tribute was a gift of the Marconi Memorial Committee of outstanding Italian professional, educational and civic leaders. The widow and her daughter, Maria Elettra, came from Italy for the unveiling and attended a banquet that followed, all in honor of the 50th anniversary of Marconi's first wireless message. Sculptor was Frank Vittor, of Pittsburgh.

The ceremonies were broadcast around the world, with an NBC-TV crew also recording proceedings. Marchesa Marconi described the first message this way: "He (Marconi) pressed a button on his yacht Elettra in the Bay at Genoa, Italy, and Sydney, Australia, thousands of miles away became bathed in light. It was just another of his experiments."

Messages were read from Wayne Couey, FCC Chairman, the Italian Minister of Communications and other communications leaders.

Former Attorney General Charles J. Margiotti, of Pennsylvania, presided at the ceremony. Attorney-General of Pennsylvania, presided at the ceremony. Attorney

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BROADCASTING * Telecasting

AT UNVEILING of a bust of Guglielmo Marconi, radio pioneer, in studies of KDKA Pittsburgh were (1 to r): Joseph E. Baudino, Westinghouse Radio Stations Inc.; William Freeman, chairman of memorial committee; Marchesa Elettra Marconi and Marchese Maria Marconi; Charles J. Margiotti, former Pennsylvania attorney general; Stephen Orlando, committee treasurer; Dominic Nuvarro, co-chairman.
TALENT UNIONS

ADVENT of television has made a five-branch merger of Associated Actors & Artiste of America "an absolute necessity," George Price, president of American Guild of Variety Artists, said last Tuesday after representatives of the unions and labor relations experts from two television networks held their first meeting to study merger possibilities.

Although television is the factor that has prompted consideration of the merger, radio, too, would be affected if merger occurred, since the amalgamated talent union would deal with all entertainment media.

Meeting was the first step to create a one-card entertainment union since the Television Authors Convention, held in December to chart the future of the video group, adopted a proposal for organizational overhaul.

The unions suggested that at that time inviting an impartial authority to study the problem and obtained services of M. P. Catherwood, dean of New York State Institute for Industrial and Labor Relations at Cornell, and Edgar L. Warren, director of the Institute of Industrial Relations at the U. of California at Los Angeles, to direct the work [B+T, Dec. 17, 1961].

The two men will be assisted by L. P. Adana, Cornell Research director, and Michael Komaroff, UCLA, with the institutions contributing their offices as a public service. Financing, amounting to probably less than expenses, will be handled by the participating unions.

University officials said results could not be anticipated until the survey is completed, since they are approaching the matter from a purely investigative, scientific point of view. Their recommendations, due for consideration by AAAA members before July 1, will depend on their findings, Dean Catherwood explained, and it is "conceivable" that the study may indicate a five-branch merger is not desirable.

"Extensive questionnaires," Mr. Komaroff said, have already been prepared and will be filled out by officials of the unions involved: AGVA, American Guild of Musical Artists, American Federation of Radio Artists, Chorus Equity, Actors Equity. Screen Actors Guild and Screen Extras Guild are not included in present discussions, although it is planned to leave the door open for them to join whatever merger may result.

Will Interview

In addition to questioning union officials for their recommendations, the study will include widespread open-file surveys and interviews throughout the field and establishment of regional conferences on the member-performer level for discussion and evaluation of the questions. Individual staff members are also expected to attend regular meetings of AAAA member unions to weigh merger attitudes.

Major research effort of the survey, however, will be an exact census of workers in various entertainment fields, with particular attention given to multi-memberships required of a single performer and "overlaps" of union spheres.

Vinton Hayworth, vice president of AFRA whose invitation to TVA for a discussion was trigger cause for action on total-merger—explained that "the chaotic state of the television business is like that of the former. The lines of unions cross too many members." As an actor fulfilling assigned assignments, Mr. Hayworth identified himself as a card-holding director, union president, business manager, and professional adviser, with memberships held by his wife and son, also professionals, bringing the family total to 10.

If any such overlaps, AFRA, has been "inalterable in favor" of merger since 1937, he pointed out. Attribution of the confusion to the unions' informal growth is "one of the big new plums" among labor groups.

It is absolutely necessary," for combating efforts of isolated acts to take now in order to avoid further intra-union policies and to provide the unified organization that performers want, he said.

If no action has been taken toward total merger by the July 1 deadline—providing AFRA is not the only objectors to proposals at least TVA and AFRA will unite into an all-broadcasting organization, since performers in both radio and television are hired by essentially the same network and agency employers. It was emphasized that such merger would not preclude later joining with interested unions.

Alluding to the "slight recalcitrance" of other AAAA members toward the AFR-TVA merger, Lawrence Tibbet, AGMA president and AFRA member, said that the radio group proposed the uniting "not in bad faith" and was entering discussions for total unification.

(Continued on page 88)

EDWARDS SHOW

Union Protests to FCC

DROPPING of Commentator Frank Edwards' nightly MBS newscasts by WBB Dallas, Texas, has prompted a local AFL union appeal to the FCC for an investigation.

AFL Local 198 has asked the Dallas FCC office to look into the reasons for the discontinued program, and the request was forwarded to the FCC in Washington. Mr. Edwards is sponsored nationally by the AFR. The union asked the FCC to determine "whether or not an injustice has been perpetrated."

D. J. Tucker, WRB director, said the program was cancelled last December in a general program realignment, and that it did not have a high rating in listening polls. WRB is in a new building and the program realignment was approved by the municipal radio commission, Mr. Tucker said.

POLITICAL SCREENING

AUTHORS League of America, parent organization for writers' unions, started an active campaign last week to prevent its dissolution when the grab at a resolution condemning radio and television blacklisting.

At the same meeting, held Jan. 7 and reported last Wednesday, the ALA council instructed President Rex Stout to ask for an FCC hearing to discuss blacklisting of writers as well as other video employees as it is allegedly practiced by broadcasting license holders.

Resolution on blacklisting recalled that from the earliest days of this nation's life, tradition has given writers and writing freedom from political control, but that "today this tradition is being eroded by fear." It continued, "today any American writer may be subjected to dismissal, disgrace and disaster through the organized activities of self-appointed monitors eager to defend the nation on their own terms."

Identifying itself as a "purely professional organization," the league has never had and will never have a political test for its members, the resolution said, since it neither judges nor defends the individual views of its members.

But the league, as always, will combat every concerted effort, covert or overt, to deny the employment of any writer or the presentation or publication of his work on any basis other than the merit of his writings."

To Stout, of FCC Chairman Wayne Goy recognized that the Committee has no power to control employment policies of radio and television sponsors. "The practice of blacklisting has spread to such an alarming extent," the ALA president wrote, "that it has gone far beyond isolated acts by specific individuals and has assumed the proportions of what may properly be characterized as an industry policy, which involves not only sponsors and producers but networks and individual stations, and thus brings the matter clearly within the jurisdiction of the FCC."

Denial to Writers

Issues involved, according to the letter, are:

"(1) Denial by the radio and television industries to writers, of employment or presentation of their work on a single network or station, or part of the employment or presentation of the works of writers due to the arbitrary blacklisting of actors, directors, scene designers, and other personnel; (2) denial to the public of its constitutional right to see and hear the work of established writers, of high literary reputation; (4) the practice by the radio and television industries of organizing blacklists, if not illegal, is certainly wholly at variance with the American traditions of freedom of expression and due process, and wholly against the public interest."

The committee to represent the league at FCC hearings would consist of Mr. Stout, Oscar Hammerstein II, John Hersey, and Elmer Rice, who was reported last week as negotiating to settle his casting dispute with producers of Camelot. Third.

The league explained its understanding that American Civil Liberties Union will also apply for a hearing on blacklisting, to be timed shortly after a report of blacklisting written by ACLU board member Merle Miller, who is also president of the Author's Guild, organization of AAU. The book is to be published in April by Doubleday & Co., New York, but the ACLU request for hearings is expected when advance copies are available in early March.

(Also see story on Loeb blacklisting charge, page 80)

ALA Counters


FORMATS

BROADCASTING • Telecasting

JOINS BANNAN

Wheeler Leaves WCOP Post

HARRY WHEELER, former sales manager of WCOP, AM-FM, Cowles stations in Boston, has joined the station representation firm of Bertha Bannan in Boston last Monday. He has been engaged in radio sales for the past nine years, six of them as sales manager for the Boston Cowles stations.

Before World War II he was an attorney in Boston. He has been active in trade and professional associations there.

Miss Bannan, with offices at 80 Boylston St., has been in the advertising field for 20 years, with the bulk of her career represented. She is said to be the first woman representative of stations in the country.

January 28, 1952 • Page 29
ATTITUDE OF FCC Comr. Robert F. Jones toward the merger of ABC with United Paramount Theatres Inc. was clearly defined in the Ohio commissioner's heavily documented dissent in the Commission's action. Jones believes that the FCC and the Department of Justice were wrong in approving the merger. Jones cited an instance in which ABC's 50% ownership of W66O-AM, stations in New York City, would give ABC a monopoly in that market. He also criticized the Commission for approving the merger without a full hearing.

Jones felt that the merger would lead to higher prices for consumers and less innovation in the industry. He also questioned the Commission's ability to enforce antitrust laws after the merger.

Some of Comr. Jones' more pertinent comments along these lines follow:

The Commission must in the public interest examine the proposed merger in the instance of ABC, which already might precipitate the premature demise of individual AM and FM broadcasting stations in towns where local network affiliation results in displacement of ownership and competition from radio and television facilities by ABC's license. Moreover ABC must be determined if there will be a tendency by it or any other entity to engage in restrictive and monopolistic contracts with present activities of the applicant, American Broadcasting Co., Inc. or future potential affiliates holding AM, FM and television broadcasting licenses, or any one of them in any given area.

There are other related problems which are particularly significant here, such as the effect of competition by broadcasting stations, organizations or groups for the sources and materials of program service, including music, talent, transcription, films, kinescope recordings, and similar materials.

In making a judgment under Sec. 310(b) in this instance, the Commission must determine whether or not the past course of the applicant in the operation of its movie business will, if the Commission is given to the merger, substantially lessen competition or tend to monopoly in any line of commerce in any section of the country.

Quotes Celler:

In a careful study of the legislative history of the amendment to Sec. 7 of the Clayton Act, Comr. Jones quoted these words of Rep. Emanuel Celler (D-N.Y.) who introduced the bill that amended Sec. 7:

The agreement showed that Paramount agreed to reduce its right to elect three out of eight directors to zero when it held less than half of what was then called 50%. Among those interested in buying Paramount's interest in DuMont, Mr. Ralbourn said, was Avco Manufacturing Co., which owns Courier Broadcasting Corp. (WLW, Cincinnati and TV stations WLWT Cincinnati, WLWC Columbus, WLWD Dayton, all Ohio). Nothing ever came of that, Mr. Ralbourn indicated, because it would have put Avco in "control" of DuMont in the Commission's eyes and Avco did not want to be stymied in its plans for further TV station expansion.

In the event the Commission finds that Paramount does not control DuMont, Paramount will probably file for protection of its TV stations, Mr. Ralbourn declared.

In a discussion of Hollywood features on TV, Mr. Ralbourn expressed his abhorrence of current TV programming, which he said was "utterly without class." He criticized the practice of making films into 15-seconds. He termed the practice "demoralizing and a massacre." What hurt him most, he said, was the knowledge that those pictures were made with the utmost care for definite audience reaction.
Four Years With the Right Medium

FEB. 2 is Radio Day at the plant of John Knobel & Son, farm feed manufacturer-wholesaler in Freeport, Ill.

The day marks the fourth anniversary on the air for this thriving midwestern company—-a 38-year-old business that has been moving forward rapidly since it first put a market report on WFRL Freeport back in the winter of '48.

In these four years John Knobel & Son estimates it has sold $500,000 of farm feed because of its broadcast programs. This $500,000 in business has developed from a time sales cost of possibly 2% that amount.

Russell J. Knobel, president and general manager, entered radio as a sponsor about three months after WFRL went on the air, buying a program of daily noon market reports. This series has run without interruption, but has been augmented with other WFRL time.

At first the programs were handled by announcers at the newly-established station, but Mr. Knobel was annoyed by mispronunciation of dealers’ names and lack of familiarity with the feed business. This situation suggested the sponsor has its own voice.

Looking around the office Mr. Knobel quickly found the man he needed, Sales Manager Robert Kadarauch. Back in 1944 he had received an application for a job from the young man, then waiting to be discharged from the Marines.

As qualification for the job, Mr. Kadarauch submitted the fact that he was married to Mr. Knobel’s niece.

“Naturally he got the job,” the president adds.

Only trouble was the somewhat unusual monicker. At the same time the name Kadarauch is unusual and likely to be remembered by listeners.

Not too long after the Knobel programs started opening with “This is Bob Kadarauch...” he happened into a shoe repair shop where nobody knew him. After telling the repair man about his shoe problem, he elicited this response, “Are you Bob Kadarauch?” The voice was familiar, and the difficult name was already known.

The record show, Juke Box Matinee, will provide a seasonal element because of the natural tie-up between purchase of chicks and wide use of one special brand of feed through the period of growth to maturity.

The company is spending around $4,000 a year on radio, nearly triple the $1,400 spent in 1948, with radio getting over half the company’s advertising budget.

“Those who are using radio advertising will no doubt agree that when you buy time to advertise feed the first thing you want to know is whether the station has a farmer-listening audience,” Mr. Knobel said. “A while back a farmer told us that he had been listening to our livestock report at noon. The market seemed good to him, and by 2:30 that afternoon he told us his hogs, and had a check for them. We have many comments about our program by farmers. So we know farmers are listening.

No doubt you would also want to know whether or not the station has time available when you can reasonably expect that farmers might be listening to their radios. Naturally, this varies with the seasons. But being in the feed business, you are familiar with the working habits of farmers. Noon-hour radio time is expensive, but we think it is worth it.

“Another point that is important is whether or not the program that precedes or follows yours has an appeal to farmers. Our radio program is followed by a program of local, national and international news. We have a lot of people living in town with no interest in the livestock market tell us that they turn on the radio to get the news and hear our program. I think the reason we have had more comment from city people than from farmers about the news program that follows our livestock market report, is because the radio probably has been on all morning on the farm.”

CONTEST WINNER

Traces Much Aid to Radio

BILL McHUGH, department store manager and sales contest winner, credits radio advertising with much of his success. A saturation spot campaign was conducted by Mr. McHugh over KUBA in nearby Marysville, Calif.

Mr. McHugh, manager of the Federal department store in Marysville, won a year-end sales drive conducted among 18 Federal stores. As winner, he is to receive trip to Palm Springs, Calif., all expenses paid.

Looking to the future, Mr. McHugh said that his spot saturation over KUBA will continue. Federal advertising is placed by Armand S. Lever, firm advertising director. R. M. Gisser is president-general manager of Federal stores.

BECAUSE of “healthy expansion” of television operations in New England states—both for receiver set dealers and TV stations—Telco King Corp., New York, TV set manufacturers, will enlarge its operations by adding distributors in New Hampshire, Maine and Vermont and expanding distribution in Rhode Island, Connecticut and Massachusetts, according to Harvey L. Pokrass, president.

BROADCASTING • Telecasting
SPORTS PACKAGE

LBS May Sign Oil Firm

AN OIL COMPANY is expected to buy the new 52-week "All-Sports Package" announced by Liberty Broadcasting System last week and described by LBS officials as unprecedented in scope and completeness.

In addition, Liberty already has sold the package's five-minute warm-up adjacency to a home free-er company and is scheduled to sell the five-minute wrap-up to a cigarette firm.

For the first time in the history of the network, a 52-week schedule of some 675 major sporting events, including day and night major league baseball, college football, college basketball and pro football, will be offered to national advertisers, Paul Monroe, vice president and director of national sales, told Broadcasting • Telecasting last week.

The "All-Sports Package" is due to start May 8 on more than 500 Liberty stations. The package is available to national advertisers for one-quarter of each game, while the remaining three-quarters of the game will be sold by the individual affiliates to local sponsors.

The baseball season, officials said, will feature a single game each weekday afternoon (with one of the special sports programs when no game is available), a single game every day and a double-header on Sunday. National advertisers will be offered a guarantee of at least six major league clubs, the Los Angeles Dodgers, Chicago White Sox and Cincinnati Reds already lined up.

Gordon McLendon, president of Liberty, will continue to announce the sports events.

Amana Buys

Amana Refrigeration Inc., Amana, Iowa (home freezers), will sponsor the five-minute warm-up before the games, starting March 8. The Agency is Maury, Lee & Marshall, New York.

Liberty, in addition to its sports package, has had some future sponsor activity, with the sale of two-quarter-hour shows, one featuring Commentator Westbrook Van Voorhis and the other Franklin D. Roosevelt, in color, to Sears Roebuck & Co., Chicago, starting Feb. 17 on 196 southern and southeastern stations. J. Walter Thompson Co., Chicago, is the agency.

The network also has gained exclusive broadcast rights to the Kid Gavilan-Bobby Dykes title fight in Philadelphia on Feb. 4 and has offered it to advertisers, officials reported.

KMO, KIT Appoint

KMO Tacoma and KIT Yakima, Wash., have named the Branham Co. as national station representative, effective Jan. 21.

STATE ACTION

NARTB’s Fellows Urges United Stand

NARTB and state broadcasters’ associations will be molded into a protective unit to observe legislative and regulatory agencies, Harold E. Fellows, NARTB president, told the Georgia Assn. of Broadcasters in speech scheduled for Saturday morning delivery at Atlanta.

Industry unity is the goal of this movement, which is based on the theory that any adverse legislation on local level will be felt nationally and will set dangerous precedents.

Mr. Fellows warned Georgia broadcasters that present legislative trends have alarming aspects, calling on them to join other state groups under the NARTB banner for common protection.

Indicative of NARTB’s stepped-up legislative activity is a questionnaire sent broadcasters to obtain their views on bills introduced in the Senate by Sen. William Benton (D.-Conn.). His legislation would set up a citizens advisory board to operate between Congress and FCC in what is viewed as a dangerous step toward censorship.

Final tabulation of questionnaire results is expected to show overwhelming broadcaster-telecaster opposition to the Benton proposals. NARTB’s board is on record against the Benton measures [B&T, Dec. 10, 1957].

Cooperation between state groups and NARTB will spell prog- ram of uniform state laws to protect broadcasters and telecasters from libel in political and other programs, according to Mr. Fellows. At present both radio and TV stations are in a libel dilemma because of FCC prohibitions against editing out potentially libelous remarks by political candidates and lack of protection under the laws.

Increased pressure by public tax- ing agencies to slap new levies against broadcast and TV stations must be combated by state and national cooperation, Mr. Fellows warned. He cited the Hawaiian gross receipts tax as well as state and municipal occupational taxes. NARTB took part in the challenge by KPOA Honolulu of the territorial tax case in which the lower court upheld the levy in part [B&T, Jan. 21].

Vincent Wasilewski, attorney, and Neal McNaughton, engineering director, went to Honolulu to take part in the court hearing.

Moore’s Contention

Judge Willson C. Moore held the station’s commercial operations were centered in the territory and therefore subject to tax, excluding income from network programs shortwaved from the mainland. The court rejected applications of the long-standing Fishers Blend decision holding radio to be interstate commerce subject to federal control and it ignored claims of mainland reception.

NARTB is joining in KPOA’s appeal, Mr. Fellows said in emphasizing the importance of the case from the standpoint of legal precedent.

The NARTB board allocated up to $5,000 for the association’s part in the legal battle.

The association cannot send law- ers around to fight every case that gets into court, Mr. Fellows added, but it is using all facilities to cooperate with local and state groups.

Complete interchange of information on what legislative bodies are doing will provide a powerful weapon for local and national associations, Mr. Fellows explained.

The situation will be reviewed at the Feb. 11-14 meetings of NARTB radio and television boards and board committees, which are scheduled to be held in San Antonio.

Mr. Fellows will address the Ar-

CBS ELECTION

Between IBEW and NABET

RESULTS of an election for technical union representation at CBS-owned stations will be tabulated next Thursday by National Labor Relations Board, but a contest is between IBEW and NABET.

IBEW has represented technicians at CBS stations since 1939 when the contract of Associated Broadcast Technicians, which at that time defeated the CIO American Communications Association.

Over 60 technicians are involved in the vote. NABET and IBEW have been actively campaigning among the locals in New York, Boston, Chicago, Minneapolis, St. Louis, San Francisco and Los Angeles.

Both IBEW and NABET have indicated they will go after wage increases, and an IBEW contract expired last May and the union contends the pact is still in effect on grounds that NABET has not rejected it. NABET is understood to argue the contract no longer is applicable. Should IBEW win, the union has indicated it will seek to increase retroactive to last May.

Merchandising

Three Supervisors Named

THREE additional merchandising department personnel, or NABET, were named last week, to work under Fred N. Dodge, director of the Merchandising Dept. They were: M. C. Odell, former member of the American Weekly’s trade extension division and other publications, to cover Oregon, Washington, Idaho, Montana, Wyoming and part of Utah; William M. Barnett, Jr., New York divisional manager of the Tex Hughes Division of Johnson & Johnson and formerly with McKesson & Robbins, who will have headquarters in Chicago and also will cover Michigan; and William T. Croley, formerly of the Cleveland Press and the Cleveland Daily Weekly, who will work out of Cleveland, covering Ohio, Indiana, and Kentucky.

SSB Field Offices

FIELD branches of the Office of Salary Stabilization will be opened in February in six cities—Boston, New York, Detroit, Cleveland, Denver and San Francisco, it was announced last Thursday. Eight other offices will be opened soon in key cities, it was said. They will work with SSB Washington headquarters on regulations for overscale radio-TV talent, yet to be promulgated, and other industries.

Kansas Broadcasters Assn. at Little Rock Meetings on the Loca- tive question. The state was a hot-bed of tax litigation several years ago when the city of Little Rock imposed taxes on broadcasters.

H. LESLIE ATLASS (2), vice president in charge of CBS Central Div., accepts citation to WBBMW Chicago for "outstanding service rendered to this country and the Naval Radio Training Program" from Comdr. Walter Kimmel (2). With them is Ken Craig, executive assistant to Mr. Atllass.
LUKEWARM reaction to the State Dept.'s creation of a semi-independent agency to operate the Voice of America was pointedly evident on Capitol Hill last week.

Suggestions that the U. S. shortwave radio arm be further overhauled—or at least that such a possibility be studied—were spelled out in proposals pending in both the Senate and House.

The State Dept., bowing partly to Congressional criticism, had announced earlier the establishment of the International Information Administration to operate Voice and other overseas informational activities [B&T, Jan. 21].

Reaction was quickly forthcoming from both Sen. William Benton (D-Conn.), godfather of the radio offspring and former Asst. Secretary of State for Public Affairs, and from Rep. Emanuel Celler (D-N. Y.).

Hearings were strongly indicated by a Senate Foreign Relations subcommittee, and a House Executive Expenditures Committee, which hold jurisdiction over current bills and resolutions touching on Voice operations.

President Picks Sargent
Meanwhile, President Truman sent to the Senate the nomination of Howland H. Sargent as Asst. Secretary of State for Public Affairs. He would succeed Edward W. Barrett, resigned (Closed Circuit, Jan. 14).

The Voice program also figured in Mr. Truman's budget calculations for fiscal 1955. The Chief Executive asked Congress for $143.2 million for information activities, with $30 million earmarked for radio broadcasting operations and an additional $83 million for construction of broadcast facilities. (See budget story page 29).

Rep. Celler labeled the present program a "Tower of Babel" and called for the creation of a Dept. of Overseas Information within the Executive Branch of the government. He cited the Voice of Free Europe as an industry counterpart.

"There is no single, identifiable, unified Voice, speaking with authority," Mr. Celler asserted. "And the result is confusion in the minds of people overseas, and the merest glimmer of ideas because of the lack of concentrated direct approach."

The "remedy," he said, lies in the enactment of his bill (HR 6180), under which the President of the United States of America, as the "chief information officer of the Americas," would be empowered to "direct the entire Voice operation." Under this plan, he added, could command the "highest intelligence and special skills" in the U. S. to deal with the problem.

Meanwhile, Congressman's measure was referred to the House Executive Expenditures Committee, which indicated hearings would be held in February or March. The group has requested reports from the State Dept., Budget Bureau and Comptroller General.

Sen. Benton greeted the forma-

tion of JIA with reservations. The new plan, he said, "makes even more imperative a close scrutiny by the Senate of this operation."

He added:

"The Department's proposal to raise the status of this operation by hav-

ing the Administrator report directly to the Secretary of State appears to be a step in the right direction. But I cannot see that it is adequate to assure us that the Administrator is not even to be a Presidential appointee, confirmed by the Senate. The Con-

gress must be satisfied until it has assured itself that in this crucial area of our national security we have the best possible organization, get-


tered more capable of attracting into its service the best qualified people in the nation.

Sen. Brien McMahon (D-Conn.), chairman of the Senate Foreign Relations subcommittee, has promised hearings "soon" on a resolution (S Res 127) co-sponsored by Sena. Benton and Alexander Wiley (R-Wis.). The proposal was intro-

duced early last year.

Benton Seeks Study
Sen. Benton has pressed for a friendly, full-scale inquiry looking into the feasibility of divorcing Voice and other Overseas Information from the State Dept. By an ironic twist, he is joined in this effort by none other than Sen. Joseph Mc-

Carthy (R-Wis.), though obviously for different reasons.

Dr. Wilson Compton, former president of Washington State Col-

lege (KWSW and Wash.) will serve as administrator under the new International Information Administration setup. He assumes the position January 1.

Mr. Benton was especially strengthened by the advent of "major new transmitters," including the ship-borne station [B&T, Jan. 21; Dec. 31, 1951].

U. S. TRANSMITTER

Set for West Coast
PORT ANGELES area of Washing-

ton has been selected by the State Dept. as the site for its proposed $7 million shortwave trans-

mitter—one of two projects now earmarked to carry the U. S. "Campaign of Truth" behind the Iron Curtain and other Commu-

nist-dominated areas.

The new station will be located at Dungeness, Wash., and when completed in mid-1953 will give the Voice of America the most powerful radio signal in the world, the department said. It will transmit programs to the Far East and across the Pacific.

A similar transmitter will be set up at Point Mugu to transmit signals to Europe and Latin America. These two stations, plus the ship-borne station [B&T, Jan. 21; Dec. 31, 1951], will project the U. S. campaign to all corners of the earth. The Coast Guard vessel will go into operation next month.

Polon to Mogul
DAVID D. POLON, vice president and general manager of WTOP-TV, has joined Emil Mogul Co., New York, as director and business manager of the expanding radio and TV department. Carlo de Angeli, who is the President, a subsidiary, Productions for Televi-

sion, continues in charge of TV production for all accounts.

MILES LABS. of London, England, (Alka Seltzer) during first week of February starts twice weekly a trans-

scription 15 minute Carl Messy Tele-

Color Tubes, Facsimile Among AIEE Topics

ENGINEERS associated with the more than 3,000 scientists to attend the five-day winter general meeting of the American Institute of Electrical Engineers which started in New York last Monday.

Special sessions of the technical meetings included talks on color tubes for television, the mechanism of communication and new techniques of facsimile, plus inspection trips for AIEE members at the recently completed Westinghouse Electric Corp. plant in Hillsdale, N. J., the Bell Telephone Labs. in Murray Hill, N. J., and the harbor radar installation of the Port of New York Authority, Staten Island.

Meeting on color television tubes was held Wednesday afternoon with Chairman W. R. G. Baker, General Electric Co., first introducing H. B. Law, RCA Labs., who spoke on three-gun color tubes.

Explaining that his was but one of five tubes developed by RCA Labs., he described the theory, function and manufacture of the tube, designed to operate with the dot sequential system. Production problems, he said, are no more serious than those encountered in early days of black and white tube types with results offering a tube with "essentially very little color shift."

Wilson Reviews Defense

Life expectancy of phosphorous colors, under test for some time, was considered by A. R. Steadman, chemist of Allen B. DuMont Labs, who said the test salt for remaining stable under bombardment is a manganese-zinc phosphate. Problems remain with red hues, however, Mr. Steadman said, observing, "we have been looking for more effective salts than these phosphides."

Robert Dressler, Chromatic Television Labs. Inc., presented a paper at the same session on the chromatic, a single or multi-gun cathode ray tube, outbreak of the idea developed by Dr. Ernest O. Lawrence, U. of California (B.T., Sept. 24, 1951).

Explaining post-deflection focusing—and its resulting post-deflection acceleration—he described a system by which fluorescence develops on a series of thin lines, green inserted between reds and blues. The tube produces color as well as black-and-white pictures on the normal field sequential, he said, with registration problems minimized. The chromatron can be placed in present receivers, he explained, with the mere addition of three tubes for power requirements.

Colorimetry in television was formulated from an engineering point of view by F. J. Bingley, Philco Corp., who explained and verified equations for control of luminance.

Mr. Ayers disclosed this information in a paper delivered to the American Institute of Electrical Engineers in a joint meeting at New York's Hotel Statler last Wednesday.

Paper asserted that these tubes require 60-000 volt filament power than comparable tube types with conventional pure-tungsten filaments. Tubes are used in broadcasting, communications and industrial equipment.

Savings in transformers and associated power equipment were claimed by Mr. Ayers because of a substantially lower heating power requirement. In average broadcast station operation, it was noted by Mr. Ayers, the low input requirement of the tubes—approximately one-third that of equivalent pure-tungsten types—could effect an annual saving of thousands of dollars in operating costs.

Miller Attacked

By Rep. Dondero in House

RECENT mention of the name of Jusue T. D. Minor, chairman of 16, AFM, as possible nominee for the post of Attorney General in B.T., Jan. 7) drew sharp criticism last Thursday from Rep. George A. Dondero (R-N.J.). One target of Rep. Dondero were Telford Taylor, former FCC general counsel and Small Defense Plants Administrator, and Max Lowenthal.

In charging on the floor of the House that Mr. Lowenthal was "architect of the plan to fire [Attorney General] in humanizing the criminal penalty," Mr. Dondero said: "not to get at corruption but to slow down the prosecution of Communists," Rep. Dondero said.

"And whom had he picked for the job? Miriam Oppenheimer, a New Dealer, who was kicked upstairs to the Court of Appeals before he wrecked the Dept. of Justice where he was given a haven of refuge after the execution of [Communist] during the North Carolina where he was moving against a venerable president of Duke University."

Asking about Rep. Dondero's comment, Judge Miller said, "No
ABC Radio backs sponsors with effective Advertising and Promotion

Both nationally and locally, ABC Radio has always done more advertising and promotion of its sponsors’ programs than any other network: magazine and newspaper ads, complete promotion kits, on-the-air promotion, direct mail...everything to build bigger and bigger audiences for ABC programs.

The reasons why are three:
First, because ABC believes in advertising; we’re in the advertising business, and we practice what we preach.
Second, because ABC believes that a network’s responsibility to its clients begins (rather than ends) when the contract is signed. We know that full-page ads in national magazines build audiences, so we run a minimum of 24 of them a year (plus special campaigns like the recent big AMERICA IS SOLD ON ABC promotion in newspapers).
Third, because a network is only as good as the total (and the enthusiasm) of its stations. ABC backs its own affiliated stations with every possible dollar of national advertising support...and we try to make every dollar of their advertising part of an integrated network campaign that will bring them bigger dividends.
PLANE CRASH

WIND and obstructions impeded on-the-scene television coverage, but radio reports flowed almost incessantly from Elizabeth, N. J., late Tuesday afternoon after a twin-engine airliner crashed there, killing at least 29 persons.

Crash occurred about 3:42 p.m., EST, and most stations in the New York area broadcast the news as soon as they received wire-service reports. WNJR Newark logged its first bulletin at 4:09 p.m. and had 10 more announcements within the following 60 minutes. NBC radio and ABC radio networks followed with initial reports at 4:15 p.m., while CBS-TV Network led that medium with a 4:14 p.m. spot newscast.

ABC radio had an on-the-scene bulletin at 4:40 p.m. with NBC radio following with news straight from the crash site at 4:45 p.m. CBS-TV Network rushed an uncut film on the air at 7:30 p.m. that evening. NBC showed its first films 15 minutes later, while DuMont had the first eye-witnesses to report by video in front of the cameras at 8 p.m.

NBC radio's mobile transmitting crew, headed by Newman Jack Gerber, sent back its first report at 4:18 p.m. and followed with on-the-scene bulletins at 4:45, 5, 5:30, 5:45, and 6 p.m., when a full eye-witness account was broadcast. NBC reported its coverage as first to confirm that former Secretary of War Robert Patterson was among the victims.

NBC-TV unit, sent from its garage immediately upon word of the tragedy, could not get its high-frequency signal back to the Empire State Bldg. transmitter, but the television network showed a complete film on Eleventh Hour News over WNBT (TV) New York at 11 p.m., with Don Goddard interviewing the Elizabeth Police Chief, Civil Defense workers, firemen, and citizens who helped evacuate residents from burning houses, where the American Airlines plane had crashed.

CBS Radio coverage, which was handled on-the-scene by Abraham Weston, who arrived in Elizabeth in time to tape record his account while wreckage and debris were still burning, was carried on the 4:55 p.m. news show and followed up more completely on an 11 p.m. broadcast. Regular CBS Newscasters Alan Jackson, Lowell Thomas, and Ed Murrow broadcast reports in that order.

CBS Television Network, after its 4:14 p.m. first report, carried an uncut film report, minus sound, at 7:30 p.m. over Don Edwards and The News. Film with sound and live interviews of participating firemen was telecast at 11 p.m. by Allan Jackson on WCBS-TV New York only. The network gave a complete crash story Wednesday, with sound film and on-the-street reactions of Elizabeth citizens who were then heading to have the Newark Airport moved to a less crowded area.

ABC radio mobile news unit arrived on the scene within an hour after the crash so that first bulletin presenting available facts from the scene was broadcast at 4:15 p.m. followed by fuller on-site reports at 4:40 and 5 p.m. William Whitehouse, manager of radio special events, Commentator Julian Anthony, Reporter Jules Bergman and three engineers were required to operate the unit's speech and recording facilities. First eye-witness stories were reported on Headline Edition from 7:05-7:15 p.m., including reports from Joanne His, teen-age witness, and Warren Wayson, Elizabeth Police Chief.

ABC-TV Newsman John Daly reported to viewers at 7 p.m. and facilities of United Press-Motion Picture Daily Sixteenth Annual Poll... to the hundreds of radio-television and movie editors... who selected Edward Murrow, Lowell Thomas and Frank Edwards as the nation's top three radio newsmen.

THANKS to the Motion Picture Daily Sixteenth Annual Poll... to the hundreds of radio-television and movie editors... who selected Edward Murrow, Lowell Thomas and Frank Edwards as the nation's top three radio newsmen.

Frank Edwards
Sponsored By American Federation Of Labor MUTUAL BROADCASTING SYSTEM

Monday through Friday, 10 PM EST

Page 36 • January 28, 1952
CLEAR THE TRACK!

for the ASSOCIATION OF AMERICAN RAILROADS
WBIG STRIKE
Employs Walk Out Jan. 22
WBIG Greensboro, N. C., struck without warning by WBIG at 10 a.m. last Tuesday, was back on the air at 5:01 p.m. the following day after recruiting a new staff of operators, engineers and announcers.

Gilbert M. Hutchison, president and general manager, and Mortimer H. Freeman, Atlanta attorney, reported that the strike developed in the midst of negotiations with WBIG after the station had refused to permit automatic renewal of an old contract requiring retention of five control board men when programs were monitored at the transmitter.

Substantial agreement had been reached on increases for announcers and operators from $70 to $75 per week with the station insisting upon the layoff of the five control men, with WBIG ‘combination’ men to be used in the studio.

Assurances had been given, it was said, that there would be no strike when negotiations had concluded on Jan. 22. On Jan. 22, 14 announcers, operators and technical men walked out. The station immediately hired replacements and notified the union that unless the employees promptly returned, permanent replacements would be retained.

Mr. Freeman, a former NLRB attorney, represents a number of radio and television stations in the South on labor matters.

Patent Rule Date
TIME for filing comments on the FCC’s rule-making of the filing of annual patent reports [8*7, Jan. 14, 7] was extended for the second time last week, from Jan. 31 to Feb. 28. Commission proposals have aroused a storm of opposition, mainly from members of the National Patent Council.

Plane Crash
(Continued from page 36)
station also carried eye-witness report by telephone recording from Boll Everett, newscaster for WPOE Elizabethtown and report of the Elizabethtown Daily Journal, when it cancelled its usual 6:30 p.m. musical program.

WHI Hempstead, Long Island, gave attention to the New Jersey air accident Wednesday and Thursday when it broadcast editorials advising that Mitchell Air Base be moved farther out on Long Island, to the site of Suffolk Air Base.

WTTM Trenton’s Bob Fulmer, staff announcer, contacted an Elizabeth resident to record his eyewitness account by telephone and, within an hour after the accident, also transcribed the account of the crash as delivered by Mr. Everett of WPOE. WTTM gave listeners a full report on its regular 6 p.m. newscast.

NEWSCASTER Norm Newbitt (l) talks over his new 52-week, six weekly 6-6:15 p.m. newscast on KMPC Hollywood with Charles H. Cowling (c) KMPC national sales manager, and Fred Murray, Southern California general manager for Cadillac, his new sponsor.

MENEFFEE CASE
Ruling Would Rescind
INITIAL DECISION released last week by FCC President Commissioner George B. Sterling proposes that the Commission’s order of May 21, 1951, revoking the amateur operator and station licenses of Henry W. Meneeffe, be rescinded.

Mr. Meneeffe was cited by the FCC last year for his part in building and operating an illegally-operated television station which rebroadcast programs of KPRC-TV Houston in order to promote the sale of television sets in Madisonville, Texas.

Comm. Sterling found that Mr. Meneeffe did admit participating in the venture, but that he thought the station was licensed.

The unlicensed TV station was built under the direction of Heresh Robert, who was a partner in a radio appliance store in Madisonville. It rebroadcast KPRC-TV’s programs on Channel 2, and was equipped with a time clock which automatically activated the station at 5 p.m. and turned it off at midnight.

Comm. Sterling concluded that because of the good character of Mr. Meneeffe, his Navy service and his former record, the “ends of justice would not be further met by suspension of his amateur license.”

WTNB was going to change call letters, it appealed to the president of WTNB to choose some other call, but he refused to comply.

WJLD is on 1400 kc with 250 w fulltime. WTNB is now on 1490 kc with 250 w fulltime, but expects to be on 860 kc within a few weeks when it plans to change its call to WJLD.

WBBM Chicago set another long-distance record Jan. 17 when it received the following wire: “Reception fine off Panama. Please play Lili Marlene.”

WQAN REQUEST
Examiner Would Grant
REVERSING his previous initial decision, FCC Hearing Examiner H. E. Menefee proposed granting the request of WQAN Scranton to change from 630 kc with 500 w daytime to 1490 kc with 250 w fulltime.

Original initial decision proposing to deny the Scranton Times’ station was remanded back to the examiner on petition by WQAN [8*7, Nov. 12, Oct. 1, 1951]. The station alleged, and the Commission agreed, that the examiner’s first decision had been based on the assumption that WQAN Scranton was considered not to be network affiliated when in fact it had become an NBC affiliate.

Hearing was ordered because two other applicants were applying for the same facilities, but they withdrew their applications when the hearings began in February 1951.

Prize Winner Sues
SUIT asking $3,500 damages was filed Thursday in U. S. District Court (D. C.) against NBC and Inga Rundvold, TV commentator, by Mrs. Betty Lou Summers, of Washington. According to Carl L. Shipley, her attorney, Mrs. Summers was disappointed in prizes awarded in a TV contest. The suit contends a “mink stole” was worth only $100 and a free trip to Bermuda is off-season and the winner would have to bear part of the expense. The prizes were represented on Inga’s Angle, carried by WBNW (Kaiser) as being worth from $4,000 to $6,000, it is contended. Mrs. Summers claims she bought 20 post cards and had 16,000 out of 36,000 votes cast.

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Broadcasting • Telecasting
Don Lee radio audiences are **BIGGER** than ever

Daytime audience 14.5% bigger
Evening audience 18.5% bigger

...and current network rates are LOWER than they were in 1949!

*Pacific Nielsen Ratings, Full network average audience, Monday thru Friday, January thru September 1949 vs. January thru Sept. 1951
DON LEE GIVES COMPLETE, CONSISTENT LOCAL COVERAGE OF THE PACIFIC COAST AT LOWEST COST PER SALES IMPRESSION OF ANY OTHER SALES MEDIA

A big statement...true, and it takes a big network to accomplish it. Don Lee (and only Don Lee) has 45 stations in 45 important Pacific Coast markets. Don Lee consistently sells your customers from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern. There's no waste. That's real flexibility and real value and only Don Lee can offer it.

Don Lee consistently carries more Pacific Coast regional business than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast advertising buy—DON LEE.

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network

Mutual DON LEE 1313 North Vine Street
BROADCASTING SYSTEM Hollywood 28, California
VOA PROJECTS
Related by ‘Satellite’

A REPORT on development of projects which will help broaden reception of the Voice of America behind the Iron Curtain is given in the current (Jan. 26) issue of the Saturday Evening Post. They are discussed by Richard Thruelsen in an article, ‘The Hole in the Iron Curtain.’

The author describes the partial success of the Russians in throttling U. S. broadcasts by countermeasures — viz., jamming the airwaves with static, removing wave bands from sets under repair and use of a device to control selection of all programs received in a particular area.

Despite these measures, he writes, “chinks in the wall of silence” being built by the Soviets may be pierced by a combination of three projects — Vagabond, Ring and Baker. Vagabond is in the name of the project providing for relay of programs by means of a vessel-borne transmitter [B&T, Jan. 21; Dec. 31, 1961]. History may be changed by them “if words and ideas can ever parry the sword,” the article says.

Baker is described as a broadcasting outlet 4,000 times more powerful than any U. S. domestic transmitter, with capacity for penetrating the polar area. Ring consists of an array of 14 short, medium and long wave stations spotted around the periphery of the Soviet land mass.

John H. Heake, Jr.
John H. HEAKE, Jr., 33, staff engineer with WIP Philadelphia, died Jan. 14 as a result of injuries suffered in an automobile accident in Camden, N. J. Mr. Heake joined the WIP engineering staff in 1940. During World War II, he served as a staff sergeant with the Signal Corps. Survivors include his wife, Mrs. Martha E. Heake, and two sons, James, 7, and Jon, 3.

KWRC Aids Search
KWRC Pendleton, Ore., through frequent broadcast of appeals for clues to a missing plane, greatly assisted in locating a Search aircraft which crashed in nearby mountains. Maj. Leonard H. Burrage, U. S. Air Force, wrote Ted A. Smith, KWRC station manager. “It is indeed a pleasure to express the gratitude of this organization to the entire staff of KWRC for the heroics displayed to the public in the successful prosecution of the search. Your frequent appeals for search volunteers and your impressive presentation of the search caused me to recognize each organization engaged in the search were exemplary of the highest standards of radio broadcasting.”

BROADCASTING • Telecasting

WHO’S THAT? — Might be what Gene Autry’s pointing finger signifies. Birthday cake, held by Bill Burch (l), producer-director of CBS Radio Gene Autry Show, and Guy de la Cippa, vice president in charge CBS Radio Network programs, was presented cowboy singing star on occasion of his 12th year on network.

DRAMA LEADS ON RADIO, TV
Executive Radio-TV Service Survey Reports

DRAMATIC shows lead all other types on both network radio and television networks, according to a program-type survey released last week by Executive Radio-TV Service, Larchmont, N. Y. The survey also found food and food product firms sponsor the greatest number of offerings in both media.

Television schedules include 68 programs in the drama category, and radio, 60. Classification is broken down into: Mystery and detective dramas, 26 on video, 19 on radio; situation comedies, 11 on TV, 19 on radio; and juvenile and western dramas, 10 on TV, 13 on radio. Serials are listed separately in the survey and total 7 on TV and 33 on radio.

No major changes in programming within the last three months are indicated by the study, although straight variety shows on TV have decreased from 19 programs in October to 14 currently on the air, while dramatic plays on video have increased from 18 to 21.

Sponsorship totals include 169 sponsors on video with 187 programs on the air, while radio has 124 sponsors for 200 programs. Results pointed out trend toward multiple sponsorship on single programs for video and common radio practice of one sponsor’s backing several programs simultaneously.

Some furnishings and appliance firms sponsor the second greatest number of programs, the report said.

Salary Questions
EMPLOYERS seeking general information on salary questions may receive assistance from field offices of the Labor Dept. Wage & Hour Division under arrangements completed and announced by the Office of Salary Stabilization last week. Employers may obtain advice and data from any one of a network of 30 wage and hour offices until OSS sets up proposed field offices within the next few weeks. Official rulings will be made available only through the salary stabilization office, however.

Radio Adv. Course
A 10-WEEK course, "Making the Most of Your Radio Advertising Budget," is being offered by the Savannah Vocational School, 214 W. Bay St., Savannah, Ga. Course instructor is Larry Shields, announcer at WFRF Savannah.

BURNETT EXPANDS
Takes ex-WAIT Space

BROADCAST personnel of Leo Burnett Co., Chicago, which bids $12 million yearly in radio-TV, will soon move into additional quarters at 360 N. Michigan Ave. Second-floor space formerly occupied by WAIT will include radio-TV executive offices, audition facilities and studios for editing and taping recordings and viewing and editing films and kinescopes.

One viewing room will have a seating capacity of 250 persons, according to William L. Weddel, vice president in charge of broadcasting. Part of the expansion program headquarters also will be carried out in Los Angeles and New York branch offices, he said. In New York, the company will take over the fifth floor at 745 Fifth Ave., moving from 677 Fifth Avenue.

Burnett has eight television network clients and seven radio accounts, all with present billings approximating 40% of the total income. Network clients include Bauer & Black, Brown Shoe Co., Durkee Famous Foods, Green Giant Co., Kellogg Co., Mars Inc., Pillsbury Mills, Pure Oil Co. and Club Aluminum Products.

KROD ELECTION
Roderick Sr. Is Chairman

ELECTION of KROD El Paso President Dorrance D. Roderick as chairman of the board, the promotion of Vice President and General Manager Val Lawrence to succeed Mr. Roderick as president, and the naming of Bruce Barnard as vice president and a director were announced last week.

Mr. Roderick is also president of KAVE Carlsbad, N. M., and general manager of the Southwest Network, a regional group which is identified with the Roderick Broadcasting Corp., KROD licensee.

Other officers and directors of Roderick Broadcasting Corp. were reelected as follows: Dorrance D. Roderick, Jr., treasurer; K. E. Clark, secretary, and T. E. Roderick, a director. The elections were held Jan. 14.

Media Men Elect


January 28, 1952 • Page 41
Two of Radio-TV Cases Grant

COMMUNITY TV antenna projects figured heavily in decisions handed down by the National Production Authority on applications for building materials.

In a supplemental list of grants and denials covering 1952 first-quarter allotments, the production agency gave its approval to one such project and rejected another.

NPA previously had released decisions covering over $13 million worth of radio-TV construction for the first quarter of this year [B&T, Dec. 24, 1951].

Receiving NPA approval last week was Eastern Pennsylvania Relay Stations Inc., Shamokin, Pa., for a TV antenna system on the eastern seaboard. The estimated cost of the project was $73,000.

Another project—that of TV Antenna System Inc.—was denied by the agency, with no amount specified. Cities mentioned for the proposed service are New Philadelphia, Dover, Midvale, Uhrich-

ville and Dennison—all in Ohio.

In other actions, application of Blue Ridge Television Inc., Asheville, N. C., was turned down. Estimated cost of "TV antenna" project was $25,000. The nature of the construction was not known. FCC records show no trace of a bid for a TV station in Asheville under that name.

Another "curiosity" also arose in the case involving Local 1408 of the United Steelworkers (CIO) at McKeesport, Pa. NPA allotted the union local materials for a "union hall and radio broadcast station" with construction valued at $66,805.

Again, FCC reports no records of bids for either an AM or FM outlet in that city under the union's name. Nor are there any existing facilities licensed to the CIO local there.

FCC has taken no concrete action on community TV, which is designed to feed programs through master antenna pickups to beyond-fringe areas as a means of extending TV coverage.

The greatest concentration of installations thus far seems to be in Pennsylvania, though plans are underway for similar projects in other states, among them Utah, Idaho, Oregon, Washington, New York, Ohio and some southern states. The Pennsylvania setup would pick up programs from Philadelphia.

These radio-TV actions were contained in a list reflecting a percentage denial of 73.4% of over 500 applications because of materials shortages. Some of the rejections covered projects "virtually" complete where the applicant may have to apply again for copper or aluminum to finish construction. These applicants are assured of eventually completing their buildings.

In the case of Eastern Pennsylvania Relay Stations Inc. and CIO Steelworkers Local 1408, NPA indicated construction was at least 20% completed. Until defense programs are set, prospect for new industrial (broadcasting) and commercial construction remains virtually nil where NPA authorization is needed.

NPA also has ruled that delivery of controlled materials delayed from a previous quarter would not have to be charged against allotments for a current quarter.

The agency still is weighing a plan whereby applicants would be given permission to build in the future without NPA being required to issue actual allocations at the time of authorization.

REPORTING 'OSCARS'

Media Newsmen Honored

FOR EXCELLENCE in reporting federal employees' news, the AFL American Federation of Government Employees awarded "Oscars" to news reporters "who have done most to strengthen the American civil service system."

The awards were made on Carl Berger's DuMont Television Network show, Your Government and Mine.

Among recipients were Joseph Young, WMAL-AM-FM-TV Washington and the Washington Evening Star; Rae Hargreave, Washington correspondent, Monthly Federal Employee Press, and author of WOL-AM-FM Washington's government employees newscasts; Frank Edwards, who airs the AFL programs over MBS, and Mr. Berger, who, in addition to his telecasts over DuMont's WTTG (TV) Washington, broadcasts nightly over WWDC-AM-FM there.

Mass Media Seminars

SEMINAR in international broadcasting and a series on "Mass Media and International Relations" will be conducted by Dr. Arno Huth, UN public information department, under auspices of the New School for Social Research, New York, beginning early in February. Other topics slated during the spring semester include radio, television, facsimile, role of communications and influence on foreign policy and public opinion, films and press. UN executive officers and outstanding experts will appear as guest speakers, with sessions to be held Mondays and Wednesdays at Dr. Huth's home.

NET profits of $608,000 for the quarter ending Nov. 30 and of $718,000 for six months ending same date have been reported by the Raytheon Mfg. Co., Waltham, Mass. Officials reported that backlog of government orders has increased to about $710 million.

A Clear Channel Station ... Serving the Middle West

WGN

Chicago 11

Illinois

50,000 Watts

720 On Your Dial

WGN is your basic buy

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee

Eastern Sales Office: 220 K. 42nd St., New York 17, N. Y., for New York City, Philadelphia and Boston

Geo. F. Hollingshead Co.

Advertising Solicitors for All Other Cities

Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta — 123 Peach Street

Chicago — 597 N. Michigan Avenue • San Francisco — 416 Montgomery Street

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BROADCASTING • Telecasting
What is the radio market reached by radio in Detroit today?

How far has TV cut into the radio market?

Has TV hurt the effectiveness of radio advertising?

Do you want the real facts? Then send for the new study of the Detroit market compiled by WWJ. See factual proof of the continuing irreplaceable importance of radio to do an effective selling job in the Detroit market. See, also, how you can eliminate guesswork in buying radio time in Detroit, when you buy WWJ.

Write WWJ—The Detroit News, Detroit 31 . . .
or contact The George P. Hollingbery Company . . . today!

WWJ

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

AM — 950 KILOCYCLES — 5000 WATTS
FM — CHANNEL 246—92.1 MEGACYCLES
ELECTRONICS

Military Role Reviewed

REVOLUTIONARY applications of electronics and communications developments were reviewed Jan. 17 before the American Patent Assn. in Washington by Edwin A. Spearman, vice chairman of the Defense Dept.'s Research & Development Board.

Mr. Spearman noted that 40% of the cost of new American planes is tied up in electronic equipment, and that on one large bomber, some 1,200 vacuum tubes are utilized. Certain type aircraft, he said, are described as "flying electronic laboratories."

Because of this wide application of electronics, Mr. Spearman stated, many new problems have arisen, among them the development of "more reliable electron tubes." The program is "most urgent," he added, and industry is offering full support.

Turning to communications, Mr. Spearman said recent developments by the Army Signals Corps make it possible to send "almost 100 voice messages simultaneously over one radio channel or, if needed, several television or radar presentations." The development is specially significant, he said, because of its value in alerting air defense centers of approaching enemy planes.

"For example, it is possible to include certain messages in conventional broadcast signals which can be identified and decoded only after they are recorded and analysed by special equipment," Mr. Spearman explained.

He demonstrated a signal involving a conventional music broadcast upon which a super-audible frequency (containing the special code) was superimposed. The signal was recorded and played back at a rate five times the super-audible frequency more audibly. This method is now envisioned by the Defense Dept. in current planning with the FCC for participation of broadcast stations in the alert blueprint. It would be used to warn community civil defense officials in the event of imminent air attack.

Leap Year Special

AFTER four years of broadcasting, KPUG Bellingham, Wash., plans to celebrate its first anniversary. KPUG went on the air Feb. 23, 1948, and had to wait until Leap Year rolled around again before lightning a birthday candle. The station, 1 kw on 1170 kc, is an affiliate of the Don Lee Broadcasting System. It is owned by KPUG Inc., of which Jessica L. Longston is president. R. E. Pollock is general manager.

Bombay Exhibit Delayed

INTERNATIONAL Radio and Electronics Exhibition, originally slated to be held next month, has been postponed until November, it was announced last week by Pathe Manzil, Opera House, Bombay, India.

WNJR Newark, N. J., is recording a series of 10-minute state news roundups to be shorthand to U.S. military installations by Armed Forces Radio Service. Programs, narrated by Tom Costigan, station's news editor, are beamed to Europe, the Caribbean, Panama, Canal Zone, Greenland and Iceland.

GIFT changes hands—from one broadcaster to another—as Judge John Borgan Davis (I), WIBG Philadelphia, receives congratulations from Benedict Gimbel Jr., president and general manager, WIP Philadelphia. Mr. Davis, vice president, general counsel and stockholder in WIBG, received gift from Philadelphia Radio-Television Broadcasters Assn. as token for election to city's Common Pleas Court No. 4 last fall (BT, Nov. 19, 1951). Mr. Davis also is president and principal owner of WALT Middletown, N. Y., and secretary-stockholder of WABE Allentown, Pa. Mr. Gimbel is president of association.

No Price Control

DISPLAY advertising in public modes of transportation are exempt from price controls, placing it in the same category with broadcasting stations. The exemption is subject to a ruling handed down by government price stabilization officials Jan. 17. The Office of Price Stabilization explained the action is consistent with exemption provided for advertising rates charged by radio or television and other media. Charges for services performed by ad agencies also are excluded from price regulations.

Classroom Studios

NATIONAL weekly magazine, Scholastic Teacher, in current issue emphasizes value of adequate school radio stations. In an article entitled "Your Own Radio Studio—Hints on How to Make One," the article, written by William J. Temple, Brooklyn College, New York, also tells how to improvise when trying to turn a classroom into a broadcasting studio. Among other advice Mr. Temple gives is to get expert opinion from teachers and technicians at your local radio station.

Philly Buy Spots

PHILADELPHIA, Philadelphia, through a radio spot schedule, are trying to run up the score of advance sales for reserved and box seats to baseball games during the upcoming season. Choice locations for 14 night games the home team is playing. Handling all advertising for the Phillies is Weightman Inc., Philadelphia agency. Newspapers and direct mail also are being used.

milestones . . .

Lone Ranger this month begins its 20th year on radio. This program was first heard over a small group of Michigan stations. Currently, on 224 ABC network as well as many television outlets via film. George W. Trendle, creator of the Lone Ranger, is president of Trendle Campbell Enterprises, which directs the numerous Lone Ranger projects.

Floyd H. Bowman, mail department supervisor, WOR New York, this month celebrated his 25th year with that station. Mr. Bowman was presented an inscribed gold watch and a 25-year service pin by Theodore C. Streibert, president of WOR-AM-TV.

Westinghouse School Service weekly radio feature, Adventures in Research, comes up this year on the air this month. Originally on KDKA Pittsburgh, the program now is heard on 243 commercial and educational stations, 64 AFRS stations, and 78 members of the Inter-Collegiate Broadcasting System. Adventures in Research is directed by Harry Gall, of Westinghouse School Service, and produced by Lionel Poulton, of KDKA's production department. The show is transmitted by KDKA's Recording Services.

Sterling V. Couch, traffic manager, WDR-AM Hartford, is observing his 24th anniversary at that station.

St. Clair Clancy, WMFJ Daytona Beach, Fla., has completed 15 years as manager of that station.

WCAR Pontiac, Mich., aired its 500th program of Pontiac High School Radio Workshop today (Monday). A special production, The Fight Five Hundred, detailed the growth and development of the

LENNARTSON NAMED

Takes Commerce Dept. Post

APPOINTMENT of Nils A. Lennarton, Air Force public relations officer and former newspaperman, as director of public information for the Dept. of Commerce was announced by Secretary Charles W. Sawyer last Monday. The post is newly created.

Mr. Lennarton's appointment is effective Feb. 1. He has been serving as special assistant to Secretary Thomas K. Finletter of the Air Force and as deputy director of AP public relations. He will represent the Commerce Dept. in activities involving the National Production Authority, Bureau of Standards, CAA and other bureaus.

Mr. Lennarton was associated with the Guy Gannett newspaper chain during World War II. After being a public relations officer in the Air Force in July 1948, he was assistant publicity manager of Maine Central Railroad and assistant public relations director for the U. S. Steel Corp.

Workshop. City of Pontiac proclaimed today as "Pontiac High School Radio Workshop Day." Additional tributes came from educators and club leaders.

Art Linkletter, m.c. of CBS Radio House Party, began eighth year on air Jan. 17. For seven of those seven years this show has been in a CBS Radio feature. John Guedel, show originator, is producer.

CBS Radio daily-hourly directed by Don Welk, celebrated its 15th year on that network Jan. 18.

WFIL Philadelphia's weekly drama series, Within Our Gates, marked its seventh anniversary Jan. 8. Presented by WFIL in cooperation with the Philadelphia Fellowship Commission, the program has been on the air for 384 consecutive weeks.

Page 44 • January 28, 1952 • BROADCASTING • Teletcasting
A FAMOUS FIGURE now stars on ABC

At long last, ABC brings radio and Marlene Dietrich together—and what a combination! Dietrich... one of the world's most glamorous women... a name that means box office in movie houses and theatres on three continents... now steps from her stage and screen triumphs into a radio role tailor-made for her sultry talents. Sunday evenings at 9:15, E. S. T., La Dietrich becomes Mlle. Madou—owner-chanteuse of the "Cafe Istanbul." It's a shadowy rendezvous of spies and diplomats... where murderers trade secrets... and excitement is "on the house." Great entertainment? There's nothing like it on radio! But that's just the half of it. For the whole story... the part where you come in... see the back of this insert!

ABC Radio
American Broadcasting Company
<table>
<thead>
<tr>
<th><strong>TIME</strong></th>
<th><strong>SUNDAY</strong></th>
<th><strong>MONDAY - FRIDAY</strong></th>
<th><strong>SATURDAY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>9 a.m.</strong></td>
<td>CBS</td>
<td>Not In Service</td>
<td>NBC</td>
</tr>
</tbody>
</table>
| **10 a.m.** | CBS | General George 

Williams: Miss America | CBS | **10 a.m.** | CBS | Not In Service | NBC | **10 a.m.** | CBS | Not In Service | NBC |
| **12 noon** | CBS | **12 noon** | NBC | **12 noon** | CBS | Not In Service | NBC | **12 noon** | CBS | Not In Service | NBC |
| **1 p.m.** | CBS | **1 p.m.** | NBC | **1 p.m.** | CBS | Not In Service | NBC | **1 p.m.** | CBS | Not In Service | NBC |
| **2 p.m.** | CBS | **2 p.m.** | NBC | **2 p.m.** | CBS | Not In Service | NBC | **2 p.m.** | CBS | Not In Service | NBC |
| **3 p.m.** | CBS | **3 p.m.** | NBC | **3 p.m.** | CBS | Not In Service | NBC | **3 p.m.** | CBS | Not In Service | NBC |
| **4 p.m.** | CBS | **4 p.m.** | NBC | **4 p.m.** | CBS | Not In Service | NBC | **4 p.m.** | CBS | Not In Service | NBC |
| **5 p.m.** | CBS | **5 p.m.** | NBC | **5 p.m.** | CBS | Not In Service | NBC | **5 p.m.** | CBS | Not In Service | NBC |
| **6 p.m.** | CBS | **6 p.m.** | NBC | **6 p.m.** | CBS | Not In Service | NBC | **6 p.m.** | CBS | Not In Service | NBC |
| **7 p.m.** | CBS | **7 p.m.** | NBC | **7 p.m.** | CBS | Not In Service | NBC | **7 p.m.** | CBS | Not In Service | NBC |
| **8 p.m.** | CBS | **8 p.m.** | NBC | **8 p.m.** | CBS | Not In Service | NBC | **8 p.m.** | CBS | Not In Service | NBC |
| **9 p.m.** | CBS | **9 p.m.** | NBC | **9 p.m.** | CBS | Not In Service | NBC | **9 p.m.** | CBS | Not In Service | NBC |
| **10 p.m.** | CBS | **10 p.m.** | NBC | **10 p.m.** | CBS | Not In Service | NBC | **10 p.m.** | CBS | Not In Service | NBC |
| **11 p.m.** | CBS | **11 p.m.** | NBC | **11 p.m.** | CBS | Not In Service | NBC | **11 p.m.** | CBS | Not In Service | NBC |
BETTER MAKE YOUR RESERVATION! With “Cafe Istanbul,” ABC boasts radio’s first big, new dramatic show of the year. It’s got every ingredient for success. The magic of the Dietrich name ... unique atmosphere ... top mystery-intrigue script ... a cast of outstanding radio character actors. And it also has one of the largest carry-over audiences in all radio. Coming right after Walter Winchell’s famous Sunday newscasts, “Cafe Istanbul” inherits his vast following. This show, with this star and this time spot, spells a great opportunity for the right advertiser. If you think you are this advertiser, don’t miss out — be the first to call ABC Radio Sales for details. But call without delay!
FCC BILL

IT LOOKS as if the now latent proposal on Capitol Hill to give the FCC Chairman far-reaching powers he is seeking to put to sleep for the duration of the 82d Congress now does not enjoy very close to the Chairman's tenure of office would give the Commissioner a 60-day leeway after his term expired. This development was incidental with a statement by Senate Expenditures Committee Chairman John L. McClellan (D-Ark.). He said he has requested the Bureau of the Budget to give it an idea how much money has been saved the government via reorganization plans now in effect and what savings could be expected should the other Hoover Commission plans (including FCC among other regulatory agencies) be effectuated.

However, last week an expenditures subcommittee recommended an amendment to S 1139 which does very bountifully the original legislation. All that would be left by the subcommittee is a provision contained in the bill that the FCC Commissioner could continue to serve in office, even though his term had expired, until his successor is appointed and “qualified” (confirmed by Senate) and that he can be removed from office by the President should he betray his trust.

If the full committee decides to accept the subcommittee recommendation, the death-knell will be sounded for FCC reorganization as envisioned by S 1139.

Other Turnback

It is understood that the prime mover in the subcommittee’s decision was the fact that the Senate (81st Congress) killed off a similar attempt to reorganize the FCC, along with other regulatory agencies in government in 1950 [B & T, May 22, 1950]. Therefore, the subcommittee held, why bring it up again?

The original bill would transfer the executive and administrative functions of the FCC to the Chairman of the Federal Communications Commission and allow the Board of Commissioners to remove from office any member of the FCC for “inefficiency, neglect of duty, or malfeasance in office, but for no other cause,” in addition to permitting service in office though the term may have expired.

Retained provision dealing with

Gray, Casey Named

ROBERT M. GRAY, advertising and sales promotion manager of Esso Standard Oil Co., New York, has been named general chairman of Advertising Federation of America’s 48th annual convention to be held June 8-11 at New York’s Waldorf-Astoria. To serve as chairman will be Antoinette M. Casey, assistant to the vice president in charge of advertising and sales promotion, Frankfort Distillers Co., New York. Gray is a director of AFA, Advertising Club of New York, and Assn. of National Advertisers.

S 1139 is Ripped Apart By Senate Subcommittee

NETWORKS, AFM AID HEART FUND

Programs and Talent to Boost 1952 Drive

MAJOR radio networks are scheduled to join the nationwide fight against heart disease with special public service broadcasts produced in cooperation with the American Heart Assn. and the American Federation of Musicians. The American Red Cross Performance Trust Fund of the latter group will be used by AFM locals to provide orchestras on four coast-to-coast broadcasts during February. First program is scheduled from Los Angeles by CBS Radio for 10:30 p.m. EST Thursday, eve of the Heart Fund’s 1952 start. James C. Petrelli, AFM president, will speak briefly, and national heart campaign chairman, Bruce Barton, will talk on behalf of the fund.

ABC radio network plans the second broadcast from Chicago Feb. 7 at 10 p.m. EST, with special talent groups and fund speakers appearing in addition to an AFM orchestra.

NBC radio will present the third broadcast from New York at 10:35 p.m. EST, Feb. 14. Mrs. Alben Barkley, vice president of the American Heart Assn., will be keynote speaker and top NBC talent is scheduled for variety appearances.

Final broadcast in the series will be presented by Mutual at 8:30 p.m. EST, Feb. 24. The program, featuring well known concert artists, will originate in Boston.

CHRISTOPHER AWARDS

To Include Radio and TV

TELEVISION program and radio presentation will be added this year to the categories for which awards amounting to $25,000 will be presented by the Christopher movement, according to Father James Keller, founder and director, who announced this year’s competition in New York Monday.

Contest is open to anyone who wants to submit a 300- to 1,000-word letter explaining what he or a friend has done as a Christopher, or Christ-bearer, in changing the world for the better. Forty-four prizes ranging from $100 to $2,000 will be awarded in such categories as radio and TV programs, books, motion pictures, newspaper stories and magazine articles. Deadline for the “What One Person Can Do” entries is Easter Sunday.

Kintner Named

ROBERT E. KINTNER, ABC president, has accepted chairman-ship of radio and TV broadcasting division of the 1952 Heart Fund Drive conducted by the New York Heart Assn. Fund drive begins Feb. 1.

Mr. Adair, Dunnagan Named

Adair, Dunnagan Named

CARLTON ADAIR, radio and advertising veteran, has been named LBS vice president in charge of stations relations and John M. Dunnagan has been promoted to assistant vice president of LBS, it was announced last week.

Mr. Adair, prior to joining LBS, was West Coast program director for MBS. He supervised all network program activities for the Don Lee network with a department of 200 employees under his direction. Also, he acted as western sales service manager for the MBS West Coast Div.

Veteran of 17 years in the broadcasting industries, Mr. Adair began as an advertising executive of the Graybar Electric Co. of Detroit in 1935. He has been associated with the Farmers and Merchants National Reat Sugar Assn., Saginaw, Mich.; Raymond R. Morgan Co., radio production agency, and his own agency, Adair & Associates, which serviced national accounts in Texas and California.

Mr. Dunnagan, who joined LBS in 1950, formerly was vice president of the LBS East Coast Div. and also directed the Washington

Mr. Adair, Mr. Dunnagan

newsmen and program activities. He was transferred to LBS’s Dallas headquarters in 1951 as vice president in charge of national sales.

Before joining LBS, Mr. Dunnagan was general manager of WWBO Forest City, N. C. He is a native of Winston-Salem, N. C.

WJZ-Grand Union Drive

WJZ New York plans extra drive for its WJZ-Grand Union Caravan, scheduled for broadcast from a different Grand Union supermarket each New York area each day on a Monday through Friday basis. With Feb. 18 debut, program is to feature joint station-sponsor promotion whereby weekly-long merchandising of participating spon- sors’ products will be conducted in store where broadcast originates. Included will be displays of products andDescripcion-ports of the more prominent locations, plus window signs, streamers and display cards. Redemption coupons will be issued on special items.

TO AID recent flood emergency in Alviso, Calif., KEEN San Jose conceived plans to-ground hooked up with city police short-wave system, enabling planes to circle stricken areas routing Red Cross crews and evacuees onto dry land.

January 28, 1952 • Page 49
CONVENTIONS

Parties Study Coverage

BROADCAST medium reflected the activity of Democratic party leaders on two fronts last week.

The Democratic National Committee set Feb. 5 for a meeting of its executive committee to discuss the proposed code of standards for coverage of its convention in Chicago next July.

The executive group will receive a fill-in on the proposed standards governing type of sponsorship, coverage facilities, cost of installing equipment and other problems. But Frank McKinney, national committee chairman, will make the final clearance.

Whether the networks should bear the expense of installing studio equipment at the International Amphitheatre, convention site for both Democratic and GOP meets, still pends as one problem. Prospect of a joint meeting this week with the GOP National Committee to air this topic was indicated.

Sponsorship question is not a controversial one, at least at Democratic Committee headquarters. Negotiations undertaken thus far by the major radio-TV networks for sponsorship generally have found favor at the committee to which the names of advertisers have been submitted.

Agency Choice Pends

Also hanging in the balance for the Administration party—though not likely to be taken up at the executive session—is the selection of an advertising agency for its convention. This will be determined independent of the executive group.

Broadcast coverage for the Midwest Democratic convention in Kansas City last Friday and Saturday, scheduled by both ABC and CBS, also found politicos active. ABC was slated to carry highlights of a Saturday morning panel on World Mobilization for Peace, with Vice President Alben Barkley as moderator. Program was earmarked for delayed broadcast, 5-6:30 p.m. EST.

An address by Sen. Robert Kerr (D-Okla.) was scheduled for coverage by CBS Radio on Friday, 10:30-11 p.m. EST, network's nationwide facilities.

Nielsen Adds Seven

A. C. NIELSEN Co., Chicago, last week reported signing seven new clients for its radio and television index services. They are John-Manville, Ford Motor, American Telephone & Telegraph, Toni and Mennen, all advertisers, and two agencies, Dancer-Fitzgerald-Sample and Wallace-Ferry-Hanley.

Subscribers now represent 78% of network radio and 65% of network TV clients, President A. C. Nielsen said.

FTC TRADE RULES

Industry Group Prepares

MACHINERY for promulgation of trade practice rules for radio-TV set manufacturers has been set in motion again on the industry front.

An all-industry committee, with L. B. Calamaras of National Electronic Distributors Assn. as chairman, met Jan. 17 to review rules proposed by the Federal Trade Commission.

Suggested revisions drafted by the committee will be studied by members and forwarded to FTC's Trade Practices Conference Bureau shortly.

It was expected that FTC would call a third industry conference sometime in March once bureau members had time to digest industry recommendations. The proposed rules were originally handed down last summer prior to the second industry conference. Color TV was one of the more controversial topics discussed in previous meetings [BT, Oct. 1, June 25, 1961].

Attending the all-industry meeting were representatives from Radio-Television Mfrs., Assn., Philco Corp., National Appliance & Radio Dealers Assn., RCA and Allen B. DuMont Labs.

ZUCKERT CHOSEN

To Fill AEC Post

NOMINATION of Eugene M. Zuckert, Assistant Secretary of the Air Force and stockholder in KPBX Beaumont, Tex., as a member of the Atomic Energy Commission was sent to the Senate by President Truman last Monday.

Mr. Zuckert was named to fill the unexpired term of Sumner T. Pike, resigned, ending June 30, 1964. Hearings on the nomination were promised "soon" by Sen. Brien McMahon (D-Conn.), chairman of the Joint Congressional Atomic Energy Committee.

Mr. Zuckert holds 10,000 out of 67,862 shares of common voting stock in KPBX of which he is a director, or roughly 14.7% of stock in the station.

A native of Stamford, Conn., he was appointed Assistant Secretary of the Air Force in 1947. Previously, he was an attorney for the Securities & Exchange Commission.

Donald Dame

DONALD DAME, 54, Metropol-itan Opera tenor and formerly soloist on NBC's America's Album of Familiar Music, was found dead in a Lincoln, Neb., hotel room last Monday. Death was attributed to a heart attack. Mr. Dame appeared for about seven years on the network music program for Bayer Aspirin and was touring with the Met production of Die Fledermaus.

A native of Titusville, Pa., Mr. Dame is survived by his wife.
In Western Washington

PUT YOUR LINE

ON THE KJR HOOK

A hook-shaped strip, 10 miles wide and 150 miles long, bordering Puget Sound, is home for 86.9% of the population of the entire 15-county Western Washington market, although only 7% of its land area.

KJR’s efficient 5,000 watts at 950 kilocycles covers this tidewater market with no waste, and at low cost.

BMB proves KJR reaches all of Western Washington’s 15 counties, and saturates the all-important “hook” of Puget Sound.

Buy KJR for efficient, low-cost, no-waste circulation!

A MARSHALL FIELD STATION — AN ABC AFFILIATE
REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
THE LATEST WCKY STORY

WCKY'S NEWS AND MUSIC PROGRAMMING

*Tops all Program Preference IN TV HOMES*

Here are some interesting figures:

Radio programs preferred in TV homes

<table>
<thead>
<tr>
<th>PROGRAM TYPE</th>
<th>MAY, 1949</th>
<th>NOV., 1950</th>
<th>NOV., 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWS</td>
<td>28.5%</td>
<td>60.4%</td>
<td>65.7%</td>
</tr>
<tr>
<td>MUSIC (Popular)</td>
<td>32.8%</td>
<td>41.4%</td>
<td>57.3%</td>
</tr>
<tr>
<td>Serials</td>
<td>10.9%</td>
<td>17.2%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Variety</td>
<td>7.1%</td>
<td>7.2%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Sports</td>
<td>3.9%</td>
<td>8.2%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Mystery</td>
<td>6.9%</td>
<td>6.4%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Drama</td>
<td>10.1%</td>
<td>9.8%</td>
<td>6.9%</td>
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<tr>
<td>Comedy</td>
<td>9.5%</td>
<td>4.5%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Quiz</td>
<td>3.1%</td>
<td>5.3%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Music (Classical)</td>
<td>3.9%</td>
<td>2.7%</td>
<td>2.2%</td>
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<tr>
<td>All others less than</td>
<td>2.0%</td>
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</tbody>
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*S Sponsor, Dec. 31, 1951"
THE LATEST WCKY STORY

WCKY Programs Only News and Music

24 HOURS A DAY 7 DAYS A WEEK

and

WCKY’S NEWS AND MUSIC BEATS SUCH NETWORK SHOWS AS: *

WELCOME TRAVELER
DOUBLE OR NOTHING
AGAINST THE STORM
STRIKE IT RICH
LONE JOURNEY
WHEN A GIRL MARRIES

KING’S ROW
BREAK THE BANK
QUEEN FOR A DAY
EASY ACES
LOWELL THOMAS
MARY MARLIN

*Pulse Nov.-Dec., 1951

When You Buy in Cincinnati—BUY NEWS AND MUSIC, THE PROGRAM FORMAT PREFERRED 4 TO 1 IN TV HOMES.

CALL COLLECT

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

or

C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 291
MORE THAN ONCE in past years there has been unfortunate occasion to remind the manufacturer of radio and television sets that they were being short-sighted, to say the least, in allocating unreasonably large parts of their advertising budgets to media which were available against the only two that make their business possible.

It is pleasant now to take the opposite tack. The decisions by Westinghouse, Philco and Admiral to sponsor political coverage on CBS, NBC and ABC—both radio and television—are commendable on two counts.

First, of course, the substantial budgets which these three advertisers will spend will immeasurably improve the extent and quality of broadcasting coverage in this most important election year. It would not be financially possible for networks to do anything like the job that is planned if they had to do it on a sustaining basis.

Second, the experience ought to make it clear to these and other manufacturers that they have great responsibility in enlarging radio and television circulation as the broadcasters have. The political conventions will be of transcendental public interest. It is certainly to the advantage of the set makers to see that the conventions are presented in acceptable detail on the air, as added inducement for the public to equip itself with receiving equipment.

Self-interest and public service go hand in hand. The manufacturer receives the advertising benefits inherent in sponsorship of a show having such a large audience. The broadcaster benefits financially as well as from the prestige and public acceptance that come from doing a thorough job of covering events of great interest. And the public gets the enormous benefit of observing the democratic process from a vantage point that heretofore has been reserved for only a few.

These benefits, on perhaps somewhat smaller scale, can be realized from broadcasts of other kinds throughout the year. There ought to be further restrictions on set manufacturers' advertising budgets to make room for larger investments in radio and television broadcasting, without which the set makers could not exist.

Cracker Barrel

WASHINGTON is the news crossroads of the world. Much of that traffic converges at the National Press Club, where the news elite meet to eat, drink, read the tickers, listen to radio and watch television.

Last Monday there was a typical luncheon group at the Club (which one day must become the National Press and Radio Club, or National News Club). The morning news was being discussed.

Spotted a few radio people in the group, Lyle Wilson, ace Washington correspondent and United Press bureau chief, commented: "There's no competition any more between newspapers and radio." He observed that it's routine practice to monitor the forum and discussion programs over the networks, notably during the weekends.

Luther Huston, who a few weeks ago relinquished the chairmanship of the big Washington bureau of the New York Times to take over a "beat," pointed to several front page stories in Monday's Times, based on radio or TV broadcasts. "Seems it's hard to get out a good Monday morning paper without those radio-developed stories," he said.

The same general view was echoed by Jim Warner, one of the top men in the Herald-Tribune bureau; Larry Sullivan, who writes for Nation's Business; Giffing Bancroft, CBS Washington commentator; Ted Koop, CBS Washington news director; Howard Kany, who has AP radio in Washington and is president of the Washington Professional Chapter of Sigma Delta Chi; Dick Fitzpatrick of the State Department's Voice of America, and Wallace, editor of the authoritative Food-Drug-Cosmetic Reports.

Memory harked back to the radio-press war of the '30s. Then radio couldn't buy, beg or borrow news association service. So the networks, one by one, went into the spot news business. Individual stations set up their own bureaus. Then, as radio became a potent news force, the press associations, one by one, began selling their services to radio. Now, one by one, they're entering the TV news field.

The turnabout began, actually, during the last war. Radio, because of its speed, picked up scoop after scoop from the fighting fronts and the foreign offices. Networks made it a practice to issue "full texts" for newspaper use, saving thousands in wire tolls—and getting the credit lines.

Now, in this half-war era, the turnabout extends to the domestic front as well. Such programs as Meet the Press, American Forum of the Air, Battle Report, The Big Question, People's Platform and Washington Whirl, regularly create front page news. Public officials and political candidates save their hot statements for their radio or TV appearances. They want that double impact.

At the local level, there's hardly a newspaper in the nation that doesn't cover its local stations as closely as City Hall.

So in this modern journalistic era, the broadcast media do more than report the spot news. They make it.

Cardboard Christmas

THE DISMISSAL a fortnight ago of mail fraud charges against two Los Angeles promoters who peddled inferior Christmas ornaments by mail-order broadcasting may have been based on grounds, but its practical consequence will be to invite imitation by others whose ethics are similarly primitive.

The actions of Harold Cowan and Ralph Whitmore may not have constituted punishable fraud in the eyes of federal law, but they certainly were against the best interests of either the stations that carried their advertising or, more importantly, the listeners who spent in their dollars and got back cardboard junk.

The moral of this story is one we have mentioned before. It is simply that no broadcaster can delegate to a federal court or to anyone else his responsibilities for the quality of the advertising he broadcasts. Cowan and Whitmore would never have got their shabby merchandise into circulation if some broadcasters had not, in their anxiety to make a quick if questionable buck, accepted the Cowan & Whitmore account.

As we say, Messrs. Cowan's and Whitmore's exoneration will doubtlessly encourage others to try to fob off miserable goods by radio or television mail order deals. It is to be hoped that no broadcaster will be a party to an expansion of this kind of business.

DAVID HARGETT MORRIS

A bombadier with the U.S. 8th Air Force in World War II, Capt. Dave Morris flew in a lead craft, setting his sights on targets far removed from the business of broadcasting.

Capt. Morris flew some 30 combat missions before his plane was forced down over the Rhine. He made his way back, with the aid of friendly partisans, to the comparative sanctuary of the corps' operating base in Great Britain.

Were it not for this fortunate escape, David Hargrett Morris might not have been able to cast his sights on more peaceful pursuits—Texan or not.

What followed upon his return to civilian life is now faithfully chronicled in the annals of KNUZ Houston—and certainly in the achievement records of independent radio, which has found in Mr. Morris a hard-fighting champion.

As general manager of KNUZ Mr. Morris has carved for himself an enviable niche. Under his leadership, the station has become the top independent outlet in the Houston market, with a not inconsiderable share of audience, and is one of the highest independent Hooperated stations in the nation.

"We are most proud of the public acceptance of KNUZ as a part of the community," he reflects. "KNUZ has the reputation of being a very friendly, public-minded station, and is always available for lending a helping hand to civic projects."

Mr. Morris' pride is natural since he helped put KNUZ on the air in 1948, but of more significance is his staunch faith in block programming and the use of high-caliber, experienced disc jockeys. Friendliness and personality—these are the prime attributes of the station's success, he feels.

Evidence of KNUZ's continuing progress may be seen in its purchase last year of a half-block of land upon which Mr. Morris built the KNUZ "Ranch." Several unusual features were incorporated into the ranch, including an outdoor theatre, complete with rustic backdrop and lanterns for footlights, and a corrall studio for square dances and other functions.

Future plans call for developing more fresh station personalities and for expansion of the ranch into a public center for all types of shows. Quite obviously, this is further evidence that they do things big in Texas.

The man around whom these plans revolve (Continued on page 64)
WOV, New York, enters 1952 with virtually every second of allotted commercial time sponsored from six a.m. to midnight. We suggest you keep an eye on WOV availabilities as they occur. The big swing to independent stations continues in New York and WOV stands out with a consistently growing audience now 39% above two years ago.

P.S. A few choice participations still available on the popular Ralph Cooper show midnight to three a.m.

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4
**S. C. SESSION**

DEVELOPMENT of daytime business as the broadcaster's most valuable potential was advocated by G. Richard Shafto, WIS Columbia, S. C., at the fourth annual winter meeting of the South Carolina Broadcasters Assn., held Jan. 18-19 in Columbia.

Mr. Shafto is a member of the independent Affiliates Committee formed last spring when the epidemic of network radio rate cuts was developing. He addressed the meeting on the overall network affiliation situation.

John M. Rivers, WCSC Charleston, S. C., was elected president of SCBA. Walter Brown, WORD Spartanburg, was elected vice president and T. Doug Youngblood, WFIG Sumter, secretary. New board members are Joe Martin, WDSC Dillon, and Jimmy Coggins, WKDK Newberry.

Retiring officers were Melvin Purvis, WOLS Florence, president; C. Wallace Martin, WMSC Columbia, vice president, with Mr. Young-

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**Thaw Affiliate Rates, Shafto Urges**

S. C. SESSION

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blood continuing in office.

Explaining operation of the NBC rate formula in individual markets, Mr. Shafto said it is based on the assumption that only 45% as many people listen in daytime as at night. A Pulse survey in Columbia last autumn showed the daytime audience actually is 73% of the night audience, he said, adding that in application the rate was in error 63%.

Networks must evolve plans to attract advertisers who want considerably less than a full network, he said, pointing to the competition with national spot representatives. He called for unfreezing of affiliate rates and more frequent adjustments.

With network flexibility it is clear that selective network rates must be closely related to selective spot rates, Mr. Shafto explained, adding, "It is unthinkable that a national spot sales representative can sell his station to Young & Rubicam at twice the rate which the network asks the same agency for the same station."

**Offers Rate Plan**

He proposed that networks "consider the adoption of each affiliate's national spot rate as the sale price for the affiliate's facilities on a selective market network sales plan. . . . To those who would say that the network would pay to the affiliate a lesser portion of the total sale price I would say, that is the network's just due so long as the network makes important program contributions." He said representatives are taking steps to retain their competitive share of the business "and may soon be offering

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**A Radio Scoop**

FIRST indication that Sen. Estes Kefauver (D-Tenn.) was a Presidential candidate came Jan. 20 on WWDI Washington and MBS when the Senator's wife, Nancy, scooped her husband by indicating he would make a bid for the Democratic nomination. Wire services picked up the disclosure. Sen. Ke-

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The single order-single billing convenience of the network sales department.

Mr. Shafto urged stations to merchandise radio, making it pay the advertiser so handsomely in results that radio "will become its primary advertising medium just as it is now his cheapest. Watch carefully your programs, that you keep them interesting enough to retain television in its peak hours, supplant television in those homes and activities not suited to television viewing."

Basic research in the NBC plan is inadequate, according to Mr. Shafto, leading to erroneous assumptions and conclusions as to the impact of television on radio. He claimed no formula can contain market-to-market variables and still be a national formula.

The two-day meeting closed with financial reports, discussion of changes in the constitution, review of libel laws and committee reports.

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**MONTGOMERY**

**Signed for 'Life' Series**

SIGNING of Robert Montgomery for a news program on NBC radio, 10:30-10:35 p.m. EST, five times weekly [B&T, Jan. 7], was announced last week by George Wever, *Life* magazine promotion director.

The national network of 191 NBC stations will be split in halves with *Life* sponsoring Mr. Montg-omery on each half in alternate periods—six weeks on one group of stations and seven weeks on the other. The newscast will continue either as a sustaining program or under other sponsors during the periods that are not sponsored by the magazine.

Reason for the staggered system, Mr. Wever explained, was to enable *Life* local news stand representatives and American News Co. branch offices to concentrate their promotion and merchandising efforts at specific times. Young & Rubicam, New York, is agency for *Life*.

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**910 Kilocycles**

**WFDF**

**FLINT MICH.**

One of America's pioneer stations, now in our 30th year!
... with heartiest thanks to the local, regional and national advertisers who have made possible our 25th anniversary celebration and who have made it possible for us to furnish our listeners with the finest radio programming.

With 25 years of successful service to advertisers and the public, we are dedicating ourselves to continued leadership in San Antonio's radio market for music and news programming.

KONO
5000 watts  860 kc
SAN ANTONIO'S ORIGINAL MUSIC and NEWS STATION
Fannin 5171  TWX-SA-49

SERVING SAN ANTONIO, THE NATION'S 25th CITY, WITH THE FINEST IN MUSIC AND NEWS FOR 25 YEARS.

Represented Nationally by FORJOE & COMPANY
Nothing's easy—

You can't plough your way into a big, competitive market like Canada and expect to reap profits unless you know Canada and her marketing problems.

Let's make no bones about it: Canada is a huge country, larger than the U. S. by 25%. And only 38% of Canada's people live in cities of 30,000 or over.

Spending Habits

But Canadians are not mere statistics. They are very real people with the same buying habits as your best customers in the U. S. Most of them live within 200 miles of the U. S. border, nearer to you than some of your present customers. Individually, they have more money to spend than any other people in the world, except yourselves!

Geography

And the many Canadians who live in rural areas have much the same standard of living as their urban cousins—possibly the highest for rural people anywhere.

How, then, despite geographical difficulties, are you going to reap this worthwhile harvest without going to unreasonable expense?

Radio is the answer

Over 94% of all Canadian homes have a radio. Radio is a hardy salesman: goes everywhere—talks to everyone in his own home. Radio, the primary source of entertainment in Canada—in practically all the homes of Canada—puts across your sales message with a minimum of expense and effort in a clear, persuasive voice destined to reach receptive ears, effectively.

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

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

Mr. Wagner


HOWARD CLAYPOOL, senior account executive, Macfarland-Aveyard Agency, Chicago, to ABC Chicago radio network sales.

OSCAR ALAGOOD, promotion manager KLRQ Little Rock, Ark., promoted to local sales manager.

BURT S. WEST, sales staff, KNX Los Angeles, to CBS Radio Sales, Chicago, on Feb. 11.

KEN NOVEL, station manager of WSAU Wausau, Wis., to sales staff of WMJ Milwaukee.

CHET YOUNG, WCBS New York sales staff, to CBS Radio Network Sales Dept. as an account executive.

WARREN E. ABRAMS, Metropolitan Life Insurance Co., to CBS-TV Spot Sales as assistant research manager under FAY DAY, research manager.

T. E. PAISLEY Jr., program director, WFIL Philadelphia, appointed assistant to NORMAN R. PROUTY, station's radio sales manager.
MAJOR CONNOR DIES OF HEART ATTACK

Ned Connor, 59, announcer at KOWB, Fort Worth, Tex., died of a heart attack Jan. 31.

During World War II, Mr. Connor was OWI chief of station relations and later assistant to the president and station relations manager of MBS.

Surviving are his wife, Mrs. Lucille Connor; a daughter, Mrs. Gloria Whitney of Salt Lake City; two sons, Richard Jr. of Fort Holybird, Md., Ned of Laramie; and a brother, Ned Connor, general manager of KRKD.

CANTOR CELEBRATION

To Be on NBC Jan. 31

HIGHLIGHTS of Eddie Cantor's 60th birthday party, to be held Thursday at New York's Hotel Commodore, will be broadcast by NBC radio, 10:35-11 p.m. EST. Price per plate for the birthday-dinner party will be a $1,000 State of Israel Savings Bond. Mr. Cantor currently is one of the rotating stars of Colgate Comedy Hour (NBC-TV, Sundays, 8-9 p.m.), and also as star of his own radio show (NBC, Tuesdays, 10-10:30 p.m.).

Principal speaker at the celebration will be Vice President Allen W. Barkley. Roster of speakers will also include notables in entertainment and political fields.

Mr. Cantor's efforts on behalf of charitable and civic causes have brought him citations from U. S. Treasury, War Dept., Heart Assn., National Conference of Christians & Jews, Jewish War Veterans, and Catholic War Veterans. He is responsible for coining the phrase "March of Dimes" in the campaign against polio.
Human Touch

DRIVE to “hire the physically handicapped” is no idle slogan at KTAQ Taylor, Tex., these days. Station has built a local Sunday news show around Dan Jansen, confined to a wheelchair most of his life. The youth reports news and human interest incidents, stressing activities of Central Texas GIs. The youth’s sincere approach and friendly delivery have won KTAQ a host of loyal followers and good will, station reports. Program is titled Dan Jansen Reporting.

Book on Gen. Sarnoff

A FORTHCOMING book on Brig. Gen. David Sarnoff, RCA board chairman, is condensed in the February issue of Reader’s Digest. Written by Eugene Lyons and titled “He Hitched His Wagon to the Electrotone,” the story traces Gen. Sarnoff’s early life and his rise as a pioneer in radio and television and sponsorship of numerous electronic inventions. Keynote of the Digest article is Gen. Sarnoff’s “boundless faith in the possibilities of science and of human capabilities” and his belief that “anything that the human mind can conceive can be produced ultimately.”

RADOX PACT

SINDLINGER & Co. and A. C. Nielsen Co. are free to operate instantaneous Radox audience measurement techniques since settlement of 21-month litigation in U. S. District Court, Eastern District of Pennsylvania [B&T, Jan. 21].

Albert E. Sindlinger, president of the research firm, said he had received $75,000 from A. C. Nielsen Co. and $1 each from A. C. Nielsen, C. E. Hooper and Henry R. Rahmel, Nielsen engineering vice president. In addition he acquired personally the balance of $100,000 issued preferred and common stock of Sindlinger & Co.

Sindlinger-Radox and Nielsen interests resolved the patent litigation to permit use of Radox by both parties. Sindlinger & Co. was forced to suspend business in 1950 when a cross-licensing arrangement could not be worked out.

A. C. Nielsen Co. and C. E. Hooper Inc. were named defendants in an action for $2,500,000, later reduced to $1,500,000. Mr. Nielsen stated that settlement negotiations were instituted by Sindlinger attorneys following a decision by a patent interference board in favor of the Nielsen claim. Sindlinger attorneys waived all rights of appeal involving Patent No. 708861.

A. C. Nielsen Co. has granted Mr. Sindlinger a limited license under the Nielsen application to make and use a manual type audience measurement system, it was stated. The Nielsen statement added, “While the Nielsen patent application embraces an automatic-type audience measurement system as well as the manually operated system, the license to Sindlinger does not include a license to operate an automatic system. Sindlinger will pay A. C. Nielsen Co. agreed royalties during the term of the license.”

Mr. Sindlinger said, “By waiving certain of our claims and legal right of appeal, we permit Nielsen to have his name on the Radox patent in exchange for a license of our choice, which fits in with our overall plan and use of the Radox technique as announced last October.

“The patent litigation with Nielsen only involved one phase of the Radox technique—the method of manually or automatically ‘matching’ signals for identification.” Our agreement clearly defines this phase. The Radox-Nielsen patent litigation did not involve the instantaneous and automatic tabulator-calculator phase of the Radox technique, nor the automatic-cumulative-circulation-calculator and other techniques which we will use in our overall plan—they are completely our own and protected.”

Mr. Sindlinger said he will announce within a fortnight a plan to use Radox in connection with other techniques and the new instantaneous automatic calculator-tabulator which will make circulation radio and TV’s basic evaluator comparable with that of other media.

C. E. Hooper Inc. issued this statement in connection with the settlement:

“In conjunction with the suit instituted by Sindlinger & Co. against A. C. Nielsen and C. E. Hooper interests, the settlement of which is currently reported in the press, C. E. Hooper announces that no payment whatsoever was made by Hooper or Hooper Inc. to the plaintiffs.”

Mr. Hooper issued a later statement Thursday: “More on my January 21, 1952 release: Sindlinger suit settlement. It now seems that $1 was paid in my name in exchange for a release and in lieu of my granting a similar release. This causes my statement that ‘no payment whatsoever was made by Hooper or Hooper Inc. to the plaintiffs’ to be in error by $1.”

FLORIDA Citrus Fruit Exposition has named Richard S. Robbins Co., N. Y., as its radio, TV and contest prize manager and merchandising consultant. Company will obtain prizes for contest Queen contest. Contest is heard on Mutual’s Ladies Fair, sponsored by Sterling Drug.

Latest Combined Hooper Report Shows:

WBNS, Columbus, Has the Highest Number of Listeners in Every Regular Rated Period!

WBNS, Columbus, Ohio is the Only CBS Outlet with Stations in Every Regular Rated Period!

WBNS, Columbus, Ohio

Power 5000 W. & 53,000 W. CBUK

Central Ohio’s Only CBS Outlet

Page 60 * January 28, 1952
Graybar recommends the CONTINENTAL 5/10 KW AM TRANSMITTER

If you are now planning to replace your present equipment... or provide for emergency transmitting facilities, you'll find it profitable to investigate this new 5/10 transmitter. Manufactured by the Continental Electronics Corporation of Dallas, Texas and distributed by Graybar, this unit embodies many features never before available in AM transmitters — features developed through years of experience in the fields of high-power and high-frequency transmitter manufacture.

NEW! ... Improved high-efficiency amplifier in output stage. For the first time in any commercial transmitter, this amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.

NEW! ... Completely self-contained (exclusive of the automatic voltage regulator). No external transformers, chokes, or blowers are required. Installation is greatly simplified.

NEW! ... “Transview” cabinet design and vertical chassis construction enhance this transmitter’s appearance and provide an unobstructed view of the functional equipment.

There are other features you’ll like, too. Features such as: forced-air ventilation of all components; use of vacuum-type capacitors in output stage to provide maximum stability of tuning; use of DC-operated relays to give a hum-free operation of control system; easy conversion from 5 to 10 kw operation by simple output tube change.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts about Continental transmitters. Or, if you prefer, send for a completely descriptive bulletin on this new Graybar-distributed equipment.

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds! Whatever your requirements — to get the most suitable items conveniently, call your nearest Graybar Broadcast Equipment Representative.


BROADCASTING • Telecasting
Buffalo's WGR Reaches This Extra Canadian Market "Duty-Free"

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

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

WICH Campaign

JOHN DEME, general manager, WICH, Norwich, Conn., is continuing his campaign for a New England steel mill. He telephoned De- fense Mobilizer Charles E. Wilson urging extension of a certificate of necessity which would permit rapid tax write-off for any private company establishing in the area. The same day, he urged other New England broadcasters to encourage their listeners to make a similar plea.

Others elected at the Jan. 15 meeting in Oklahoma City were Allen Page, general manager, KSWO Lawton and KRHD Duncan, vice president, and Brown Morris, KADA station manager, secretary-treasurer.

Ed East

ED EAST, 56, radio actor and composer, died of a heart attack at the Lambs Club in New York on Jan. 18. Starting a vaudeville career after World War I with Ralph Dunke as partner, Mr. East entered radio when broadcasting first became popular. Well known in Sisters of the Skillet, he subsequently teamed with his wife, the former Pearl Smith, in Ed and Polly, broadcast 7-7:15 p.m. on WJZ New York. He also produced the Blue Network's Ladies Be Seated. Besides his wife, Mr. East is survived by a daughter, his mother, a sister, and two grandchildren.

NATIONAL NIELSEN RATINGS

TOP RADIO PROGRAMS

(Totals S. Area, Including Small-Town, Farm and Urban Homes, and Including Telephone and Non-Telephone Homes)

EXTRA WEEK December 8-15, 1951

EVENING ONCE-A-WEEK NIELSEN-RATING*
AUSTRALIA TO DESOCIALIZE COAL MINES.
Australia will desocialize its coal industry—perhaps with American help. Seventy million dollars worth of machinery and equipment will be sold to private colliery owners, and the government hopes that $175 million more will be forthcoming from private investments. J. L. Knott, Australia’s Director of Defense Production Planning, proposed asking American coal companies to take part. He feels that this would stimulate competition and speed development of rich coal fields which otherwise might be developed uneconomically or not at all.

INVESTMENT ANALYSTS SEE BRIGHT FUTURE FOR COAL INDUSTRY.
Securities of major bituminous-coal-producing companies are being regarded as excellent investments by analysts—especially for long-term stability in this inflationary era. Coal is firmly established in growing markets such as electric utilities, industrial power plants and coke ovens to produce the carbon for steel as well as coal chemicals. The coal industry as a whole has made striking gains in efficiency through increased mechanization.

NET TONS, LONG TONS, METRIC TONS—THE “WEIGHS” OF COAL.
The “net” ton, which is standard in the U. S., is equal to 2,000 pounds; Britain’s “long” ton equals 2,240 pounds; and Europe’s “metric” ton is equivalent to 2204.6 pounds. Thus the 222 million tons of coal mined in Great Britain last year amounted to 248 million tons by U. S. standards, and Russia’s 285 million tons was 305 million “net” tons. Our own output of coal in 1951 was 574 million tons, of which 535 million tons were bituminous.

MOVING COAL FROM MINE TO MARKET REQUIRES 30,000 RAILROAD CARS DAILY.
A train of 30,000 cars—long enough to extend beyond New York City from Washington, D. C.—is needed to transport bituminous coal from the mines each working day. Railroads carry 81 per cent of America’s coal to market, and Class I rail lines realize an annual freight revenue of more than one billion dollars from this traffic.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.
We Pay Our Respects
(Continued from page 51)

was born in Paris, Tex., on March 28, 1920, the son of Dr. and Mrs. E. F. Morris.

Mr. Morris' first major venture into the outside world was as a page in the state senate 20 years ago after he had moved with his family to Austin. He was appointed to this his aye-inspiring post by State Sen. Tom de Berry, who is now a member of the State Board of Control.

The youth was educated in Austin public schools. In 1935 he served as route salesman for the American Statesman newspaper in Austin, transferring later to the advertising department. He attended the U. of Texas, majoring in business administration from 1937 to 1941, while working for the Statesman.

Joins Air Corps

In 1941, Mr. Morris received his appointment as a flying cadet in the Air Corps, and in 1942 he was commissioned a bombardier at Midland Air Field in Texas, where he was an instructor.

Shipped overseas to England, Capt. Morris compiled his string of 30 lead missions until his plane was blasted out of the air over Merseburg, Germany. He and the rest of the crew rode it out, however, landing on the Rhine. Capt. Morris then began his perilous venture through Brussels, Belgium, back to England. He received several awards—the Distinguished Flying Cross, Presidential Unit citation, four bronze battle stars and five air medals.

Returned to the states, he was assigned to Eglin Field, Fla., handling research and testing of Air Force bombing equipment.

In 1946, Mr. Morris turned to selling, joining KTBC Austin. Following year he was named assistant general manager of KTBS Shreveport, La., and in January 1948 came to Houston where he helped put KNUZ in operation.

Mr. Morris' theory on disc jockey invites explanation. At KNUZ each disc jockey is a definite personality, with a large following of his own. The disc turner also identifies themselves as much as possible with their advertisers, giving friendly, personal commercial presentations.

"This makes the advertising an entertaining part of any show—and accounts for KNUZ's ability to do a good selling job," he explains.

Mr. Morris' platter spinners work in no ordinary surroundings. Two master control rooms open out toward the corral studio, and are completely enclosed by four walls of glass. The disc jockey thus is visible not only from the inside and corrals but also from the street and sidewalks surrounding the station.

In addition, Mr. Morris is consistently improving the local news coverage, and developing new program ideas with emphasis on "wholesome, down-to-earth entertainment." Western music is an anchor of KNUZ programming.

Station's working relations, under Mr. Morris' management, also have paid handsome dividends. Working closely with jobbers, dealers and retailers, Mr. Morris has his staff follow through on any advertising.

"Our efforts have paid off—not only with extra sales for the sponsors—but also in gaining respect and good will among wholesalers and retailers," Mr. Morris says.

Proof of KNUZ's recognition lies partly in the awards it has gained. It won the Alfred P. Sloan award in 1948 for the most outstanding public service promotion of high-way safety, and the National Business Co.'s trophy for both 1950-51 for its cooperation with the Society for the Prevention of Cruelty to Animals in helping to find homes for canine waifs.

Mr. Morris also may be proud of his "Young Man of the Year" award in 1947 and his active participation in the civic affairs of Shreveport where he lived in that city. In Houston he is a member of the Houston Chamber of Commerce. He formerly belonged to the Shreveport Kiwanis.

Mr. Morris married the former Alice June Burton whom he met at the Midland Air base during the war. His hobbies are golf and "woodworking"—but he has the time. His ambition: "To own a substantial interest in a number of stations."

KYLE MacDONNELL, who won prominence through TV, will start her first radio program, "The Kyle MacDonnell Show," over WOR New York at 6:15 p.m. EST today (Monday). To be heard Monday, Wednesday, and Friday, the 15-minute show will feature Mrs. MacDonnells' playing records.
What is the SCOPE of your television advertising?

If you find that television is astronomical... not economical... then look into Du Mont.
Television is a tool for selling—not a school for "angels." You must ask yourself if your investment is paying off in sales... if the rating is worth the rate.
If not, then it's high time to re-evaluate your television plans, to examine microscopically the ratio of costs to results... and look into Du Mont.
Do this and you'll see that the Du Mont Television Network is unequalled in real advertising value.
For whether it's rates, facility costs or production charges—Du Mont is the most economical buy in television today.
Check your advertising plans carefully.
And when you do, look into Du Mont. You'll soon see why dollars do more on Du Mont... and how Du Mont can do more for you.
KEYL
SAN ANTONIO

KEYL ANNOUNCES THE APPOINTMENT

OF THE KATZ AGENCY, INC. AS ITS
NATIONAL ADVERTISING REPRESENTATIVE

effective February 1, 1952

THE KATZ AGENCY, INC. • NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK • CHICAGO • DETROIT • ATLANTA • KANSAS CITY • SAN FRANCISCO • LOS ANGELES • DALLAS

CHANNEL 5 • CBS • ABC • DTN • ATOP THE TRANSIT TOWER
SAN ANTONIO • AMERICA’S FASTEST GROWING MAJOR CITY
TV POWER OK'D

WELL INTO the city-by-city allo-
cations following daily meetings last week, FCC is understood to have accepted revised rules and standards for post-freeze television.

At the rate Commission work is progressing, it appears FCC will meet its Feb. 15 deadline. But duplication of the mammoth end-of-freeze and revised allocation re-
report is expected to take another week, which moves the public issue date nearer to March 1.

After the Commission completes its city-by-city considerations, it will swing into procedural ques-
tions—including the use of the fre-
cuency-by-frequency procedure for processing applications, length of the promised waiting period (60 or 90 days) and whether there should be a stagger date, etc. [B+T, Jan. 21].

General rules and standards, which reportedly cover 90 pages of typescript, are understood to make these changes from the principles enunciated in the Third No-
tice proposal last year [B+T, March 26, 1951].

(1) To provide equal coverage in the various TV bands, it is under-
stood the Commission has ap-
poved use of 100 kw on Channels 2-6 (no change), 315 kw on Chan-
els 7-13 (changed from 200 kw proposal), and 1,000 kw on UHF Channels 14-69 (changed from 200 kw proposal). These powers are to be the maximum permitted, with 500-ft. antenna heights, qualified only by interference with co-channel and adjacent channel sta-
nions.

Extensive Coverage

The Commission is assuming that these powers will provide between 50 and 60 miles of coverage for all stations—even though it is ad-
mitted that a megawatt UHF operation is a long time away.

(2) Criterion for separations be-
tween VHF stations on the same channels will be the proposed 170 miles transmitter-to-transmitter [B+T, Jan. 14]. This is in line with the DuMont proposal that the transmitter-to-transmitter separa-
tion is "more realistic." In its ini-
tial proposal, the Commission planned to adhere to a 180-mile co-channel city-to-city separation.

In rare instances, it is under-
stood, this separation will be dropped to 165 miles in order to put an additional VHF in key cities. But, it is stressed, those instances

will be exceedingly few. In fact, in some areas, such as the Gulf Coast, VHF separations between
stations on the same channels will be greater than 170 miles. That is because the Gulf area is more liable to tropospheric disturbances than other sections of the country.

UHF co-channel separations will be the 155-mile transmitter-to-
transmitter separation, also orig-
inally proposed in the March, 1951 report.

In a change of reference works, the Commission is said to have agreed to use the U. S. Coast & Geodetic Survey's "Airline Distances Between Cities in the U. S." as its standard for mileages. The book is published by the Dept. of Com-
merce and bears subtitle of "Spe-
cial Publication No. 238." For-
merly, the FCC used the U. S. Post Office route book as its guide.

(3) Educational reservations will be maintained—at least for a year, in line with the Commission's pledge that educators would be given a "reasonable length of time" to make up their minds about getting into TV, get appropriations from legislatures and draw up plans.

Sentiment for a crackdown on educational institutions which did not offer specific comments and engi-
neering testimony during the "paper" hearings [B+T, Nov. 12, 1951], subordinated under the pleas of educators that they must be given more time to "sell" their ad-
ministrators and their state legis-
lature.

(4) Reivision of the proposed frequency changes to be required of 31 of the presently-operating 108 TV stations [B+T, Jan. 21] also has been worked out. In its new form, stations on a channel in the low end of the VHF band (Channels 2-4) will be changed to another frequency within those channels. This also will be true of those stations in the high end of the VHF band (Channels 7-13).

Public Served

Move is being made so the public will not encounter any expense in readjusting antennas. Originally, it had been planned to change many stations on the low end of the VHF band to one of the high band frequencies, and vice versa. This aroused a number of complaints from stations, primarily with re-
spect to the upsetting result it would have on TV set owners. Also pointed out was the substantial cost to stations in transmitter and antenna changes involved.

(5) Additional UHF channels reportedly have been allocated to a number of cities through the use of some of the 18 flexibility channels [B+T, Nov. 5, 1951].

NETWORK SALES

Increase Three-Fold in '51

NETWORK television during 1951 achieved total time sales of $127,989,715, nearly three times the 1950 total of $44,356,772, according to figures released last week by Publishers Information Bureau. The four radio networks in 1951 suf-
fered a combined loss in billings of 4.5%, PIB reported (See story on page 27).

Collectively, the four TV net-
works for the year had gross time sales of 185.5% more than during 1950. Individually, ABC-TV showed an increase of 190.4%. CBS-TV time sales were up 227.7%. Du-
Mont's were up 116.58% and NBC's up 179.2% from 1950.

NBC had greater TV time sales than radio time sales last year.

For December 1951, ABC-TV time sales were up 52.5%; CBS-

TV were up 105.7%; NBC-TV up 101.3% from the December 1950 billings. No comparison can be made for DuMont, whose December 1950 figures are not available.

Three radio and two television networks are included among the seven topranked national ad-
vertising media for 1951 as listed in a full-page advertisement for Life magazine appearing in newspapers last Wednesday. Using Publishers Information Bureau figures, the table showed Life as the first ranking medium, CBS Radio second, Saturday Evening Post third, NBC-TV fourth, NBC radio fifth, CBS-TV sixth and ABC radio seventh. Footnote carrying through the list media showed ABC-TV ranking 14th and Mutual radio 16th.
SHOWING THE ROPES TO HOUSTON AGENCIES

LOCAL agency personnel are learning “dos” and “don’ts” of successful television production through a series of clinics conducted by KPRC-TV Houston.

Jack Harris, KPRC-TV general manager, invited agency men and women to acquaint themselves with the facilities of the local station and to give them benefit of experience gained through trial and error by the station staff.

KPRC-TV believes that, through the clinics, Houston television will enjoy smoother, more listenable announcements and more entertaining, locally produced programs.

The series was conducted by Bert Mitchell, program director; Paul Huhndorf, chief engineer; and Bruno Leonardi, local sales manager.

First of four meetings was held Jan. 8, with an attendance of more than 75 persons, representing every agency in Houston.

In opening the initial session, Mr. Harris commented, “Our purpose is to help you to use our facilities to the fullest advantage.”

“A knowledge of just what can be done and, just as important, what cannot be done, through the medium of KPRC-TV will not only help live shows, but will prevent costly mistakes in their planning and preparation.”

Beginning with basic production tools, Mr. Mitchell and Mr. Huhndorf explained how a television camera works and “field-striped” a camera to show component parts and functions of each.

Pitfalls that await the inexperienced or unwise were demonstrated on “closed circuit,” and a number of camera “don’ts” were explained by Mitchell. Chief among them were the causes of streaking or glaring on-camera copy or products.

Use and handling of camera stands, dollies, rear view projector and the roll-up were shown in the same way, with strong emphasis on the importance of knowing functions of each before indicating their use in scripts or commercials.

Since “ballop” slides are used extensively by advertisers new to television or on a limited schedule, Mr. Mitchell dwelt at length on limitations and peculiarities of both opaque and transparent slides.

Second Session

Second session, Jan. 10, was devoted to camera “dos” with “closed circuit” demonstrations of improvements in live commercials which had had enough preparation time. Mr. Mitchell stressed the need for meeting the established 48-hour copy deadline in order to give announcers time to fully prepare their commercials. A discussion of live studio shows and correct procedures for slide and film copy followed.

Facilities for local film production were discussed by production heads of four local studios. Costs of various types of animation, slides and film strips were compared.

Though it embraced the largest group, the agency clinic was only one of a series begun last spring under Mr. Mitchell’s direction.

The first was conducted for civic and governmental representatives in preparation for the Civilian Defense series. Its purpose was to acquaint the speakers and instructors with “on-camera” procedures, so that they could produce smoothly geared programs, as well as instructive ones.

Traffic Safety Division of the Houston Police Dept. was briefed in the same way in a three-session clinic by Mr. Mitchell for a safety series conducted for children Saturday mornings.

Largest of “on-camera” clinics was to familiarize members of the Houston Ministerial Alliance with fundamentals of performing before the TV camera. This instruction covered a two-week period and was in preparation for the Strength of the Nation series.

Other clinics have been held for schoolteachers for lecturers on the popular public service feature, Nature in Action, conducted under auspices of the Museum of Natural History; and for regional agricultural leaders, scheduled to appear on Bill McDougall’s RFD-TV.

Next series of clinics will be conducted for individual agencies who want to get deeper into television production than larger meetings will allow. These sessions will begin in February and will be held at weekly intervals.

With the beginning of the agency clinics, KPRC-TV extended its advertising and service beyond the realm of public service programs into a new field of commercial activity.

ED SULLIVAN

Will Take to Road For L-M Promotion

ED SULLIVAN, star of Toast of the Town on CBS-TV, sponsored by Lincoln-Mercury cars, will barnstorm for his sponsor in a unique sales promotion campaign that will take him on flying visits to more than 100 major department stores throughout the country to introduce the new 1952 Lincoln.

Between TV shows, he will make special one-day appearances as a feature of the “Modern Living Perspective” promotion, planned by Lincoln-Mercury and the Drexel Furniture Co., wherein the car will be shown in connection with the firm’s modern furniture.

Mr. Sullivan will encore special “modern living” fashion shows, appear on local television and radio programs, attend civic ceremonies and lead “Lincoln” parades arranged by the local Lincoln-Mercury dealer.

The plan, set up by Kenyon & Eckhardt, New York, for Lincoln-Mercury, and John Falkner Arndt Co., Philadelphia agency, representing Drexel, will include the following:

1. The new 1952 Lincoln will be shown with the Drexel furniture, home accessory items and women’s fashions to dramatize the “casual” trend in “modern living.” Supporting this will be posters, banners, pictures and handouts in stores wide promotion of the “modern living” theme.

2. Fashion shows will be staged by many of the stores to show how the car, furniture and women’s clothing all go together in the new American living scheme. Mr. Sullivan will emcee these shows wherever possible.

3. Lincoln’s advertising promotion and publicity tie-ins with the Drexel Co. include copy mentions of the 1952 Lincoln in Drexel’s national advertising.

4. Lincoln-Mercury, in addition to promoting the department stores where Mr. Sullivan will appear, will integrate copy mentions of the “perspective” theme in national advertising and direct mail.

5. The department stores and Drexel furniture dealers will promote the “modern living perspective” theme locally in radio-TV time spots and newspapers and will provide customers with names and locations of Lincoln-Mercury dealers.
COLOR ORDER

STINCING criticism of government policy prohibiting the production of color TV sets has been unleashed by Sen. Ed C. Johnson (D-Col.) guardian for communications on Capitol Hill.

Basis of attack was the order issued by the National Production Authority which formalized the agreement reached by government authorities and industry representatives at last fall’s color television conference.

Sen. Johnson branded the order as “just another phony, last minute blow aimed directly and specifically at color television” and an attempt to regulate the end product.

These views were outlined in an exchange of correspondence between Sen. Johnson and Defense Mobilizer Charles E. Wilson, released for the first time last Thursday.

The Senator’s criticisms served to generate feverish interest in the forthcoming, second, nationwide conference called by NPA for Feb. 8. The meeting is pointed to clearing the air on confusion revolving around the current order and to obtain the advice and views of radio-television manufacturers.

At stake is the future of such projects as color television and, indeed, whether manufacturers may be permitted to turn out even a small quantity of receivers and related equipment.

Reports Confirmed

Sen. Johnson’s remarks, at long last, confirmed reports that he had written to Mr. Wilson expressing his disfavor with the order. Moreover, they signified he had broken his silence on the color blackout since his initial statement following last spring’s ODM-ODA industry meeting.

At that time, the communication-minded legislator’s first reaction was that order “is a phony and illigal, and that any cessation of color TV manufacturing “would be a major disaster” [BT, Oct. 29, 22, 1951].

In his reply, dated last Tuesday, Defense Chief Wilson conceded that there has been a “misunderstanding on the part of one company” and said NPA would call a second conference to “obtain the advice of the entire industry on whether the order (M 90) embodies the type of control most effective and appropriate to accomplish the objectives” stated at last October’s meeting.

Mr. Wilson apparently alluded to either Paramount Pictures, which hopes to manufacture the Lawrence tri-color tube through Chromatic Television Labs., or 20th Century Fox Film Corp., which is cooperating with CBS and General Electric to build the Eildor color television system.

It is freely acknowledged in NPA
CBS-TV SALES
Three Buy Moore Show

SALES of three weekly quarter-hour programs of CBS-TV's Gary Moore Show to Owens-Corning Fiberglas Corp., Stokely-Van Camp Inc., and O'Conor Corp., and renewals of some 13 other CBS-TV contracts were announced last week by Fred M. Thrower, vice president in charge of network sales.

Mr. Thrower also announced that Elgin American Div. of the Illinois Watch Co. had signed to sponsor the 8-8:15 p.m. segment of the hour-long Frank Sinatra Show (Tuesday, 8-8:30 p.m. EST on Feb. 12 [B&T, Jan. 21]). Agency for Elgin American is Russel M. Seeds Co., Chicago.

New sales in the Gary Moore Show (Monday, 1:30-2:30 p.m. EST Monday through Friday, were as follows: Owens-Corning (for Fiberglas curtains and drapes), 1:45-2 p.m. Tuesday; segment for 10 weeks, through Fuller & Smith; and Ross; Stokely-Van Camp (for pork and beans), 2:15-2:30 p.m. Friday period for 52 weeks through Cal-Kirk, Helden, Carlcock, McCli- Smith; and O'Conor (polishes, waxes, mops), 2:15-2:30 p.m. Monday segment for 52 weeks through Young & Rubicam.

Renewals announced by Mr. Thrower included:
- Electric Auto-Lite Co., Suspense (Tuesday, 9:30-10 p.m.) for 52 weeks, through Cecil & Freesley.
- Westinghouse Electric Corp., Studio One (Monday, 10-11 p.m.) for 52 weeks, through McCann-Erickson.
- Lever Bros., Arthur Godfrey's Talent Scouts (Monday, 8:30-9 p.m.) for 52 weeks, through Young & Rubicam.
- Proctor & Gamble, Louisville, Ky., News Special (Sunday, 11-11:15 p.m.) for 52 weeks, through Benton & Bowles.

Three new sound stages, individual offices and fully equipped cutting rooms. Studio is also equipped with 16 mm and 35 mm shooting and recording facilities with Ernie Bauman in charge of recording controls.

Ben and Harry Teitelbaum, owners of Hollywood Film Co., suppliers of film and TV equipment, will move to new headquarters at 946 Seward St., Hollywood, within next 60 days. Building, now being remodelled, will include rental offices, film vaults and cutting rooms in addition to Hollywood Film Company.


Herman Boxer, writer-director Dudley Pictures Corp., Beverly Hills, elected vice-president of firm. He will spend majority of time in N. Y.
People . . . viewers . . . your potential customers . . . write interesting letters to KPIX; interesting because so many of them reflect the feeling of belonging which they feel.

Mr. Bennett's is one of those many. "I feel," he writes further, "as though I am a part of the wonderful KPIX organization that brought the miracle of Television to the Bay Area."

And that's a pretty wonderful way to have your viewers feel, quite apart from the fact that the extent of this feeling among thousands of San Francisco Bay Area homes represents a loyalty that has a special sponsor-value.

San Francisco's Pioneer Station

KPIX

CBS and Dumont Television Networks

Represented by
THE KATZ AGENCY
TV STABILIZING AMPLIFIER—Does a Better Job than any other stabilizing amplifier on the market. Some of its notable advantages are: automatic correction of sync and blanking, adjustable sync percentage, improved LF characteristics, automatic clipping of white spikes.

UTILITY VIDEO AMP GIFIER ASSEMBLY—Improved Band Width and Adjustable High Gain. Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.

UTILITY VIDEO AMPLIFIER ASSEMBLY—Improved Band Width and Adjustable High Gain. Provides accurate output monitoring even when feeding telephone lines. Maintenance is low because negative feedback eliminates peaking coils and permits wider tolerance in tubes and components.

VIDEO PATCHING EQUIPMENT—Quick and Convenient Adjustment of video distribution circuits are provided by these complete G-E units. Common grounds are avoided by isolation between jacks and shields. Dual control plugs are self-aligning. Easily installed. Exceptionally high reliability. Oxidation is avoided through the use of gold-plated contacts.

VIDEO SWITCHING RELAY CHASSIS—Saves Space yet permits easy expansion of system inputs or outputs. Each chassis is adaptable to preset control and you get fast transfer through a single transfer relay.

These General Electric studio rack units are interchangeable with any TV system!

TV ELECTRONIC MIXER—Lap, Fade, and Dissolve at constant, preset rates at the touch of a finger at control panel. Unique bypass feature permits you to release three channels for rehearsal use while carrying program. It’s all-electronic—operation is practically automatic.
Here's a way to replace obsolete studio rack equipment with new G-E units that meet all existing RMA performance standards.

Study the items shown on these pages. With them you can modernize your sync distribution system . . . get better performance, better handling of poor input signals . . . more flexibility in video patching . . . smoother studio control all around.

All General Electric studio units are designed specifically for easy maintenance—dead front construction, no exposed voltages. Standard video controls are used throughout. Kits are available to accommodate any position of rack mounting angles.

In addition to the equipment shown here, General Electric makes a complete line of studio gear, including camera channels, sync generators, and projectors. The broadcast representative at the G-E office near you will tell you more. Call him or write: General Electric Company, Electronics Park, Syracuse, New York.
Drama and variety programs together accounted for 83.3% of programming by New York television stations during the week of Jan. 4-10, it was indicated Tuesday when preliminary results of a new study by the National Assn. of Educational Broadcasters were released.

Monitoring of the full broadcast week for each of the city's seven video outlets indicated that 12 more programs were identified with educational institutions than in 1951 when a previous study, conducted during the same calendar week, registered one such program, The Johns Hopkins Science Review.

This year, six programs carrying an educational institution's label were aired by WATV (TV) Newark during the week, three by WPXI, two by WABD (TV), one by WJZ and one by WGBS-TV; under auspices of such groups as New York Board of Education, Rutgers U. and Seton Hall College. Superintendent N. Steney, NAEB president and director of WNYC New York, municipally-owned radio station, identified the increase in educational programs as "a distinct improvement in what commercial broadcasters are doing."

"We're miles and miles away from definitive criteria for what constitutes educational broadcasting," Dr. Dallas W. Smythe, U. of Illinois professor, explained. As director of studies for NAEB, he conducted the survey.

"Content analysis is undeveloped in all media of social exchange," he said. "So far, we have taken only an inventory of television; our quantitative analysis of what is broadcast, but that's the first step toward ultimate critical analysis."

Preliminary results of the second New York survey, reported Tuesday, will be followed in April by a later report, giving qualitative consideration to the kind and context of violence in TV programming, to programs standing high and low in audience acceptance according to program rating services and to filmed and live program differences.

627 Hours, 25 Minutes

During the week studied, a total of 627 hours and 25 minutes of programming was presented by the area's seven stations, an increase of 11.6% over the previous year. Drama programs rose from 33.2% of total air time in 1951 to 42.4% in 1952, while variety shows, consuming 18.4% of video schedules previously, have dropped to 10.9% this year. Together, the two program types comprise more than half of present schedules, however.

Listed as a sub-class of drama, crime drama shows were down by 12% in 1952. The second largest sub-class, westerns, rose 8.5% to total 8.3% of 1952 total time. Crime drama, intended for children, added up to 0.2% of the week's schedule, although Dr. Smythe explained that monitors were directed to take an intentionally conservative attitude in listing these programs in light of recent charges against television crime programming.

Children's programs in general dropped from 12.5% in 1951 to 11.0% in 1952. Quiz and stunt formats, holding 6.8% last year, dropped to 6.3%. Domestic, weather and news programs were relatively unchanged, with respective totals of 10.8, 9.7 and 9.9% of the 1952 broadcast week. Information, public issue and public events programs had low totals in the post-holiday week and telecasts on fine arts were unchanged from last year's 0.1%. Low spot was held by classical dance programming, which decreased from last year's 0.1% to zero in 1952.

Bulk of the analysis was made on the assumption that a program may be classified as a single unit on the basis of its content. Breakdowns to allow for differing segments of a single show, however, showed increases for such categories as popular music, personalities, sports and classical music. Advertising was divided into

(Continued on page 78)
Another public service for Atlanta

“Our World Today” is a weekly panel-type show on current events. Participants are senior students from the High Schools of Greater Atlanta. Moderator is Wright Bryan, editor of The Atlanta Journal. The program was planned and is produced by the WSB-TV staff in cooperation with Atlanta’s city school superintendent.

As you can well imagine these programs have inspired much favorable comment. And advertisers are given another insight on the reason why WSB and WSB-TV hold such enviable positions in the hearts and homes of the people they serve.
WHEN TELEVISION SELLS...

IN SYRACUSE

J. LEONARD REINSCH (I), managing director of the Cox radio and TV properties, and George C. Biggers (I), president of Atlanta Newspapers Inc., license of WSB-AM-FM-TV Atlanta, talk politics with Sen. Richard Russell (D-Ga.) on a WSB-TV program.

WHEN TELEVISION SELLS...

IN SYRACUSE

WHEN television sells...

Jack Rubenstein, genial owner of the Rochester Sample Shoe Store in Syracuse, says, "These youngsters aren't the only friends I've made for my business since I've been on WHEN television. The volume in all departments—children's, men's and women's—has increased 28% as a result of my WHEN television advertising."

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND GET THE FACTS ON CENTRAL NEW YORK'S BEST TIME BUYS.

• FIRST with television in Central New York
• FIRST with afternoon TV
• FIRST with morning TV

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH STATION

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STATION LIMIT

Two Support NBC View

FIRST open support for NBC's recommendation that the FCC permit additional UHF-TV stations to owners who already have the present limit of five stations came last week from Fort Industry Co. and the National Appliance & Radio Dealers Assn. [B*T, Jan. 21, 14, 7.]

Fort Industry, in a Jan. 22 letter to the Commission over President George B. Storer's signature, recommended that the limit for single ownership be placed at nine, as it is with AM. Mr. Storer emphasized that the proposed number of TV stations (650 VHF and 1,350 UHF) was roughly equivalent to the 2,335 AM stations in operation today. Therefore, he said, the ownership limitations should be equal.

No distinction should be made between VHF and UHF holdings, Mr. Storer said. He expressed the belief that such a move would aid the establishment of UHF through encouraging large companies, networks and newcomers to move into UHF.

Radio TV dealer Mort Farr, president of NATRA, listed three reasons for favoring the lifting of the five-to-one customer limitation as recommended by NBC: (1) It will bring experienced telecasters into UHF operations; (2) it will bring substantial capital to UHF, with better programming than is possible from those with limited capital; (3) it will aid in the sales of UHF receivers and converters, thus building an audience more quickly.

WAAM (TV) SEMINAR

Schools, Industry to Attend

SECOND annual regional television seminar will be held at WAAM (TV), Buffalo, Feb. 15 and 16 in cooperation with American U., Johns Hopkins U., Temple U., U. of North Carolina and the U. of S. Oklahoma.

Participants will include William L. Kaufman, casting director, NBC-TV; Edward B. Roberts, BBDO script editor for Circle Theatre; John T. Madigan, ABC-TV director of news and special events; John S. Hayes, president of WTOP-AM-TV Washington; Lib Aries Jr., assistant director of programming and production, DuMont Television Network, and Herbert N. Cahan, program manager of WAAM.

Mayers Elected

ARCHIE M AyERS, president of Unity Television, was elected board chairman of the National Television Film Council at the first directors meeting last week. John Battison, TV consultant, producer, director and author of the book, Mosies for TV, was elected secretary. Robert Paskow, WATV (TV) Newark, who was secretary, resigned that post to give full effort to NTFC's TV Committee.

UHF FATE

WILL UHF television go the way of FM?

That question was being posed last week in conversational debates over post-freeze procedures.

Particular emphasis has been placed upon the recommendations of the Federal Communications Bar Assn. that all applicants be consolidated into one hearing when they operate the available channels in individual cities [B*T, Nov. 26, 1951].

Latest to take up the cudgels against the FCBA recommendations is William E. Ware, owner of KSTL St. Louis and pioneer FM station operator.

In a Jan. 16 letter to FCC Chairman Wayne Goy, Mr. Ware called attention to reports that the Commission is considering consolidated hearings. He warned: "With the FM debris still visible in our industry, it behooves all of us to see to it that the same stumbling blocks that thwarted that medium are not placed before UHF. What possible reason could there be to delay construction and operation of untested UHF installations while we are waiting out the results of the tortured VHF hearings?"

Number of VHF hearings might decrease if the Commission decided not to consolidate VHF and UHF applicants, Mr. Ware said. "Many prospective TV station operators would put their initial finances and drive behind UHF and elevate the medium to its proper place more rapidly if they thought that by so doing they would escape a hearing," he observed.

If a consolidated hearing procedure is adopted by FCC, Mr. Ware said, most applicants would apply for "the more desirable VHF channels safe in the thought that all losers can immediately reapply for UHF and still get on the air together with their more successful VHF opponents."

Chairman Goy had not replied to Mr. Ware as of last Thursday, but in reply to a similar letter from S. A. Cisler, WKLY Louisville, taking the same viewpoint [OPEN MIKE, Dec. 31, 1951], Mr. Coy answered that the matter was still under consideration.

ABC-TV TO NARTB

All Networks Belong

NARTB attained the 100% membership mark for TV network membership last week when ABC announced that it was joining the association, bringing along its five owned video stations [B*T, Jan. 7].

Harold E. Fellows, NARTB president, and Robert E. Kintner, ABC president, jointly announced the network's decision to join NBC DuMont and CBS Television networks in association membership. Mr. Cahan, Jr., ABC-vice president, will represent the network on the NARTB television board. The five ABC-owned TV stations are WABC New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco.

On behalf of the association, Mr. Fellows said, "It is indeed gratifying that 100% of the television networks and 80 of the nation's 106 television stations are now in NARTB television membership. As we rapidly approach complete unity in the industry, it is apparent that there is a recognized need for coordination in meeting our common problems with self-examination and united action. We heartily commend ABC for this major contribution to the ultimate unification of American television."

ANGERTONE

BEST FOR TV FILMS

GLEN GLENN UNISON

Company

6624 Romaine Street

Hollywood 28, Calif.

SYNC-SOUND

ANGERTONE

73 WINTHROP ST.

NEWARK 4, N. J.

BROADCASTING • Telecasting
Only One Source gives you Double Duty TV!

When you invest in GPL TV studio equipment, you're buying field equipment as well. Every GPL unit provides unparalleled flexibility, light weight, easy handling, precise control. Let GPL engineer your station, from camera to antenna. Have The Industry's Leading Line—in quality, in design.

Camera Unit
Precision-built, lightweight, fast-handling. Push-button turret, remote iris control, remote focus and range selection. Easiest to service.

Camera Control Unit
Touch-identified controls. 8½" monitor tube. Split or single headphone intercom system. ERO views horizontal, vertical, and vertical sync block. Iris control.

Camera Power Unit
Rugged, dependable, compact. Matched to other units in GPL chain. Standard relay panels swing out for maintenance.

Synchronizing Generator

Video Switcher
Full studio flexibility anywhere. Control can view, preview, fade, dissolve, etc. Views any of 5 inputs; 2 remotes, outgoing line. Twin fade levers.

3-X Projector
Portable sync unit. No need for special phasing facilities. Projects rear-screen or "direct in." Ideal for remote origination of film. Built-in power supply.

Professional TV Projector
Highest quality 16-mm projector designed specifically for TV. Delivers 100 foot-candles to tube. Sharp, steady pictures from 4000-foot film magazine.

Remote Control Box
Provides revolutionary remote control of camera focus, lens change, pan, tilt. Styled to match other components in the GPL TV line.

WRITE WIRE OR PHONE FOR DETAILS

See Remote Control in Action—Booth 18-20 I. R. E. Show!

General Precision Laboratory
Pleasantville
New York

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

Broadcasting • Telecasting
"Most people in Evansville like WFBM-TV best"
Says A. J. CRAIG of CRAIG RADIO
2117 West Franklin
Evansville, Indiana

"In Paris all our Customers watch WFBM-TV"
Says McCLELLAND EVERSOLE
Eversole Appliances
206 West Court Street
Paris, Illinois

★ Advertising really gets around when it goes out on WFBM-TV!

Far as they are beyond the 60-mile WFBM-TV area, the folks in sizeable communities like Evansville, Indiana, and Paris, Illinois, to say nothing of thousands of others on the farms and in smaller communities in a wide "outside" circle, get their TV via this famous Indianapolis station.

That's important news for your clients. It means the cost per TV impression on WFBM-TV is one of the biggest bargains in the nation. And there's even more to the story. Indiana is among the top ten states of the nation in the value of her industrial and agricultural products...all of which is another way of saying the Hoosier family income is HIGH, and so is its standard of living! Good television advertising can capture a fair share of that income for your clients on Indiana's first station—WFBM-TV!

WFBM Radio Is First in Listening, Too!
★ First in the morning! ★ First in the afternoon!
★ and a GREAT BIG First At Night! 50% more listeners at night than any other Indianapolis station.
★ Hooper Ratings, February through April, 1951.

First in Indiana
WFBM-TV
Channel 6, Indianapolis
REPRESENTED NATIONALLY BY THE KATZ AGENCY
TELEMETER
Trade Showing Not Set
NO TRADE demonstration of Tele meter pay-as-you-see subscription TV equipment is contemplated before late February when Carl Leserman, vice president of International Telemeter Corp., which jointly owns the device with Paramount Pictures Corp., returns to the West Coast.
Mr. Leserman is in New York for several weeks of conferences with Paul Rainbourn, vice president of Paramount Pictures and board chairman of Telecasting, and other executives of the latter firm.
Meanwhile, twice-weekly field tests in the Los Angeles area are continuing.

E.J. Leonard

TRANSMISSION LINE
for VHF and UHF TELEVISION

Teletatus
(Continued from page 74)

primary (when both audio and video are interrupted for delivering a sales message) and secondary (when only one sense is interrupted). In the 1952 week, 3,104 primary advertisements adding up to 51 hours and 31 minutes were clocked, an increase of 14% in number but a decrease of 7% in time over 1951 figures. Primary advertisements amounted to 8% of total time on air as compared to 10% a year ago. Reliability has not been checked, but NAEB learned, during last spring's analysis of TV programming in the Los Angeles area, that the monitoring technique employed misses up to 10% of advertising time.

First New York survey listed percentages of program time devoted to primary advertising as follows: WCBS-TV, 8%; WNBT (TV), 18%; WABD (TV); 11%; WJZ-TV, 11%; WOR-TV, 7%; WPIX (TV), 9%; WATV (TV), 6%. The 1952 study results were: WCBS-TV, 8.0%; WNBT (TV), 9.8%; WABD (TV), 11.3%; WJZ-TV, 8.7%; WOR-TV, 8.0%; WPIX (TV), 7.5%; WATV (TV), 6.6%.

The third survey to be conducted by NAEB, the study was financed by the Fund for Adult Education of the Ford Foundation. Video receivers were located at the Biblical Seminary, New York. and were watched by 35 monitors, all graduate students in psychology and sociology at Columbia and New York. Chosen after three-day trial runs from a field of 90 candidates.

AFM DEMAND
Is Resisted by Nassers
EFFORT of the American Federation of Musicians to force James and George Nasser to sign a 5% recording trust fund agreement for films released to TV will be resisted, the Nassers declared. Their statement followed postponement to "sometime in early February" of the show cause petition with the Los Angeles referee in bankruptcy.
George T. Goggin, the Nassers' attorney, said the brothers would not sign the AFM pact for re- Ceiving films until directed by the court. AFM intervened, alleging it had an agreement with the Nassers who in turn seek return of four movieves from United Artists.

More Hotel TV
NEW YORK'S 2,000-room Hotel Commodore is the latest hotel to install television in guests' rooms, with completed work announced by Wells Television Inc. which made the installation. Rooms are equipped with 17-inch RCA Victor TV sets mounted on turntables. More than 60 hotels throughout U.S. have installed TV through Wells, firm said.
LOEB CASE

SAYING he had been compelled to accept a resolution of his case that was unsatisfactory to him, Actor Philip Loeb nevertheless indicated Thursday he saw “nothing gained” in putting a union label of “unfair” on the video program, The Goldbergs, from which he charges he was blacklisted.

It was announced Friday morning that a settlement had been made for the more than two years remaining in Mr. Loeb’s contract to play the role of Papa in The Goldbergs. Mrs. Berg was reported to have agreed paying about $40,000 to the actor, provided The Goldbergs remains on television during that time. Spokesman for Mr. Loeb’s counsel said, however, that the amount is “higher than that.” Settlement was made at instigation of TV Authority.

Mr. Loeb’s statement, with one by Mrs. Gertrude Berg, author, owner, and lead actress of the same show, and another by George Hel- leen, national executive secretary of TVA, declares the practice of blacklisting and the detriments necessarily arising from such practices to innocent persons as diametrically opposed to the time-honored American principle that an accused person has the inherent and vested right to a just and fair hearing and a man must be regarded as innocent until proven guilty. TVA intends to give Mr. Loeb the hearing which he has requested and to which he is entitled.

Mrs. Berg said:

Philip Loeb has stated categorically that he is not and never has been a Communist. I believe him. No evidence has been presented to the contrary. I believe in the American principle that an accused person is innocent until proven guilty. In these respects, there is no dispute between Philip Loeb and myself.

I have had to discontinue the services of Philip Loeb because of the failure of anyone to assure employment to persons who are merely controversial as contrasted with those who are Communists. Since going off the air last June I have fought to make this distinction and continue Mr. Loeb’s services. I regret that my efforts have been in vain since this is a problem which can be solved only by the industry as a whole and not by me as an individual.

THOMAS ELECTED

EUGENE S. THOMAS has been elected vice president of the George P. Hollingbery Co. and placed in charge of the company’s expanding television activities, it was announced last week.

Mr. Thomas has just completed a year as the first chairman of the board of television directors of NATB. He is expected to assume his new post today (Monday) in New York. A pioneer telecaster, Mr. Thomas will head the Hollingbery nationwide sales efforts for its list of TV stations. These stations include WGN-TV Chicago, WHAM-TV Rochester, WHIO-TV Dayton and WWJ-TV Detroit.

Also, he will counsel applicants for TV licenses as they prepare for the FCC hearings and will give general counsel on the planning, construction and operation of video stations.

Prior to entering television, Mr. Thomas was for 10 years assistant manager of WOR New York. He was first general manager of WRIR (TV), now WTOP-TV Washington, was manager of television operations of WOR-TV New York and for years has served as TV station consultant.

Floating Action!

for all TV Cameras

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. JOCKER

CAMERA EQUIPMENT CO.

660 BROADWAY NEW YORK CITY
WHERE THE TV PROGRAMS HAD TO PRECEDE THE BUILDING PROGRAM

WHBF-TV
ROCK ISLAND ILLINOIS

WHBF’s TV tower, with an overall height of 482 ft., was mounted on a specially constructed substructure 61 ft. high. Tower is designed to mount station call letters on all 4 sides, and carries an RCA custom-built, S-section, Super Turnstile antenna.

Here is a situation that called for initiative and foresight—as well as unique design-engineering.

WHBF owns a downtown site on which they will erect a five-story building when material allocations permit. In the meantime, their TV license would be in disuse without proper antenna support. The problem was put up to Blaw-Knox ... the solution is shown above—a permanent “tax-paying” base around which WHBF will eventually erect its new quarters.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.
IMPORTANT ANNOUNCEMENT
ATTENTION
ADVERTISING AGENCIES
EXECUTIVES AND
ADVERTISING SALESMAEN

We have a number of radio and TV Stations for sale from coast to coast —

Many of these radio stations have TV applications which are subject to action in the
near future — Prices range from $20,000 to $2,000,000.

For Full Particulars write:
Harvey Malott Co.
Harvey Malott Pres.
Bill Marriott V.P.
237 Madison Ave.
New York, N. Y.
Phone Murray Hill 6-0300
Phone Murray Hill 5-6039

CRITICAL DINKINS named promo-
tion manager at WSAZ Huntington, W. Va., replacing HAL SHERRI-
BER who will devote fulltime to pro-
motion of WSAZ-TV.

ARTHUR GODFREY, CBS Radio and
TV star, to take vacation Feb. 11-
March 10, reporting at Naval Air
Training Station at Pensacola for
period of active duty. JOE E. BROWN
will substitute for him on Talent
Scouts (CBS Radio, CBS-TV, Mon.
8:30-9 p.m. EST); ROBERT Q. LEWIS,
on morning broadcasts, and Cast
Member FRANK PARKER on Godfrey and His Friends (CBS-TV, Wed.
8-9 p.m. EST).

DICK POTTER, stage, radio, and
TV actor, appointed amuse-
ments editor at WMPS Memphis.
Assignment includes daily pro-
gram on happen-
ings in the city.

DAN HEALY, di-
rector of sports and
special events,
WBKR Pittsfield,
Mass., named area
scout for Brooklyn Dodgers farm
system.

BRUCE WALLACE, manager of pub-
lic service and promotion, WMJ
and WTMJ-TV Milwaukee, awarded a cita-
tion for work in the field of human
relations by city’s Council of B’nai
Brith.

JOHN GEMMA, instructor of theatre
arts and dramatic writing, Santa
Rosa Junior College, Calif., to
KNXT (TV) Hollywood as assistant
stage production coordinator.

MARVIN LEVEY, sales promotion
manager, WPDF Flint, Mich., in-
stalled as member of board of Grocery
Manufacturers Representatives of
Eastern Michigan.

WARREN KEYSER, staff announcer,
WILM Wilmington,
Del., appointed
program director.

RENE MARA-
Schal, WRC
Washington music de-
partment,
moved to AM-TV
continuity depart-
ment as assistant.

EVERETT SE-
VERE, continuity
department, to program production
staff. JACK MAY, AM producer, to
affiliated WNWB (TV) same city as
producer of RICHARD HARKNESS’
daily NBC-TV news show.

ROBERT FORWARD, independent ra-
dio-TV producer, to CBS-TV Holly-
wood as production coordinator on
Jack Benny Show, George Burns and
Gracie Allen Show and Alan Young
Show.

PHILLIP C. MARKINSON appointed
program director at KDIC Sausalito,
Calif.

JOHNNY LONDON, studio manager,
Motion Picture Center, Hollywood,
to CBS-TV Hollywood Amos ‘n Andy TV
series as production supervisor.

TED W. AUSTIN, WFMY-TV Greens-
boro, N. C., to WFAI Fayetteville,
N. C., as program director and office
manager.

LARRY LYON, announcer-disc jockey,
KNOX Norman, Okla., returned to
station after 15 months on active
duty with the U. S. Navy.

WILLIAMS

WILLIAMS
BROADCASTING • Telecasting

Dexter Card, disc jockey-an-
nouncer, WABJ Bangor, Me., to WCAR
Pontiac, Mich., in same capacity.

PHIL NOLAN to WJBC Bloomington,
Ill., as staff announcer from NBC Chi-
cago guide staff.

NORMA YOUNG, home economist,
KJH Hollywood, named radio chair-
man for 1952 board of L. A. Chamber
of Commerce, Women’s Division.

BOB HICKS, announcer at KLRA
Little Rock, Ark., named station’s
promotion man-
ager.

TRUMAN SMITH, director, KTTV
(TV) Hollywood, flying to Paraguay
and will film high points of South
American trip for
later telecasting.

ANNA BEY, secretary to BOB
MEYER, director of press information,
CBS-TV Hollywood, to KNX-Colum-
bia Pacific Network as publicist.

JAMES MARKIEWICZ to the mer-
chandising department of WBAL Bat-
timore to contact independent retail
 grocers.

IRVIN E. DIERORFF, Jr., chief an-
nouncer, WCOP-AM-FM Boston, pro-
duced to program director.

ANNE HOPPER, music librarian,
KEX Portland, Ore., selected one of
two winners in the 1952 young
artists audition sponsored by the
Portland Symphony Society. Miss
Hopper, a pianist, will make an
appearance with the symphony on
March 17.
HERBERT RINDGE HANDS, WOR
New York continuity department, and
Barbara Frankenbery, Tuckahoe, N.
Y., announce their engagement.

BOB FAIRBANKS, KCBS San
Francisco apprentice, and Patricia Anne
Gilkeson were married Jan. 16.

NORMAN LUBOFF, choir director,
NBC Radio Railroad Hour, completes
assignment as vocal arranger and choir
director for Warner Bros. film, About
Face, and starts similar duties at
studio for She's Working Her Way
Through College.

WILLIAM HILLMAN, MBS Presi-
dential reporter, has completed his
latest book, Mr. President, scheduled
for mid-March publication.

TED MCKAY, promotion manager,
WKNA Charleston, W. Va., father of
boy, Ted, Jan. 9.

DON RICKLES, KNBH (TV) Holly-
wood announcer, father of son, Jan.
15.

DICK GOTTLIEB, REGINALD STAN-
BROUGH and BILL YANGEMANN,
film department KNBH (TV) Holly-
wood, promoted to floor managers.

News . . .

PHIL ALAMPI, WJZ New York farm
news editor, to moderate series of
luncheon panel discussions by maga-
azine and newspaper garden editors at
New York trade show of National
Garden Supply Marketing Bureau,
Feb. 5-7.

DICK MOORE, U. S. Army Air Force
Information Div., to KGB San Fran-
cisco as staff news writer. He suc-
ceeds HOWARD HOLCHUCK, who
returned to the Navy as a lieutenant.

DONALD PADILLA, photo editor of
the Des Moines Tribune, to news staff
of WTCN and WTCN-TV Minneapolis
on Feb. 1.

GUY BUNNION, news chief, KMOX
St. Louis, to KLAC-TV Hollywood to
handle Saturday and Sunday news-
casts. ED LYON continues Monday
through Friday newscasts.

WALTER Mcgowan appointed news
e editor at WCCC Hartford.

WAVE News Coverage

REVIEW of 1951 news coverage of
WAVE-AM-TV Louisville, in-
cluding news beats, special events
coverage, interviews and newscasts
was released last week. The review
will be distributed to clients, agen-
cies, advertisers and prospects.

ABC-TV Aid Cited
CERTIFICATE of appreciation has
been extended by Veterans Ad-
ministration to ABC-TV in recogni-
ton of outstanding service to the
war veterans of the United States
through the medium of television,
and for excellence in presentation of
Veterans Administration films. The
Certificate was accepted on behalf of
the network by Alexander Stro-
neck Jr., vice president of the net-
work, which presented films
throughout 1951 to acquaint vet-

New Business

(Continued from page 18)

to handle advertising for its Old Manse syrup, jams and jellies. W. H.
ALEXANDER is account executive.

MISSOURI PICKLE Co., L. A. (bottled pickles), appoints Factor-Breyer
Inc., L. A.

Adpeople . . .

LOWELL MainLAND, account executive, J. Walter Thompson Co.,
San Francisco, assigned to Basline Advisory Board, S. F., account suc-
ceding EVAN PETERS, resigned to travel abroad. GURDEN MOOSER,
agency account executive, assigned to Safeway Co. (Hostess division)
account.

CARL NELSON, Pacific Coast sales manager of Montgomery Ward &
Co., Oakland, Calif., to Golden State Co., S. F., as advertising manager.

KIUP DRIVE
Seeks Weather Station

WHEN snow "flurries" are pre-
dicted and you get a deluge, then
it's time to do something about
the weather—or at least the fore-
casts.

That's exactly what R. E. (Pat)
O'Brien, manager of KIUP Duran-
go, Col., decided after comparing
the forecast from Denver with the
snow falling outside the studios.
He urged listeners to write their
Congressmen and demand a weath-
er forecasting station for Durango,
located in the heart of the San
Juan Basin.

Everybody hopped on the band-
wagon, including the local Cham-
ber of Commerce and other groups.
KIUP's news staff moved a story
on the campaign to United Press
radio. The U. S. Weather Bureau
promised action. And KIUP has
arranged with KXFJ Grand Jun-
tion, Col., for a radio hookup to
provide daily weather programs.

But Mr. O'Brien said he had also
taken the matter up with Sen. Ed
Johnson (D-Col) in hope of ob-
taining a Durango weather station.

SCRIPT of recent guest appearance
of Dr. Harold C. Urey, atomic scientist,
on WGN-TV Chicago's Press Confer-
ce will be distributed to employees
at all atomic energy installations.
Dr. Urey was questioned about plans
for the future use of atomic power.
A recording of the program will soon be
released.

ABC-TV Aid Cited
CERTIFICATE of appreciation has
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ministration to ABC-TV in recogni-
ton of outstanding service to the
war veterans of the United States
through the medium of television,
and for excellence in presentation of
Veterans Administration films. The
Certificate was accepted on behalf of
the network by Alexander Stro-
neck Jr., vice president of the net-
work, which presented films
throughout 1951 to acquaint vet-

BROADCASTING * Telecasting

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Conventions
(Continued from page 88)
individual networks on a time division system, determined by the normal quarterly allocation procedure.

Last week’s developments came on the heels of meetings of network representatives with members of the Republican Convention Committee in San Francisco Jan. 17-19 to review radio-TV coverage plans.

One principal difference persisted at that meeting, it was reported, and still had not been settled last week. In a reversal of tradition, the committee held that the networks should pay their own construction costs (booths, etc.) at the convention.

Minimum Facilities In Past
In the past, the political parties have furnished minimum facilities to all media and network representatives maintained that radio and TV are no more commercial than any other medium and should not be subjected to discrimination.

They pointed out that the money the networks will receive from sponsors will not represent a profit.

Radio-TV principals in these discussions included William R. McAndrew, NBC-TV director of public affairs; Sig Mickelson, CBS-TV director of news and public affairs, and ABC Vice President Thomas Velotta.

Some weeks before the meeting, in fact, before any network had signed a sponsor, the radio-TV groups had offered to reimburse the conventions on a pro-rata basis for each network selling its coverage, but this plan apparently was rejected.

Other radio-TV representatives participating in the San Francisco meetings included John Madigan, ABC-TV director of news and special events; George Me Elenith, director of NBC radio network technical operations; R. G. Thompson, CBS-TV director of technical operations and Art Feldman, MBS director of special events.

Space problems are slated to be thrashed out in a meeting with network representatives some time next month.

During their appearance before the convention committee, the broadcast representatives were questioned pointedly on a number of subjects — on commercial sponsorship, especially, and why it was deemed necessary in TV.

Mr. Mickelson, who outlined the TV networks’ plans, emphasized that sponsorship assures better coverage, due to the high costs involved, and reassured the committeemen that TV would take the responsibility of making sure its commercials were in good taste.

He also estimated that by July there will be at least 17.3 million sets in use and that the conventions would have a potential audience of about 60 million persons. By comparison, he noted, the 1948 conventions had a potential audience of 1.5 million.

Plans for Admiral to sponsor ABC’s radio and TV coverage of both conventions and of election returns were announced jointly by John Daly, executive vice president of Admiral, and Robert E. Kintner, president of ABC.

Coverage will include the Republican conference July 21-25, and election results on Nov. 4.

Admiral products to be advertised on the broadcasts and telecasts, including TV sweaters, refrigerators and ranges. The contract was placed through Erwin, Wasey & Co., New York.

ABC said Commentator John Daly would “quarterback” its entire radio and TV operation. Those working with him, the network said, will include Elmer Davis; Drew Pearson; George Sokolsky; Edwin D. Canham, editor of the Christian Science Monitor; Bert Andrews, New York Herald-Tribune; Paul Harvey, Chicago commentator; Martin Agronsky; Walter Kiernan; George Gallup; Mary Margaret McBride and Pauline Frederick.

At least 20 hours of broadcast time and telecasting time will be devotted to each convention by ABC, spokesmen said, adding that the total probably will be “closer to 24 hours.” Duplication of shots to WATTS and New York Tuesday.

Many DuMont affiliates, he said, had requested such an arrangement, so their local and national advertising might participate in the sponsorship.

Technicians from DuMont
The plan calls for DuMont to provide the technical services and personnel and Life to supply a staff of more than 30 editors and reporters in Chicago, plus additional direct wire connect in Chicago, New York and New York. Full resources of Life’s camera, their picture mosque, and March of Time film facilities are involved. The result, DuMont officials said, will be “coverage in depth” which no other network will duplicate.

Stations taking the DuMont coverage will be fed the full pool convention coverage plus four or more special programs each day (before and after each convention session).

The special programs will be under the general direction of the Life staff, Young & Rubicam, agency for Life, will participate as programmer and production counsel and will provide a task force of writers and production personnel.
New CBS AM Contracts

(Continued from page 28)

the transitional hour at three-fourths the value of the nighttime hour. If, in a certain period, the station carried 10 nighttime hours, 10 transitional hours and 10 daytime hours, the converted hours would equal 22 1/2 (the full-value nighttime hours plus half the 10 daytime hours plus three-fourths of the 10 transitional hours).

In the new contracts which the network is circulating, the network has set up specific conversion schedules for each station.

"When the rate relationship changes," the network's letter accompanying the contracts explains, looking to the future, "the station payments may be computed in the following manner:

How to Compute Payments

"Take the number of clock hours occurring in each rate card time period and multiply them by the gross hourly card rate for that time period. Add the amounts so obtained for each rate card time period. The result of this calculation should be divided by the number of converted hours computed on the basis of the fixed conversion schedule... The result will be average gross sales per converted hour" to which should be applied the percentages for the converted hours in each bracket as stated in Section I of Schedule A."

Schedule A differs in many instances. It sets up the rates of payment from network to station. Following is full text of Mr. Akerberg's letter:

We have for some time been considering revising and bringing up to date our standard form of affiliation contract to conform it more closely to business practices which are developing in the industry. As you are well aware, patterns have been changing constantly over the last three or four years.

I am sure you have received and read the recent statement of our president, Howard S. McElhan. He deals with the readjustment of network rates. He points out that at CBS Radio feel that it would be premature at this time to attempt any re-evaluation of rates based on what we actually know about all the factors... For example, we have no way of accurately evaluating possible changes in economic conditions during the next several months. However, we are convinced that it is essential, as a competitive necessity, for CBS Radio to be in a position to meet, intelligently and practically, situations which are bound to arise from time to time in the future. One of the principal areas in which this flexibility will be most important is the adjustment of hourly network rates of individual CBS Radio affiliated stations. For example, we may be confronted with changing the hourly morning, afternoon or even late evening rates upward in certain categories, downward in others; the rates of some stations not at all.

We have given careful consideration to the methods of accomplishing this without changing the station's percentage of gross receipts from network sales. If an affiliation contract has been drafted and we are requesting each of our radio affiliates to sign it as soon as possible, irrespective of when current contracts expire. As you will note by comparison with the printed version of your present contract, the only changes of substance are in Section 3 of the contract and in the payment provisions of Schedule A. These revised provisions will permit CBS Radio to change gross network rates in various segments of the day from time to time without changing the percentage of gross receipts from network sales which you receive under your present contract. For your convenience, we are enclosing a short memorandum which we hope will be of some help to you in applying the new form to your own situation.

After you have gone over this new form, if you have any questions, I will appreciate your calling Bill Schudt or me. I am sure that in this way we will be able to expedite this matter. When you have satisfied yourself concerning the new contract, we will appreciate your signing four copies and returning them to us. The execution of the new form by all affiliates at an early date in, as you will appreciate, a matter of extreme importance to each station as well as to the network as a whole, because only in this way will CBS Radio be able to build strongly for the future and meet with dispatch the changed conditions which will inevitably occur.

MEMORANDUM

The revision of payment terms in the new CBS Radio Station contract form, in essence, provides for the continuing payment to the station owner, regardless of changes in the gross hourly rates applicable to different times of the day, of the same percentage of the gross rate card rates for the station as the percentage of such rates presently being paid to the station. The revised terms are very similar to those in the current contract form, with the exception of two points.

1. The convertibility of hours other than night-time to night-time hours is fixed in Section 3. This is in lieu of a previous clause which allowed rate of convertibility to fluctuate with the money rates included in the rate card.

2. Dollars payable to the station for each hour in the contract brackets have been converted to percentages, which are nothing more than the relation of dollars in Schedule A of the current contract to the current gross night-time hourly rate of the station. In this new contract, CBS Radio is in effect agreeing to share with the station the gross income received from the use of the station commercially to substantially the same extent that it now shares this income with the station, regardless of rate relationship changes for hours at different times of the day.

The following statement may facilitate the computation of the amounts due to a station under this new contract:

Based on Rate Card 234, the only change will be that due to rounding the bracket percentages to three places, which will be nominal. In effect, what is termed "average gross sales per converted hour" is exactly the same as the current gross night-time hourly rate card of the station, since the percentages in Schedule A are computed by taking the station's current dollar payment for each bracket for each payment, and expressing it as a percentage of the stations gross night-time hourly card rate.

When the rate relationship changes, the station payments may be computed in the following manner: Take the number of clock hours occurring in each rate card time period and multiply them by the gross hourly card rate for that time period. Add the amounts so obtained for each rate card time period. The result of this calculation should be divided by the number of converted hours computed on the basis of the fixed conversion schedule in Section 3. The result will be the "average gross sales per converted hour" to which should be applied the percentages for the converted hours in each bracket as stated in Section I of Schedule A. This will give the amount due to the station from CBS Radio.

A typical "Schedule A" with percentages eliminated follows:

| Schedule A | V. The station shall not be credited with the first five (5) "converted hours" in any week, but for each of the next ten (10) "converted hours" per week, the station shall be credited with —% of the "average gross sales per converted hour"; and for each of the next five (5) "converted hours" per week, the station shall be credited with —% of the "average gross sales per converted hour" and for each "converted hour" per week in excess of such first twenty (20) "converted hours" per week, the station shall be credited with —% of the "average gross sales per converted hour." |}

---

**New Reasons Why**

The foremost national and local advertisers use WEVD year after year to reach the vast Jewish market.

**Jewish Market of Metropolitan New York**

1. Top adult programming.  
2. Superior audience coverage.  
3. Inherent listener loyalty.  
4. Potential buying power.

Send for a copy of "Who's Who on WEVD" by Henry Greenfield, Managing Director.

WEVD 117-119 West 46th St., New York 19

---

**Music**

Richard Maltby's Jazz Classics

Maltby arranges and conducts for top names such as Benny Goodman, Paul Whiteman, Ethel Merman, and Vic Damone for America's major network. His all-time classics in jazz, with an orchestra and chorus of 45 of the best men and women in the business, are yours with the many great artists in the...
HENRY GARRETT
Was Radio Pioneer in S.W. HENKY (Dad) GARRETT, 90, pioneer in electronics in the South- west who built WRR Dallas, claimed as first municipally-owned radio station in the world, died Jan. 16.

An inventor, Mr. Garrett was believed locally to have been the first man anywhere to build a radio in his automobile. He invented a system of traffic lights in Dallas in 1925, also said to be first in America. He built KVP, Dallas radio station broadcasting them.

Mr. Garrett was the son of the late Episcopal Bishop Alexander C. Garrett, who immigrated to America from Ireland. When Mr. Garrett bought his radio in his car, an early newspaper account compared his vehicle to a "circus bandwagon, with people staring and wondering where the music came from."

BERNARD L. COHN
Was Cole & Co. Executive
BERNARD L. COHN, 65, well-known advertising executive and one-time commercial manager of WREC Memphis, died last Tuesday. Mr. Cohn was vice president of Cole & Co., advertising firm there.

Born in Memphis, he was graduated from Columbia U. and worked for The New York Times before returning to Memphis to become a reporter for The News Scimitar. In 1915, Mr. Cohn was made business manager and publisher of the Memphis newspaper. He retained that post until that paper was consolidated with The Memphis Press, forming The Press Scimitar. Surviving Mr. Cohn are his wife, Louise; a son, Bernard Jr., and two sisters.

SOUTHERN CALIFORNIA Broadcasters Assn. received 1951 Up to the Minute Business Achievement Award from Minute magazine at a meeting of Los Angeles Club in mid-January. A. E. Joscelyn, director of operations, CBS Hollywood, and president SCBA, accepted miniature hourglass on an engraved plaque. He praised work of Robert J. McAndrews, then SCBA managing director and new commercial-promotion manager KBIG Avalon, Calif.

ROGER BROWN, regional sales manager for south and southwest territory of Emerson Radio & Phonograph Corp., N. Y., appointed national sales manager.

FREDERICK W. REYNOLDS Jr., Allen B. DuMont Labs, Passaic, N. J., to application engineering staff of Sprague Electric Co., N. Y.

WALTER J. FITZPATRICK, district representative for replacement tubes and parts, General Electric Co., L. A., moved to Chicago as central regional sales manager for GE replacement tubes.

ROBERT M. GRAY, manager of advertising and sales promotion, Esso Standard Oil Co., N. Y., elected vice president of Advertising Club of New York.

HERBERT F. KOETHER, manager of radio sales section, Croyle Div. of Avco Mfg. Corp., Cincinnati, named manager of refrigerator sales section.


REEP ROBERTS & Assoc., publicity and promotion firm, moved to 6555 Yucca St., Hollywood.


JAMES D. WALKER, manager of Detroit sales region for Capehart-Farnsworth Corp., appointed manager of New York sales region succeeding W. R. McALLISTER, resigned.

GERALD GOTTLIEB, business manager, Publicists Guild, Hollywood, resigns to devote time to private law practice.

ROGER BROWN, Emerson Radio & Phonograph Corp.'s regional sales manager in the South and Southwest, resigned effective Feb. 1.


KENNETH A. HOAGLAND appointed assistant manager, engineering division at Cathode-Ray Tube Div., Allen B. DuMont Labs., Clifton, N. J. He has been with the company for the past year.


ROGER BROWN, WABC-AM, WHAS-TV Louisville, Ky., resigns to accept position as senior design engineer for Arvin Industries Inc., Chino, Calif., as color TV producer of the television film department.

JAMES W. EVANS, Moore & Beckham Ad., Greenwich, Conn., to community relations staff of the General Electric Co. Small Appliance Div., same city.

EMIL P. NENSHEL, assistant manager of the appliance service department of Servel Inc., Evansville, Ind., appointed sales manager of the water heater division.

Equipment

A new remote control image orthicon camera, produced for use in dangerous areas or sites inaccessible to camera crews, has been produced by General Precision Labs., Pleasantville, N. Y., and will be a main feature at the company's exhibit at the I.R.E. show in Grand Central Palace, N. Y., March 9-6.

THE ASTATIC Corp., Conneaut, Ohio, announces development of a new design principle for a turnover pickup cartridge making this type unit equal in performance quality to the single-needle cartridges. The development is composed of two complete cartridge units, one mounted back to back on a common plate.

DEMONSTRATION of the Ionophone, a new invention of Dr. Siegfried Klein, French scientist, took place recently for the first time in the U. S. in the WOA San Antonio studios. The new device converts electrical energy into sound.

A Sure Shot for YOUR MARKET

"THE MAGIC WORD"
Radio's most Talked-about game
For Information, Write or Wire: John Greene Productions
Box 641
Rock Hill, South Carolina

Miss Sherwood flashes victory smile.

PEG SHERWOOD, who adds the feminine touch to the Will Lenay Show daily over WSAI Cincinnati, took off her apron long enough to win a midget Stock car race, outdistancing male competitors by two laps over an eight-lap course.

Only woman to compete in the race for non-professionals at Cin-
cinnati Gardens, Miss Sherwood, always feminine, wore a street dress and three-inch heels as her riding uniform as she finished first in the driving of professional drivers did she consent to don a crash helmet and racing jacket. Not satisfied with one trophy, Miss Sherwood last week was to race against a Cincin-
nati newspaperman.
EASLEY REPLY

Cites 'Envy' and 'Malice'

ROBERT L. EASLEY, indicted consulting radio engineer charged with using the mails to defraud [B&T, Jan. 21], blamed "envious and petty malice" by "envious persons" for the charges, in a statement issued last week.

"For years I have conducted an effective consulting radio engineering practice according to my own successful, even though somewhat unorthodox, methods," Mr. Easley said. "The envious persons who have acted secretly behind scenes to promote some simple business disagreements into criminal charges certainly will not allow to break up my practice in order to satisfy their own envy and petty malice," he said. "I am entirely innocent of the present charges," he declared.

Up to last Thursday, Mr. Easley had not yet been served with the warrant, nor charged before a U.S. Commissioner. Conviction of the warrant, nor charged to have acted said. if he found, said.

A successful, though somewhat petty, says the order to promote the charges, "envy and petty malice," Mr. Easley.

Bert Johnston

BERT JOHNSTON, 53, founder of Bert Johnston Productions, died in Cincinnati Jan. 18. Mr. Johnston founded the firm bearing his name in 1946, concentrating on films for TV commercials and sales promotion. He also was former advertising manager for Kroger's national grocery chain. He is survived by his wife, Eleanor; a daughter, Ruth Anne; a son, Glenn, and his mother, Mrs. C. William C. Johnston.

ADVERTISING Recognition Week, established and sponsored by the Advertising Assn. of the West, has been set for Feb. 17-23. Arthur E. House, account executive, House & Leland Adv., Portland, Ore., agency and AAW senior vice-president, is chairman. Currently a western states annual event, and now on the U.S. Dept. of Commerce schedule, Advertising Recognition Week may be expanded nationally, according to Charles W. Collier, AAW executive vice-president.

L. A. AD AGENDA

13-Week Series to Begin Feb. 4

SOME 35 West Coast advertising executives will contribute services to the 8th annual Advertising Conference Series of Los Angeles Advertising Women which starts Feb. 4 for 13 weeks in May Co. Auditorium, that city. A $200 scholarship will be awarded to the best qualified student.

Titled "The Advertising Story," and open to "anyone interested in advertising," series will consist of weekly two-hour lectures and roundtable discussions. Conference topics, with dates and speakers, follow:

Feb. 4: "Why An Advertising Agency?" Local and national agencies to be discussed by Lee Ringer, president, Ringer Assoc., and Harry W. Wild, West Coast manager, Cahill & Holden, Carlock, McClintock, & Smith Inc.; "Retail Client"—Margaret Paxton, fashion co-ordinator May Co. (department store).

Feb. 11: "The Client and What He Expects From His Agency"—Edward E. Beauchamp, advertising engineer, Jane Wells Co.; Edward P. Baumer, director of advertising, sales promotion, fashion co-ordinator, May Co., Insurance Co. of America.

Feb. 18: "Copy"—Hal Stebbins, president, Hal Stebbins Inc.

Feb. 25: Newspapers—Charles Horn, creative advertising manager, Los Angeles Examiner; Raymond Brooks, advertising and promotion manager, Southern California Assoc. of Newspapers; Charles Arrin, vice-president and advertising director, Los Angeles Daily News.

March 4: "Production"—Panel with Ned Striling, BBDO, as moderator, and participants Pat O'Hara of Lithographic Div. of Rapid Blue Print Co.; Guy Logan, general manager of Men sen-Los Angeles Typographers; Homer Alexander, co-owner, Brown & Caldwell; D. H. Neuenberg, sales manager, General Printing Corp.

March 10: Art and Layout—Dick Stow, art director, Foote, Cone & Belding and president, Art Directors Club; Roy Wilson, partner, Sassa-Wilson Studio.

March 17: Media and Research—Mark L. Mulligan, media director, BBDO; John B. Knight, president, John B. Knight Co.

March 24: Radio—Doto Eduardo, manager NBC national spot sales; Arnold Marquis, president, Arnold Marquis Productions Inc.; Wilder Wood, commercial writer and coordinator, Young & Rubicam Inc.; Helen Murray Hall, advertising and promotion director, NBC Western Network.

March 31: Retail and Promotion—Detailed by following representatives of Rexall Drug Co.; Sam Zeiss, publications and public relations director; John Hart, advertising director; Arnold Keturi, advertising manager; Rexall division; Don C. Hamilton, merchandising manager and Ray Lindquelle, assistant director of production development.

April 7: Point of Sale and Indoor Advertising—Tony Whan, president, Pacific Indoor Adv.

April 14: Television—Roundtable discussion under direction of Doria Balli, president, TV Ads Inc.

April 21: Publicity and Public Relations—William O'Hern, director of publicity and public relations, Los Angeles District, United Airlines, and Edmund McKanna, merchandising consultant.


Scholarship will be available to a registered member of the advertising conference "for a course in advertising or its allied fields at any recognized school of the winner's choice," according to Mrs. Johnston, conference series chairman, and Helen Edwards, president of the L. A. Adv. Women.

To qualify, applicants must attend every session of conference series and submit a typewritten summary of the course through the mail to: Conference Series 1952; Los Angeles Advertising Women Inc., 1528½ N. Wilcox, Los Angeles 28, Calif. Entries must be postmarked not later than mid-night May 5.

WPTV PROMOTION

Pact Signed With Newspaper

WPTV Albany has signed a promotion pact with the Albany Times-Union, the station announced last week.

Arrangements were completed by George B. Cheills Jr., executive director for the Ten Eyck Hotel and WPTV, and Fred J. Archibald, publisher of the Hearst morning newspaper.

Present plans call for daily origination of news programs and feature from the editorial room of the Times-Union, with the paper building a special studio for the remote broadcasts. Programs will feature Times-Union personalities and reporters at various times of the day. First scheduled broadcast, Fashion, Food and Frills, featuring the newspaper's women's editors as guests of WPTV News Director Howard Massmeier, makes its debut today (Monday).
in North Africa. He did not mind speculation by the armchair strategists who wrote and broadcast from New York or Washington, or any think-pieces which emanated far away from his headquarters, but he did not want any intelligent surmises sent home or around the world by correspondents assigned to his area because the enemy could more accurately deduce from them what was about to happen.

Quotes From Book

If I may quote something from my own book (which is now out of print, so a plug about it will be unnecessary,) I might cite from the comment of Stephen T. Early, the late and great press secretary to our also late and great President Roosevelt who admittedly was a master at conducting a news conference. After Steve had observed Gen. IKE for the first time in a news conference at the Scribner Hotel in Paris soon after the Battle of the Bulge, he told me and I entered in the diary:

"It was the most magnificent performance of any man at a press conference that I have ever seen. He knows his facts, he speaks freely and frankly, and he has a sense of humor, he has poise, and he has command."

I have never known Gen. Eisenhower to say a thing he did not believe in, or to sign his name to any document where he has taken as much as two or three hours early in the morning to re-word and polish a radio message that would take only a couple of minutes on the air.

Those of us engaged in the public opinion media have no reason to be concerned about Gen. IKE for he thoroughly believes in the traditional concept of free speech and free radio. He has scores of friends among the correspondents who covered his headquarters or his activities during the war, and I dare say that every one of them will attest to the substance of these statements.

President's Budget

service activities, a boost of $13,711; $33,819 for applied technical research and frequency allocation, a rise of $70,664; $658,969 for safety and special radio services, an increase of $13,924 in a $702,249 budget for common carrier activities.

A good amount of the increase sought for field engineering and monitoring is understood to be earmarked for the practical testing and carry-through of theories obtained via the Conelrad project. Some of the work being done on the Conelrad project is carried under "imbursements"— i.e. funds are appropriated to other agencies which in turn reimburse the FCC for man-hours devoted to such studies.

The State Dept.'s International Information and Educational Activities program, under which the Voice of America operates, would get $155,272,014 under the fiscal 1953 budget compared with the $85 million it was appropriated last year.

Of the amount requested, $30 million would go for radio broadcasting (Voice) [CLOSED CIRCUIT, Jan. 7.] An estimated $36,727,086 for the acquisition and construction of radio facilities is being sought for the first time in a separate appropriation "to which it is proposed that unexpended balances of funds previously appropriated for this purpose will be transferred."

Federal Trade Commission,
STARS ARE MOVING
A 16-PAGE, slick-paper, four-color brochure plugging MBF’s tie-in with Metro-Goldwyn-Mayer’s talent source is network’s latest promotion. Theme of booklet is “The movie stars are moving to Mutual!” and features pictures of Bette Davis, Orson Welles, Errol Flynn, Ann Sothern and others, with name of show they are heading. Back cover explains the Mutual-MGM Multi-Message Plan.

SCHOOL DAYS ON TV
ST. LOUIS parents have been given a first hand look at what goes on in children’s class rooms. Half hour morning telecasts illustrating use of TV in education were carried by KSD-TV there. The programs were part of a nation-wide series of educational telecasts sponsored by Life magazine.

RESUMES MUSIC SERIES
ABC Radio Network was scheduled to revive its At Home With Music series from 5:30-6:45 p.m. (EST) starting last Saturday with Dr. Sigmund Spaeth, musicologist and author, returning to discuss and illustrate informal lessons in music appreciation. Series is presented in cooperation with the National Federation of Music Clubs.

KBON SELLS SILENCE
KBON Omaha salesman, Don Perazzo, sold a minute of silence and station reports a satisfied client and many favorable station reports. The buyer was Heafey & Heafey Mortuaries, Omaha, whose one-minute spot is aired at 6:44 a.m. following the Sacred Heart program. Spot invites listeners “to join in one minute of silence for world peace.”

WRNL FARM SHOW
WRNL Richmond, Va., Virginia Farm Show, Mon.-Fri. 12:45 p.m., Sat. 12:15 p.m., played host to a Livestock School. Over 150 beef cattle, hog and sheep producers were on hand for program presented by extension service of the state and conducted by Ira Hull, WRNL farm editor. Portions of show were taped for rebroadcast to those farmers unable to attend.

ON WISCONSIN
PAPER weights with a cutout of the state of Wisconsin standing up-right on a wooden block have been distributed to some 200 station advertisers and agencies by WISC Madison, Wis. The gimmick, which plugs the “Everywhere You Go There’s a V.I.P. Spot” slogan was designed by Advertising Creations, a Madison screen processing firm.

FEATURES YOUNG ARTIST
WAAM (TV) Baltimore presented a special UN program on Jan. 24 featuring Gerard Fremy, the first young artist to be selected for a trip to the United States under the newly organized One World Talent project. The French pianist was seen on the show with representatives of the United Nations Youth of Maryland.

GRANDMA CONTEST
BOB SHANNON and Bob Moon, co-mc., KTVY (TV) Hollywood A Date with Grandma, are looking for California’s most charming, interesting and worthy grandmother. Letters, promoting candidates in 100 words or less, must be in by March 31. Winner will have two days in Hollywood as a radio-television appearances, and dates at restaurants and night clubs.

LEBANON LEVITY
KGAL Lebanon, Ore., Disc Jockey Del Olney figured in gag promotion stunt with sponsor when he had sponsored place of business, a men’s clothing store, “picketed.” Mr. Olney claimed sponsor was unduly critical of the way he handled his newscasts. “Name calling” and rebuffals on both sides were reported in detail by KGAL. Arbitration was effected by station’s public relations man, Bob Bruce, who arranged elaborate ceremony outside store, with treaty signed, notarized and then torn up. Sponsor renewed regular contract.

V.I.P. FEATURED
WTIC Hartford has introduced a V.I.P. spot on its regular Hake Bos Jingles broadcast. MC is Dick Jockey Ross Miller. Important citizens appear on the broadcast to select and play their favorite songs. Raymond E. Baldwin, associate director of the Connecticut Supreme Court, was a recent guest.

AIRS AA SERIES
KNEA Jonesboro, Ark., has been airing series of 13 broadcasts dramatizing true stories from Alcoholics Anonymous, book published by the Works Pub. Co., N. Y. Shows, presented in cooperation with local AA chapter, were adapted by Neal Bunn, station program director.

KIDDIES RACE
ANSWER to a mother’s prayer is Uncle Stan Widdon, KRTV Des Moines radio personality, whose minute commercial each morning for Anderson-Erickson Dairy takes the form of various children’s races—dressing races, clothing pick-up races, etc. Uncle Stan’s “magic eye” and “ticking counter” tell him who to announce as winner.

AD PLUGS SPOTS
ERNIE, the “Hamburger King,” a constant user of radio spots over KING-TV Seattle, believes in advertising advertising. To promote an audience for his commercials, he inserted a two inch ad in the Seattle Times announcing time and channel when “The Ernie Commercial” could be seen.

BIG RESULTS
DECEMBER 21 and Jerry Lewis, on recent NBC-TV Colgate Comedy Hour, appealed for aid to muscular dystrophy sufferers, resulting in over 10,000 individual contributions. Pair will continue appeals on radio and TV.

REPEATS ‘SURVIVAL’
IN AN EFFORT to create greater interest in the civil defense recruiting drive, WFTZ (TV) Philadelphia is telecasting the Survival programs produced by NBC-TV last year. The series of seven programs is being shown each Sunday in hopes it will build greater interest in the drive.

STUDENTS SELECT
KLAC Hollywood, Top Ten Tunes, Mon. through Sat. 8:05-9 p.m. (PST), features top ten tunes selected by students from Southern Cal. high schools. Bob McLaughlin, KLAC disc jockey, to m.c. and interview student representative from winning school.
BAB NAMES

46 State Promotion Chairmen

BAB membership promotion chairmen for 46 of the 48 states were announced last Wednesday by President William B. Ryan. He said the appointees will participate in a recruitment campaign being mapped by Allen M. Woodall, WDAK Columbus, Ga., chairman of the membership committee of the BAB board, with Mr. Ryan.

First meeting of the group is slated during the national convention in Chicago the week of March 31. Kits containing all current BAB sales aids are to be sent shortly to the state chairmen. Campaign plans will include coordinated solicitation mailings, personal calls, and, whenever possible, personal presentations at broadcaster meetings.

BAB station members now number 982 as a result of 41 additions during the past 46 days, officials reported.

Mr. Ryan said the state membership promotion chairmen had been selected from among those who "have expressed a keen interest in the activities of the BAB and who also have an excellent working knowledge in the field of radio sales and promotion. Their willingness to serve in this capacity is testimony to their realization of the fact that the BAB is the most economical and effective method of promoting the increased use of radio."

The 46 thus far selected:


Maryland (and Metropolitan Washington, D.C.)—Joseph L. Brechner WQAY Silver Spring; Massachusetts—John G. Stulli, WBZ Boston; Michigan—Lester W. Lindow, WPFD Flint; Minnesota—Gene Willey, WCCO Minneapolis; Mississippi—Gene Tibbett, WLOX Biloxi; Missouri—E. K. Hartenbower, KOMO Kansas City; Montana—J. P. Wilkins, KBFB Great Falls; Nebraska—William J. Newena, KOIL Omaha; Nevada—H. G. Wells, KOLO Reno.


JAYCEES Banquet took on a broadcasting flavor with award to Gordon McLendon (r), LBS president. Members of the McLendon family, all active in radio circles, were on hand for the ceremonies. L to r: Barton R. McLendon, LBS board co-chairman; Mrs. B. B. McLendon; former Gov. James A. Noe, president of WNLO New Orleans and KNBO Monroe, La.; Mrs. Gordon McLendon, who is the daughter of ex-Gov. Noe; and Mr. McLendon.

JAYCEES AWARD

McLendon Fed at Banquet

BANQUET honoring Gordon McLendon, LBS president, and nine others as the outstanding men of 1961 was held by the National Junior Chamber of Commerce in Dayton, Ohio, fortnight ago.

The Liberty executive was cited by the Junior Jaycees for his "efforts in establishing radio freedom on a level with the press and offering financial stability to hundreds of independent stations from coast to coast." LBS now has over 440 affiliates in the U. S., Alaska, and Hawaii.

Congratulations included messages from Harold E. Fellows, NARTB president, and Sen. Estes Kefauver (D-Tenn.), former chairman of the Crime Investigating Committee and possible Democratic Presidential nominee.

TWO JOIN BAB

Steinle, Peck Named

APPOINTMENT of Robert J. Steinle as retail specialist in the local promotion division of BAB, and the addition of Franklin H. Peck to the bureau's national promotion staff, were announced last week by BAB President William B. Ryan.

Mr. Peck was assistant director of advertising for the Schine Hotels before resigning to take the BAB post last week. Mr. Steinle, advertising copy chief of J. C. Penney Co. before joining BAB, will take over some of the bureau projects heretofore handled by Lee Hart, retail sales and advertising specialist, who is resigning effective Feb. 1 [B+T, Jan. 21].

Mr. Steinle has been with the Penney company for two years. He previously was a sales promotion analyst for Amos Parrish & Co., advertising copy chief of W. T. Grant Co. and retail copywriter for R. H. Macy & Co.

Mr. Peck was advertising manager for Fawcett Publications, in charge of promotion for Today's Woman, before taking the Schine Hotels post.

NETWORK RATINGS

Pulse Issues Nov.-Dec. List

TOP 10 multi-market network radio programs, based on studies of the first calendar weeks of November and December, were listed last week by The Pulse Unit as follows:

EVENING

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<td>Jack Benny (CBS)</td>
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<td>Lux Theatre (CBS)</td>
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<td>Senator McConkey (CBS)</td>
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<td>Amos 'n And (CBS)</td>
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<td>Women's Weekly (ABC)</td>
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<td>Godfrey's Tolent Scout (CBS)</td>
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<td>You Bet Your Life (NBC)</td>
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<td>Life With Lukash (CBS)</td>
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<td>Suspense (CBS)</td>
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MONDAY - FRIDAY DAYTIME

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<td>Amanda (CBS)</td>
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<td>Helen Trent (CBS)</td>
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<td>Your Sunday With CBS (CBS)</td>
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<td>Wendy Warren (CBS)</td>
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<td>Great Slade (CBS)</td>
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<td>Big Sister (CBS)</td>
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<td>Ma Perkins (CBS)</td>
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<td>Rosemary (CBS)</td>
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<td>Young Dr. Malone (CBS)</td>
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SATURDAY & SUNDAY DAYTIME

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<td>Theatre of Today (CBS)</td>
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<td>Grand Central Station (CBS)</td>
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<td>True Detective Mysteries</td>
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<td>The Shadow (CBS)</td>
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<td>Give and Take (CBS)</td>
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<td>Let's Pretend (CBS)</td>
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<td>Music With the Girls (Sat.)</td>
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<td>Arthur Godfrey's Roundtable (Sun.)</td>
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<td>Martin Kane (NBC)</td>
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ARC to Compton

AMERICAN RED CROSS campaign will be handled for the third successive year by Compton Adv., New York, as volunteer agency. William Geoghegan, vice president and account executive of Compton, will act as supervisor in conjunction with Edward H. Powers, director of Red Cross publicity.
SAFETY AWARDS
To Be Given in Radio, TV

RADIO and TV stations and networks, as well as national and regional advertisers, are eligible to receive the National Safety Council's public interest awards and the Alfred P. Sloan awards for highway safety.

Public interest certificates are given in six categories for "exceptional service to safety", with radio and television stations and advertisers among those chosen also eligible to compete for the Alfred P. Sloan Foundation awards.

The Sloan awards are available only for radio and television contribution to highway safety and are conferred by the Sloan Foundation although administered by the National Safety Council, Chicago.

Judges of the public interest awards include Arthur F. Monk, general manager, WCFL, Chicago; Wesley I. Nunn, advertising manager, Standard Oil of Indiana, Chicago, and coordinator of the Stop Accidents campaign for the Advertising Council; Robert K. Richards, director of public affairs, NARTB, and Judith Waller, consultant of public affairs and education, NBC Chicago.

Nominations can be made on blanks obtainable from the Safety Council at 425 N. Michigan Ave., Chicago, before March 15.

Jury members for the Sloan award include Kenneth G. Bartlett, dean of University College and director of the radio workshop, Syracuse University; George Jennings, director of radio and television, Chicago Board of Education, and Ned H. Dearborn, president of the Safety Council.

WMAY Joins NBC

ADDITION of WMAY Springfield, Ill., to NBC radio's affiliation list, effective Feb. 1, was announced last week by Carleton D. Smith, network vice president in charge of station relations. The Springfield independent, he said, will be the network's 191st radio affiliate. WMAY, on 970 kc with 1 kw day and 500 w night, is licensed to the Lincoln Broadcasting Co. and has been on the air since 1950. Gordon Sherman is president and general manager.

Agency Beat
(Continued from page 16)

Co., S. F., named manager of copy for Lewis & Gilman Adv., Phila.

J. ALLAN HOVEY joins the copy staff of Gray & Rogers Adv., Phila.

GEORGE W. MILLER, Neal D. Ivey Co., Phila., named advertising director of Caloric Stove Corp., Phila., succeeding TED BARAL.

LAWRENCE J. CASEY appointed to public relations department of Weightman Inc., Phila.

KAY OSTRANDER, timebuyer, Dan B. Miner Co., L. A., on leave of absence to May I. MARGUERITE MEAGHER, accounting department, to take over duties temporarily.


JOHN LO BUONO Adv. moved to 212 Gross Bldg., Eureka, Calif.


DONALD L. HENRY, copywriter and assistant account executive, Buchen Co., Chicago, joins Harry G. Willis & Assoc., Glendale, Calif., as copy chief and supervisor of account service. KENNETH ESSELSTRUB, agency staff artist, elevated to art director and supervisor of production services.

MICKEY MULLIGAN, Emporium Dept. Store, S. F., to Sidney Garfield & Assoc., S. F.

THOMAS ERWIN, account executive at Russel M. Seeds Co., Chicago, will outline "Agency New Business Methods" at meeting of Alpha Delta Sigma, local advertising fraternity, tomorrow (Tuesday).

STEVE BOWEN to Tatham-Laird, Chicago, as media director from Robert W. Orr & Assoc., New York.

DON STOFLE, production manager, Guild, Bascom & Bonfigli, S. F., to R. E. Hartford Co., S. F., printing and lithography firm, as production manager.


WOLFE TONE, printing department, Portland Daily Journal of Commerce, and ROLLIE GABEL, salesman, Bushong & Co., printing firm, join Don Allen & Assoc., same city, as production manager and account executive respectively.

On All Accounts
(Continued from page 14)

Fray, Mr. Fisher handled his first television show in 1947, on an afternoon program for homemakers on NBC-TV. When the program switched to a nighttime format, it was the first evening show to originate on the cable from Chicago. Mr. Fisher spent a lot of time researching color values in the scale of grays, brand identifications and label corrections, to produce polished video.

A switch to Young & Rubicam, Chicago, enabled him to work on the agency's first TV film spot from that office, a minute series for Purity Bakeries. He resigned as associate director of television to join Gardner Adv.

At the St. Louis agency, he heads a department of 14 persons who work on business for 15 radio-TV clients. They include Pet Milk Co., Grove Labs., Ralston-Purina and the Lion Oil Co.

Mr. Fisher married the former Margaret Munson, his leading lady at Colorado U. Theatre. They live in suburban Brentwood with their son, Jeff. Problems of a cranky furnace, storm windows and perennial leaves leave them somewhat defeated after a decade in Chicago as comfortable but cloistered "cliff dwellers."

AWRT AGENDA
N. Y. Chapter Sets

NEW YORK City chapter of American Women in Radio & Television will hold its annual all-day conference on Saturday, Feb. 8, in the North Ballroom of New York's Hotel Astor. "Forecast For The Future" will be conference theme, according to Chapter President Margaret Cuthbert, NBC supervisor of public affairs programs.

Morning session—for members only—begins at 10 a.m., with registration slated for 9:30. Guests and prospective members are invited to a 12:30 luncheon. Afternoon session is scheduled to begin at 2:30. Included in the afternoon program will be round table workshops featuring brief talks by experts on radio and TV production, writing, advertising, and packaging. Following the talks, remaining time will be devoted to answering questions from delegates.

Cost for all-day conference—including luncheon and gratuities—will be $5 for chapter members, and $6 for non-members. Checks should be mailed before Feb. 6 to Registration Chairman Mary Cameron, c/o General Foods, 250 Park Ave., New York, payable to Pat Meikle, treasurer of AWRT New York City Chapter.

In Canada more people listen* to CFRB

In Canada regularly than to any other station

THE 1950 BBM figures show CFRB's coverage as 619,050 daytime and 655,860 night time—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

In Canada

January 28, 1952
WPEO SALE FILED
Wm. Ware Group Buys

SALE of WPEO Peoria, Ill., to William E. Ware and associates for $56,000 was announced last week by Mr. Ware. An application for FCC approval of the purchase of the 1-kw daytime on 1020 kc has been filed.

Associated with Mr. Ware, who will own 28% of the stock in a new company to be called Television & Radio Peoria Inc., are Robert T. Hensley, St. Louis attorney, 12%; Dr. E. E. Haverstick and his son, E. E. Haverstick Jr., 21%; E. A. Rothaus, St. Louis accountant, 28%; and W. Dale Livingston, Former Des Moines businessman, 12%.

With Mr. Ware in the ownership of KSTL St. Louis are Mr. Hensley, Dr. Haverstick and Mr. Haverstick.

WPEO was established in 1950 with the call letters WMJ. Upon FCC approval of the sale, Mr. Ware and associates intend to apply for a UHF television channel in Peoria.

Authority to boost the power of KSTL (690 kc) from 1 kw to 10 kw, daytime, has been requested of the FCC. Mr. Ware also announced. Anticipating a grant, Mr. Ware said new studios at the site of the transmitter are under construction and would be completed by March 1.

JERRY LAWRENCE and BOB LEE, writers NBC-radio Railroad Play, have written Broadway play, Inherit the Wind, based on 1954 Swepes trial in Dayton, Tenn.

WNEP Sale Filed

January 12 Decisions...
COMMISSION EN BANC
Exempted from Rules
WBZA-FM Springfield, Mass.—Grant license new FM station: 107.7 mc; 10 kw, fulltime.
WZTV-FM Springfield, Mass.—Grant license new AM station: 1520 kc; 100 kw, fulltime.

BRYCE, SECRETARY

GraHnated Licenses

KDMA Montevideo, Minn.—Grant license new AM station: 1450 kc; 10 kw, fulltime.

KMGM Englewood, Colo.—Grant license new AM station: 1220 kc; 1 kw, daytime.

WATU Lauroba, Pa.—Grant license new AM station: 1210 kc; 10 kw, daytime.

KORX-FM Madison, Ind.—Grant license new FM station: 93.7 mc (Ch. 220); 15 kw, 150 ft.

KRXX-FM Rexburg, Idaho—Grant license new FM station: 97.6 mc (Ch. 294); 25 kw, fulltime.

Extended Completion Dates

WHIL Medford, Mass.—Grant license new FM station: 89.3 mc (Ch. 275); 10 kw, fulltime; 1th Jan. 1960.

KBTI Tacoma, Wash.—Grant license new FM station: 88.5 mc (Ch. 279); 1 kw, daytime.

KIDA Des Moines, Iowa—Grant license new FM station: 89.3 mc (Ch. 275); 10 kw, fulltime; completion date to 12-30-52.

WAGA-FM Atlanta, Ga.—Grant license new FM station: 89.3 mc (Ch. 275); 10 kw, daytime, to 5-12-53.

Filing extended mod. CP to extension of completion dates as shown: WHLY Binghamton, N.Y., to 4-30-52; cond.: KVI-E El Paso, Tex., to 4-14-52; cond.: KNBR North Platte, Neb., to 12-15-52; cond.: WDWM Marquette, Mich., to 7-15-53; cond.

January 21 Applications... ACCEPTED FOR FILING

License for CP

WHIL Medford, Mass.—License for CP; as mod., authorizing new AM station.

WMSC Columbia, S. C.—License for CP; as mod., authorizing new AM station.

License Renewal

Following stations request renewal of license:

WPMI Pensacola, Fla., WIRK West Palm Beach, Fla., WPFL Plant City, Fla., and WSHR Winter Haven, Fla.

TENDERED FOR FILING

AM—730

KRLW Walnut Ridge, Ark.—CP to

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-7075

COMMERCIAL RADIO MONITORING COMPANY
NORTHWESTERN ELECTRICAL MFG. CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

DAVID & BARBEAU
TV PRODUCTION CONSULTANTS

TOWER SALES & ERECTING CO.
4100 N. E. Columbia Blvd.
Portland 11, Oregon

BROADCASTING & TELECASTING

COMMERCIAL RADIO MONITORING COMPANY

P. O. Box 7307
Kansas City, Mo.

JACKSON 5302

P. O. Box 946
Schenectady, New York

JASON 2666

STATION PLANNING AND OVER ALL GUIDANCE
P. O. Box 966
Schenectady, New York

JASON 2666

STATION PLANNING AND OVER ALL GUIDANCE
P. O. Box 966
Schenectady, New York
change frequency from 1320 kc to 730 kc, change ant., etc.

January 22 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 4
WTCN-TV Minneapolis, Minn.—CP to increase ERP from 17.0 kw vis., 9 kw aud. to 100 kw vis., 50 kw aud.

TV—Ch. 7
WPCTV-Cincinnati, Ohio—CP to change ERP, ant. height above average terrain, trans. and studio locations and changes in ant. system.

License for CP

WADE-FM Wadesboro, N. C.—License for CP authorizing new FM station.

WA2Z-FM Hadleyton, Pa.—License for CP, as mod., authorizing new FM station.

WFMF-FM Fayetteville, N. C.—License for CP authorizing changes in FM station.

Modification of CP

WSB-TV Atlanta, Ga.—Mod. CP, as mod., authorizing new TV station, for extension of completion date to March 18.

CP for CP

WRAP Norfolk, Va.—CP to replace expired CP, which authorized new AM station on 1600 kc, 500 w. daytime.

January 23 Decisions . . .

COMMISSION EN BANC

License Renewal

Following stations granted renewal of licenses for regular period:


Licenses for following stations extended on temporary basis for period ending May 1, 1952:

WCOL Columbus, Ohio; WESX Sa-
C L A S S I F I E D  A D V E R T I S E M E N T S

Payable in advance. Checks and money orders only.

Situations Wanted

business. Experience in this field required. Box 21M, BROADCASTING.

Wanted: General manager for 1250 watt station. East Coast location. No experience nec-
necessary. Dollar a month salary. Box 69M, BROADCASTING.

Wanted: Manager for 250 watt station. Must have 10 years experience selling diversified
network spots, with a minimum of 100,000 dollar a year. Box 22M, BROADCASTING.

Wanted: Credit manager for 500 watt station. Good growth potential. Must have 10 years
experience. Box 32M, BROADCASTING.

Wanted: General manager for 1000 watt station. Possession. Salary required. Box 70M,
BROADCASTING.

Situations Offered

Announcer-engineer for medium power station. First choice. Must be experienced. Must
be ready to work at once. Box 99B, BROADCASTING.

Announcer-engineer for medium power station on Pacific Coast. Must have a minimum
of two years experience. Box 100B, BROADCASTING.

Announcer-engineer for medium power station in West. Must be able to work with
radio personnel. Box 101B, BROADCASTING.

Announcer-engineer for medium power station in the South. Must have five years
experience. Box 102B, BROADCASTING.

Announcer-engineer for medium power station in the Midwest. Must have two years
experience. Box 103B, BROADCASTING.

Announcer-engineer for medium power station in the Northeast. Must have three years
experience. Box 104B, BROADCASTING.

Announcer-engineer for medium power station in the Southeast. Must have four years
experience. Box 105B, BROADCASTING.

Announcer-engineer for medium power station in the Southwest. Must have one year
experience. Box 106B, BROADCASTING.

Announcer-engineer for medium power station in the Northwest. Must have one year
experience. Box 107B, BROADCASTING.

Announcer-engineer for medium power station in the Rocky Mountains. Must have two years
experience. Box 108B, BROADCASTING.

Announcer-engineer for medium power station in the Far West. Must have one year
experience. Box 109B, BROADCASTING.

Announcer-engineer for medium power station in the Far East. Must have one year
experience. Box 110B, BROADCASTING.

Announcer-engineer for medium power station in the Caribbean. Must have one year
experience. Box 111B, BROADCASTING.

Announcer-engineer for medium power station in the Indian Ocean. Must have one year
experience. Box 112B, BROADCASTING.

Announcer-engineer for medium power station in the South Pacific. Must have one year
experience. Box 113B, BROADCASTING.
Situations Wanted (Cont'd)

Salesman

Radio salesman desires job. Experienced, car, married. Box 960L, BROADCASTING.

Announcers

Attention: Southern New England states and New York City: I want to see snow! Young girl, single, experienced. Staff announcing at large network affiliate. Desires position as operator in or around New York. Box 960L, BROADCASTING.


General Radio announcer, male. Will accept any type job. Member National Network Organization. Box 962L, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, 26, 6 years. Veteran. All phases, offers. Permanent. Box 960L, BROADCASTING.

Sports announcer, Real promotor. Will accept any type job. Must be included in job. Excellent experiences. Box 962L, BROADCASTING.

I want a job in Wisconsin. Currently employed 50 kw southern station. Excellent position in home market. Box 963L, BROADCASTING.

Newscaster, staff announcer. 6 years experience. Desires 75 kw or better. Presently employed as program manager but desire larger market with equal or better salary. Veteran. Box 964L, BROADCASTING.

Baseball, excellent and colorful career, really know the game. Exquisite knowledge of all phases of the game. Veteran. Box 965L, BROADCASTING.

Again, 6 months experience, experienced professional baseball player desires 50 kw play-by-play sports. Box 47M, BROADCASTING.

Versatile, experience, draft exempt announcer, commercial, newsroom, music shows. DJ work that sells, married. References available covering 5-year background. Possibly available February 10th. Box 48M, BROADCASTING.

Combination announcer-engineer. First phone. Strong on DJ. Desire work in Sacramento area. Box 49M, BROADCASTING.

A commercial DJ. Presently employed at 50 kw. AM, nearby station. Desires larger market affiliation. Have proof of popularity. Veteran. Desires largest market area. Photo and disc on request. Box 968L, BROADCASTING.

Versatile woman's feature announcer. Desires work in largest market area. Excellent references. Box 52M, BROADCASTING.

Combination man with five years experience. Dependable man requires good salary. Arkansas-Louisiana area. Box 53M, BROADCASTING.

General Radio modulation monitor, model 731 A, $150. Western Electric P1.5, $90. Write KPVD, Los Angeles 5, Calif.

Best offer takes two 196A-Western Electric Printers, group of assorted arms, equalizers, etc. Write Chief Engineer, WOTW, Nashua, New Hampshire.

200 W.A.M. transmitter complete with all drawings and one of new tubes. No crystals. WOH, Belleville, Ohio.

For sale: One RCA 8TA-11 transmitter. Will play Cosmos. Min. Phone 513-250. 250 watt high frequency broadcasting transmitter damaged. For sale "as is" condition. On floor 859 Bergen Avenue, Jersey City 6, N. J. Journal Square 2-5735.

Wanted to Buy

Commercial and new or replacement broadcast crystal for Western Electric. Prefer second faste service. Also monitor and frequency measuring service. Eideco Electronics Co., Temple, Texas, phone 3-3961.

Situations Wanted (Cont'd)

Engineer, first class ticket, two years experience, presently working 5 kw AM, single. Desires large market opportunity. Box 74M, BROADCASTING.

Veteran, married. Radio-TV grad, 1st phone. Desires position as operator in or around New York. Box 76M, BROADCASTING.

Fellow in license, radio-television graduate, professional musician, veteran, 28, married, inexperienced, desires part-time work at this stage of career. Box 77M, BROADCASTING.

Ind phone. Desires position offering versatile opportunities. East. State salary. Box 98M, BROADCASTING.

First class ticket, receiving medical disability. Two years experience, married, have interest in transmitting coast west. Box 94M, BROADCASTING.


Copywriter, male, experience network affiliate and independent. Lived in metropolitan area. Box 101M, BROADCASTING.

Program director, 9 years experience. Desires position in metropolitan market. Prefer larger market. Will work part time. Box 81M, BROADCASTING.

Senior account executive, 4 years experience. Desires position in major market. Box 82M, BROADCASTING.

WANTED TO BUY

General Technical

Commercial crystals and new or replacement broadcast crystals for Western Electric. Prefer second fastest service. Also monitor and frequency measuring service. Eideco Electronics Co., Temple, Texas, phone 3-3961.

HELP WANTED

The Western Slope Broad- casting Station, WWUW, in the following vacancies to be filled.

KFXJ — Good Junior College. Staff announcer. For First Quarter of 1961.

KGNL — Good Springs, Colorado. Combination Engineer-Announcer. $75.00. Immediate opening.

For Sale

THE WESTERN SLOPE BROAD- CASTING STATION, WWUW, has the following vacancies to be filled.

KFXJ — Good Junior College. Staff announcer. For First Quarter of 1961.

KGNL — Good Springs, Colorado. Combination Engineer-Announcer. $75.00. Immediate opening.

Television

Production-Programming, others

HELP WANTED

Skilled publicly writer by large midwestern radio-television organization. Give resume of background and experience. No state salary required. Address Box 96M, BROADCASTING • TELECASTING.

(Continued on next page)
Confirm Reed, Canham  
NOMINATIONS of Philip D. Reed, General Electric Corp., and Erwin D. Canham, Christian Science Monitor, to the U. S. Advisory Commission on Information were confirmed by the Senate Jan. 17. Already members of the commission, they will continue to serve for an additional term of three years, ending Jan. 27, 1955. The commission serves as an advisory unit to the State Dept. on the Voice of America and other programs.

Selenium  
WARNING that manufacturers of selenium rectifiers "may be forced" to shut down within the year because of shortages was sounded last Thursday by industry representatives. 
This crisis was posed before officials of the National Production Authority by members of a selenium rectifiers industry advisory committee. 
Several plants will have to close unless materials are made more readily available, NPA was told. Some manufacturers received no supplies during January and others only 20%, representatives said. Moreover, inventories are very low. 
NPA promised to bring the appeal before its own inter-agency advisory committee this past Friday, when condenser manufacturers also were slated to meet in Washington with NPA authorities. 
There is hope for eventual easing of the shortage through imports from Germany and Italy, but not in the near future. Rectifiers are needed for defense projects as well as for the home radio-TV receiver industry. 
Two government production officials also took a turn at the consumer hard goods picture last week. Manly Fleischmann, Defense Production Administrator, told the National Assn. of Home Builders that scarcity of materials will cut deeper into the civilian supply, but consumers will feel only scattered shortages. 
Leslie P. Dodge, chief of the National Production Authority's Consumer Products Division, said there would be "no shortage of radio-TV sets and other appliances this year. He based his prediction on availability and display of goods at Chicago's semi-annual furniture and household wares shows [B*T, Jan. 14]. 
There also were other encouraging signs on materials:  
• Agreement has been negotiated by the U. S. and U.S. Kinлон for interchange of steel, aluminum and tin this year. U.S. will receive aluminum in exchange for steel. 
• The Senate Small Business Committee, in a report filed by Sen. John Sparkman (D-Ala.), endorsed the "guru and butter policy" of Defense Mobilizer Charles E. Wilson. The Defense Chief had disagreed with the Senate Small Business Committee. 

Shortage May Cause Plant Shutdowns  
(National Radio News)  
WASHINGTON (N.B.N.)  
SELENIUM SHORTAGE. The National Production Authority was told by manufacturers of selenium rectifiers that they may be forced to shut down their factories as a result of lack of raw materials. They stated that unless raw materials are made more readily available, they cannot continue to supply selenium rectifiers needed for defense projects. 

Strictly Business  
(Continued from page 18)  
Israel Reed, the first and most enthusiastic about the idea. So the brothers opened up their Super Cut Rate Drugs on May 1 with the small sideline of records. 
In 1942, they began spending $40 a week for advertising over WDWC Washington, strictly on disc jockey programs. 
Starting out with a radio slogan, "If you can't get it at Super, you can't get it," the brothers built up a reputation for hard-to-get records. 
It already had dawned on them there was a greater market for phonograph records than for prescriptions and change. 
Buying records at first wasn't easy. One major distributor said, "I'll die before I put records in a drugstore." Now even the most recalcitrant distributors have been won over. 
Announcement Jams Traffic  
Among the sales of particular records which stand out in Irving Feld's mind is that of an instrument, "Honeydrippers." Though the record was very difficult to obtain, the brothers were able to pick up 5,000 copies which were unclaimed in Baltimore. Over WDWC, a disc jockey played the record and made a brief announcement that Super had at last been able to get the record. The announce would go on the following morning. 
"Without exaggeration," said Irving, "our "Honeydrippers" sold like hot cakes for three weeks. It was a real adventure." 
Another record put out under their own label—Super Discs—had a phenomenal sale. That record was "Guitar Boogie," made in three minutes without rehearsal only to fill out a fourth side on two records. The Felds were having made. More than a million copies of that record were sold. Arthur Godfrey, then on WTOP Washington disc jockey, played the record four times in a week. 
The record manufacturing business grew to such proportions that it was demanding too much time. So now the Felds put out records under the MGM and Decca labels. They constantly are on the lookout for new artists and now have 16 artists under contract. 
Irving and Israel Feld also have gone into the concert business. Famous recording artists have been brought to entertainment-starved Washington, and have been a huge success. The Felds have expanded concert showings into Baltimore, Richmond and Norfolk in addition to their own. 
"For these concerts, we saturate these markets by buying two, three or four hundred spots on a local radio station, beginning about three weeks before the event," it was explained.

Both brothers live in Washington and both are married. Irving has two children, Karen, 4, and Kenneth, 2. 
 Already the Feld operation is said to be the largest seller of phonograph records south of New York City. "Now that we have reach further into the country, we are having a real pull," said Irving. "In the beginning, you could tell they are still growing—thanks to radio."  

TRUSTEE NAMED  
Ross Directing BCA  
WILLIAM B. ROSS, head of W. B. Ross & Assoc., Los Angeles advertising and public relations agency, last week was appointed federal court trustee of Broadcasting Corp. of America (KPRO Riverside, KREO Indio, KPOR Blythe, KROF Brawley, Calif.) "to operate the stations, its business and its properties" (B*T, Nov. 5, 1953). 
Fred Carlin, former newspaper publisher, was named general manager of the four stations, reporting to Mr. Ross, who said they will try to put the stations on a paying basis. 
A list of creditors was to be filed at the weekend in Los Angeles federal court with Judge William M. Byrne, BCA last October filed a petition to reorganize under the Federal Bankruptcy Act. In the petition financial difficulties were stated. Ross said the court will continue the prosecution of a TV grant obtained in 1946 but later withdrawn when Channel 1 was deleted. BCA assets in the process of filing were reported at $550,874 with liabilities of $244,534.
Docket Actions...

DECISION AND ORDER

El民眾 (Walt W. McDaniel, Radio Tahoe, Tahoe City, Calif.)—Commission has consolidated and settled application of Radio Tahoe for new AM station on 1,396 ke with 100 watts at Tahoe City with others pending and has issued its decision on record of hearing on said application; and (2) Examiner's decision (2) rendered Dec. 21, 1951. Initial decision looks to whether request for waiver of applicant's default in prosecution of application. Time has lapsed since initial decision has expired and no exceptions have been filed. Examiner's opinion is that application must be denied because of applicant's default in prosecuting. Thus, decision that Examiner's initial decision should be adopted as Commission's decision, and that application should be denied for default. Decision Jan. 24.

OPINIONS AND ORDERS

Partman Corp., et al.—By memorandum opinion and order FCC denied motion for reconsideration of Commission action Dec. 4, 1951, denying Partman's petition to intervene in proceeding re applications of Paramount Pictures, Inc., et al., and ABC, Inc., which was without prejudice to further showings in support of an application to intervene; or a filing of an amicus brief. Decision Jan. 18.

BROADCASTING (FM) Holmen. Decision has expired and no further intervention by the petitioner is permitted. Decision Jan. 21.

NATIONAL TELEVISION & TELEPHONY April 1951

WJW-AM-FM, Cleveland, Ohio, has petitioned Commis- sion for assignment of licenses from station WJW-AM to WJW-FM. Decision has expired and no further intervention by the petitioner is permitted. Decision Jan. 21.

Decisions and orders are published with the Division of Consumer Affairs and the Federal Communications Commission in the Federal Register, pages 115, 117, and 119, respectively.

January 24, 1952

INITIAL DECISION

Henry W. Menefee, Madisonville, Tex.—Hearing Examiner George J. Sterling issued initial decision looking toward rescinding and revoking Commission's order of May 28, 1951, which granted construction permit and amateur radio operating privileges to applicant for non-commercial educational television station at Madisonville which is without station's consent. Decision Jan. 20.

Non-Docket Actions...

TRANSFER GRANTS

KDMF-AM, Hermitage, Calif., by granted assignment of license from Cotton Belt Network, Inc., to KDMF-AM, is without station's consent. Granted Jan. 21.

New Applications...

AM APPLICATIONS

Massillon, Ohio. Michigan & Montana Co., 1,310 kc, 1 kw day; estimated construction cost $32,350, estimated first year operating cost $2,260, estimated first year operating revenue $2,300. Applicant corporation is President John F. Weiler (50%), Secretary-Treasurer, Goodyear Tire and Rubber Co., Akron, Ohio, and Secretary-Treasurer, Lee Lare (25%), owner of Lee Laret & Associates, home builder, Youngstown, Ohio. Filed Jan. 22.

Box 103M, BROADCASTING

* On the air. (Also see Actions of the FCC, page 98)
Color Order

(Continued from page 69)

Defense Production Administration, he continued:

However, I hope you appreciate my consternation and surprise when, after this understanding, the NPA issued an order . . . prohibiting the production of color TV sets or attachments designed to receive, permit or facilitate the reception of color television. This order is just another unwarranted crippling blow aimed directly and specifically at color television. It is an attempt to regulate the end product. What difference is there to the defense effort once you have made the allocation of the materials as to whether or not the materials are used for black and white, or color?

Sen. Johnson also said it was his understanding that administration of the order is under the charge of J. A. Milling, chief of NPA’s End Equipment Branch (who leaves this post Feb. 1). He noted pointedly that Mr. Milling is “an RCA Service Co. vice president . . . loaned on a dollar-a-year basis” to NPA’s Electronics Products Division.

“Mr. Milling knows of the long, hard struggle the television industry has experienced in developing color television to the point of acceptability to the FCC. I am sure he will agree with me that this is the time to start moving backward in the television art with new road blocks.”

The Colorado Senator also requested data on whether manufacturers have used their full allocation of materials during the three quarters prior to Dec. 14.

Mr. Wilson explained that TV sets did not fall under the controlled materials plan until Oct. 1, 1951, and that it was impossible to determine this, since radio phonographs and record players also are included. Allotments were made to 71 manufacturers during the third quarter for fourth quarter use. Forty-one other cases were transferred to field offices and 13 of the remaining 30 manufacturers actually returned materials allotted to them.

Mr. Wilson ascribed these returns to (1) improper balance of materials allocated, (2) large inventories of goods, (3) conservation measures which were pressed into effect, and (4) confusion among some manufacturers in involving request for materials to produce component parts which they later purchased from other producers.

Explaining the background of the order, Mr. Wilson said he was informed that Radio-Television Mfrs. Assn. had questioned the legality of the meeting “in connection with possible antitrust violations that might attend a voluntary cessation or curtailment of production of color television equipment.”

For that reason, Mr. Wilson said, “it was decided that the wisest course would be to issue the order which he felt adhered to views expressed at the meeting. ‘No objection to it was raised by any of the parties present,’ Mr. Wilson said, though he conceded “that the minutes of the meeting are not entirely clear as to the understanding reached.”

Agrees on Scarcity Factor

The second meeting, the Defense Chief said, will help determine whether or not the order requires clarification or amendment,” indicating that the regulation will stand in one form or another.

He agreed with Sen. Johnson’s interpretation that the motivation for the “freeze” was the “scarcity of electronic equipment in relation to the great military demand for it.”

“Question of intent on NPA’s part—whether the order is aimed only at home color TV set production or meant to encompass the whole broad field, including theatre—was raised by attorneys for MPAA and TOA.

A brief was prepared for MPAA by the legal firms of Welch, Mott, Morgan, Washington, and Fly, Shuebruk & Blume, New York, and for TOA by Cohn & Marks, Washington.

Noting that such a question has arisen, the brief advised NPA Administrator Henry Fowler “it is of real importance that the scientific advance in theatre projection equipment for color television be not impeded.”

The brief cited vital interest in the establishment of a nationwide system of color television and participation in proceedings now pending before the FCC. (FCC hearing is scheduled Feb. 25.) Progress in development and simplification of necessary large screen projection equipment (the CBS-Eldophor-20th Century Fox system) was reported in the letter.

“I view it . . . that this order was not intended to and does not apply to theatre television, but is limited to the usual home television receivers,” said the Defense Chief, and official interpretation of the order and an opportunity for conferring with NPA officials, in the event the agency does not see fit to exclude theatre color television, were requested.

The brief continued:

The order does not define the phrases “designated,” “industrial representation,” and “items solely designed to permit or facilitate the reception of color television.” However, a literal reading of the order does not clearly indicate that the order is directed against the manufacture of home television receivers. The order might apply to critical materials which would be used therein, and in fact the materials which would be used to manufacture home television receivers which could have been manufactured and the vast amounts of critical materials which would have been used therein, the reason for Order M-90 is apparent. However, other critical materials applicable to theatre television. Language directed at home receivers can hardly be construed to apply to the projectors in the theatre.

Our views in this connection are supported by the statement in the preambles to Order M-90 to the effect that its issuance followed consultation with industry and trade association representatives. These industries’ representatives were all from manufacturers of home television receivers to which the order clearly applies. Since no representative of such industries was included in the consultations, it is apparent that their interests were invited to participate or did participate in the consultations. The expired deadline for the order has not been considered at the time.

We are advised that little, if any, critical material, will be required for color projection over and above that now permitted for black and white theatre television. We are also informed that the production of a color TV projector—to serve thousands of people—will require large amounts of material than one or two home receivers. In view of the limited number of color theatre TV installations which will be made at an early date and the insignificant amount of additional critical materials which would be needed for these significant installations that would appear to be no sound reason to limit the development of this new industry.

A similar request for clarification also was filed by the legal firm of Arnold, Fortas & Porter, Washington, and by a number of firms which seek clear-cut authority to use present materials for its Chromatic or Lawrence tube [B&T, Jan. 21].

Experimental, defense, industrial, and hospital uses are exempted from the NPA ban, as are research

and test programs related to further development of color video systems.

The meeting will be held Feb. 8 at the new General Accounting Office Building, 44th St., N.W., Washington, with H. B. McCoy, NPA administrator, expected to preside.

Meanwhile, Mr. Wilson has completed the task of sending out invitations to interested parties. It was understood that representatives attending the first conference would be invited.

The list of invitees naturally would cover representatives of the American Broadcasting Co., among others, Paramount Pictures, Cronomatic Television Labs., CBS, RCA, DuMont Labs. and General Electric, which might have more than a passing interest in color television. Two representatives from each firm may attend.

Mr. Wilson’s letter to Sen. Johnson mentioned Feb. 6 as the meeting date. This was the original plan until NPA set the conference back two days.

ZIV SERIES PLACED

Sales in 192 Cities

FREDERICK W. ZIV Co. reported last week that the first 17 days of selling on its new "I Was a Communist for the FBI" transcribed radio series had produced sales for local sponsorship of the program in 192 cities.

In most instances, the sales were made directly to stations for re-sale to local sponsors, Ziv Executive Vice President John L. Sinn explained, and will be said an allotment as radio stations fill their needs during the major markets during the past week the following were listed: KHKQ Spokane; WSPB Saratoga, Fla.; WDOD Chattanooga; WNOX Knoxville, and KGW Portland, Oreg.

Sales direct to sponsors have been made to advertisers "of exceedingly high caliber," Mr. Sinn reported. Advertisers who have bought the series, he said, include hereford State Bank for KPAN Hereford, Tex.; Atlantic Greyhound Bus Lines, WNWQ Radio and N. C.; Strietmann Biscuit Co., which added Norfolk to its previous purchases for Charlotte, W. Va., and Charleston, S. C., and Heidenreich Bakery, for Kingsport, Johnson City and Bristol, Tenn.

"I Was a Communist is a series of half-hour programs, now in production in Hollywood, based on the experiences of Matt Cetvic, undercover agent for the FBI, and starring Dana Andrews [B&T, Jan. 7]." Mr. Sinn calls it "probably the most important show in Ziv’s history." By March 30, the released date, the Ziv company expects that it will have been sold in at least 400 markets.
**RTMA MEET**

**To Consider TV Thaw, Color, Production**

IMPENDING TV thaw, color video and related production problems will provide basic issues for the mid-winter meeting of RTMA, planned for the Roosevelt Hotel, New York.

Committees, divisions and other meetings during the three-day conference, winding up with a Thursday board session, will be held Feb. 5-7.

Point-three theme of the agenda involves, beside end of the FCC freeze, a series of problems centered around allocation of materials used in radio and TV sets as well as other electronic equipment.

Of special interest is the color TV situation in view of an industry conference called by NPA to review its order prohibiting manufacture of color equipment.

The NPA session with the industry is scheduled Feb. 8 in Washington. It was called by NPA to go into all angles of its autumn order, prohibiting as a 50.10 matter of color TV equipment. NPA has been asked many times to clarify its regulation (see story page 69).

Discuss Materials

RTMA's three-day conference will discuss NPA's material allocations and military production outlook for the year and will study availability for output of radio and TV receivers. Individual RTMA groups will take up their special problems.

Chairman of name for the Transmitter Division to Technical Products Division will be discussed Wednesday. The unit has been reorganized recently. A new Government Relations Section has been formed. It will go into the problems of doing business with the armed forces. Officers of the division will hold a Wednesday dinner meeting with Chairman H. J. Hoffm an, Machlett Labs., presiding.

Meeting of the Set Division Executive Committee will be held Wednesday morning under Chairman John W. Craig, Crosley Division.

LLOYD CREIGHTON THOMAS, 62, owner and president, KGPW Kennewick, Wash., died last Tuesday in that city.

A pioneering veteran of radio, Mr. Thomas was associated with the broadcast medium since 1927. During his career, Mr. Thomas served a newspaper man, an executive of the chamber of commerce, as a state legislator 1917-18, a station manager and general commercial manager of the Westinghouse stations operating in the 30’s.

In 1952, Mr. Thomas was instrumental in setting up NBC's Local Service Bureau in New York.

Born in Elwood, Neb., July 8, 1889, Mr. Thomas frequently came to the fore in broadcast circles. In 1958, Mr. Thomas, then with WROK Rockford, Ill., held a committee of non-network broadcast stations on behalf of the activities of the American Federation of Musicians. The committee, first set up as a fact collecting unit, later turned a negotiating hand and won agreement from AFM which set a national pattern for contracts between the union and stations.

**NFL TV POLICY**

No Change for ’52

TELEVISION policy of the National Football League, considered in the final session of the four-day and-five-night annual meeting which ended in New York Sunday night, will remain unchanged this year in spite of federal charges that it constitutes unreasonable restraint.

"We shall continue to televise under the same conditions that prevailed in 1951," League Comm. Bert Bell reported. Clubs are allowed to telescast as they see fit, in agreement with the visiting team, but without provision that the game not be telescast within 75 miles of a city where a League game is being played. Telecasts of other League games also are forbidden in a city if that city's home team is away and telecasting or broadcasting its game back home.

Adding: "If we lose, we'll defend the suit in every possible way," Comm. Bell said: "We believe the plan to be reasonable and will so operate in 1952." Television policy, under Article 10 of the League constitution, caused the Justice Dept. to institute charges under federal anti-trust legislation.

**'AL PEARCE SHOW'**

CBS-TV Begins Feb. 11

NEW MORNING TV show starring Al Pearce, veteran radio comic, will start on CBS Television on Feb.11 and will be offered to advertisers in units of one or more quarter hours per week, CBS TV Network Sales Vice President Fred M. Thrower announced last Thursday. The variety-revue series will be scheduled 10:45-11:30 a.m. EST Monday through Friday, originating in Hollywood.

Mr. Thrower noted that the sales plan for the Al Pearce Show is like that of the Garry Moore Show, which, he noted, "has had sponsors waiting in line to take over one of its quarter-hour segments" (also see story page 70). The Pearce program will offer highlights from the early days of the Al Pearce "Gang," plus new features.

The Nation's BIGGEST MONEY-MAKER

For Stations

"The Magic Word"

Radio's Newest and Most Exciting Game

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Box 641

Rock Hill, South Carolina

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"Tippecanoe" stands for bravery

The valor that Virginia born-and-bred William Henry Harrison displayed in the famous Battle of Tippecanoe helped bring him the presidency of the United States and the nickname “Tippecanoe.” This son of a signer of the Declaration of Independence, grandfather of still another president of the United States, was from the mold that traditionally has kept Virginia in the forefront of Southern progress.

With this rich heritage, it’s no accident that WTVR was the South’s first TV station—that WCOD was Virginia’s first FM station, and that WMBG now is celebrating its Silver Jubilee of service. These are Havens and Martin Stations, the First Stations of Virginia.

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia’s first market. Represented nationally by John Blair & Company.
WGAR'S "Polka Party" draws nearly one-quarter million cards in one week's time

Terrific is the word for the response received when our Tom Armstrong asked listeners to send in their Xmas cards to help cheer hospitalized children. From nine states and Canada, came the avalanche ... 7 1/2 tons of mail, more than 240,000 cards within a week!

The word had been spread through "Polka Party" (6:30—6:45 PM), one of the many WGAR mail-puller programs that has worked wonders for advertisers, too! So, if you want response from Northern Ohio ... you want your message told over WGAR!