Local folks know advertising media best. Because local advertising must pay off in immediate results. So just read what the president of one of Baltimore's largest furniture stores wrote us:

"No other advertising we have ever done has produced such sensational results as our advertising on WITH."

And remember—WITH carries the advertising of twice as many local merchants as any other station in town. For just one good reason: WITH produces fast, profitable results at low, low cost!

Get your Forjoe man to give the whole story of WITH's commanding position in the rich market of Baltimore.
EVERY WHAS NEWSCAST has MORE LISTENERS\(^*\) than any other program on the air at the same time—morning, afternoon and night. Nine reporters gather, edit and write each news program especially for the Kentuckiana audience of the hour. Result: news leadership that has earned listener loyalty and two NARND awards in two years... another example of quality WHAS programming.

\(^*\)Pulse Report, Oct.-Nov., 1951
67% of the great MICHIGAN SEVEN BILLION DOLLAR MARKET is NOW covered by combining The DETROIT coverage of WKMH... 5000 WATTS (1000 WATTS NIGHTS) and... Southern Michigan’s WKHM... 1000 WATTS (FULL TIME) JACKSON 970 ON THE DIAL See the latest PULSE! CALL YOUR HEADLEY-REED MAN
The Latest HOOPER REPORT for Dallas...

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<th>TIME</th>
<th>RADIO AUDIENCE</th>
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<td>KRLD-FM (CBS)</td>
<td>FQCY, 1</td>
<td>FQCY, 2</td>
<td>STA A</td>
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<td>STA C</td>
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<td>MON. THRU FRI. 8:00 A.M.-12:00 NOON</td>
<td>37.0</td>
<td>7.8</td>
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<td>10.4</td>
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<td>22.3</td>
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<td>12.9</td>
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<td>SUN. THRU SAT. EVE. 6:00 P.M.-10:30 P.M.</td>
<td>34.1</td>
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<td>7.2</td>
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Exclusive DALLAS-FORT WORTH Outlet for Top-Rated CBS Shows

104.9% MORE MORNING AUDIENCE
26.7% MORE SUNDAY AUDIENCE
6.2% MORE EVENING AUDIENCE
20.6% MORE SATURDAY AUDIENCE

than the second highest rated radio station or frequency.
The Branham Company, Exclusive Representative

John W. Runyon, President
CLYDE W. REMBERT, General Manager

Owners and Operators of KRLD-TV CHANNEL 4
ABC PETITIONS LIFTING LIMIT ON TV STATIONS

LIFTING of limitation on number of TV stations one company can own was urged Friday by NBC in a petition to FCC, supporting recommendations of NBC and Fort Industry Co. (B&T, Jan. 28, 21, 14, 7).

ABC urged that limit be made seven, not more than five of which could be VHF. In this it takes same stand as Fort Industry. NBC suggested that limit of five be kept on VHF TV, with no limit on UHF ownership.

Argument put forth by ABC was to effect that FCC limited common TV ownership to five in 1945 that represented 1% of less than 400 channels available. In fact, said ABC, when it and NBC got their limit of grants in 1946-47, together they represented 10% of less than 100 stations authorized at that time. Therefore, ABC pointed out, if 1% common ownership then met with FCC approval, same percentage for the 1750 commercial channels in future TV service should permit seven commonly-owned stations.

ABC also pointed out that when it applied for VHF stations, it sought Channel 7 in all five of its applications.

KLEE SALE TO LBS

SALE of KLEE Houston to Barton and Gordon McLeod, majority owners of Liberty Broadcasting System, for more than $200,000 was announced Friday. Purchase of 5-kw station (on 610 kc) is from estate of late W. Albert Lee. Legal buyer is in name of Trinity Broadcasting Corp., licensee of KLIF Dallas, which McLeod's own. McLeod's bought 1-kw daytimer KELP El Paso (on 920 kc)—last September (B&T, Sept. 10, 1951). In 1950 Mr. Lee sold KLEE-TV to Houston Post Co. when its call was changed to KPRC-TV. LBS is owned by McLeod's and Houston Oilman H. R. Col len.

NBC Spot Sales Realigns, Expands

EXTENSIVE realignment and expansion of NBC National Spot Sales Dept. now underway, with indications efforts eventually may be intensified to enlarge station representation list.

Changes thus far blueprinted for department, under continued supervision of Director James V. McConnell, include planned addition of some 32 persons—mostly salesmen, researchers, et al. In New York and field offices, plus following appointments:

Robert Leder, department's Eastern Sales Manager from Radio, to be named to new post of National Spot Sales Manager for Radio.

John H. Reber, sales manager of NBC's WNBT (TV) New York, to be named National Spot Sales Manager for Television, also new office.

Sales manager for radio and one for TV to be named by Mr. Leder and Mr. Reber, respectively.

Richard H. Close, currently Spot Sales Eastern Sales Manager for TV, to be named head of National Spot Sales Station Relations, another newly-created position.

Separated AM and TV units are to be set up within department's promotion unit, under manager for sales development, advertising and promotion, it was announced.

Separate radio and TV heads to be named for department's Hollywood and San Francisco offices, only ones where this divorce has not already been effected. Other offices, in addition to New York, are in Chicago and Cleveland.

Messrs. Leder and Reber will report to Mr. McConnell as director of entire department, who reports to James M. Gaines, vice president for O&O stations. NBC Executive Vice President Charles R. Denny also has been taking increasingly active role in spot sales departmental activities.

National spot sales currently represents network's six owned radio stations and its five owned TV stations, plus General Electric's WRGB (TV) Schenectady, Westinghouse's WBZ-TV Boston, and Philco's WPTZ (TV) Philadelphia. Though department's radio and TV activities have been separated for some time at sales level, they have been conducted heretofore without separate national manager for each.

for more AT DEADLINE turn page
In this Issue—

Twenty-six TV stations put on temporary licenses in FCC's first excursion into TV through Monday night will probably have no trouble in getting regular renewals, observers feel the action shows that the FCC-TV broadcasters' honeymoon is over. Page 28.

The new CBS Radio affiliates' contract, that the network is now circulating, there's a big hedge against futures in TV. A section of which the AM affiliate to give CBS a "first refusal" deal for affiliation of any TV station the affiliate might eventually get. Page 28.

Around-the-clock operation of most if not all Class I clear channel stations is part of the interim plan for civil defense. These will be the powerful means of spreading the emergency word. Page 50.

There were 105.3 million radio sets in the country Jan. 1, a gain of 3.3 million in a year. And 57.6 million of them are secondaries, portable or auto radios—those in places that TV doesn't reach. Page 57.

Sen. Taft is a hot campaigner on radio and television, but what would be the lot of the broadcaster if "Mr. Republican" got into the White House? Here's another part of a B&W study of the radio-TV views of leading Presidential candidates. Page 56.

NARTB combined boards meet next week in San Antonio to grapple with two major problems: how to cope with the membership battle that looms when BAB cuts its NARTB ties next April 1, and how to apply enforcement of the TV code which goes into effect March 1, 1953. Page 59.

FCC postpones theatre TV hearings from Feb. 26 to March 10 as new and knotty issues enter the picture. FCC intends to examine the whole problem before it's through. Page 58.

Series of pep talks for radio is given at BMI Clinic in New York. The essence of all of them: radio's the biggest, best, cheapest of all media, and nobody should be allowed to forget it. Page 58.

Closing Circuit (Continued from page 5)

emerges of American Research Bureau, Washington, and Coiffin, Cooper & Clay, Los Angeles. Latter runs Tele-Que TV surveys, on West Coast. Announcement, due next week, will report ABB has taken over Tele-Que surveys of Pacific Coast, with Coiffin, Cooper & Clay continuing in West Coast representation of ABB, and market research projects.

MOHAWK CARPETST, N. Y. (former big TV buyer), through Maxon Inc., N. Y., buying radio spot schedule to start Feb. 18 for 16 weeks in 100 markets, and TV spots, starting early in March in 34 markets. Firm expected to use another series of spot schedules in mid-September, thus appealing to spring and fall buyers.

U. S. DELEGATION, headed by Commissioner Rosel H. Hyde, NARBA Chairman, quietly left for Mexico City yesterday (Feb. 3) to discuss possible changes in domestic TV allocations within border zone established in recent TV agreement, but not involving changes in Mexican border assignments. Sessions, probably to take most of week, with Miguel Perezza, Director General of Communications, and also may cover wording between Mexico and U.S. on broadcast allocations since Mexico withdrew from our NARBA conference of last year. With Com. Hyde will be Capt. John Cross, Staff Dept., Curtis Clummer, FCC Broadcast Bureau Chief, and James E. Barr, Chief Aural Facilities Division.

PROCTOR & GAMBLE Co., Cincinnati, through Brown & N. Y., buying daytime radio spots in 60 selected markets starting early in this month.

UPPER ECHelon of Liberty Broadcasting System considering recommendation that top-notch administrator, preferably one with network operating experience, be hired to organize LBS's networking system.

AT LEAST two TV applicants are pondering data on 2,000-foot self-supporting antenna towers, despite opinion they might approach million-dollar figure.

L. A. WAGE DIFFERENCES

CBS Hollywood placed on "unfair list" by Office Employes International Union (AFL) which rejected 5% wage increase offer. Union strike vote taken Thursday by 175 CBS office workers. Los Angeles Central Labor Council, failing to bring settlement, will ask other CBS union employs to respect picket lines. OBIU reportedly demanding substantial wage increases in 21 classifications to bring salaries in line with those of other local industries.

Meanwhile, it was reported late Friday that some 25 dozen floor managers of KNBH (TV) Hollywood, NBC affiliate, received $15-$35 per week salary increases retroactive to Dec. 1. Action followed Wage Stabilization Board Reviewing Committee approving petition of Radio & Television Directors Guild, Hollywood local (AFL), RTD contract with KNBH signed June 5, 1951, few days after WSB salary freeze went into effect. Petition for increases pending since. Although some affected station personnel shifted to NBC-TV they too receive back pay for 60 weeks. It was estimated those affected to receive up to $3,000 in back pay.

for more AT DEADLINE see page 94

BROADCASTING * Telecasting
Represented by Bolling

"Q. E. D."
They Do
"Give A Hoot" For Easy

Easy Roberts finally got rid of the noisy pigeons that used to whoop it up under his eaves.

He must have tried a dozen ways to scare them off. But no matter what he did, they would be back cooing by his window the next morning.

Then Easy thought of an old stuffed owl he had in his attic. He propped it on the roof so's all the pigeons could see it. They left . . . and three hoot owls have taken their place. Easy swears the hooting is even worse than the cooing of the pigeons.

From where I sit, quite often a "bright idea" will turn out to be "not so bright" after all. That's why we should never be too cocksure of our ideas and opinions—but always try to keep an open mind. I believe a refreshing glass of beer is the best thirst-quencher—you may believe differently. But who's to say one's right and the other wrong? Let's just practice tolerance. It'll save a lot of hootin' and hollerin'.

Joe Marsh
To an advertiser interested in farm radio

Chuck Worcester, WMT’s Farm Service Director, has a genuine respect for the Iowa farmer. He doesn’t talk down to him, doesn’t affect the bogus folksiness that passes for rustic charm everywhere except in the country. His talent for low-pressure visiting, fortified with first-hand knowledge of Iowa’s complex agricultural problems, has earned him the kind of loyal following that means results for sponsors. For example:

- **Five minutes across the board at 5:40 a.m.** for A. Y. McDonald in one week developed 298 prospects for a $1500 water system. Cost: $10 a program or 20¢ per prospect.

- **A daily quarter hour farm show** for Myzon mineral supplements resulted in a standing monthly order for $3,500 worth with eight Sears Farm Stores.

- **Air announcements** for International Harvester’s tractor clinic (to get farmers to have machinery serviced in the off-season) produced “good response” among Eastern Iowa dealers. The local dealer said he would have been delighted to service ten tractors; he handled eighty-five.

The notion that farmers listen only in the early morning and at noon is pure folklore. Chuck’s announcements on Purina’s A-time evening show brought 817 requests for booklets—ample proof that farmers were wide awake and listening.

We don’t claim that these results are typical. We do claim—and know—that on a day-to-day basis WMT farm radio gets satisfying results, and occasionally spectacular results. Farm radio properly conceived, timed and executed is a fertile source of advertising results.

**CEDAR RAPIDS**

WMT

5,000 WATTS 600 KC BASIC CBS RADIO NETWORK
Loyal Audience in Doylestown...

George Washington slept near Doylestown, but business is wide awake in this well-fixed, historic town. Someone is getting the benefit of Doylestown's $14,412,000 in retail sales, $6,236,000 in wholesale volume. That someone can be you. One way to include Doylestown's 5,236 inhabitants in your sales reckonings is to hit 'em where they buy the most—at home. The way to do it? Schedule WFIL, listened to regularly in 38 per cent of Doylestown radio-owning households where buying habits form.

...and the Whole 14-County Market

A point to remember about WFIL—it's a strong local station not only in Philadelphia but in Doylestown and all 147 "home markets" outside city limits where half of America's 3rd market lives and shops. BMB found WFIL's 5,000 watts outpull both 50,000 watts and local county stations in most of the 14-County Retail Trading Area. Remember, also, two out of three radio families consistently tune WFIL in this $6 billion market...and WFIL reaches to a huge bonus area beyond. Schedule WFIL.
and in All of America's 3rd Market

Philadelphia

MRS. R. O. HEIN, Housewife—Mrs. Hein typifies budget managers in Doylestown's 1,760 radio-owning households. They help buy food worth $2,578,000, apparel worth $725,000 and $591,000 in home furnishings.

LAWRENCE F. NYCE, Farm Supplier—Nyce's Supply Yards deal with Bucks County farmers who lead the nation in raising of 13 vegetable products. Farming employs more than 15 per cent of the county's population.

DOROTHY BARTLETT, Antique Dealer—Curio hunters flock to Doylestown and places like Mrs. Bartlett's Pennsylvania Crafts Co. General merchandise stores here sell $1,620,000 worth of goods every year.

WFIL
560 kc.
The Philadelphia Inquirer Station
An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY
The plus in St. Louis Radio is the "St. Louis Ballroom"

KXOK is St. Louis' promotion station. KXOK builds extra audience for the "St. Louis Ballroom." through all-media promotion... billboards, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, promotion announcements on KXOK, special mail promotions and personal appearances of outstanding KXOK personalities. It's a plus that pays off for advertisers... makes KXOK a bigger buy for effective selling in the St. Louis market. Ask now about availabilities. See the John Blair man or KXOK today.

KXOK is St. Louis' ABC Station, 12th & Delmar, Chestnut 3700
630 KC • 5000 Watts • Full Time
Represented by John Blair & Co.

Some people say that you can tell what a man is by a look at his library. If this is so, then the office shelves of Norman Hulbert Strouse are very revealing.

The top row, close at hand, and giving signs of being well and often used, is devoted to philosophy (Plutarch and Plato), to inspirational volumes (Light From Many Lamps and Maeterlinck), and many books of business psychology.

Just to show the human side of this J. Walter Thompson Co. vice president, manager of the Detroit office and account representative on the multi-million dollar Ford car account, right in the middle of all this important reading is a 56¢ Pocketbook mystery.

Born Nov. 4, 1906, at Olympia, Wash., Norm Strouse took a commercial course and went right from high school to a position as secretary to the State Director of Licenses.

His boss was convinced that he couldn't be held by local opportunities, so he urged him to look for a better job in a larger city.

Answering a blind ad in 1925 brought Mr. Strouse to the post of confidential secretary to the advertising director of the Seattle Post-Intelligencer. His duties broadened and four years later he was an assistant national advertising manager.

At this point he transferred to JWT in San Francisco as assistant space buyer. In 1931 he rejoined Hearst to sell space for the next two years.

With experience on both sides of the media buying desk, Mr. Strouse is an enthusiastic booster for time and space representatives.

"If a man were appointed media buyer out of a clear blue sky, he could learn his business well just by listening to space and time salesmen. I sometimes think many of the best ideas agencies take credit for come directly from salesmen calling on them," he says.

Out of Mr. Strouse's 25 years of media experience have come three strong beliefs, mostly through the influence of JWT's dean of media men, George Pearson of Chicago. They are:
1. The representative is entitled to the same dignity and consideration as any important visitor to your office. "Where else can you get the information you must have to do a good media job?"
2. The media department is the best public relations contact an agency can have. There's no use soliciting new business if your
(Continued on page 58)
JOHN H. HOSCH Jr., vice president, J. Walter Thompson Co., N. Y., has accepted position as co-chairman of advertising division of 1952 Legal Aid Society fund-raising campaign.

PAUL KURTZ, NBC Chicago, to Malcolm-Howard Adv., same city, as film director.

JOHN F. CONNORS, promotion manager, KLZ Denver, to Bob Betts Adv., same city, as account executive.

JOSEPH MENDELL RUSSAKOFF, president, Vanguard Adv., N. Y., to teach 16 week course at Hunter College, N. Y., commencing Feb. 19 on "Introduction to Advertising."

GRISWOLD-ESHELEMAN Co., Cleveland and Louisville, opens new office in Nashville. DONALD MCDONALD, Louisville manager, elevated to vice president.

ROSS METZGER, vice president of Ruthrauff & Ryan, Chicago, named chairman of allied art industries division for the 1952 drive of the Chicago Heart Assn.

LEO BURNETT has moved its New York office to 677 Fifth Ave. New phone is Murray Hill 9-9480.

BOZELL & JACOBS, Omaha, and ROSS Adv., St. Louis, elected to membership in American Assn. of Advertising Agencies.

BETTERIDGE & Co., Detroit, opens offices in Toronto at 107 Jarvis St. to service Gross Machinery Co., J. H. Baruch Ltd. and National Knitting Mills.

J. GRIFFITH RENSEL, partner in Weightman Agency, Phila., to Lohmeyer-Adeleman Inc. as vice president and account executive.

CHARLES A. FELD, advertising manager of White Rock Corp., N. Y. (sparkling water), to Cecil & Presbrey, same city, as associate merchandising director specializing in agency package goods accounts.

WILLIAM E. MCDONALD, assistant manager of Aher- ton & Currier, Toronto, appointed vice president and general manager of agency's Canadian office.

EDWIN S. REYNOLDS, TV program director for National Collegiate Athletic Assn.'s 1951 experimental plan, joins radio-TV department of Fletcher D. Richards Inc., N. Y.

CARSON, ROBERTS Inc., is new name of Murray, Dynock, Carson Inc., headquartered at 881 Alden Drive. RALPH CARSON is president and JACK ROBERTS vice president.

HOWARD ALBER appointed director of creative arts at Weightman Inc., Phila. LAWRENCE CASEY has been added to agency's public relations staff.

KEEGAN ADV., Birmingham, Ala., elected to membership in American Assn. of Advertising Agencies.

AL MAESCHER, account executive with Oakleigh French & Assoc., St. Louis, named vice president and account executive at Olian Adv. Co., same city.

JULES LENNARD, sales promotion manager, Block Drug Co., Jersey City, N. J., to Emil Mogul Co., N. Y., as director of merchandising to coordinate agency's activities in the package goods field.

ROBBINS MILBANK, vice president and creative supervisor, McCann-Erickson, S.F., takes one year leave of absence after more than 20 years with agency.

ROBERT WURTZ, copy chief and account executive with Rhoades & Davis, S.F., resigns. Future plans are unannounced.

ON THE WASHINGTON SCREEN

Milton Q. Ford joins WMAL-TV in a new variety show featuring—Richard!

11:05 to midnight Monday thru Friday

Yes it's the new Milton Q. Ford Show—a breezy, fast moving variety offering starring Milton and his parrot, with bits by the "Ford Frolickers" who will enact by pantomime or dance sequences the hit recordings that Milton Q. will play; Film vignettes of favorite stars plus contests for the participating audience will add fun for the fans and SALES FOR YOU! One minute participations available.

Call or Wire the KATZ AGENCY, Inc.

WMAL-TV WMAL-FM

The Evening Star Stations, Washington, D. C.
MR. SPONSOR:

Here's the Show That Sells the Ladies!

New Orleans' Favorite Morning Show for Women

"Women's Club"
with Joyce Smith

- Never underestimate the power of "Women's Club" to influence the feminine audience. This mid-morning show—presided over by Joyce Smith—features guest personalities, fashion and food hints, plus other items of interest in the world of women. It's the "perfect combination" for Spot Participation.

- Write, Wire or Phone Your JOHN BLAIR Man!

---

new business

Spot ... ...

WHITNEY & Co., Seattle, (canned salmon), to use radio and TV spots in four test markets to promote newly created "family brand" label on four varieties of canned salmon. Test cities are Omaha, Louisville, Huntington, W. Va., and Evansville, Ind. Agency: The Burke Co., Seattle.

LINCOLN-MERCURY [B•T, Jan. 27] has purchased what is believed to be the largest concentrated promotion in history of Providence radio. Order calls for 192 minute announcements in 14 days on WHIM Providence. Total billing is $1,382.40. Agency: Kenyon & Eckhardt, N. Y.

BRISTOL-MYERS, N. Y. (Vitalis Hair Tonic and Bufferin), to sponsor two INS Telenews sports films, This Week in Sports and Telenews Sports Extra, in 31 TV markets. Both reels also are carried in 20 additional TV markets under local sponsorship. Agency: Doherty, Clifford & Shenfield, N. Y.

SEEMAN BROS., N. Y. (White Rose Tea), launches TV spot campaign on WNET (TV) and WCBS-TV New York in addition to radio news programs on WCBS and WNBC New York. Agency: J. D. Tarcher & Co., N. Y.

S. C. JOHNSON & Son, Brantford, Ont. (waxes), inaugurates spot announcement campaign twice daily five days weekly on 14 Quebec French-language stations and weekly half-hour transcribed Bright Star for 26 weeks on 35 Canadian stations. Agency: Needman, Louis & Brorby, Toronto.


Network ... ...

ADMIRAL Corp., Chicago, to sponsor World News With Robert Trout on CBS Radio, Sun., 5:30-5:55 p.m. EST, starting Feb. 17 [B•T, Jan. 14]. Broadcasts will feature reports from foreign and domestic correspondents plus interviews by Mr. Trout with one newsmen to be flown to New York for that purpose. Agency: Erwin, Wasey & Co., N. Y.

HUDSON PULP & PAPER Co., N. Y., to sponsor Thurs. segment of Bride and Groom which moves from current afternoon time at 2:45-3, to 10:30-10:45 a.m. EST, Mon. through Fri, effective today [B•T, Jan. 28]. Agency: Duane Jones Co., N. Y. GENERAL MILLS, Minneapolis, to sponsor program on Mon., Tues., Wed., and Fri. Agencies: Dancer-Fitzgerald-Sample and Knox Reeves Adv., N. Y.

TEXAS Co., N. Y., extends sponsorship of Metropolitan Opera broadcasts each Saturday over ABC radio for 18 to 20 week period. Agency: Kudner Inc., N. Y.

AMERICAN CHICLE Co., Long Island City, N. Y. (Dentyne, Chicles and Beeman's gum), renews sponsorship of one minute participation in Stop the Music over ABC radio network, Sun. 8:40 p.m. EST, for 17 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Agency Appointments ... ...

INTER-STATE MILK PRODUCERS COOPERATIVE Inc., Phila., and GIANT FOOD DEPT. STORES, Washington, name Lamb & Keen, Phila.


ZIEHLER BROS., Phila. (Weather King batteries), names Weightman Inc., same city.

U. S. TIME Corp., Waterbury, Conn., appoints Hirshon-Garfield, N. Y., for Timex and Ingersoll watches.

MARLON CONFECTIONS Corp. (Milk Chocolate Teens) appoints Zlowe Co., N. Y., for special TV and merchandising campaign. Bernard Jay Shaw is account executive.

AMERICAN LUGGAGE WORKS, N. Y., appoints Dowd, Redfield & Johnston, same city, and John C. Dowd Inc., Boston.

BROADCASTING • Telecasting
MESSRS. NIELSEN AND HOOPER

We Can’t Halve Our Cake And Eat, Too!

It’s time for the umpire to give radio its total count. The coincidental gives us the truth. We want nothing but the truth, but we want the whole truth!

In May, 1950, we first went to bat calling for one umpire behind the plate. With two different methods (coincidental and aided recall) both supposedly doing the same thing—counting listeners—and with these two methods providing conflicting figures, only one method, the more accurate one, was entitled to survive.

The voice of the industry is crystal clear. Networks rely on the coincidental. Advertisers and agencies are demanding the greatest possible accuracy. Let me repeat, I’ve yet to hear from, or to talk with one research authority who fails to support the coincidental as the most accurate method for counting listeners.

Ratings (and don’t let anyone kid us) are here to stay. This accurate measurement has provided a standard of research never before attained by any other medium. Those who don’t agree, or are fearful of what ratings might disclose should not lose sight of one simple fact—Buyers of time will continue to insist that radio provide accurate rating figures.

MESSRS. NIELSEN AND HOOPER, you’ve given us the right method, but you haven’t given us enough. Here’s what the folks in every walk of advertising life—broadcasters, advertising managers, time buyers, research people, account executives, station representatives—tell me they want:

1. A report on the use of every radio in the home.
2. Authentic figures on out-of-the-home listening.
   a. Coincidental measurement of car audience, with each “car rating” accompanied by estimates of number of cars listening in surveyed area.
   b. Reliable figures for each station by portable radios, taverns, barber shops, and other listening in surveyed area.
3. Periodic reports on who is listening—composition of audience reports on both home and out-of-the-home audience.
4. “Open house” on the part of the surveyors. An invitation to a representative industry inspection committee to observe use of all measurement techniques—size of samples, tabulation procedures, supervision of interviewers, and to report observations to subscribing buyers and sellers.

And we want now a correction of an injustice to radio that we sort of overlooked while we precocious contemporary—TV—was growing up. The Industry wants Radio and TV ratings on a direct comparable base of total random homes, not just TV homes. TV is being sold, and rightly so, to reach mass audience, not just those in TV homes. Rating figures for both radio and TV should obviously have the same base—total homes.

No longer can we halve our cake and eat it. We want you fellows to find and report on the whole audience. Radio Stays with people wherever they go—and people don’t stay home all the time, not by a long shot.

The above summarizes what people—important people in our Industry—have to say. Messrs. Nielsen and Hooper, what do you say?

Stanley G. Breyer

KJBS BROADCASTERS
1470 Pine Street
San Francisco 9, California

P.S. Want to know how we at KJBS feel about these ads we’ve been running on the problem of research? It’s simply this. Radio provides us and our families with a darned good life and we owe considerable in return. We felt the rating mess called for action—that something had to be done. It now seems that all of you felt pretty much the same way, for which we’re grateful. 

P.P.S. With less confusion about who’s umpire, how about someone else carrying the ball.
Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

Page 16 • February 4, 1952

Strictly Business

John W. Davis

A THIRD-GENERATION advertising man, John W. (Jack) Davis, Chicago manager of Blair-TV Inc., has been steeped in business and finance since he was born. His father was western advertising manager of the Literary Digest and his grandfather published a women's magazine. Radio and television, however, didn't enter the picture in his frame of life until he was 28.

That was in 1941, when he replaced a Phi Kappa Psi fraternity brother on the sales staff of Headley-Reed Co., station representative firm in Chicago. His first sales job helped him through commerce school at Northwestern U., from which he graduated in 1936. His first post-college work was in sales promotion at an investment house en route to becoming a broker. A friend hand-picked him and nine other men three years later to become specialists in an estate counsel business, in which they were required also to attend classes in planning futures for large estates.

"I really learned the value of a buck, however, in radio and television," Mr. Davis admits. He (Continued on page 51)
World-Famous Pee Wee King
Available on WAVE—In Person!

You know Pee Wee King and his Band (featuring Redd Stewart) as one of the top broadcasting and recording organizations in America. Pee Wee is author of several recent Hit Parade tunes—is the biggest audience-getter and sales-builder in the Louisville area—is now sponsored three hours a week on WAVE and half an hour a week on WAVE-TV. Maybe you saw him on Gulf Oil's big TV show "We The People" on January 4. If so, you know what an amazing personality he is.

Well, Pee Wee and his Band are now available for more live shows on WAVE and WAVE-TV. There's nothing hotter in all America—no market that better warrants his talents.

Ask Free & Peters for time and talent costs. But better do it fast!

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
Here we go again!

"March 15th, Tax Day, is around the corner ... and here I am, wrestling with Form 1040 again! You, too, I'll bet.

"Sure, I gripe about it every year. Who doesn't? It's like yelling at the umpire. Or bemoaning about the weather. That's our privilege!

"But this year's taxes really hurt. Now don't get me wrong ... I believe in taxes. Can't run a government without taxes. And when it comes to our government spending money honestly and efficiently for Defense, Freedom or Good Government ... it can have the shirt off my back.

"But down at the Republic plant I work hard for my dough. And, naturally, I get burned up when I read about a lot of money being spent foolishly by our government. That, of course, goes for all levels of government ... federal, state, county and local. They're all run on our tax money ... yours and mine.

"And when I say 'our' tax money, it reminds me that companies groan about taxes, too. They've got 'living expenses' same as we do, and taxes take an even bigger bite out of their income than they do out of ours.

"What's left of our pay, we call savings. What's left of a company's 'pay', is called profits. It is profits that create new jobs by improving and expanding industry. Without company profits, a lot of us citizens would lose our jobs.

"To get back to this business of spending ... my wife runs our home with simple, sensible day-by-day economy. And so do my neighbors' wives. So does any well-managed business. So why shouldn't our government ... national, state, county, and local ... practice that same common-sense economy, too? With, I repeat, our hard-earned dough!"

REPUBLIC STEEL
Republic Building • Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America whose vast Railroad Industry is unsurpassed. And through railroad, Republic serves America. Republic steel goes into track bolts and spikes ... and into powerful locomotives that thunder over the tracks. Republic's famed Enduro Stainless Steel is found, inside and out, on gleaming streamliners that crisscross the nation. And in roundhouses and repair shops, tools and machines made of Republic steel help keep America's rolling stock rolling, come peace or war.

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.
WLOF, ORLANDO IS NOW TOP HOOPER STATION ALL DAY ON SATURDAYS AND SUNDAYS

— ALSO —
WLOF IS TOP HOOPER STATION
Monday thru Friday
with following quarter hours
3:45 to 4:00 PM
4:00 to 4:15 PM
4:15 to 4:30 PM
4:30 to 4:45 PM
5:30 to 5:45 PM
5:45 to 6:00 PM
10:30 to 10:45 PM
7:15 to 7:30 AM (*)
6:15 to 6:30 PM (**)

(*) First-Place Tie
(**) Strong Second Place
Hooper Study October-November, 1951

FOR SPOT AVAILABILITIES CONTACT:
PAUL H. RAYMER COMPANY, INC.

WLOF
"FLORIDA'S SWEET MUSIC STATION"
5000 WATTS • 950 KC • MBS NETWORK
ORLANDO, FLORIDA

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER
Thank-You Note

EDITOR:

Please accept the thanks of another Red Feather volunteer for the fine support you gave to the Community Chest campaigns in your publication last fall.

The total amount contributed during the campaign is 15% greater than in 1950, and represents the largest amount ever raised in the history of the Community Chest, exceeding even the war time drives...

H. J. Heins II,
National Chairman,
United Red Feather Campaigns of America

* * *

Nine Happy Years

EDITOR:

The story on page 24 of the Jan. 21 edition of Broadcasting • Tele-

CASTING pertaining to my recent departure from the Fort Industry Co., was, in general, technically correct, but inferentially it cast a shadow upon my resignation which was somewhat uncomplimentary.

I'm quite sure that the company, in releasing this bit of trade news, and you, in publishing it, did not intend to reflect upon me adversely.

Specifically, my departure was brought about by my unwillingness to accept a revised bonus plan.

Incidentally, my leaving did not change my feelings toward the Fort Industry Co. George Storer and his associates are great people to work for and I have nothing but the highest praise, admiration and respect for them after nine happy years.

James E. Bailey,
Former Manager,
WAGA-AM-FM-TV,
Atlanta, Ga.

* * *

Meandering Mails

EDITOR:

I prize our subscription to Broadcasting • Telecasting most highly and depend upon it to keep me informed of the goings and about the television business. Of late, however, the magazine instead of arriving on the usual Mondays or Tuesdays is getting here on Thursdays and even Fridays.

I wonder if the United States mails are at fault or whether you haven't been able to get it out in time for its usual mailing date?

George Stover Jr.
Managing Director

KEYL.
San Antonio

[EDITOR'S NOTE: It's the Post Office's fault, not ours. We haven't missed a press deadline in years.]

Correspondence Invited

EDITOR:

For one of my lectures here in the "Radio and TV Continuity Writing" course, I'm using some information on the origin of the use of the telephone in radio quizzes played between the emcee in the studio and the listener at home.

I'm sure if you print this in your letter column that I can get a great deal of information from various stations as to the date first used on the station, kinds of quizzes, types of prizes first used, audience reaction, etc.

I'd be most interested in any information that the American broadcasting stations would care to pass along...

Larry Kurtze
Medill School of Journalism
Northwestern U.
Chicago

* * *

Oh, F'shaw

EDITOR:

... All of us at KNX are great boosters of yours and we look upon your estimable book as second in importance around the joint only to our rate card.

W. D. Shaw,
General Manager,
KNX Los Angeles

* * *

Rebuttal

EDITOR:

As chairman of the Fair Television Practices Committee, I would like to comment on the letter of Ted Leitzell of the Zenith Radio Corp. of Chicago which appeared in your "Open Mike" column on Jan. 28.

Mr. Leitzell's letter employs your editorial of Jan. 14 entitled "Phonovisionaries" as a springboard from which to take off in favor of subscription television.

This is neither the time nor place to enter upon a detailed discussion of the merits of the issue. The importance of the question, however, makes it imperative that at least some of Mr. Leitzell's fallacious reasoning be exposed.

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

Putting aside the fact that polls must be carefully scrutinized before their results can be accepted

(Continued on page 81)
...the rating fuss?

Mr. Stanley G. Breyer  
1470 Pine Street  
San Francisco 9, California

Dear Stan,

In a BROADCASTING ad of January 14 you asked for comments regarding what you call “the rating fuss.” I gather that you are a staunch Hooper proponent, opposed to Pulse and all other measurements.

I’ve subscribed to both Hooper and Pulse, individually and together. Both have been pretty good to KROW. Fact is, we usually deliver more listeners per dollar than anyone around here. So I can’t be called a sorehead.

But I can’t put much stock in any rating. They’re interesting for checking audience trends, but there has never been a rating that accurately tells you how many people are listening to your station.

Certainly I don’t expect any two rating services to come up with the same answers. With different methods, different sample areas, different sample size and other differences, it can’t happen. One has to decide, with the evidence at hand, which he thinks is most accurate and make a choice; or draw conclusions from a combination of both ratings.

Take Hooper for instance. The last rating I bought from him showed him interviewing less than one listener per 94-hour (per day). From that he expects me to know what 3 million people are hearing on 11 Oakland and San Francisco stations.

Can I honestly take this “evidence” to a buyer of time as proof that he should buy KROW?

Or take Pulse. On a little lab study of the aided roster recall method, we found a 4% margin of error. Roslow’s system has its drawbacks, but it seems to make more sense in size of sample, area covered, sensitivity to program changes and other comparisons.

I agree that one standard rating service, accepted by all parties, is preferable to the current claim and counter-claim picture. But that service would have to be far superior to either Hooper’s “coincidental” or Pulse’s “roster recall” before we could lean heavily upon it.

Certainly ratings are a part of the radio story, but radiomen who base their whole case on ratings, whether Pulse, Hooper or the “research” department of Beetle Hill college, are selling their medium short. And I know many timebuyers who are now looking beyond the shallow rating story to the more accurate yardstick of the station’s selling record.

A group of our big retail merchants and ad agencies have been checking dollar-for-dollar results of KROW against other stations, newspapers, TV and other media.

In every test KROW has sold more merchandise per dollar than any other medium—running as high as five to one!

I suggest that stations, agencies and advertisers take a closer look at their real job—selling merchandise.

We’re spending too much time bickering about “the rating fuss” and too little time in showing advertisers how we sell more merchandise for less money than any other medium.

As a station manager who has tried it, I can tell you that it has accounted for a 52% increase in our business in the last 24 months and we’re still climbing. I hear that this is better than some stations which spend their time sniping at other stations and their ratings.

In this market KROW, KCBS, KFRC, KSAN, KSFO KVSM and KYA subscribe to Pulse. The station managers to whom I’ve talked take it because they believe Pulse the most accurate survey in this market. I have no quarrel with your subscribing to Hooper, if you believe in it. But why take two-page ads to grind his axe and tell the rest of us we’re stupid?

If you or anyone will come up with a rating service more accurate than those available, I’ll be glad to subscribe with you. In the meantime I’m taking ratings for what they are—indicative of trends but conclusive proof of nothing. And I’m selling radio’s terrific sales results, particularly KROW’s.

Sincerely yours,

Alan L. Torbet, General Manager  
KROW, Inc.  
Radio Center Building  
464 19th Street  
Oakland 12, California

Serving the Oakland-San Francisco Bay Area Since 1925
A small PRESENTATION

of BIG NEWS in spot radio

The new GROUP STATION PLAN offers special discounts, ranging up to 20%, to advertisers using a minimum of 7 station breaks a week, per station, on 3 or more Westinghouse radio stations.

This plan may be your answer to the problem of increasing coverage without increasing costs. Details are outlined in this little folder. If you haven't a copy, we'll be glad to send you one. Or, better still, get a full explanation in person from a sales representative of any Westinghouse station, or from Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc
SERVING 25 MILLION

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
IN ITS FIRST foray into TV programming, the FCC last week issued temporary license renewals to 26 of 78 TV stations whose authorizations were scheduled to expire Feb. 1. The 26 stations were given extensions temporarily until May 1.

Action was announced last Thursday—just 24 hours before expiration of the licenses. The Commission, by a 3-2 vote, also temporarily interrupted its consideration of the new overall TV allocations to expedite the renewal considerations and, in the process, issued regular one-year extensions to the remaining 52 licensed stations of the 108 now on the air.

While no formal reason was given for the temporary renewals, FCC Chairman Wayne Coy told BROADCASTING • TELECASTING last Thursday that the bulk of those receiving limited authorizations had failed to show any educational or religious programming whatever in their applications for renewal which covered a "composite week" of programming in 1961.

He said it was incomprehensible to him that a station could serve the public interest without providing some religious or educational programming.

Clear-Up Predicted

It was confidently predicted that perhaps 80 to 80% of the "temporarities" would be cleared up by correspondence largely on a showing that there were oversights in filling out the composite week forms. Spot checks with a number of stations made by BROADCASTING • TELECASTING following the Commission's action indicated that in practically every instance, stations have added educational or religious programs since their renewal applications were filed, or that during the particular week they had failed properly to identify such programs in the public service category.

Chairman Coy made the motion to issue the "temporarities." He felt there was no stigma involved. He observed that if the definitions of public service programs in these categories are too narrow in the judgment of any licensees, then they should petition the FCC. He recalled that six years ago, while he manager the Washington Post radio stations, WINX-AM-FM, he was chairman of an industry committee collaborating with the Budget Bureau on drafting of appropriate forms for the FCC. These forms, he pointed out, were geared toward radio and some question may arise as to whether they are adequate for television.

Members of the Commission emphasized that there were no problems of over-commercialization involved in the Commission's consideration of the renewals. They disclaimed any intention of heading toward a "Blue Book" in TV programming.

Warning To Telecasters

Nonetheless, most Washington observers felt that the actions were a warning to telecasters that the honeymoon (with the FCC) is over, that from now on, TV management is going to have to follow more carefully the Commission's policies on programming—in commercial and sustaining time as well as program categories. A year ago, when the FCC issued renewals to all of the then licensed TV stations for the regular one-year period, it simultaneously announced that it planned to call a general conference on the matter of TV station operations in the public interest. No firm date was set, however. This came at a time when there was considerable criticism of plunging necklines and other purported excesses in programming. Subsequently the NABT promulgated its Standards of Practice to cover TV.

Asked regarding this projected conference, Chairman Coy said that after the conclusion of activity involving the thawing of the TV freeze is behind it, the Commission may decide to hold a general conference "to talk over" what constitutes the public interest in TV.

It was learned that among those stations cited in some instances, there were adequate showings in educational broadcasting but none in religion. In this sphere fell WGN-TV Chicago, which made a 10% (far better than average) showing in education but showed a "zero" in religion. WTOP-TV Washington made no showing on religion, it was learned, though it has added religious programming. The same could be said of several other stations listed.

Singled out for commendation on programming in both fields were such stations as the Cox TV properties (WBB-TV Atlanta, and WHIO-TV Dayton), WWJ-TV Detroit and KRLD-TV Dallas. These were specifically mentioned by one member of the Commission as providing what was felt to be excellent program balance.

While the FCC based its actions on information supplied for the composite week of 1961, it is expected before it data on some of the stations which had operated in 1950, but the notices were based on the 1961 reports.

It was made clear that the Commission (Continued on page 61)

FCC QUERIES PROGRAMMING

In 26 Temporary TV Renewals

FOR FCC's official notice announcing renewal of license for 52 TV stations and temporary extension for 26 video outlets, see page 61.

BY FLORENCE SMALL

IN a thumping response to the "fantastic" draw of radio over other attempted media, Perfume Sales Co. (packet of 20 assorted perfumes made by leading perfumers) through its agency, Rand Advertising, is plugging its entire budget—$700,000 (for time alone)—into a unique radio promotion campaign.

Involving special "Flying Squad," saturation kickoff programming and an intensive seven-week follow-up using 5, 10, and 18-minute shows in selected localities, the campaign will continue for the next 10 months and will eventually encompass 308 stations. And "if sales continue as successfully as they have been doing," Selig Alkon, vice president and comptroller of the Rand agency, told BROADCASTING • TELECASTING last week, "the budget and coverage will definitely be increased."

"The radio results have been fantastic," explained Mr. Alkon. "Why, in such stations as WWDC Washington, we pulled 3,000 calls in one day. Using Buffalo's six stations, a record of 17,000 calls was totalled in one day."

In the next few weeks, Perfume Sales Co. will start its "week-end saturation" policy in the following markets: New Orleans, Texas, Detroit, Seattle, and California, in the order named. Specific cities in Texas and California are currently being decided upon.

Alert To Criticism

Alert to the recent criticism reported in BROADCASTING • TELECASTING by stations who have suffered as a result of hit-and-run policies exercised by some agencies in behalf of certain Christmas products, Mr. Alkon observed that "our client has prepaid for all radio time contracted," and "that the agency will pay each station within 10 days after receipt of bill."

The specific details of the Flying Squad promotion work as follows: The local campaign always originates on a weekend with powerhouse concentration on Saturday and stations, followed by seven weeks of intensive followup.

Using Radio Alone

The firm has established eight road units, each including its own announcer, producer and switchboard supervisor, which tour the markets as they open up to the advertiser. The specially-schooled announcer does the commercials live, usually on transcribed musical programs. In some instances news shows are used and a few participating local shows. The special telephone supervisor establishes a switchboard operation with at least 20 lines and instructs the local operators in the expeditious handling of incoming calls.

Perfume Sales last year used a few TV test campaigns in some major cities such as Chicago, Boston, New York, and Philadelphia, but the results were negligible. As a result beginning with the first of the year, the entire budget was placed in radio. The best time pulls have been early 7 to 9 a.m. on weekdays. From 4 to 6 p.m. Saturday and Sunday morning from 9 to 11 a.m. are proving highly profitable.

The product itself is a packet (Continued on page 24)

BROADCASTING • TELECASTING

February 4, 1952 • Page 23
AMERICAN RAZOR

Buys 12 Skelton Shows

AMERICAN Safety Razor Corp.'s purchase of 12 broadcasts of the Red Skelton Show, CBS Radio's one-time-or-more sales offering, was announced last week by John F. Beol, corporate vice president in charge of sales.

Full 52-week renewals of two half-hour radio shows by Longines-Wittnauer Watch Co., Longines SynchroWatchette (Sun., 9:30 p.m. EST) and Wittnauer Choralettes (Sun., 10:30-11 p.m. EST)—also were disclosed.

Both the American Safety Razor Co.'s purchase and the company's renewals were first reported to sales officials at a closed sale conference conducted by CBS Radio and attended by top network district sales managers in New York the preceding Saturday (January 28).

The razor company, on behalf of its Blue Star and Treet Blades, will sponsor six consecutive broadcasts of the Skelton program (Wed. 9-9:30 p.m. EST), starting Feb. 13, and then will sponsor the next set of seven in an alternate-week basis.

Under CBS Radio's sales plan for the Skelton program, it is offered at a gross cost of $35,660 per show for both time and talent. Agency for CBS is Birnbaum & New York.

Agency for Longines-Wittnauer is Victor A. Bennett Co., New York.

Perfumers Barrage

(Continued from page 82)

composed of 20 vials of the prod-

cut by such leading perfume manufacturers as Elizabeth Arden, Harryjett Hubbard Ayer, Renoir, Tussy, Herb Farm, etc. One vial contains enough for one applica-
tion. The retail list is $9.20, but for $2.00 including taxes, the firm feels that perfume appeals to the working girl and that radio reaches a greater percentage of the population most effectively. The advantage of buying the combined packet is to give the woman a chance to have her choice of expensive perfumes without buying the large regular bottles. After using the packet and discovering a favorite brand, the customer can then buy the large bottle in the usual manner. The latter fact evidences the basis upon which the Perfume Sales Co. was able to sell the famous perfumes on the use of their products.

On Aug. 30, 1951, the first radio tele- checks the original Westinghouse, now

BROADCASTING TELECASTING

WRS DISCOUNTS

Set Up for Station Breaks

WESTINGHOUSE Radio Stations Inc. on Feb. 1 put into effect a new "group-station" discount plan for station-break announcements whereby advertisers using seven or more stations per week in the Westinghouse network in the five Westinghouse AM stations can earn extra discounts up to 20%.

New plan was described by the company as intended to focus attention on the station break, an extremely important form of radio advertising that is sometimes forgotten by companies that have had phenomenal success with this type of reminder advertising. Details, as set out in a special station break rate card, follow:

Plan applies to station breaks on WBZ-WBZA Boston-Springfield, KYW Philadelphia, KDKA Pittsburgh, WOWO Fort Wayne, and KEX Portland, Ore.

Specifies of Plan

Any advertiser using a minimum of seven station breaks per week on three or more Westinghouse stations, in comparable time classifications on each station, qualifies for additional discounts of 10% for any three stations, 15% from any four and 20% for the five stations.

If the number of station breaks varies on the stations, the extra "group-station" discount will be earned "only on the number of breaks on each station which co-
itself with the minimum on any one station." Firm contracts for a minimum of 13 weeks are required, cancellable on four-week notice.

Frequency discounts on breaks within the "group-station" plan are not affected by the use of other announcements on any of the sta-
tions involved, but station breaks under this plan may be added to other frequency discounts for the other services.

In announcing the new plan, E. R. Boroff, general sales manager of the Westinghouse stations, said:

"With increases running from 11% to 13% in local and national spot advertising, resulting in more com-
petition among air advertisers for public attention, our new plan means that advertisers, can now expand their schedules—reach more listeners and increase their impacts—at relatively small costs."

KKBW Joins ABC

KKBW Aberdeen, Wash., owned by Archie Taft Jr. and managed by Don G. Bennett, joined ABC network as of Feb. 2, in the ABC Western Division on Feb. 1.

Raisin Campaign

CALIFORNIA Raisin Advisory Board, Fresno, through J. Water Thompson Co., San Francisco, has planned a regional campaign on the use of raisins with breakfast cereals. Radio will be used.

Page 24 - February 4, 1952

WRAL DISCOUNTS

Set Up for Station Breaks

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Page 24 - February 4, 1952

SUPER SALES PLAN

CBS Radio Announces

MERCHANDISING offer guaranteeing feature displays in more than 4,200 A&P stores was circulated to grocery products advertisers last week by CBS Radio [CLOSED CIRCUIT, Jan. 28].

Known as "Super Sales Plan," the offer in the A&P stores with participations in the network's Friday night Musicland USA program (Fri., 9-10 p.m. EST). The cost: $9,400 per advertiser per week.

Participation is limited to six non-competitive grocery products at the outset, and will be set in motion when as many as three have been signed. CBS Radio officials said late last week they were pleased with interest already indicated by advertisers and agencies, though no sales had yet been completed.

There was no indication what the A&P's remuneration would be, except that it will be "money." The exact amount has not been set up, and will depend on negotiations with advertising agencies, a network official said, upon the number of advertisers who participate in the plan.

The merchandising arrangement involves all A&P stores except those on the West Coast (esti-

ated at about 109). These are not participating primarily because of differences in brand names used on the West Coast, it was said.

In its offer the network guaranteed to each participating advertiser one-half of a mass mer-

chandise display in the A&P stores for four full weeks in each 13-week cycle. In addition, there will be window displays "wherever it is possible," and an end-card display promoting the Friday-night program.

On the program itself, each advertiser will get a 30-second bill-

board at the beginning and at the half-hour, plus a 1-minute-15-

second commercial.

Officials pointed out that two-

WINCHELL SHOW

Alsop to Substitute

WALTER WINCHELL, whose absence from his regular ABC radio program Sunday was his first in 20 years, was scheduled to be re-

placed in the 9-9:15 p.m. EST time slot by Stewart Alsop, author-jour-

nalist who co-authors "Matter of Fact" for New York Herald-Tribune

syndication.

Ordered by his physicians to take a complete rest from all activities for a brief period, the 54-year-old columnist-reporter previously has been off the air only during sum-

mer vacations.

The Alsop program, like Mr. Winchell's regular broadcasts, was to be sponsored by Warner-Hud- nut Inc., through Kenyon & Eck- hard.

"She was sent by DuMont. There's nothing like being in a one-station market with the political conventions coming up."
THEATRE TV hearings were postponed for two weeks to March 10 and a number of new issues were injected into the case, the FCC announced last week.

At the same time, S. H. Fabian, chairman of the executive committee of the Theatres Owners of America and National Exhibitors Theatre Television Committee, forecast the birth of a $500 million industry based on TV channels exclusively for theatres in the U.S. if the FCC approved frequencies for theatre TV.

Postponement from Feb. 25 is occasioned by the heavy load the FCC is carrying in finishing up its TV allocations (see separate story page 62). Also, a desire to permit the widest possible consideration of the new issues was a compelling factor in moving the hearings back. Date for filing comments and listing witnesses was also extended to Feb. 15.

New issues cover a wide range of topics. Some of the new questions put into the hearing have to do with eligibility. Essentially this is an attempt to find out from the motion picture industry what the frequencies allocated for theatre exhibitors against theatre-TV operators? Independent operators?

Another new issue is the question of the new addresses for television. This is premised on two points: (1) Are theatre TV operators going to try to outbid regular telecast commercial sponsors of exclusive programs and if so should the FCC aid in that activity by assigning spectrum space, and (2) if producers are an integral part of theatre TV, will they attempt to play off theatre exhibitors against theatre-TV operators in the sale of their products?

Other New Issues

Other new issues are concerned with the question of whether the base should be followed in rendering theatre TV service and what, if any, regulations would be required for the new service.

All the new issues are tied to the presumption that the FCC may approve the allocation of frequencies for theatre-TV.

Notice released last Friday also pointed up the involvement of other services, in or near the frequency requested by theatre TV adherents — industrial services, safety-related services, common carrier, even TV assignments for such activities as studio-transmitter links, remote pickup and intercity relay.

Original issues, listed in the 1950 order, were that: (1) the major question of why theatre TV proponents could not use common carrier frequencies instead of needing a portion of the radio spectrum.

In various briefs filed with the FCC during the past year, the movie industry has made it pretty clear that it does not consider AT&T circuits good enough for the high quality definition proposed for theatre TV (including color). Also emphasized is AT&T's alleged inability to link up more cities in the immediate future than it has already tied together or is planning to do in the coming years — two. Also stressed has been the "probhibitive" cost of using common carrier circuits.

Among the other original points set down, the Commission asked whether, if a theatre TV allocation was approved, it should not be run on a common carrier basis. If not, the Commission asked, what basis should it run on?

Mr. Fabian's prediction of a $500 million industry was made at the midwinter conference of the Theatre Owners of America in Los Angeles last week. He told the assembled exhibitors of the plans for industry representation before the FCC to obtain six 80-mw wide, 7,000 mc band channels for closed circuit TV programs into theatres.

He would not clarify by segment of the film and theatre industry was back of the request.

Mitchell Wolfson, TOA president and operator of WTVJ (TV) Miami, declared at the opening of the TV discussion last Tuesday, "The public should know that we have no intention of taking any part from the free home TV." He pointed out that theatre men are "seeking the high frequency channels which are not usable in the home.

He expressed the belief that "by theatre TV we will make a fine contribution to the entertainment and educational development that we would otherwise be available to the man on the street."

In outlining the needs of the theatre industry should channels be granted, Mr. Wolfson's group included: (1) an investment ranging from $20,-25,000 per theatre for equipment; (2) construction by the industry of its own broadcasting facilities, including intercity, intracity and pickup equipment.

If theatre TV becomes a reality, there will be 500 to 1,000 installations available for theatres in the next few months, he added. Prices for this equipment, exclusive of construction, will range from $3,500 to $20,000, Mr. Fabian said.

The theatre industry will have to construct its own transmission facilities, Mr. Fabian explained, because present apparatus is not technically fitted for the proposed TV bands.

In describing the possible use of theatre TV channels, Mr. Fabian said they would be used simultaneously "so that exhibitors would have a choice and there would be no monopoly."

Decrease In Sports Shows

The public is fast realizing that home TV will lose a major portion of its sports attractions, Mr. Fabian declared, because sport promoters need a box office.

"Theatre TV will help augment that box office with the fees it will pay. Motion picture will not be able to compete at home TV broadcasts affect it," Mr. Fabian said.

Mr. Fabian identified one opponent as the AT&T, during the course of discussions on the possibility of getting FCC approval for theatre TV channels. He also said he would attempt to outbid broadcasters and advertising agencies.

In addition to the galaxy of witnesses scheduled to be called by the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee, some of whom were reported last week by AT&T, [Fabian, Jan. 28], the following appearances have been filed: CBS, DuMont, NARTB, RCA, Skatron, Paramount Television Productions Inc., RCA, AT&T, Western Union, U. & Independent Telephone Assn., Theatre Network Television Inc., Radio-TV Directors Guild, Authors League of America, United Scenic Artists Local 829, International Alliance of Theatrical Stage Employees, American Federation of Labor.

United Paramount Theatres Inc. and its subsidiaries, New England Theatres, Balaban & Katz, Minneapolis Amusement Co., United Detroit Theatres, which originally had filed appearances, have withdrawn. They will be represented on NETTC, however.

Request of 20th Century-Fox last September that the issues be enlarged to consider the use of some of the Industrial Radio Service bands [B&T, Sept. 17, 1951] were turned down by the Commission on the grounds that it was unnecessary. The Commission pointed out that one of the issues is concerned with the question of what frequency should be assigned to the theatre TV service. If it were to single out the IBS bands, the Commission said, it might give the impression that those were the only frequencies under consideration.

CBS AFFILIATES

TV Rights in Radio Contracts

A DRIVE to secure for CBS-TV a form of "first refusal" of the affiliation of television stations which in the future may be acquired by CBS Radio affiliates was revealed last week as part of the radio network's renegotiation of its station affiliation contracts [B&T, Jan. 28].

A provision giving CBS-TV this right—and similarly binding it to give such new TV stations first chance at CBS-TV affiliation in a territory not already covered by another part of the new contracts which CBS Radio is seeking to substitute for those now in existence, officials confirmed.

Officials said affiliation reaction to the overall renegotiation move, calculated to put the network in position to move quickly to meet any competitive developments that occur, continued to be satisfactory, with approximately 50 acceptance requests received thus far out of approximately 100 which the new contract forms had been sent.

The new affiliation contracts provide that CBS Radio may effectuate rate changes virtually on a day-to-day basis, although they must maintain both privately and publicly that they consider radio's position improving and that consequently they anticipate no need for another rate cut in the foreseeable future.

In television, where the rate trend is consistently upward, no renegotiation of CBS TV affiliation agreements is anticipated, officials reported.

But if need for adjustment of radio rates should arise, they said, the new radio contracts would leave them free to make whatever changes they deemed necessary without first winning affiliate approval. In this it appeared that they were striving to remove, in advance, the obstacle of affiliate resistance which NBC currently is encountering in its effort to effectuate its own new radio rate formula.

Some NBC authorities, however, (Continued on page 48)

February 4, 1952 • Page 25
By DAVE BERLYN

S\n
Robert Alphonso Taft, or "Mr. Republican" as he does not object to being called, would keep the White House resident's nose pretty well out of the broadcasters' business, if, as he urgently desires, he became the occupant of that distinguished address.

An insight into the Senator's views was given Broadcasting & Telecasting last week by Sen. Taft himself.

He chose to reveal his attitude toward federal regulation of commercial broadcasting by commenting on the proposal that was before Congress a year ago (subsequently amended and passed) that would have given the President the power to take over radio broadcasting if deemed necessary to prevent the use of radio signals as homing devices for enemy air attack.

"My impression is," said the Senator, "that this power is already given by existing legislation, and that the President put all that legislation into effect when he declared a national emergency."

"I feel that the control to be exercised should not in any way interfere with the operation of ordinary radio, and I support the position that the President, or those to whom the powers may be given do not in any way interfere with the operation of commercial radio, except when it is absolutely essential."

"As far as possible, regulations of radio and television of this kind ought to be definitely written into the law so that powers given may not be abused."

On broad questions of federal regulation over broadcasting, the Senator presumably adheres to his general position of opposition to the concentration of government power over private industry.

Unfortunately, his recent Senate voting record furnishes little clue as to his attitudes toward broadcasting. Not many measures of particular significance to radio and television have reached the Senate floor lately, and, since Sen. Taft is not a member of the Interstate and Foreign Commerce Committee, where broadcasting legislation is preliminarily thrashed out, he has had no opportunity to make a special record on this kind of lawmaking.

He did vote against the contempt citations of Kefauver Crime Committee witnesses who refused to testify because the hearings were televised.

"I voted 'no,'" Sen. Taft told Broadcasting & Telecasting last week, "because it seemed to me that the right to question a witness does not extend to having his voice recorded for the public or himself televised."

"It seems to me to subject a witness to an utterly unfair ordeal, and to interfere seriously with his ability to answer accurately the questions that are asked him. I think all of those who voted against the contempt citation voted that way for the same reason."

Sen. Taft added that he thought that in the main radio and TV should be accorded equal privileges with the press in covering Congressional hearings "except where the private rights of citizens are concerned."

Though the Senator's voting record in the Senate may not be particularly illuminating as to his attitudes toward radio and television, his politicking record displays a canny understanding of both.

At the Taft Washington campaign headquarters it is generally acknowledged that it was radio which gave the Senator his first chance at the national spotlight—long before "Mr. Republican" was coined.

That was in 1939 when Sen. Taft, then a freshman Senator with two months of service in the upper house, engaged in a series of debates with Rep. T. V. Smith, a Democrat of Illinois, on the CBS Foundations of Democracy program. The debates were on the

(Continued on page 44)
RADIO SETS in the U. S. numbered 105.3 million as of Jan. 1—a gain of 9.3 million for the “saturation” medium during a year in which the “special” category growth of television amounted to slightly more than 5.1 million sets.

The radio figures were released last week by a Joint Radio Network Committee composed of research officials of ABC, CBS, MBS and NBC. They said the 9.3 million numerical gain represents a percentage increase of 9.7 over the Jan. 1, 1951, estimate of 96 million.

In its computations the joint committee used Sales Management’s preliminary estimate of 44,739,000 U. S. households as of Jan. 1, 1952. This base gave a total of 45,800,000 radio households as of that date.

Using the Census Bureau’s own official estimate of 44,380,000 U. S. households in 1951, BROADCASTING • TELECASTING estimated radio homes at 42,427,000 based on the bureau’s radio census multiplier which indicated 96.6% [R*T, Dec. 31, 1951]. It was estimated by BROADCASTING • TELECASTING that increased saturation in the 20-month period since the Census was taken actually

CANADA SET SALES

TV Going Up, Radio Down

TELEVISION set sales are continuing to rise in Canada, while there has been a drop in AM radio receiver sales, according to the Bureau of Statistics at Ottawa. During the first 10 months of 1951, TV sets totalling 28,979 valued at $15,070,000 were sold in Canada, mostly in the Niagara, Toronto and Windsor areas, as compared to 19,183 sets valued at $7,590,000 sold in the same period in 1950.

There was an added 15% excise tax in the interval also, which adds to the value of the sets. There is no TV tax on AM radios.

AM radio receivers sold in the first 10 months of 1951 totalled 44,509, valued at $40,081,000, as compared to 53,038 sets valued at $44,486,000 sold in the same period in 1950.

WORLD RADIOS

Over Half Are in U. S.

MORE THAN half the radios now in use are located in the United States, according to a report on 10 countries in the UN Statistical Yearbook. Between 1938 and 1950 the number of sets estimated to be in use in the U. S. leaped from 40,800,000 to 90,000,000.

Greatest percentage increases over previous years took place in less-developed countries, such as the Dominican Republic where set figures jumped from 2,000 in 1938 to 35,000 in 1950.


NEW TOTAL For U. S. REPORTED

105.3 MILLION RADIO SETS

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Hill Hearings May Be Held

The POLITICAL broadcast question may erupt under the Capitol Dome before the 82d Congress calls it a day this election-year.

This was disclosed last week by Sen. Albert E. Carter (Ga.), who told BROADCASTING • TELECASTING Wednesday that he believed hearings may be held by his Senate Interstate & Foreign Commerce Committee on the problem of political broadcasts.

The Senator admitted this shortly after introducing a new political broadcast bill in the Senate. This is the second time the Coloradan has entered a measure on the subject in the 82d Congress. However, he said his latest version was revised to better meet the situation.

Sen. Johnson’s new bill (S 2539) follows the pattern of the Horan Bill (HR 5470) in the House, which currently is undergoing further revision with the assistance of the NARTB [R*T, Jan. 14]. FCC already has stated it favors the outline as presented in the measure authored by Rep. Walt Horan (R-Wash.) [R*T, Jan. 28].

Testifying before the committee, Sen. Johnson was unable to indicate when such a hearing would be held, he noted that he has received numerous requests from broadcasters to explore the issue. Because of these queries, he said, he has been considering the matter for hearing.

Over in the House, where Chairman Horan (D-Ill.) has new to the Interstate & Foreign Commerce Committee, this is the topic was again rejected in the McCrory Bill (S 658) (see story, page 78) to modernize the Communications Act, there is talk of a possibility that the political broadcast issue could crop up there. If the topic is rejected in the McCrory Bill, it would come as a proposed amendment. However, there has been no evidence of such a development.

Identical Provisions

Identical provisions of the Johnson measure and the Horan Bill would do the following: Denote legally-qualified candidates as those “in a primary, general or other election, and that the candidate or candidate’s organization to speak in behalf of a candidate must be in writing, and direct that the broadcaster would have no power to censor the material. Appropriations should see if such a law is any good.

Departure in the Johnson bill, however, would be a requirement that the political post bond with the broadcaster for protection of the broadcaster from “loss as a result of any civil or criminal action arising in any local, state, or federal court because of any material broadcast.”

Bond would equal the amount of one year’s salary of the public office sought by the candidate or on whose behalf the facility is used by another person permitted to do so.

Another section would hold the licensee “liable in any civil or criminal action in any local, state or federal court because of any material broadcast.”

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NARBTE BOARDS

MAJOR policy decisions covering NARTB’s service to radio and TV stations in the critical post-freeze months ahead will be reached next week when the combined radio and television boards meet in San Antonio.

While the problems are numerous, they boil down to two serious issues:

- Radio leadership as TV enters an era of skyrocketing expansion.
- Enforcement of the new TV code with its disciplinary whips.

In tackling the radio side of its agenda the directorate faces a membership battle with Broadcast Advertising Bureau, which will be completely cut off from its NARTB ties next April 1, bringing an increase in fees for combined NARTB-BAB services.

The television problem confronts directors with all the aches and pains that will come out of the video code when it goes into operation March 1. Just one month from the time NAB was transformed into NARTB to permit operation of a joint radio-television service, the directors will assemble at Lost Valley Ranch, 40 miles out of San Antonio. There they will spend most of the week working without the interruptions that mar board meetings held in cities.

The agendas for the series of separate and joint meetings are long and intricate but NARTB’s staff, led by President Harold E. Fellows, will have extensive reports and recommendations for most problems. Mr. Fellows has kept the staff working at top speed since the December board meeting. Some of the matters on the television side, break new ground.

As usual most of the problems have financial aspects. This is especially true in the case of the new TV code. Mr. Fellows instructed last December to draw up budget data covering enforcement. This involves the fees to be charged member and non-member TV stations subscribing to the code.

Subscription forms and details of code operation will be submitted to the TV board. Since the board meetings end Feb. 15 there will be only two weeks remaining before the code goes into operation.

Judging by sentiment last autumn when the code was adopted there will be overwhelming adherence. Some groups, including DuMont TV Network, are still concerned over some parts of the code and many have discussed their problems with NARTB headquarters.

Mr. Fellows is expected to submit the names of the five-man code review board which will oversee enforcement of the code. This board, in turn, reports to the TV board.

Some TV station operators feel the code will be taken in stride and they discount the fears of those who contend it can seriously upset normal operations. Others fear the use of a code symbol will spur viewers into becoming frequent and eloquent critics of program and advertising practices, with possible consequences.

(Continued on page 93)
COOPERATIVE WOMEN’S SHOW DOES
EFFECTIVE MERCHANDISING, SELLING JOB!

WHO’s Iowa Feature Fare

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

Every day an average of 50 women drive in from all parts of Iowa, and pay $1.25 to lunch with Betty Brady (noon to 2 P.M.). This live audience is limited only by our hotel’s facilities — tickets are reserved months in advance.

Read the rest of the story below. WHO’s Iowa Feature Fare is an outstanding women’s program, with an enormous home audience, and backed by a successful merchandising plan.

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

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

2. Every three weeks a detailed report covering the staff’s visits to 225 independent and 45 chain stores is submitted to each Iowa Feature Fare advertiser!

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

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

A RESURGENCE in radio was noted by officials of WOR New York last week as they held their annual radio sales meeting, coincident with consummation of the merger of the WOR radio and television properties with those of General Tire & Rubber Co. [B&T, Jan. 21].

Thomas F. O'Neill, vice president of General Tire—which owns 90% of the merged properties and collaterally became controlling stockholder of Mutual—attended but did not actively participate in the all-day Tuesday meeting. Earlier, he had met with the WOR radio and television staffs separately, reiterating that under the new ownership WOR's "home rule," as well as that of Mutual, will be continued.

In his talks with the staff members he gave assurance that no immediate changes in personnel are in prospect and said that, although all units of the General Tire radio and television properties will work closely with Mutual, they will remain autonomous.

Without saying so, he left staff members with the impression that Mutual ultimately will move into the television network field.

First Meeting Due

First meeting of the Mutual board since General Tire gained control — it holds almost 60% through acquisition of 19.6% which was held by WOR—was slated for Feb. 19 in Miami. Mr. O'Neill is MBS board chairman.

A highlight of the WOR radio sales meeting was a report issued by the station's research department which 46% of radio listeners are listening to be on the upgrade in New York. With WOR-AM-FM-TV President T. C. Streibert and Sales Vice President G. C. Butchart taking the major roles in the discussions, the session examined sales, programming, research and advertising and promotion plans in detail.

Discussing the report on radio listening, Research Director Robert M. Hoffman expressed his conviction that "there is little question that non-owners of TV sets will continue to listen as much as in the past," and that "prospects are bright for continued—if not increased—mass audience as a result of a revival of interest in radio among video owners."

The WOR report showed more than 60% of the video owners in New York listening to radio each day and more than half of them listening at night. A revival of interest in radio among the TV set owners resulted in a 36% jump in nighttime listening among video families during the last quarter of 1951 compared with the 1950 level, the station stated, noting that

WOR MERGER EFFECTED

Board negotiations between Mutual and CBS, Inc. are understood to be continuing. It had been reported that Mutual's offer for CBS stock would be reduced.

Radio Merger 

WOR has purchased Mutual Broadcasting System and has been awarded a new construction permit to go on the air in early 1956. Mutual's owner, General Tire & Rubber Co., holds 90% of Mutual stock. WOR will retain its calling letters.

The sale, which has been in the works for several months, was announced by Mutual and WOR officials.

The deal includes Mutual's radio, television, and network operations. Mutual's network, which has been around since 1929, will be merged into WOR's network, which has been in operation since 1936.

The new WOR network, which will be called the Mutual Broadcasting System, will have a total of 750 stations, including Mutual's own 615.

The deal also includes Mutual's television stations in New York, Los Angeles, and San Francisco. WOR already owns one television station in New York, WOR-TV.

The sale is subject to approval by the Federal Communications Commission (FCC), which has been investigating the deal for several months.

THE END
ABC Radio has
More New Sponsors
than ever before

A network is known by the company it keeps... and ABC Radio is currently keeping company with most of the big names in advertising. There are the old-timers on the network like Philco, General Mills, Swift, Equitable, Old Gold... it's a long and impressive list. To it, in recent months, ABC has added important new sponsors including:

Stokeley-Van Camp • General Foods • Bristol-Myers
Kellogg • Prudential • Sylvania • Lever Brothers • Sterling Drug

For these sponsors, ABC Radio offers the most efficient, economical buy in advertising. For ABC affiliates, there is great pride, great prestige—and profit—in being the local medium important national advertisers have selected to send their goods to market. For ABC audiences, there is exciting new entertainment: new shows, new stars... new reasons why they are SOLD on ABC.
"... A next step shall be the outlawing of all kinds of beverage alcohol advertising from radio and television. That step shall certainly be the most difficult of all,"

From an editorial, "The Johnson-Case Bill (S 3444)," appearing in the Jan. 28 issue of The Clipseet, published by the Board of Temperance of the Methodist Church.

...THE "DRYS" rested their case on the Johnson-Case Bill last Thursday amid indications that their tug-of-war with the "wets" on media advertising continues.

Testimony of the proponents of S 3444—to prohibit the advertising of distilled spirits (hard liquor) on radio and television—was concluded Thursday morning. Opposition will be heard Feb. 6, 10 a.m., in the Caucus Room of the Senate Office Bldg.

There was an acute possibility held out by the "dry" forces that they will be able to put the conflict between the "wets" and "dry" forces under the Senate Interstate & Foreign Commerce Committee if the committee's membership has changed sufficiently or if new members are added to the existing membership.

Catching a witness' phraseology that radio and television are instruments of both home and school, the proponents of the bill have been notably interested in having the channels of the television scale for educational purposes exclusively. So far we have been unable to get very much cooperation from the Commission (FCC).

Wouldn't it be wise to reserve practical bands of television for educational purposes, "without any commercial aspects whatsoever," Sen. Bricker asked.

The witness agreed. He went on to say that if in Ohio there is a college that is an applicant for a band (Ohio State U. at Columbus) "that would be within a very practicable range, and the school can have it," he said. "I don't know whether it will be feasible to give us that channel... because of the commercial competition for it... however, we are interested in this great medium of education... we will do an irreparable damage to the whole educational program, and that kind of a program could not be used exclusively without any advertisement of any sort."

The witness agreed.

DRYS' DRENCH S 2444

Their Support Floods Hearing on Hill

More than one or two radios, there are 20 million automobiles in the United States also equipped with radios. "In fact, it might be noted in passing," Mr. Morency observed, "that there are 5 million more automobile radio sets than there are sets representing a new medium." The speaking of automobile radio in contrast to circulation figures reported by printed media, he said a magazine with 5 million circulation recently reported a cumulative audience of 60 million. "It's an amazing contrast of audience sizes which, in the future, may be the difference between life and death in the radio business," he said. "And radio spends millions of dollars to get figures like these."

All radio stations strive for the kind of institutional acceptance accorded the New York Times, which has built its respected acceptance on the basis of 100 years of integrity, he advised. In contacts with broadcasters, advertising agencies, competing stations, and others, broadcasters should "deserve and demand recognition on the basis that our stations are furnishing an important community service, which is the strength of an institution," he suggested. "And when we cut cuts, we are sharpening the knife with which to cut radio's throat," he remarked.

"With free minds and the courage to try the new, we broadcasters can bring to our listeners, old and new, greater advances in radio than even music, current events, entertainment—yes, even an insight into what is necessary for the survival of human life."

VIGOROUS, imaginative and aggressive promotion of radio in the face of all media was urged by leaders in the field last week in addresses before a two-day BMI promotion clinic in New York, which drew 141 representatives of 56 stations in 23 states—largest attendance in the clinics' four-year history.

Both BMI President Carl Haverlin and Vice President Roy Harlow at the helm, the clinic also surveyed methods of building and holding audiences, public service responsibilities, various types of specialized programming, and copyright questions along with the specifics of problems occasioned by the rise of television.

Radio's Strength Reviewed

Paul W. Morency of WTIC Hartford, who presided as general chairman of the meeting, initiated the appraisal with a review of radio's strength and a strong admonition that broadcasters develop and use this strength to the fullest extent possible. Among commonly overlooked opportunities, Mr. Morency cited: 165 million radio sets in the U.S., reaching into more than 98% of the nation's 43,200,000 homes.

Radio homes in his own Hartford County, he reported, total 99.95%, and in all Connecticut, 99.9%. Besides the many homes containing alcoholic beverage advertising. Exception is the addition of Sen. James P. Kem (R-Mo.) and the subtraction of former Sen. Edward Mead (D-Conn.).

It was understood that Sen. Kem has not yet taken a position on the bill.

Members Present

Nearly every member of the commerce committee was present at one time or another during the hearings. Of the 15 members, 12 made their appearance. They were Chairman Ed C. Johnson (D-Col.), co-author of S 3444; Sens. Ernest W. McFarland, Arizona; William G. Magnusson, Washington; Herbert R. O'Conor, Maryland, and Lester C. Hunt, Wyoming, all Democrats; Charles W. Tobey, New Hampshire; John J. Williams, Delaware, and Sen. Kem, all Republicans.

A large "dry" contingent, led by Bishop Wilbur E. Mattmiller of the Methodist Church, appeared in support of the bill. More than 25 witnesses, including Bishop Hammaker, testified. Before the hearing recessed Thursday, the committee squeaked in the testimony of two union leaders, both in opposition to the bill. Among the organizations expected to present witnesses in opposition to the bill this Wednesday were: NARTB—probably Harold E. Feinberg, president of National Advertisers (ANA) with P. W. Allport slated to appear; American Assn. of Advertising Agencies (AAAA); the Distilled Spirits, Brewer and Wine Institutes.

From the volume of testimony delivered in perfect synchronization the pattern of the "dry's" stand could be summed up as follows:

- The "dry's" support the bill as something better than nothing. They are shoulder-to-shoulder in favor of the exclusion of all alcoholic beverage advertising from the airwaves.

- Some of the witnesses specifically requested the inclusion of beer and wine advertising in the bill. This would come as an amendment, they said.

- They feel the bill would be constitutional because, they said, the 21st Amendment to the Constitution (repealing the 18th Amendment) which authorizes the sale of alcoholic beverages at the federal level) gave back to the states the right to bar alcoholic beverage sale by legislation.

- Radio and television have tremendous sales impact on the American public. Alcoholic beverage advertising is inserted or implied in programs, often when the listener or viewer is unaware of its presence.

A danger of alcoholic beverage advertising on the airwaves is three-fold:

1. It places temptation before the children in the home by dramatizing how good beer and wine is, and that drinking "is the thing to do."

2. The alcoholic, who struggles to resist the "attraction" of alcoholic beverage, is further enticed by other advertising.

3. A number of states, some entirely "dry" by local statute, others partly "dry," are bombarded by alcoholic advertising via radio or television. This is particularly resisted by the "dry's" in the states affected, the witnesses claimed.

Howard Sums Up

A particularly articulate "dry" summation was given by Clinton N. Howard, executive superintendent of Reform Federation, who said in part: "...the bill is an act to preserve the status quo. We are for it. It is (Continued on page 89)
Two mail order programs sell $51,592 worth of cattle!

Ever hear of a more unlikely mail order item than a 700-pound steer?

WSM recently sold 232 of them, for a total of $51,592.00, and wrote one more amazing chapter in the history of the Central South's boss salesmaker.

The cattle belonged to Mr. Otis Carter, 15 year sponsor of Carter's Chick Time. His knowledge of WSM's phenomenal ability to sell baby chicks prompted him to offer a herd of 232 feeder cattle to the WSM audience.

Just two programs did it—cleaned out the herd, horns, hoofs, and all! Some of the buyers came from 300 miles away, and Mr. Carter says he could have sold twice the number he had on hand.

Was the sponsor surprised? Not at all. Says Mr. Carter "anyone can sell a farmer anything he needs over WSM." WSM isn't soliciting mail order accounts. But a station that can move $51,592.00 worth of sirloin on the hoof with two mail order programs packs a sales punch you can't afford to pass up.

Irving Waugh or any Petry Man can take it from here.
By WILLIAM C. GROVE

NARTB on Friday, Feb. 1, filed a petition with the FCC asking for two basic changes of extreme importance to many broadcasters in the Commission's Rules and Engagements. These changes are: first, a rule to restrict the number of transmitters that can be used at a single location; and second, a rule to allow the use of restricted operators as well as other licensed personnel to operate radio stations.

The first request is for authorization to use restricted operators as well as other classes of radiotelephone operators to operate radio stations directly, with the idea of operating omni-directionally with transmitter output powers of 5 kw or less. The Commission's present rules, of course, require that first class operators be used at all broadcast stations except low-powered educational FM stations.

The second request is that the Commission allow the remote control operation of transmitters on a regular basis. A regular basis for this group of stations is a month's notice to the station.

The NARTB is convinced that radio engineering has developed to the point where these two advantages can readily be made available to broadcasters without in any way involving a degradation of the engineering standards of any station using them. The association also is entirely satisfied that making these two changes available to broadcasters will permit many stations, and particularly smaller stations in less densely populated areas, to improve and expand their program service and thus bring a very real advantage to those stations and their listeners.

The filing of the petition is a further step in the efforts of the NARTB and other technical groups on Operator Licensing to bring practical and necessary benefits to many broadcasters. This committee consists of Harold Albin, W9USD; C. A. Wilder, W9AM; and Marshall Pengra, KGBT, Tyler, Texas, and myself. The petition was prepared and filed for the NARTB under the direction of the Committee by its special counsel, Bernard Koteen.

The NARTB's previous effort through the committee to aid broadcasters was its request that the Commission amend its rules to permit stations to use less than first class operators for periods up to 180 days where first class operators were not available. The Commission last May amended its rules in the exact manner requested by the association.

Effort To Convince FCC

The committee and the association will now make every effort to convince the Commission that many broadcasters need the very important benefits which will be derived from a grant of the petition just filed. While the 180-day relief from the first class operator requirement was a step in the right direction, the real need is to eliminate that obsolete requirement entirely. The request for remote control of broadcast transmitters is equally important for many broadcasters, and especially operators of smaller stations in sparsely settled areas.

The association's petition points out that a restricted operator can readily learn the simple duties to be performed in the normal course of standing a transmitter watch. For that reason, the requested rule change would authorize restricted operators to place the station on or off the air, keep the transmitter log, make external tuning adjustments, make such other minor adjustments as may be required as a result of primary power supply variations and failure, replacement of only such defective parts as tubes, fuses and other items designed for simple plug-in replacement.

The requested changes will require each station to employ a first class operator to be responsible for and make all internal tuning adjustments, major repairs and overall supervision of its transmitters or corrections not authorized to be done by a lower class operator.

The request for authority to operate non-directionally AM and FM broadcast transmitters with powers not over 5 kw is carefull to protect the highest standards of engineering practice. The request for control and monitoring equipment be installed so as to allow the operator either at the remote control point or at the station to perform all of the functions now required by the Commission's Rules and Standards to be performed by operators on duty at the transmitter.

Filed with the petition are strong supporting statements from experienced representative broadcasters. These statements show the great benefits which broadcasters will receive if the Commission grants the authorizations requested. The statements are from such wide sections of the country as Colorado, Wyoming, Texas, Minnesota, New Hampshire, Massachusetts and Virginia.

Petition Points Out Benefits

The NARTB's petition points out that removal of the obsolete and unnecessary first class operator requirement would greatly increase the possibilities of a station obtaining a staff with the many qualifications necessary to allow it to do the best possible job within the limited budget which most stations, and particularly small stations in rural areas, have available.

The committee feels certain that if the Commission grants the request both the use of restricted operators and the use of stations with separate studios and transmitters as well as combination operations will have the full benefits of the changes we are seeking to obtain. Each of these changes will result in efficiency and improvement in operation.

One very difficult decision which had to be made was the question of what types of stations should be included in the group for whom these benefits are being asked. We recognize that the decision to limit the present request to AM and FM stations operating omnidirectionally with powers of 5 kw or less is an arbitrary one, but, in order to limit its scope to the Commission to be more assured of getting these benefits for stations which needed them most. The Commission should order rule-making proceedings and invite comments about the NARTB's proposal. At that time any station is free to suggest a change in the proposed rules, including enlargement of the types of stations which will benefit from them.

NARTB and its Committee on Licensing hope that the entire industry recognizes the really important advantages that will be derived from the requested changes in the FCC's requirements. We also hope that we will therefore get broad industry support for these changes. We would be happy to hear directly from any station that wishes to work with us on this project, which we sincerely consider can bring great advantages to broadcasters and to the people they serve.

WILLIAM GROVE

Mr. Grove

Bill Grove is a man of ingenuity and, as his article will show, he doesn't let another fellow do his thinking for him. As general manager of KFCB Cheyenne, Wyo., he is a good all-around broadcaster, as much at home at a transmitter as he is at an office desk.

A favorite story about him is how he built from war surplus materials a mobile unit which cost less than $100! Mr. Grove is chairman of the NARTB Committee on Operator Licensing.

WESINGHOUSE

$12 Million Budget Set

APPLIANCE division of Westinghouse Electric Corp. has earmarked more than $12 million for advertising and promotion during 1952, according to statements made by divisional advertising manager, J. R. Clemens, at a two-day meeting in Mansfield, Ohio, last Monday.

About $2 million of the record budget will be paid by appliance division for cooperative advertising, it was reported, with distributors and dealers matching the amount. Radio and television reportedly will share about half of this $6 million total with such advertising as out-door and counter display.

A good part of the $5 million allocated for Westinghouse sponsorship of CBS Radio and Television coverage of Republican and Democratic conventions, plus the 13-week get-out-and-vote campaign [BVT, Dec. 31] will be paid by the appliance division, Mr. Clemens explained. And an increase of $500,000 in the CBS-TV Studio One program budget has been tagged by the appliance division for coverage of the all-Westinghouse production to $1,650,000 for 1952.

Full break-down of radio and television advertising to be undertaken by the parent corporation was not indicated.

The Westinghouse Electric Corp. was established in 1886. It is engaged in the manufacture of a comprehensive line of electrical appliances, industrial and defense products.
The George P. Hollingbery Company
takes pleasure in announcing
the appointment of

Eugene S. Thomas

as Vice President
in charge of television,
effective immediately.

Representing . . .
WGN-TV, Chicago, Illinois
WHAM-TV, Rochester, N. Y.
WHIO-TV, Dayton, Ohio
WWJ-TV, Detroit, Michigan

Offices: Chicago • New York • Los Angeles • San Francisco • Atlanta
Only ONE Station DOMINATES This Rich, Growing 15 COUNTY MARKET

With 1950 PER FAMILY EFFECTIVE BUYING INCOME OF $2,948.00*

Sales Management, 1951 Survey of Buying Power

The Journal Sentinel Station AM/FM WINSTON-SALEM

Radio Promotion

(Continued from page 32)

large and commentator, surveyed foreign affairs and American thinking in the last three years. He noted an increase of adult fare in programming, which he said "indicates there's no place you can't take an audience." And audiences, he observed, are going back to radio.

In a speech on copyrights, Sydney M. Kaye, vice chairman of the BMI board, explained that whereas contracts protect ideas and creative work, copyrights protect their form. In their broadest possible terms, they require contracts of all their performing artists, to handle all unpublished works with care—since—copyrights may become a problem—and, as station owners, to try to know the origin of all their broadcast material.

Emphasis on Local Level

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, foresaw a growing emphasis upon local programming and, consequently, an increase in direct dealings by stations with advertisers and agencies.

He suggested four tests for stations to apply to agencies: (1) Are they bona-fide? (2) Does the agency keep its commission, not rebating portions of it to advertisers? (3) Does it have the necessary ability to serve advertisers? (4) Is it financially sound?

Mr. Gamble urged stations to adopt the 2% cash discount system as a means of forestalling possible credit losses.

Total advertising volume, he predicted, will increase (by about 50%) to around $9 billion, giving radio a greater source upon which to draw.

In other clinic addresses, Dave Baylor, vice president and general manager of WJMO Cleveland, stressed importance of unity in solving programming problems. Edythe Meserand, assistant director of news and special features, WOR New York and president of American Women in Radio and Television, emphasized the value of public service.

In a discussion of specialized programming, Vice President Charles Baltin of WHOM New York, for- merly director of an exhibition, told the clinic that even though large segments of a station audience may not speak English, they are Americans and potential customers.

Harold Fair, program director of WHAS Louisville, stressed the need for more careful programming to serve and build audiences.

Walberg Brown, vice president and general manager of WDOK Cleveland, urged "a new evaluation of serious music programming," advising stations that examination might show them there is a larger audience for concert music than they had thought.

Tom Tinsley, president of WITH Baltimore and WLEE Richmond, underscored the importance of trade advertising and on-the-air and other promotion by stations. He emphasized the necessity for consistency.

Ted Cott, general manager of WBEN-AM-FM and WBNY (TV) New York, reviewed programming as a determinant of "station personality."
JACK THE BELLBOY
is moving to
WXYZ Detroit

Yes—on February 4th, Jack the Bellboy moves to WXYZ. And all his loyal fans will be moving with him. He’s Detroit’s number one disc jockey—and the hottest salesman Detroiters have heard in a long time. For example—one of his rare public appearances drew 65,000 people to a Detroit music store! That’s the kind of response that made local and national advertisers buy over 10,000 spot announcements on his program last year. It will sell your products too—and sell them faster, in the rich Detroit market. Call ABC Spot Sales for time and rates.

American Broadcasting Company
AMONG THOSE attending the annual meeting of Montana Radio Stations Inc. held in Helena Jan. 20 were (l to r): Joe Wilkins, KFBF Great Falls; Don Treloar, KGEZ Kalispell; Art Mosby, KGVO Missoula and KANA Anaconda, and Ed Krebsbach, KGCC Sidney.

FT. INDUSTRY

Schofield Appointment is Announced

CREATION of a sales promotion-advertising-research department within the Fort Industry Co. under Arthur C. Schofield as sales promotion and advertising manager was announced last week by Lee B. Wailes, executive vice president.

Mr. Wailes' own promotion to executive vice president was reported a week ago [CLOSED CIRCUIT, Jan. 28]. He had been operating vice president of Fort Industry.

Mr. Schofield goes to his new post from the Paul H. Raymer Co., station representation firm, where he was director of promotion and research. At Fort Industry he will have offices in the company's New York headquarters and will report directly to Tom Harker, vice president and national sales director.

In announcing the appointment, Mr. Wailes said:

"Although we have long maintained a promotion-advertising department in each of our stations, the need for greater coordination of effort has grown apparent as the Fort Industry Co. widened its objectives.

Need For Sales Promotion

"With television stations WSPD-TV Toledo, WAGA-TV Atlanta, WJBF-TV Detroit and KEFL (TV) San Antonio, and radio stations WSPD Toledo, WAGA Atlanta, WWVA Wheeling, WJBF Detroit, WSAI Cincinnati, WGBS Miami and WMMN Fairmont, W. Va., on the air, we believe the time for aggressive sales promotion has arrived.

"The new department will not replace but, instead, strengthen and supplement the promotion activities of the individual stations."

Mr. Schofield was director of advertising and sales promotion for DuMont TV Network before joining the Raymer organization. Before that, he held similar positions with WFIL and KYW Philadelphia.

He is well known as a luncheon and after-dinner speaker, having addressed some 500 business and professional organizations during the past five years. He has won 12 national awards for sales and audience promotion—an award, in fact, for every entry he has submitted.

His new duties with Fort Industry will include, apart from preparing presentations and research market data, conferring with and presenting his findings to agencies and national advertisers.

TWO JOIN WOKE

Quinn, Sorrell Named

HARRY C. WEAVER, president and general manager of WOKE Oak Ridge, Tenn., has announced that two new additions have been made to the station's staff. Richard S. Quinn, sales staff of WNOX Knoxville, has been appointed WOKE's commercial manager. William E. Sorrell, who joins WOKE from WGBK Knoxville, takes over as program and sports director.

Mr. Quinn, prior to his career in radio, was on the sales staff of the Knoxville Journal. He served in the Army Airways Communication Service during World War II.

Mr. Sorrell, a graduate of Michigan State College, began announcing sports events at Michigan stations while he was completing his education. At WGBK, he specialized in play-by-play for the Knoxville Smokies and all football and baseball for the Knoxville High School. He is currently doing the play-by-play for basketball at WGP Maryville, Tenn., on a part-time basis pending FCC decision on WOKE's application for full time operation in Oak Ridge.

WOKE Worcester, Mass., plans to ask FCC for change from directional to non-directional operation anytime. WORC is on 1310 kc with 1 kw full-time, directional.

MONT. STATIONS

Elect Cooney, Nybo, Penwell

ED COONEY, KOPR Butte, Mont., was elected president of the Montana Radio Stations Inc. at its annual meeting Jan. 20 in Helena. Ken Nybo, KBBM Billings, and Norman Penwell, KBMN Bozeman, were elected vice president and secretary-treasurer, respectively, for the coming year. Nineteen member stations attended the session.

Montana Assistant Attorney General Charles Huppe spoke to the group on libel and slander laws as they pertain to radio broadcasting. Four faculty members from Montana State U. were on hand to report on a proposed operator-announcer course at the school. It is expected such a course will be added to the program in the near future.

Organization went on record as unanimously approving the all-radio "Keep Our Own" campaign, originated by Joe Wilkins, KBBM Great Falls [B+T, Jan. 14].

Art Mosby, KGVO Missoula-KANA Anaconda, was empowered to draft a resolution to Montana Senators in opposition to the Benton bill in Congress.

Stations represented at the meeting:


BROADCASTING * Telecasting
Now! WBAL Offers a Mighty Advertising-Merchandising Plan!

"Operation Chain Action"

Strike twice at your customer with WBAL'S unique OPERATION CHAIN-ACTION—at home with radio commercials, and at the point of sale. Food advertisers guaranteed powerful point of sale promotion in over 213 leading chain food stores coupled with the unequalled power of radio advertising for mass selling. Give your product's advertising that needed, doubled-barrelled impact with CHAIN-ACTION. Complete details on request.

50,000 WATTS

WBAL

NBC IN MARYLAND

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
Looking For Something New?

A market with money to spend--CASH?

In the last ten years, Canada's Gross National Product has increased by 160%. Population has risen 22%, and Retail Sales an astounding 290%!

As a market for you we're a natural. We've lived next door to you about as long as you've been living in America; we both laugh at the same jokes, enjoy the same radio programmes. More important, we have the same shopping and buying habits.

And most of us live within 200 miles of your northern border! Admittedly, we're spread out over a wide area and divided into industrial and agricultural communities—but that's no obstacle to selling in Canada. Great distances are nothing to Radio.

With a radio in 94% of all Canadian homes—but television in relatively few—your voice is sure to be heard—by people who want to buy your goods. And can.

Radio is Canada's most welcome salesman—he has your customer's ear right now!

"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.

COST ALLOWANCES

A RENEWED fight for stronger economic controls was being mapped in administration circles last week.

At the same time there were indications that President Truman had raised the white flag of surrender in his battle to repeal the advertising-selling cost allowance formula—engineered by Sen. Homer Capehart (R-Ind.) and written into the Defense Production Act last summer.

Administration strategy, it now appears, will be directed at forestalling any moves to extend the cutoff dates on the Capehart amendment beyond July 26, 1951. The Defense Production Act expires June 30 but the 82d Congress is expected to review the entire economic control picture before it adjourns prior to next summer's political conventions.

After little or no activity on administration and OPS fronts late last year, manufacturers finally were given the option of computing costs for advertising, selling, administration, labor and research from the start of the Korean war on June 24, 1950, to July 26, 1951; and adding them to the final selling price. New pricing regulations became effective Dec. 19, 1951.

The White House position on the Capehart battle front was indicated Jan. 25 by Joseph Short, Presidential radio-press secretary: "The increases under the Capehart amendment already have gone into effect. Nothing can be done about them. What has been done cannot be undone."

Hold Formula Inflationary

Mr. Truman and other administration officials have repeatedly scored the formula as inflationary. But advertising and press leaders have supported it on grounds that no provision previously had been made for advertising and other costs.

Other critics have held that the administration proposal—it passed the Senate and was bottled up in the House Rules Committee before Congressional recess last fall—would lay the groundwork for control of broadcast and other media advertising budget [B*T, Oct. 29, 15, 8, 1, Sept. 24, 1951].

Little action is expected by the House Rules Committee, which comprises a coalition of Southern Democrats and Republicans. But the issue is expected to arise in either the Senate or House Banking Committees in any deliberations on the controls law. The administration reportedly is working on an alternative control plan touching on the Capehart amendment.

The Capehart formula has been applied to some industries, with manufacturers taking advantage of its benefits. Radio-TV set manufacturers are not affected, awaiting issuance from OPS of tailored regulations [B*T, Jan. 21]. The same holds true for phonograph record producers. Radio-TV receivers in most cases have been selling at below-ceiling prices.

Harbinger of the administration's tacet was seen in the appearance of retiring Price Stabilizer Michael DiSalle last Monday before the Joint Congressional Committee on the Economic Report. He charged that the "big business weakened controls" last year by adopting the Capehart amendment and called for a "stronger" price control law.

The administration's strategy apparently anticipates a continued fight by Sen. Capehart to provide for even higher prices beyond July 26, 1951, if manufacturers can show that the labor costs have risen. The Indiana Republican offered this proposal as an alternative to the administration plan which, as it now pends before the House Rules Committee, would:

(1) Allow the President to determine the amount of allowable advertising and other costs on an industry-wide basis, rather than on individual cases.

(2) Require the Chief Executive to find that additional costs are "properly allocable" to the production of manufactured products and charges for industrial services.

(3) Permit OPS to include only what the President deems a reasonable allowance for "necessary and unavoidable" cost increases.

(4) Allow individual manufacturers to petition OPS for price adjustments "to the extent necessary to relieve financial hardships."

Under new OPS procedure, which made pricing regulations mandatory last Dec. 19 [B*T, Dec. 31, 1951], most of these provisions are now outmoded, the administration has conceded in affect.

Additionally, under the original administration plan, costs in each industry would have been applied to the highest price during the base period from July 1, 1949, to June 24, 1950. Under current law, the base period is Jan. 1, 1950, to June 24, 1950.

KHMO Labor Vote

AN ELECTION to determine whether all announcers at KHMO Hannibal, Mo., shall be represented by IBEW Local 1272 (AFL) has been ordered by the National Labor Relations Board. The election will be held within 30 days of the order, dated Jan. 18. Two executives of the station—Gene Hoenes, program director, and George Allen Jr., news and farm director—were involved in the case. The board ruled that Mr. Hoenes is a supervisor and Mr. Allen functions in a non-supervisory capacity. Station is licensed to the Courier-Post Pub. Co., publisher of the Hannibal Courier-Post.
CHIEF SAYS:

Smart advertisers agree; top local talent moves the merchandise!

CLEVELAND'S

5000 W. BASIC ABC
WJW BUILDING CLEVELAND 15, OHIO
REPRESENTED NATIONALLY BY H.R. REPRESENTATIVES, INC.

-and Cleveland's top personalities are heard on WJW!
privately expressed the view that a realignment of the CBS Radio contracts was not essential to that purpose. With all but 32 of its 207 radio affiliates, they noted, CBS Radio has the right to make rate changes substantially at will under present contracts.

CBS Radio network authorities pointed out, meanwhile, that a "considerable number" of those 32 stations with "special" contracts were among the affiliates which already have signed the new forms. They also noted that, of those 32, only about 25 are located in Continental U. S., the rest being in Alaska and the Philippines.

Another change which would be invoked by the new contracts is a staggering of the anniversary dates of the agreements. Whereas current contracts expire at various times throughout the year, most of them will run out on March 1 or April 1, and in some cases on Feb. 1, under the new arrangement.

Although the new forms are not designed to change either the network rates or payments to stations, they do, in connection with the schedules of payments to stations, constitute substantial figures—percentages of "average gross sales per converted hour"—for the dollar terms by which these schedules are expressed in current contracts.

Letters accompanying the new contracts, as they are sent out to stations, emphasize that CBS Radio officials feel rate adjustments now being made, on grounds that no up-to-date data on radio values is now available. The change from dollars to percentages in the schedules of payments to affiliates, officials stressed, would not affect the amount of payment affiliates will receive.

At NBC, meanwhile, officials last week still were trying to win over enough key converts to its own controversial rate formula to permit an effectuation of the plan.

Text of the section of the new CBS radio affiliation contract relating to future TV affiliations is as follows:

1. Columbia agrees that in the event it desires to offer television programs or program material or other programs or program material generally to television, short wave or ultra short wave stations, or to other stations not in the regular broadcast band, it will offer the same to any television, short wave or ultra short wave station, or other station not in the regular broadcast band, located in the city in which the station is located [this means AM station with whom contract is made] to be owned by or affiliated with the station upon terms and conditions not less favorable than those to any other such station located in the city.

2. The station agrees that in the event it desires to receive programs, or other television, short wave or ultra short wave programs, the CBS station(s) in the regular broadcast band, located in the city in which the station is located, no arrangements shall be made involving the supplying to such station of television program material until Columbia shall have been advised of the terms of and such proposed arrangements and shall have been given an opportunity to negotiate into similar arrangements with the station upon terms as favorable to Columbia.

Can you guess which is a cow? 

**IT'S OBVIOUS, ISN'T IT?**

**IT'S JUST AS OBVIOUS** that KJMO is again the most listened to station in Hannibal... This is proved by the June, 1951 Conlan Study of Listening Habits.

240,470 radio families live within the rich Hannibal area. The majority of these families are rural... these are the people who have most of the money and who buy the most... these are the people who listen most to KJMO.

For proof that KJMO is your best buy in Hannibal... write, wire or phone KJMO or Pearson today.

**HANNIBALAND... the rich 41 county area surrounding Hannibal, Mo., Quincy, Ill., and Keokuk, Iowa.**

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**CBS Affiliates**

(Continued from page 25)

**KJMO**

5000 watts day ● 1000 watts at night

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**CBS ELECTIONS**

Technicians Choose IBEW

ABOUT 75% of engineers and technicians at CBS stations have voted to retain the International Brotherhood of Electrical Workers (CLT) as their bargaining agent. The regular broadcast transmitter is located in Chicago where the National Labor Relations Board counted a vote of 616 in favor of IBEW, 177 for NABET and 14 for neither. Two votes were void and six were challenged, bringing the total to 815 cast out of a possible 844. Engineers and technicians involved are employed at CBS stations in Chicago, New York, Los Angeles, San Francisco, Boston, Minneapolis, St. Louis and Delano, Calif., where CBS short wave transmitters are located. IBEW has represented CBS technicians since 1939 [B+T, Jan. 31].

A group of 30 professional engineers employed at CBS general engineering department in New York voted against any union representation, with 17 for neither, 11 for IBEW and none for NABET. The votes were cast Jan. 24 in each locality.

Present at NRLB offices during the counting were George Mahler, national executive secretary of NABET, Albert O. Hardy, head of the radio, and recording division of IBEW, Walter Thompson, president of Chicago Local 1229, IBEW, and Freeman Hurst, IBEW international representative.

**NBC ELEVATES TWO**

Steel, Clem Take Posts

TWO NEW appointments in NBC radio's advertising and promotion dept. were announced Thursday by Manager Jacob A. Evans.

Pat Steel, supervisor of audience promotion, which includes research and promotion coordinator and Clyde L. Clem, supervisor of station promotion, was appointed to the new posts by Mr. Evans.

Mr. Steel has been with the network since November 1947 and before that was with KPLT Paris, Texas.

Clyde L. Clem, prior to joining NBC in September 1940, served as sales promotion manager of WSOC Charlotte, N. C.

**DROPS MUTUAL**

KOME Cites Ad Dispute

OWNERS of KOME Tulsa, Dr. John E. Brown, announced last week that effective March 1 the affiliation of the station with the Mutual Broadcasting System will be cancelled. Reason for the breach, according to Dr. Brown, was inability to operate KOME consistently with its announced purpose under the Mutual contract.

The refusal of the station to carry advertising of alcoholic beverages, particularly beer, led to the breach with the network.

"We understand that Mutual has sold a large amount of advertising to a beer sponsor and we have been told our affiliation would be terminated unless we agreed to accept this advertising. We cannot be consistent with our announced purposes for KOME as a station of American home and carry beer advertising," Dr. Brown said.

Mutual spokesman stated there had been "differences for some time between the network and its affiliate regarding certain kinds of advertising. According to MBS, KOME was notified Nov. 15 that its affiliation with the network would be cancelled as of March 2 when KAKC will become the Mutual outlet in Tulsa. KOME will continue operation as an independent station.

**BAB POSTS**

Gilmore, Pecorini Join

APPOINTMENTS of Ralph Porocek as research analyst and Araby Gilmore as a presentation writer on the staff of Broadcast Advertising Bureau Inc. were announced Thursday by President William B. Ryan.

In another BAB personnel change, Meg Zabrt, assistant director in the local promotion division, announced she has resigned, effective Feb. 15.

Mr. Pecorini, who reported to BAB Tuesday, has been free-lancing in market and opinion research for the past year and a half, having worked on projects for such groups as Crossley Inc. and Opinion Research Corp. of Princeton.

Miss Gilmore is resigning from CBS Radio Spot Sales to join BAB. She joined the network in 1936 as a program associate.

Miss Zabrt has been with BAB and its predecessor, Broadcast Advertising Dept. of the National Assn. of Broadcasters, since March 1930, specializing in retail advertising.

**Barron Operation**

AMOS BARON, general manager, KKEA Hollywood, underwent an amputation of his right leg Thurs day in St. Luke Hospital, Pasadena. Surgery was necessary as result of a minor accident three years ago.
THE NEW MANAGEMENT

OF

WCFL

CHICAGO

50,000 watts on 1000 kc

under the personal direction of

ARTHUR F. HARRE

proudly announces the

appointment of

RADIO REPRESENTATIVES, Inc.

as its exclusive

national representative

EFFECTIVE IMMEDIATELY

IN NEW YORK
Call
PEGGY STONE
Murray Hill 8-4342

IN CHICAGO
Call
JOHN NORTH
Financial 6-0982

IN LOS ANGELES
Call
Hollywood 9-5408

IN SAN FRANCISCO
Call
EXbrook 2-8033
Why WFBR is BIG in Baltimore

New Deal, which still was a burning question in those days. Not unexpectedly, Sen. Taft took the negative side.

The public response to these broadcasts, especially among constituents of similar views, was so gratifying that Sen. Taft became a firm believer in the power of radio as a campaign weapon.

In 1949, confronted with a well-organized and determined opponent, he fought a campaign broadcast and achieved a clear victory.

As the campaign intensified toward the end of 1950, he opened up with a paid weekly television show, regularly scheduled on Wednesdays in all Ohio TV markets. On the day he received a tremendous outpouring of mail from TV fans.

According to one Taft adviser, the whirlwind radio TV campaigning was an important factor in Sen. Taft's reelection over his Democratic rival, Joe Ferguson, who was labor's choice to defeat the co-author of the Taft-Hartley Act.

Radio and television were the only way the Senator was able to cut through the 'censorship' of the labor bosses," the adviser explained last week. By broadcasting, Sen. Taft could reach union members in the sanctuary of their homes, sparing them the possibly hazardous effort of appearing in person at any hall where he might be speaking.

Voice Improvement Noted

Sen. Taft, an admirer of prior phonograph, can thank fairly for his hand in his current campaign. Last December he had to have his tonsils out, and since then, his advisers happily note, his voice has improved.

As one of his devoted lieutenants put it last week: "In his latest broadcasts, the Senator has reached his greatest delivery. His voice is deep, powerful and resonant."

On TV, his campaign advisers believe, the Senator will knock 'em dead.

Even his most devout followers confess that Sen. Taft is not always treated kindly by the still camera, but they assert that when he appears in full animation on the TV screen, the true, real-life Taft comes through. Indeed the candidate himself is confident that both radio and TV can serve him as well as the public handsomely.

"The Senator believes radio and television have raised the traditional methods of political campaigns," an aide said last week, "and that they are in the public interest in that they offer the voters complete information on all issues and the positions taken by the candidates."

Sen. Taft has had his run-ins with radio commentators—as have countless other Presidential candidates and even Presidents.

His news-making difference was with Frank Edwards, AFI news announcer, who broadcasts on WOR. Sen. Taft's radio accounts were incensed by alleged continual political attacks by Mr. Edwards against Sen. Taft when the latter was standing for re-election in Ohio in the now-famous 1950 campaign.

Mr. Edwards' role in that campaign came up again in a Senate subcommittee probing the 1950 campaign some weeks past. In his appearance before the subcommittee, Sen. Taft himself pointed out the broadcasts by Mr. Edwards. The investigation was conducted into campaign expenditures of candidates Taft and Ferguson.

Sen. Taft has an indirect relationship to the business of broadcasting. While not himself actively engaged in the business, Sen. Taft's family has interests. His second cousin, Hubert Taft Jr., is vice president of Radio Cincinnati Inc., operator of WCPO-FM TV Cincinnati. The Cincinnati Times-Star has half the voting stock in the radio properties and Sen. Taft has a small non-voting stock holding in the newspaper. He is neither active in the newspaper nor in operation of the radio properties.

TALENT MERGERS

Proposals Under Study

SCIENTIFIC study of merger proposals, raised for all members of Associated Actors and Artists of America and to be executed through labor research groups at Cornell and the U. of California at Los Angeles, was given well in progress last week, with researchers interviewing leaders of all A4A4A4A4A4A unions involved.

Meanwhile, constitution committee of Television Corporation met its Jan. 31 deadline for drafting a charter for merger of TVA with the American Federation of Radio Artists, TVA Executive Secretary George Goodbody reported. Membership meetings to discuss the draft will be called by both unions during February, he explained, with a referendum of all radio and television artists to be conducted between March 1 and April 1. When the July 1 deadline for merger of all AAAA unions arrives, the two broadcasting units will, in case total merger plans collapse, be in a position to effect immediate juncture.

AWRT MEETING

Coy Expected to Attend FCC CHAIRMAN Wayne Coy is among distinguished visitors expected at the first annual conference of the western division of American Women in Radio and Television, which will be held in San Diego.

Delegates from 11 western states and Alaska and Hawaii are to attend the conference in Hotel Manor, home of KCBQ San Diego. Conference will open Saturday with a dinner, to be followed by a business meeting Sunday morning.
No other network... no other medium... gives you the mass coverage of the rich, fast-growing West delivered by NBC Western Network!

How do you reach the most people... for the least money... in the fabulous Pacific Coast market?

There's just one answer: buying radio time on the NBC Western Network. Yes, costs per thousand on NBC Western Network are lower than for any network serving this great market!

And the most recent figures prove that—day or night—your advertising message on NBC Western Network reaches more radio homes than are reached by any other network.

Sell your product or service to the fast-growing, fast-buying millions in the West over the NBC Western Network. For complete details, consult your nearest NBC Sales Office today.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK
Radio Buying Trends Shown In New Study

Printers' Ink report gives media activity of 222 key advertisers.

Two hundred and twenty-two companies set the pace for radio advertising during the past 15 years. These 222 firms alone accounted for 50% of all the network time bought in that period! (And, of course, they are blue-chip accounts for national spot.)

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

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

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

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

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

As far as we know, the information in this study has never before been presented or interpreted this way.

We prepared "How The 'Millionaires' Advertise" as a service to our readers (the buyers of advertising) and to our customers (the sellers of advertising).

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

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

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

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

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

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

WOR Merger Effected

(Continued from page 30)

this indicates continued, if not increased, mass radio audiences for New York radio for the future.

And "New York Radio Audience—Today and Tomorrow," the study is based on Pulse and Advertising studies, with a special Pulse survey made for WOR last November among 2,100 radio families in Metropolitan New York.

Findings reported by WOR as of last November:

- 3,138,600 families (90.1%) listen to the radio each day, according to 2,968,000 (85.9%) families listening in the daytime and 2,858,600 (81.2%) in the evening hours.
- 84.5% of TV families listen to radio each week, compared to 98.4% of radio-only homes, with 78.5% TV and 94.9% radio-only listening in the daytime, 71.3% of TV and 96.0% of radio-only listening at night.
- 2,458,900 families (70.5%) listen on an average day, day or night, with 2,165,700 (82.2%) listening during the daytime, 2,175,700 (82.4%) at night.
- 60.6% of TV families listen to radio during an average day, day or night, compared to 85.1% of radio-only families listening, with 54.3% of TV and 74.1% of radio-only families listening during the daytime, 52.3% TV and 77.4% radio-only homes listening at night.
- Pulse figures for October-December 1951 showed 773,700 families as the average daily radio audience in metropolitan New York, 5.3% greater than the average audience of 734,700 families in the like period of 1946, when there was less than 14,000 TV sets in the area. Increase was attributed by WOR to a 16% increase in the number of radio families in the New York area. The station notes is "a factor which ratings and set-in-use statistics fail to take into account" and to increased morning listening which in some parts of New York, which in some parts of New York.

Two Trends

Two trends: (1) Radio audiences are growing in the daytime and in the evening and night.

(2) Radio audiences are growing in the daytime and in the evening and night.

Radio Alert Plan

(Continued from page 30)

ceive the official concurrence of the Secretary of Defense and the chairman of the National Security Resources Board.

(2) The FCC (either the Chairman or a duly designated representative), Secretary of Defense and other government de- partments, may issue appropriate rules and regulations and take action looking to- ward effective operation of the plan. The Secretary of Defense and other agencies also may ap- point designated representatives.

(3) The FCC is authorized to adopt emergency committees to assist the Commission in the performance of its duties on the plan.

FCC has set Feb. 15 as the deadline for comments on its proposed rules for RAGS—Radio Ama- teur Communication Emergency Service. Specific frequencies were issued by the Commission in January 1951.

FCC to Watch Budget

The FCC will be keeping a watchful eye for the ultimate fate of a request by the National Defense Research Committee for field engineering and monitoring activities for fiscal 1953. A $1 million plus increase is sought on the basis of "defense needs." The FCC is strengthening radio-monitoring and direction-finding programs, including control of electromagnetic radiation (B*T).

President Truman's original CD blueprint, envisioning broadcasters as alert "sentinels," was issued over a year ago [B*T. Sept. 25, 1950]. FCC late last year decided to split the communications followup into two parts, because of the delay on the broadcast phase.

The first of these, issued the past few months, supplies data to civil defense officials responsible for planning, procuring and installing public warning systems.

Because of the cost of installing a high security sound wave siren system, FCCDST said, it will be necessary for people to condition themselves to signals of only reasonable loudness. Recognition of these signals can be developed only by staying practice alerts, according to the manual.

The booklet covers such topics as location of warning devices, maintenance, protection from sabotage, parts replacements and auxiliary devices and power. It may be obtained from S. Government Printing Office for 51c.

Nelson Heads SCBA

J. NORMAN NELSON was named managing director of Southern California Broadcasters Assn. at a special board meeting on Thursday night. He succeeds Robert J. Mc- Andrews, who resigned in December to become commercial and promo- tion manager KBIG Avalon, Calif., which he joined in April. Nelson, who is the managing director of KBIG, noted Mr. Nelson was ABC Western Di- vision sales promotion manager.
ROBERT WASS News Director ... Special Events ... fifteen years experience makes his news job the most-listened-to in Cleveland ... 15 years (radio news)

WAYNE JOHNSON Newscaster ... "voice of the news" in Cleveland ... 6 years (radio news)

JERRY BOWMAN Newscaster ... re-write man ... 15 years (radio news)

MARTY WHELAN City Hall Reporter ... local news man.

BOB WEST Reporter ... Feature Writer charge of night news

17 Newscasts every day • All news re-written & processed • Associated Press & International News Service • Police-Fire Dept. Radio • Mobile unit • Telephone 'beeper' system for on-the-air interviews.

The O. L. Taylor Company—National Representatives

5000 WATTS • 1300 KC

CLEVELAND, OHIO

BROADCASTING • Telecasting

February 4, 1952 • Page 47
The past is but a
The emblem at the left symbolizes a quarter-century of service...PUBLIC SERVICE...which has ever been the watchword of the FORT INDUSTRY COMPANY since its founding in 1927.

Although FORT INDUSTRY has grown in size and number of stations, the fundamental concept remains as purposeful today as 25 years ago...to serve the best interests of the public. This has been accomplished by plowing back nearly 75% of its earnings to improve its radio stations and develop television.

The response to and acceptance of the FORT INDUSTRY stations proves the soundness of this policy. "Broadcasting in the public interest" will always be FORT INDUSTRY'S number one responsibility and greatest asset.

THE FORT INDUSTRY COMPANY
WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMM, Fairmont, W. Va. • WAGA, Atlanta, Ga.
WGBS, Miami, Fla. • WJBK, Detroit, Mich. • WSAI, Cincinnati, O.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga. • KEYL-TV, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, Eldorado 5-2455 230 N. Michigan Ave., Chicago 1, Franklin 2-6498
Out on Bond

SEN. ED JOHNSON'S introduction of a legislative amendment that would remove many of the anxieties connected with political broadcasting comes at a most timely moment.

Without such a change in the existing law, broadcasters must face the approaching political campaigns, which promise to be among the more ferocious of recent history, in the same be-damned-if-you-do and be-damned-if-you-don't status that they have unfortunately occupied since 1934 when the Communications Act was written.

As now composed, Section 315 of the act prohibits broadcasters from commenting on anything—including libel—out of a political candidate's broadcast, but it provides no protection at all for whatever legal consequences ensue.

Sen. Johnson's amendment would furnish protection by requiring candidates or their spokesmen to post a bond and by limiting any libel suit that might subsequently be filed against a broadcaster to damages in the amount of the bond. The question as to whether it is lawfully possible to write that kind of limited liability for a particular class of citizen, in this case the broadcaster, is one that attorneys may want to argue. But in essence, we believe, Sen. Johnson's amendment is on the right track.

Every effort must be made to bring this legislation to hearing (which would be conducted before Sen. Johnson's own Interstate and Foreign Commerce Committee) as soon as possible, with the hope of correcting the law before the full vigor of the 1962 campaigns is developed.

The Senator deserves the broadcasters' thanks for introducing the needed legislation, and, more significantly, their most complete support in pushing it through the Congress.

Knockout Count

IT IS GRATIFYING to observe that some people have quit counting radio and are beginning to count it up.

It counts up to a pretty fabulous figure, as the report of the Joint Radio Network Committee last week showed.

The committee says there are 105,300,000 radio sets in America, 9,300,000 more than there were a year ago. The sets are distributed in some very interesting places.

Some 34,000,000 of them are secondary or portable sets, in homes that also have primary sets. Secondary set listening (in kitchen, bedroom, etc.) isn't affected much by television (in those areas that have TV), and portable set listening isn't affected at all.

Some 23,500,000 of them are in automobiles. Telecasting provides no competition whatever to car radios.

The 34,000,000 secondary or portable sets plus the 23,500,000 car radios add up to 57,800,000. Just for the hell of it, let's forget entirely about the other 47,500,000 sets that make up the 105,800,000 total and think for a moment about those 57,800,000 that aren't in the same room or even in the same vicinity with television.

(At this time, of course, a tremendous number of other sets are in places beyond reach of any TV signal, but we don't know exactly how many of these there are.)

It's interesting to note that there are more secondary or portable radios in use than there are newspaper copies sold daily in the entire country. Editor & Publisher estimates that total circulation of all U. S. dailies is around 54,000,000. In short, you can completely dismiss almost half of all the radio sets in the country—the half that may be considered "primary" sets—and radio's circulation still beats the newspapers' by more than three million.

Now of course it is impossible to ignore those other 47,800,000 radio sets, no matter how hard anyone tries. About 500,000 of them were purchased within the past year by folks who were setting up new households. Presumably, they bought the radios to listen to, since radio receivers have little other purpose that we know of.

All 47,800,000 are in working condition, a fact which strengthens our belief that people are not letting their radios fall into disuse.

Five million of these sets are in institutions, dormitories, barracks and "other places," according to the network committee, but the other 42,800,000 are the primary sets in the 95.6% of all U. S. homes that are radio-equipped. Anybody know what percentage of all U. S. homes take newspapers or magazines? Anybody want to bet against our statement that in both cases it's a lot less than 95.6%.

Toward a Stronger 'Voice'

THE TWIN phenomena of World War II—for good or for evil—were the atom bomb and psychological warfare. The war of words has never even abated; it has intensified.

Our psychological warfare program is wrapped up, broadly, in the Voice of America. Russia's outlay for propaganda, we're told, runs $1.5 billion—or about 15 times what we spend.

This propaganda activity is a rough business. Everybody's an expert. You can start a talkathon in Congress by mere mention of it. Just recently it has begun to take on an aura of respect. That's because the Voice and associated activities have begun to penetrate and irritate the Iron Curtainaires.

While there's still acrimony aplenty on the Hill, the transition from what existed just a couple of years ago is revealing. This turn can be attributed to the work primarily of one man—Edward W. Barrett, who has served as assistant secretary of state in charge of Voice affairs after two arduous years. His was a heroic accomplishment. He leaves the State Department. Operations far better than he found them. His legacy is approval of a separation of the functions—an administrator of International Information who reports directly to the Secretary of State, an assistant secretary of state for public affairs.

There are those who argue for a separate propaganda agency, responsible to the President, with a head of cabinet rank. Unlike the Soviet, where all originates in the Kremlin, it would appear impossible in our democracy to isolate the propaganda office from the "Foreign Office" or State Dept.

What is needed is greater recognition by Congress of the importance of psychological activities. Atomic energy is handled by a high level joint committee of both House and Senate. Secrets are kept. There's no boasting on the floor about its activities, no smears that make a mockery of our efforts in the eyes of those we're trying to sell abroad on our sincerity and zeal for world peace.

There should be a joint Committee of Congress for Psychological Warfare. It should be manned by senior members of Senate and House—those handling appropriations and ways and means.

Then, we think, most of our internal troubles about our external operations would end.

Our respects to:

NORMAN ASHLEY THOMAS
EARL WILLIAM WINGER

CHATTANOOGA is a city of feverish activity these days, pointing up the frenzied vitality of the Tennessee Valley Authority and the great Atomic City at nearby Oak Ridge.

But for two southern radio pioneers, TVA conjures visions of another booming industry sharply distinct from defense pursuits.

Looking back over 27 years of rewarding association in the commercial radio field, Pioneers Earl Winger and Norman Thomas can take understandable pride in accomplishments accruing to WDOD, of which they are co-owners.

While they are proud to be in the heart of the TVA development, their next immediate goal is to establish Chattanoogah as the TV center of the great valley. Like many another restless broadcaster, Mesers. Winger and Thomas eagerly await the lifting of the freeze by FCC with which WDOD has filed a television application.

The city is video-less at present, but these two pioneers, lifelong friends since the early 1900's, predict unlimited opportunities for the burgeoning industry there.

In looking ahead to television, they would like to tackle what they have already accomplished in radio—bring entertainment, information and public service to this growing community.

The team of Winger and Thomas did, in fact, literally "grow up" in Chattanooga radio, with resulting profit to both, but this is only part of the story. In the process they schooled a host of radio executives, coast to coast, reading like part of a broadcasting "Who's Who."

The association of Earl William Winger and Norman Ashley Thomas actually began in Marietta, Ohio, nearly a score of years before commercial radio came to the American scene.

Norm Thomas was born in Marietta Jan. 25, 1901, and Earl Winger in Pennsylvania May 5, 1899. The latter moved to Marietta in childhood and soon he and the other youth became good neighbors.

It was then that the groundwork was laid for two parallel radio careers. They experimented with wireless telegraphy, communicating with each other in their respective homes.

Mr. Thomas received his early schooling at Marietta College and his friendship was temporarily interrupted when Mr. Winger and his family moved to Chattanooga, where the (Continued on page 56)
In the eyes of Arle Haeberle...

About Arle Haeberle of WTCN

Personally tries everything she sells... more than foods, she covers all fields of women's interests... sells civic projects to housewives... from symphony... to Legion Auxiliary... to dolls for poor kids... to Red Cross... to Hospital Benefits... to Flower clubs... to all church groups... to community theatres... to lunch clubs.

Over 50 groups ask her help and get it. Their memberships get their news from Arle. They try to make her president of everything. They try to make her president of everything. And yet... a common sense approach to advertising problems!

Products are like children:
Special Development Is Often Needed
To Bring Them Out!

In the Minneapolis-St. Paul Market the ability of Arle Haeberle to "mother" new products, to work with Agency and the Advertiser's sales force is unique in Radio Selling.

Her morning show... Around the Town... on WTCN Radio has built a list of 7000 housewives who help Arle by trying products and "telling Arle about them"!

More than a box-top miner... her interest extends beyond good delivery of a commercial. For the advertiser who wants to pre-test a market, Arle Haeberle delivers a whopping big bargain.

If this kind of plus sounds like what the doctor ordered for your problem product... ask our man in your reception room to come in!

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

WTCN-Radio

National Representatives
FREE AND PETERS

and WTCN-TV
MINNEAPOLIS—ST. PAUL

Town Crier of the Northwest
D. E. (TONY) PROVOST, vice president and general manager of Hearst radio operations, elected director of KING AM-FM-TV Seattle. Hearst, through the Seattle Post Intelligencer, holds 25% interest in KING properties.

NEAL SMITH, sales manager and account executive, WLW Cincinnati, to WCOL Columbus, Ohio, as station manager.

TOM GARTEN, commercial manager, WSAZ Huntington, W. Va., appointed station manager. JAMES H. FERGUSON, program director, moves to WSAZ-TV as director of sales.

HUGH B. LARUE, sales manager, Aloha Network, Hawaii, named account executive at WNBC New York.

WILLIAM KIEWEL appointed station manager at KROX Crookston, Minn., replacing GARY FOX, who moves to station's sales department.

PETER M. SOUTTER appointed an account executive in sales department of DuMont Television Network, N. Y.

CLARENCE H. BRACEY, general commercial manager, WHOO Orlando, Fla., to staff of ABC Television Spot Sales.

CHARLES BENNETT, program director, KCSB San Bernardino, Calif., promoted to station manager.

HERBERT MARTIN, Jr. named sales manager, WSGN and WSGN-AM Birmingham, Ala.; B. W. RANDA appointed manager of general sales, and OTIS DODGE has been added to the station's sales staff.

AL HOLLIGER, news editor, WBYS Canton, Ill., named station manager succeeding the late BILLY RICHARDSON who was fatally injured in an automobile accident Dec. 10 [B&T, Dec. 24, 1951].

GEORGE P. MOORE, director of sales, WLWT (TV) Cincinnati, to WLTV (TV) Atlanta as general sales manager.

PHIL BALDWIN, assistant manager, CKNW New Westminster, B. C., elected director of Vancouver Advertising Club.

EDWARD BRIER, program and audience promotion department, DuMont TV Network, N. Y., to local spots sales department of WJZ-TV same city, as account executive.

Mr. Moore

STUART V. WEISSMAN, assistant to sales manager, WOR New York, named to sales staff, succeeding sales manager's assistant is ROLLIN BOYNTON, WQXR New York.

WILLIAM J. MARTIN, Look magazine sales representative, Phila., joins NBC New York-network sales department.


F. W. H. WELLWOOD named executive assistant to GEORGE C. CHANDLER, president of GJOR Vancouver. Mr. Wellwood was formerly management consultant for a number of internationally-known companies including E. B. Eddy Co., Hull, Que.; Belding-Corticelli Ltd., Montreal; Canadian Marconi Co., Montreal; and Thomas Nelson & Sons, New York.

WILLIAM H. DAVIS, assistant to sales manager, WGN-TV Chicago, to CBS Television Spot Sales, same city, as account executive.

CAPT. GLENN GILBERT, formerly WQAR Cleveland sales staff member, shipped overseas with Air Force.

C. MERWIN TRAVIS, Howard G. Mayer & Assoc., Hollywood, to ABC Western Division as sales promotion manager succeeding JOHN HANSEN who moves to KECA same city, as account executive.

BERRY LONG, sales manager of WNBC New York, to KLZ Denver as local sales manager replacing R. MAIN MORRIS who will devote full time to post of assistant manager.

KNOX LARUE, manager, San Francisco office, George P. Hollingbery Co., station representative, joins KONG Visalia, Calif., as general manager effective Feb. 15. He also will assist in KSTN Stockton management.

GEORGE LINDBERG, manager, KPOA Honolulu, succeeds him as George P. Hollingbery Co.'s San Francisco manager.

Mr. Long

ROBERT WHITE has resigned as account executive at MBS New York. Future plans are unannounced.

JOHN BRUBAKER, news editor, WCCC Hartford, switches to the station's sales staff. PAUL MARTIN, station manager, was incorrectly identified as having assumed this position. [B&T, Jan. 28]

JOHN PATTISON WILLIAMS, executive vice president of WING Dayton, WIZE Springfield and WCOL Columbus, Ohio, re-elected to the board of directors of Dayton Community Chest for three-year term.

ROGER W. CLIPP, general manager, WFIL-AM-TV Philadelphia, named chairman of the radio-TV publicity committee for 1952 Heart Fund campaign in Philadelphia area.

JOHN D. SCHEUER Jr., operations assistant to general manager of

(Broadcasting, Telecasting)

WJZ New York celebrated sixth anniversary of its Farm News Program with Phil Alampi, WJZ farm news editor. Mr. Alampi, a past president of National Assn. of Radio Farm Directors, has missed only one broadcast during entire period of Monday-through-Saturday (6-6:30 a.m. EST) programs.

MURCHISON WILLIAMS, executive vice president of WING Dayton, WIZE Springfield and WCOL Columbus, Ohio, re-elected to the board of directors of Dayton Community Chest for three-year term.

ROGER W. CLIPP, general manager, WFIL-AM-TV Philadelphia, named chairman of the radio-TV publicity committee for 1952 Heart Fund campaign in Philadelphia area.

JOHN D. SCHEUER Jr., operations assistant to general manager of

(Washington Post & Times)
There is no such thing as a television home.

Proof? It's all in a startling new WNEW report, along with evidence of just how big New York radio is — of how fabulously big WNEW is today — after four years of television. Copies are available to advertisers and agencies upon request.

WNEW
1130|ON YOUR DIAL
We Pay Our Respects
(Continued from page 50)

latter attended Central High. After graduation from Baylor in 1920, Mr. Winger returned to Marietta College and then attended the U. of Chattanooga.

The formal schooling of the pair came to an abrupt halt, however, in due course. Having settled in Chattanooga, they rented a one-room downtown location and set up a radio shop to repair sets and sell crystal sets.

It may be safely reported that this fledgling enterprise made little or no impression on the business or broadcasting world, but then joined the children that the boys continued to stick it out.

Then a rather daring thought occurred to one of the youths (it has never been established which one): Why not put up a little broadcasting station to run a few hours a day and thus stimulate the sale of radio receivers—strictly as a hobby on a sideline, of course.

Without question, the advertising potentialities of radio—and their mutual career pattern—were undreamed of by the two young promoters.

They soon rented a 20 by 20 ft. room to house a combination studio and office, with additional space for a transmitter. Slim and agile then, by their own admissions, they shinnied up the outside walls in the manner of Peck's bad boy and installed a tower from instructions gleaned from a book.

Debut as 50 kw Outlet
The public took the youths to its heart from the outset, manifesting an eager interest in the early operation of what was to become WDOD. The facilities represented the "lock, stock and barrel" investment of WDOD when it took the air April 13, 1925, with 50 kw, the co-owners fondly recall.

The station was offered for three broadcast hours three evenings per week, starting at 8:30 p.m. But listeners clamored for more, so the station was forced to exceed supply. The schedule was stepped up until day and night broadcasting became firmly established.

WDOD moved to the top floor of the Patten Hotel in November 1925 and boosted its power to 500 kw. Radio fans were treated to available local talent. Four years later, power was jumped again, this time to 5 kw, daytime and 1 kw night. In 1930 WDOD counted itself among the first seven stations to affiliate with CBS.

Another power increase (to 5 kw nighttime) was granted in 1941, making WDOD the most powerful voice in the Tennessee Valley area. Studios were moved to the Hamilton National Bank Bldg. and the transmitter to its present location near Baylor School.

FM emerged as a reality for WDOD in 1949, with location atop nearby Signal Mountain—today the only FM outlet in the area with network affiliation.

Norm Thomas and Earl Winger embarked on a training program for personnel as the station grew and progressed and assumed a voice in community affairs.

Among the alumni who got some of their training under Messrs. Winger and Thomas were Gene Wilkey, WCCO Minneapolis; Arch McDonald, Washington sportscaster; Frank Lane, KRMG Tulsa; Wayne Cameron, ABC network; Carrier Parham, WDBF Chattanooga; Bob Sherry, CBS New York; J. W. Birdwell, WBN Knoxville; Joe Eiselein, RCA Electronics Div. Others included Stout, WROL Knoxville; Bill Davies, WBLJ Dalton, Ga., and Bill Corley of WBNS Columbus, Ohio.

The two owners kept pace with the station's growth through the years, taking an active part in business and civic activities.

TAB Re-elects Winger
Mr. Winger recently was re-elected for another term as an officer of the Tennessee Assn. of Broadcasters. A past president of the local Rotary Club, he is a trustee of Baylor School and a member of the Kiwanis Club of Chattanooga and a member of the board of the Chamber of Commerce. He is also active with the YMCA and Boy Scouts of America.

Mr. Thomas belongs to the Kiwans Club and is interested in agricultural development of the area. He also heads a housing development for Negroes and was instrumental in making possible several aviation programs.

Both Mr. Thomas and Mr. Winger are members of the Mountain City Club and the Radio Pioneers Club.

By strange working of fate, both also have personal lives. Each has five children and is a grandfather. Even their hobbies are similar, Mr. Thomas preferring farming and fishing and Mr. Winger gardening and golfing to supplement his fishing activities. They both pointed out that the Valley would hold a great potential for television in a city now much in the national spotlight. Aside from TVA and Atomic City, the Arnold Engineering Development Center also is very much in evidence with its wind tunnels and supersonic jet engines.

"What marvelous opportunities for growth await this area?" they both ask, full well knowing the answer.

Strictly Business
(Continued from page 16)

remained at Headley Reed until the fall of 1946, except for a year's stint in the Army Air Force, and the John Blair & Co., representative firm which at that time handled only radio stations. In February 1951, shortly after the firm established a completely separate television company, Jack Davis became Chicago manager of Blair-TV.

He supervises sales for nine TV stations in most of the Midwest, working with two salesmen. Convinced that television long ago proved it sells merchandise, he believes the only reason a lot of advertisers are not going into TV is because they need to be educated.

Mr. Davis points to the increasing number of 52-week contracts in TV, rare in radio, so buyers can keep their time franchise. He sees a continuing need for film spots and shows because of their flexibility, enabling them to "hypo" sales in specific areas.

A sporting enthusiast, Mr. Davis is an ace golfer, swimmer and sailor and is currently teaching his nine-year-old daughter, Dale Ann, how to dive. Her brother, John Will, is serving on the Davis family lives in north suburban Glenview, where Mr. Davis heads the maintenance division for their ranch house and the brook in the backyard. His wife is the former Eleanor Winter of Evanston, Ill.

A unique suburbanite, Mr. Davis is actively interested in village affairs, serving on zoning and political committees and attending most of the village board meetings. He is a member of the Chicago Television Council and Westmoreland Country Club.
Leading Independent Radio Stations are Pushing Sales Curves UP!

It Will Pay You to do some INDEPENDENT THINKING
If you have been hearing dire predictions about the fate of radio in general, just cast an eye at the leading independent radio stations! Competition has kept them toughened up, made them today's best buy when you really want profitable results. You owe it to yourself to get the facts. Just write to any AIMS member listed below.

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

| WCUE — Akron, Ohio | WMEI — Miami, Florida |
| WBMD — Baltimore, Maryland | WMIL — Milwaukee, Wisconsin |
| WBNY — Buffalo, New York | WKDA — Nashville, Tennessee |
| WJMO — Cleveland, Ohio | WBOK — New Orleans, Louisiana |
| WVMO — Columbus, Ohio | WWSW — Pittsburgh, Pennsylvania |
| KQVR — Denver, Colorado | WXXL — Portland, Oregon |
| KCBC — Des Moines, Iowa | WXGI — Richmond, Virginia |
| WKY — Evansville, Indiana | KST — St. Louis, Missouri |
| WCCC — Hartford, Connecticut | WMIN — Minneapolis-St. Paul |
| WJUX — Indianapolis, Indiana | KNX — Salt Lake City, Utah |
| KLMS — Lincoln, Nebraska | KITE — San Antonio, Texas |
| WKYW — Louisville, Kentucky | KSON — San Diego, California |
| WBBW — Youngstown, Ohio | WBBW — Youngstown, Ohio |

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

Aim for BULL’S-EYE results...with the AIMS GROUP
WFL Philadelphia, appointed for second successive year to serve as radio representative on the Committee on Nursing Resources to Meet Civil and Military Nursing Needs, group sponsored by the Pennsylvania State Nurses Assn.

DONN B. TATUM, director of television, ABC Western Division, named volunteer TV chairman for 1955 Los Angeles Red Cross fund raising campaign.

ALLEN M. WOODALL, president of WDAK Columbus, Ga., elected president of 1955 board of directors of Columbus Chamber of Commerce.

COLIN M. SELPH, vice president and general manager, KDB Santa Barbara, Calif., appointed general publicity chairman for 1956 Red Cross Campaign in Santa Barbara.

JOHN H. L. TRAUTFELTER, vice president and treasurer, WFBR Baltimore, elected president of Executives Assn. of Baltimore Inc. for one-year term.

Feature of the Week
(Continued from page 16)

die graduation, paid tribute to the "ability, persistence, and courage" of the graduates.

Also complimenting the station for its work, Mr. Ernst reminded the Friday TV audience, "Through television more friends can be present at the graduation of these boys and girls than can be packed into the auditorium of any high school in the country."

WPX1 first offered its facilities to the New York Board of Education in the fall of 1950, with an ultimate plan for Living Blackboard devised and inaugurated at 10:45 a.m., Oct. 15, 1951, to give lessons to city students confined to their homes.

The 15-25 minute series—telecast Monday, Wednesday and Friday—was divided into three categories, "Science at Your Fingertips," "Make It Your Business" and "Adventures in Understanding" for ultimate broadcast directly to classroom viewers but primarily for pupils unable, because of illness, to attend regular high school classes.

The video lessons were coordinated with regular instruction the students received from visiting teachers and by radio from New York's education outlet, WNYE (FM) with some of the same instructors also appearing on the telecasts.

New York Judgship

PRESIDENTIAL nomination of FCC Comr. Frieda B. Hennock to a New York federal court post last year is now officially a past issue. Miss Hennock's nomination was pigeon-holed in the Senate Judiciary Committee after extensive hearings were held. Last Wednesday, President Truman nominated David N. Edelstein as U. S. Judge for the Southern District of New York, the judgship which had been earmarked for Miss Hennock. Judge Edelstein received a recess appointment last Nov. 1 after the President announced that the recess appointment had been offered to Miss Hennock and that she had declined the offer.
How to catch an atomic killer!

Today, there's a potential killer in labs and factories - radioactivity!

But atom workers are safe - thanks to the weapons of science.

Besides every precaution, workers get daily check-ups with ion-chamber "guns" and other radiation-detection instruments. They catch the killer before it strikes!

With atomic industry booming, demand for nuclear instruments is great.

Delivery must be certain - and it must be fast.

That's why, when shipping these and other precision instruments, both shipper and receiver stamp their orders: via Air Express!

The world's fastest shipping service brings this vital equipment safe, sound and soon to laboratories and defense production centers everywhere.

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

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

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

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

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

(Continued from page 18)

media department has already given you a bad name throughout the business.

3. The representative is entitled to an honest answer so as to why he was lost off a schedule, if he hears. No reasonable refusal can cause hard feelings, but evasions can.

He is confident of radio's ability to weather the TV impact and re-assume its proper place in the media picture, but feels that much thinking must still go into the problem of radio flexibility.

"Many national advertisers now have the dilemma of wanting network radio, but of already having heavy TV expenditures in some of the same markets. Obviously, some way must be found to enable them to use all the markets they want, without having to duplicate in many. Right now, spot radio seems to be the best solution," he observed.

"Strong, imaginative local programming is the best sales aid a station can have. National advertisers are always interested in the local show which has built up attention."

Just before the war, Norm Strouse was account executive for six years on the Shell Oil accounts. He was assistant Pacific Coast manager for the agency when he "accepted a position" with Uncle Sam in 1942.

Rises Through Ranks

Enlisting as a private, Mr. Strouse went through the Medical Administrative Corps officer school and was commissioned in October 1942. After a few months with the War Dept., he went to General MacArthur's headquarters for more than two years. His big job was organizing and directing information and educational activities.

The end of the war found him a major and he was awarded the Legion of Merit and an award from the Philippine government.

Mr. Strouse never got far from radio even in the Southwest Pacific. His group set up Armed Forces Radio stations from Milne Bay to Manila.

Returning to JWT in 1946, he was made account executive on the Ford account. He was made a vice president in 1947 and Detroit manager in 1948.

An interesting sidelight on this busy executive is his love for rare books and fine printing. For 25 years he has been collecting books and has a connoisseur's assemblage. But he's not content just to gather books of others. He prints his own. He has a hand printing press and over 30 fonts of type for small books and pamphlets.

Mr. Strouse is a member of the Detroit Athletic Club, Oakland Hills Golf Club, Bloomfield Hills County Club and the Bloomfield Open Hunt Club. In addition, he also belongs to Detroit's Acraft Club.

Texans Notice Weather

THEY DO things big in Texas—even early in the morning before the sun rises. KFJZ Fort Worth offered a free thermometer to listeners of George Erwin's Dawn Patrol at 5:40 one morning and was deluged with requests from 1,057 persons. The breakdown covered 115 towns, 48 counties and six states. Clyde Pemberton, KFJZ commercial manager, said he always knew Texans were "weather-minded" but described the results as almost unbelievable.

CALIF. GROUP TO ELECT

Session Set Feb. 7

NEW OFFICERS and directors will be elected at day-long annual membership meeting of the California State Radio & Television Broadcasters Assn. in Hollywood Roosevelt Hotel next Thursday. William B. Smullin, general manager of KIBM Eureka, and state broadcasters' outgoing president, is to preside. Report on past year's activities of CSRTBA is to be given by Paul Bartlett, association secretary-treasurer, and general manager of KFRE Fresno.

RCA SALES SESSION

Promotions Are Announced

THIRTY-TWO salesmen of the RCA Engineering Products Department were named members of the department's Sales Leaders Club for exceeding quotas during 1951.

Eight members were named directors of the club for 1952. They are D. S. Newborg, chairman; J. W. Hillegas, J. C. Fields, O. H. Mackley, H. T. Schruele, R. L. Cleveland, D. R. Davis and E. E. Spicer.

More than 200 sales personnel, including members of the department's Camden home office staff and field salesmen from regional offices throughout the country, a fortnight ago attended week-long sessions devoted to 1952 sales planning.

Nineteen field sales appointments, involving promotions or additions to the field staff, were announced as follows:


Communications Equipment—C. J. Hutchison, Kansas City; H. R. Jones, Cleveland; L. Morrow, Dallas; H. V. Vick, Atlanta; R. C. Newcomb, New York; W. L. Babcock, Los Angeles; and J. M. Young, Atlanta.


Film Recording—J. V. Leahy, New York.

Clebar
the stop watch of
split second accuracy

#650
1/5 second timer for
general timing, 7 jewels
Clebar quality, non-
magnetic, 30 minute
register-start, stop and
fly-back from crown.

There is a Clebar stop watch for
every precision timing purpose. Write
for new FREE catalog which illus-
trates more than a score of models.

Clebar Watch Agency
521 Fifth Avenue, New York 17

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Globe-Democrat Tower Bldg.
Saint Louis
In New York—
America's richest market—
only three tv stations, three
high-priced tv stations, draw
more nighttime audience
than WOR-tv
channel 9

For the third month in a row, WOR-tv's nighttime audience ranks fourth in New York . . . topping a key network station and drawing more viewers than any other independent tv station in the city?

WOR-tv is only a breath away from New York's third television station!
And now Channel 9 gives advertisers the best tv facilities available in any market in any country in the world. Now Channel 9 is telecasting from its new home, Television Square . . . New York's first building erected especially for television.

Everything about Channel 9 is bigger and better than ever! Audiences are larger; power is greater. Studios are the best in television. Only rates have remained the same . . . still the lowest in television.

*Jan. 1952—Telepulse
to enlighten and aid...

In recent years, the American Business Clubs National Organization became interested in the growing problem of cerebral palsy, or spastic paralysis. A nationwide, continuing educational campaign was undertaken at that time to stress the need for special research and treatment. For the year 1952, an intensive campaign was planned. The film "Search" was produced for distribution by local American Business Clubs. To assist the Lancaster club to get the campaign under way in its area the facilities of WGAL-TV were made available. A two-program series with a dual purpose was presented early in January of this year. First, full information was presented regarding the film "Search" and its availability for showing before clubs, fraternal and service groups. Second, the

WGAL-TV programs sought to alert the public to the increasing number of victims; to explain how to detect the disease; to outline means of patient rehabilitation, and to help solve family adjustment problems. In the Lancaster area the campaign has been a marked success. The film has had continuous booking. WGAL-TV is pleased to be a part of this important nationwide activity.

In the photograph—(center) Wayne V. Strasbaugh, president Lancaster Chapter, American Business Clubs, (left) A. H. Spinner, club member, and Dr. James S. Martin, representing the Lancaster County Medical Society.

WGAL-TV
LANCASTER, PENNSYLVANIA

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

BROADCASTING • Telecasting
mission did not appraise the reports either quantitatively or qualitatively. The sole yardstick was some degree of programming in education or religion as against none at all in either field, the latter situation resulting invariably in the "temporary."

There was no indication that the Commission attempted to consider in any manner the amount of commercialization of TV stations but rather was guided solely by the stations’ own statements as to program diversification.

It was recognized, moreover, that the sample yardstick set forth above and, whereas during the composite week in question, no education or religion had been telecast, the program schedules for other periods would show otherwise.

All stations will have an opportunity to answer, Mr. Coy said, in response to letters to be sent to each station involved. It was evident that the sample yardstick was used by the Commission was that of "zero" showings in education or religion, or both, during the typical week, or some percentage of both types of programs, however small. Where "goose eggs" were shown, the temporary authorization ensued. Where there was some percentage of programming in both categories, renewals for the one-year period were issued.

There were certain exceptions, however. In the case of WKRC-TV Cincinnati, it was learned that the Commission issued a temporary authorization because of the tendency before the Commission of policy for specialized FM service operation (Transit Radio, Functional, etc.). WKRC Inc. is a Transit Radio licensee and stockholder. Commissioner George Sterling voted for a regular renewal.

In the case of KPHO-TV Phoenix, there is the question of clarification of ownership. KPHO (AM), according to the records, is owned by a different group of stockholders than is KPHO-TV and apparently the Commission records have never been corrected.

A third "temporary," departing from the program balance issue, is that involving KTVV (TV) Los Angeles. It was learned that a number of complaints had been received by the Commission pertaining to allegedly unauthorized use of pictures of certain individuals, probably stemming from the panning of large groups at sporting or other events. This poses an entirely new question and the FCC is desirous of looking into it.

Commissioner Robert F. Jones voted for temporary extension of licenses in all cases on the ground that the FCC’s action, in his view, was too hasty. He felt that the Commission should give more detailed study to the questions involving each station rather than place the action in two or three weeks so much those stations which received temporary authorizations merely because of a percentage point here or there on educational or religious broadcasting. He expressed opposition to any interference with programming and felt that inquiries should have gone to the stations in advance of renewal action, rather than afterward.

FCC QUERIES PROGRAMMING

Continued From Page 23

Text of Announcement on the 78 Renewal Applications

FOLLOWING is the official announcement (Public Notice 72774) of the Commission's action renewing for one full year the licenses of 22 TV stations and temporarily extending for three months the licenses of 23 TV stations:

The Commission, on the basis of FCC proposed changeovers required under the new allocations plans was dissipated when it was noted that the 31 stations involved fell in both parts of the Commission's announcement.

The Commission en banc, all Commissioners present, took the following actions on January 30 with respect to applications of 78 commercial TV stations for renewal of licenses:

Granted renewals on a regular basis for KECA-TV Los Angeles, Calif.; KEYL San Antonio, Texas; KGTV San Francisco, Calif.; KJTV Los Angeles, Calif.; KMTV Omaha, Neb.; KNBH Las Angeles, Calif.; KOTV Tulsa, Okla.; KPRC-TV Houston, Texas; KSD-TV St. Louis, Mo.; KSTP-TV St. Paul, Minn.; WAAM Baltimore, Md.; WAFM-TV Birmingham, Ala.; WAGA-TV Atlanta, Ga.; WBAP-TV Ft. Worth, Tex.; WEEN-TV Buffalo, N.Y.; WIBC-TV Indianapolis, Ind.; WICU-TV Erie, Pa.; WIBW-TV Topeka, Kansas; WIBX-TV Utica, N.Y.; WLCV Columbus, Ohio; WLBW Dayton, Ohio; WJZ-TV Baltimore, Md.; WJW-TV Cleveland, Ohio; WJZD-TV Detroit, Mich.; WJZV-TV Youngstown, Ohio; WJAV-TV Chicago, Ill.; WJAI-TV Jacksonville, Fla.; WJ.png

Stock Reports

A THREE-TIMES daily television report on all stocks listed by the New York exchange is planned by Morse Productions, New York, in a video package idea announced last week. It was held that Wall St. sees the program as a method for drawing greater investment capital into American business.

Plan calls for alphabetical listing—all of those issues in which there has been trading—over a local New York television outlet three times each business day. First telecast would be at 10:30 a.m. for a five-minute report on the first half-hour of trading. Second report, for 10 minutes, would be aired at 12:30 p.m. for a summary of mid-day activity. Late report, at 2:15 p.m., would last for 15 minutes, finishing a half hour before the market’s close, thus giving viewers time to contact their brokers and close transactions.

On Saturday, when the market closes at noon, there would be a single program from 11:20-11:30 a.m. No listing would be given for closing prices for or issues in which there is no trading since these may be obtained daily from the press.

Benjamin W. Morse, head of Morse Productions, described the purpose of the program as being to help the private investor who cannot easily follow ticker tape jargon or catch transactions of lesser issues on the board. All issues would be listed, he explained, (Continued on page 70)

February 4, 1952 * Page 61
JOINT TV OWNERSHIP?

CAN RADIO station owners in the same city legally combine through a single new firm to seek a scarce TV channel there? Question stems from FCC staff expressions to Washington radio attorneys that such a course might jeopardize the license of the radio stations involved. Under the FCC's duopoly rule (Sec. 335), more than one station in the same market cannot be owned or controlled by the same person. In various decisions since the adoption of that rule, the Commission has made it quite clear that "control" does not mean what it does in the business world—majority stock ownership—but "actual working control in whatever manner exercised." In many cases this interpretation has been invoked to deny licenses where substantial minority ownership in one station and majority ownership in another station results in the same control.

Observers who have checked with Commission staff executives believe FCC may very well look at a combination of two or more local radio stations as a duopoly. The XYZ Corp., owned by two local AM operators, gets a TV grant. Subsequently, the Commission holds that the XYZ Corp., through its ownership, has two AM stations in the same market under common control. In a recent letter concerning just such a proposal, the Broadcast Bureau answered that although there did not seem to be any objection to such a maneuver for the purpose of obtaining a TV grant, it was believed that other problems might arise. The other problems, it has been learned, are those involving the status of the AM station owners by the owners of the potential TV license.

PROPOSITION

FCC Debunks New Theory

SCARE was thrown into the TV allocations picture by a release from the National Bureau of Standards last week reporting a new theory of VHF propagation and a statement that the theory was "increasingly complicated" TV channel assignments, but it was discredited rapidly by FCC and outside engineers.

NBS release told of new hypothesis accounting for greater VHF coverage than line-of-sight limits usually regarded as the rule. Subsequent to the theory it was that the bending of VHF signals beyond the horizon, normally considered an aberration, was so frequent and so regular it had to be considered part of the rule governing VHF propagation and not just an exception.

"Engineers quickly pointed out that all the data was known, and had been taken into account in making up the allocations assignments.

One high Broadcast Bureau staff member warned that prospective TV applicants thinking of using the amalgamation idea better consider all angles first.

Another high staff official expressed the belief that the Commission would certainly object to consolidations if they were for the purpose of "freezing out" a third party.

Problem Long Brewing

Idea of competing AM station owners joining forces for a TV station has been brewing for some time. However, the threat of freeze-in of TV, and its extension to smaller markets, many broadcasters who fear the heavy financial burden of TV have thought of amalgamation.

Also, in the back of their minds is the thought that consolidations may obviate the necessity of long drawn-out hearings in their community.

The Commission itself has not had the subject up for discussion. Nor has the staff formulated any recommendations on this problem.

Only hope held out by those concerned with the subject is that the Commission, after it considers all sides, may decide that consolidations do not conflict with the duopoly rules on a blanket basis, but should be considered on a case-by-case basis.

Only other alternative is for FCC to change its joint ownership rule. Meanwhile, Commission consideration of the TV allocations issue was interrupted last week by two days' sessions on TV license renewals and theatre TV issues (see separate stories, page 28). The Commission had hoped to complete its consideration of the 600-page report last Friday. Then it was planned to give the staff three weeks to rewrite the entire document, with the Commission giving its final approval next week. Another week was scheduled for the establishment of procedures and policies. With the passage of many days for mimeographing and collating, issuance of the document was set for Feb. 22 or Feb. 26. Interruption has thrown that schedule out of kilter somewhat, and it is acknowledged now that it may be nearer March 1 than Feb. 25 when the report is finally issued.

The conference, due to meet Feb. 18-22, has been set. Mr. Rosel H. Hyde to Mexico to consider various allocation matters [see CLOSED CIRCUIT], the FCC did issue its preliminary draft pattern across the country originally contemplated. It skipped from the Mississippi Valley to the West Coast and the border areas and, it is understood, collided with a number of allocations problems. Assignments in Texas, New Mexico and Arizona, as well as California, were considered.

COLOR TV

Wilson to Discuss Output With Industry

PART of the fog hanging over the government's controversial ban on color TV production may be lifted later this month, Defense Mobilizer Charles E. Wilson, again with representatives of the manufacturing industry.

The conference, first since industry was rebuffed in September last fall and color TV went off to war, is set for Friday, 10 a.m. new General Accounting Office Bldg., 6th and G Sts., Washington. Actual meeting place had not been set.

Mr. Wilson will meet with manufacturing representatives at a meeting called by the National Production Authority to "obtain additional advice" on whether:

- Its existing order (M-90) "puts the type of control and achieves the objectives," in the color TV conference last Oct. 25 and—

- The order requires "clarification or modification."

There were recurring reports last week that NPA, acting under its parent-policy agency, the Defense Production Administration, might consider revocation of the directive.

H. B. McCoy, NPA assistant administrator, has already indicated there would not be formal lifting of the color TV freeze would still imply for industry a limitation to manufacture of monochrome TV equipment because of the continuing acute shortage of cobalt and other vital materials. His statement seemed to scotch reports of a possible order lifting the ban.

More plausible view was that electronic allocation authorities had no clear idea whether or not such an order would be issued.

Chief criticisms have been that the order conflicts with understandings reached at last October's session and is ambiguous in its application to theatre color television and other fields [BB*7, Jan. 28, 21, 7].

Charge No Product Ban

Foremost critics have challenged the order on the ground that it was not the intent of the Office of Defense Mobilization (ODM) to "organize and control the production of color TV products" and that it does not spell out whether theatre colour projectors are to be included along with home receivers.

One critic, Sen. Ed C. Johnson (D-Col.), chairman of the powerful Senate Interstate & Foreign Commerce Committee, branded the edict as "a rather complete blow aimed directly and specifically at color television."

Sen. Johnson indicated that his committee will maintain a watchful eye on Capitol Hill. He told BROADCASTING • TELECASTING:

"The committee is watching that hearing with the greatest of interest. I cannot predict what the outcome of the NPA meeting will be. But I am optimistic that the matter will be clarified."

He said the meeting could represent a "means of progress" in this important science in the interests of civilian and military applications.

Sen. Johnson said he did not feel that production of color TV equipment, or the scientific progress in this field, should be curtailed, in the absence of findings that such a curtailment is necessary because of the defense effort.

Presiding with Mr. Wilson will be Mr. McCoy as assistant NPA administrator, who announced the conference a fortnight ago. Members of NPA's Electronic Division—probably J. A. Milling, division chief; Donald S. Parvis, deputy director, and Leon Goldner, director of the Radio-TV Section—also will be on hand.

Mr. Goldner is formally in charge of the administrative order which laid the groundwork for controversy in industry and even government quarters. Mr. Milling also heads up the DPA Electronics Production Board.

Virtually all the same firms which sent representatives to last fall's conference are expected to be in.

(Continued on page 78)
FREEZE LIFT

WHAT will thawing of FCC’s television station freeze mean to TV broadcasters in terms of scarce materials for facilities?

This question came to the fore last week on the heels of FCC Chairman Wayne Coy’s prediction that not over 20 new TV stations would be granted by the Commission this year. (See separate story.)

In general terms, the materials picture does not augur for optimism—either by the year’s end or in the foreseeable future. Defense Mobilizer Charles E. Wilson has indicated that the mobilization program is still stretched from three to four years.

Authorities conceded that this could lengthen the shortage period beyond mid-1953—date estimated earlier.

But, getting down to immediate cases, for the 10 or 20 TV broadcasters who are fortunate enough to obtain grants by, say, the fourth quarter, the outlook does not shape up too dimly.

All indications point to the probability that they will have sufficient materials to complete construction or add TV facilities to existing broadcast plants. What will happen to others who obtain grants in 1955 remains conjectural.

There’s speculation that steel will become more plentiful later this fall, in the fourth quarter. Copper, however, is expected to remain scarce. And aluminum is still short, though not so critically.

There’s a hidden factor here, too. A number of prospective TV applicants have already begun construction planning and even stocked up equipment, or will have easy access to transmitters, towers and other items. Some purchased products before the pinch became a reality.

Officials of the Defense Production Administration point out that enough transmitters are in production or inventory to accommodate anywhere from 50 to 60 construction permits for new UHF-VHF stations.

Certain-type towers are authorized as Class “B” products under the National Production Authorization Industry’s Product Code and are available to TV broadcasters. Even wooden structures could be used if the situation gets really tight.

There’s another “loophole” in NPA regulations—an “out” for television broadcasters who would proceed on a minor scale. This is the self-authorization provision, under which, NPA authorities freely concede, broadcasters could get needed materials without the most modest alterations, installations or remodeling.

The provision enables broadcasters to write their own orders for 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum “for a single project in any one quarter.” While NPA is known to frown on inventories, it freely acknowledges that broadcasters could accumulate enough materials for major undertakings.

Outlook at NPA

NPA says flatly that new construction not already underway will be delayed in the second quarter, and perhaps subsequent quarters. But there’s a proposal in DPA-NPA quarters to set up a new system: granting building permits under a priority system, with a rain check on future supply of materials as they become available.

Another factor involves members of Congress. Once the freeze is lifted, proceeds of certain CP’s are granted, it’s a foregone conclusion that senators and representatives will make a pitch for constituents and urge NPA to allot materials.

With respect to steel, there are chances for foreign imports and NPA has approved creation of a task force to study the problem of decontrolling certain steel products now in fairly good supply. The big pinch remains on copper, partly because of a slowup in delivery of copper.

Copper will be limited further in entertainment and commercial construction, but no such restrictions will apply to the industrial category under which radio-TV broadcasting now falls. Dollar limitations may be placed on industrial projects—the sum of $100,000 is currently under study as a ceiling for building equipment and materials requiring so-called DO ratings.

The problems of individual station broadcasters and networks on construction invite comment. NPA authorities have noted that some networks have purchased or leased theatre or other studio facilities. But plans for new radio-TV centers not yet underway appear hopeless for the “duration.”

There is another phase, too. Radio, of course—output is expected to hold up fairly well in 1952, due to a number of factors, including industry conservation measures and ingenuity.

This represents one of the more critical aspects at a lower level in the chain of production—manufacturing of such component parts as rectifiers, loud-speakers, capacitors and resistors.

Film Writers to TV

EMPLOYMENT of movie writers in television is 80% above a year ago, according to Screen Writers Guild. December’s action showed that 110 screen writers employed on TV and documentary films as compared to 61 a year ago. Although there was a fall-off in employment of SWG members among major film studios and independent movie producers, this decrease was partially compensated for by the widened activity in TV, Screen Writers Guild report showed.

EARLY TV THAW WOULD PLEASE TRUMAN

More Stations the Better for Informing Public, He Notes

PRESIDENT TRUMAN unoffi-
cially cast a strong vote for the earliest possible thawing of the TV freeze at his news conference last Thursday.

The Chief Executive tossed a bouquet video a bouquet to his writer-reporters assembled in the old State Dept. building adjoining the White House.

Asked if he would like to say when he thought the freeze would be over, Mr. Truman said that he could not answer that since he did not know.

But he asserted that, in his belief, the more television stations we have, the greater likelihood there would be of getting the truth over to the people during the election campaigns.

With a smile, he commented that this was no reflection on his predominantly-newspaper audience. This brought a laugh from the more than 100 newsmen present.

The President denied, however, that he had urged the radio-TV section of the National Democratic Convention to drop the video stations as possible to be operating in September.

There was no question as to how Mr. Truman himself felt personally about TV. Referring to his 1948 campaign, the President said he went before the people and that resulted in his winning.

He commented that while he did not believe television would revolutionize campaigning as we know it today, he unqualifiedly believed it would play a great part in any forthcoming campaign, including the current one.

ONLY 10-20 TV GRANTS

NOT MORE than 10 or 20 TV station grants will be made this year, FCC Chairman Wayne Coy told members of the Cleveland chapter of Sigma Delta Chi last Monday.

He also told the journalism fraternity members that he believed the final decision on ending the 40-month-old TV freeze would be issuing “in a month or quite close to that,” and that after a 60 or 90-day waiting period for new applications and the amending of old ones, the Commission could begin processing applications between May 1 and June 1.

But TV grants will not be coming too quickly, he added, “unless we are dramatically rescued at the crucial moment and given reinforcements through greatly increased appropriations.” The FCC chairman pointed to limited stock “only enough for open freeze for the entire country”—as being the crux of the Commission’s TV problem [B*7, Jan. 28, 14].

TV will be the dominant broad- cast medium, Mr. Coy told his audience of newspapermen. He forecast a nationwide system of 2,000 “or more” stations.

All events of interest to the public ought to be made available, even if new ways to sponsor them must be found, Mr. Coy said, obviously referring to subscription-type TV.

Favoring the Benton Bill (S 1579), Mr. Coy told reporters that the proposed advisory committee could protect broadcasters by recognizing only respectable complaints against the industry.

Perhaps 50% of the American people will participate in the Presidential conventions this year, Mr. Coy estimated. “During the last campaign, TV had an impact,” Mr. Coy said. “Imagine what that impact will be in this fateful year of 1952 when there are 16 million sets in use and perhaps 60% of the American families looking in—seeing and hearing and understand-

Seen by Coy in ‘52

Entertainment more about what goes on in the conventions than most of the spectators right in the hall.”

In talking about color TV, Mr. Coy co congested: output is expected to hold up fairly well in 1952, due to a number of factors, including industry conservation measures and ingenuity.

Some people feel that this delay in the introduction of color in television (stoppage of color TV set production at the request of broadcasters (officials)) may be turned to advantage if, as some predict, a compatible system of color television is ultimately shown to be practically feasible. The predictions heretofore have had a way of disappearing into the limbo when they have served their purpose of building up hope for others.

Manufacturers should engineer TV sets so that they can be adapted or converted to color, “quickly and at reasonable cost,” Mr. Coy said. FM still has a future, Mr. Coy predicted.

“The increasing crowding of the AM band by more and more Ameri-(Continued on page 78)
TELEPROMPTER

CORP., New York, last week announced it had signed a long-term contract with CBS Television for the use of its cueing service on TV programs, reportedly involving a guarantee of $400,000 for the first two years.

At the time of this announcement, TelePrompTer Director Irving B. Kahn also reported the company has established offices in Washington and Hollywood. Margaret (Mugs) Richardson will act as Washington representative. In Hollywood, company will be rep by Carol Wight, vice pres., CBS-TV, president, and Richard Dorso, former executive vice president of United TV Programs.

TelePrompTer system, according to Mr. Kahn, employs a roll of paper on which is printed entire script of program—lighting music, where necessary—in characters approx. an inch high. The paper is housed in a small cabinet in which the roller moves at a variable speed controlled remotely by an operator. On an "average" program, four of these machines, electronically synchronized, are placed around the studio within sight of actors but outside of camera range.

Designed to "reduce the necessary hours of costly studio rehearsal time and to eliminate the fear of forgetting ... lines," TelePrompTer idea was originated by actor Fred Barton, now an executive in the company with Mr. Kahn and Hubert Schiafﬁ, director of research.

TelePrompTer equipment was said to have been used first a year ago on CBS-TV, and has been employed since by stars including Arthur Godfrey, Garry Moore, Steve Allen and Ed Sullivan. It was reported by a company spokesman that President Truman, Secretary of State Dean Acheson and the Defense Mobilizer, Charles E. Wilson, have made use of the system.

DU Mont Sales

Trans. Div. Expands

DESIGN for superior sales and technical services has been completed by Allen B. DuMont Labs., Transmitter Div., N. J., which announced Monday a comprehensive, three-point sales-organization reorganization of its sales division to be undertaken shortly.

Plan calls for (1) regrouping major sales areas and appointment of many new sales representatives, (2) setting up sales ofﬁces in key cities throughout the country, and (3) launching intensified cooperation between the division and its ﬁeld representatives in order to provide detailed attention to current or potential station customers, James B. Tharpe, division sales manager, said.

Transmitter sales areas are being regrouped into three main districts: eastern, central and western, each to be supervised by managers yet to be announced. Each district ultimately will be subdivided into territories, to be covered from key city ofﬁces by regular field representatives. A fourth district, the New York metropolitan area, will be administered directly from division headquarters.

Others to Be Named

- Program also calls for naming foreign and industrial sales representatives who will take over South American and overseas markets, as well as American manufacturers interested in industrial television.

Keyed to the steady growth in the division's volume and the forthcoming lifting of the FCC station freeze, the expansion is being undertaken, Mr. Tharpe explained, in answer to the constantly increasing number of orders for, or inquiries about, new transmitters and related equipment produced by the DuMont division.
Stop Press!

First week's national ARB ratings

Cumulative rating
18.0
Daily rating average
5.3
Average daily viewers
1,129,000
Cost-per-M per commercial minute
$1.79

Today
7-9 AM

The TV program that is changing the habits of the nation

20,000 mail requests from an advertiser's announcement at 8:20 AM in the morning...and among these requests to Dave Garroway for a free issue of Kiplinger's "Changing Times" thousands of statements that people are actually changing their living habits to watch "Today."

See them change—just three pages ahead...
<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
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<td>Peabody</td>
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<td>CBS</td>
<td>The Good Life</td>
<td>Good Life</td>
<td>6:45</td>
<td>CBS</td>
<td>The New Adventures of Old Jo</td>
<td>Old Jo</td>
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<td>The Adventures of Ollie &amp; Jerry</td>
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<td>NBC</td>
<td>The New Adventures of Ollie &amp; Jerry</td>
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<td>The Adventures of Ollie &amp; Jerry</td>
<td>Ollie &amp; Jerry</td>
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<td>Mr. Hyde</td>
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<td>7:45</td>
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<td>The New Adventures of Old Jo</td>
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<td>12:00</td>
<td>NBC</td>
<td>The New Adventures of Old Jo</td>
<td>Old Jo</td>
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</table>

**GUEST HOSTS**

- 12:15 PM: TBA
- 12:30 PM: Fozzie Bear
- 12:45 PM: Fozzie Bear
- 1:00 PM: Fozzie Bear
- 1:15 PM: Fozzie Bear

**ADVERTISING**

- 12:00 N: Fozzie Bear
- 12:15 PM: Fozzie Bear
- 12:30 PM: Fozzie Bear
- 12:45 PM: Fozzie Bear

**FOOTSNote**

- (See Footnote)

**CREDITS**

- Produced by Fozzie Bear Productions
- Directed by Fozzie Bear
- Written by Fozzie Bear
- Hosted by Fozzie Bear

**TELECASTING**

- SUNDAY - FRIDAY
- SATURDAY
- MONDAY - FRIDAY
- SUNDAY
# NING

## FOR FEBRUARY 1952

### WEEKDAYS

<table>
<thead>
<tr>
<th>Time</th>
<th>DuMONT</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMONT</th>
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**Explanation:** Programs in italics, sustaining.

**Time:** EST. L. Love: F. E. Knight were recording: E. Easton securing: H. M. D. M. Distinct; S. sustaining.

**ABC-1:** 1-10 p.m., Tues. Jackie’s TV Network participating. Gower and E. R. M. F. F. Inc., 1-115 p.m., Wed., Gower Horner, Minute Maid (Part. same time sustaining). (L).


**NBC:** 1-10:15 p.m., Fri., CBS News is half hour; instead of 15 min.


3:30-4 p.m., Mon.-Fri., Parks Show B. 8. 3:30-4 p.m., Tues.-Th., Nat. Bureau Show. 3.

**NBC:** Mon.-Fri., 7:30 a.m., Today, Dave Garrett, L. Mon.: 8:30-9:25 a.m., Publicity: 8:30-9:25. Pure-Per.

*Quaker Oats-Mon.-Fri. & Peter Paul-Th.-Sat.*

5:30-6 p.m., M-F. Firms listed appear listed daily in the sin. separate.

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**Time**:

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday-Friday</th>
<th>Saturday</th>
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<tbody>
<tr>
<td>CBS</td>
<td>DuMONT</td>
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**Broadcasting**

The Newsweek Radio and Television Telecasting

February 4, 1952 Copyright 1952
"today"—morning habit-breaker in action...

"so I flew to the TV... to dress, of all places, in the dining room..."
BROOKLYN, N. Y.

"Enjoying firsthand news—neglecting the wash! It's worth it..."
WALLASTON, MASS.

"The pleasantest and most interesting 'waker-upper' I've ever seen..."
EASTON, PENNSYLVANIA

"glued to my TV set—as I have coffee on the floor..."
NEW YORK, N. Y.

"we are two old folks, 74 years... just caretakers on a farm... we'll be there each A.M."
SOUTH LINCOLN, MASS.

"TODAY" IS NETWORK TELEVISION FOR A SONG

MARKETS are reached on a national scale, with 30 stations already taking the show live.

RESULTS start the day your first commercial hits the air and is seen by the entire family, before the shopping day begins.

PRICES start as low as $2,000 for a participating sponsor.

NBC television
30 Rockefeller Plaza, New York 20, New York
A Service of Radio Corporation of America
not a prohibition bill in any sense of the word. It does not prohibit any legal or prevailing alcoholic practice.

"...We are for it because we cannot afford to be against it... Also we favor an amendment to include beer and wine for non-hooch con-
tent. We favor this to put some teeth, some wisdom teeth, in the proposed law."

George Riley, representing the AFL, told the committee, however, that the union looked at the bill as a rearing-up of prohibition. The "ball game," he added, referring to prohibition, was "over" when the 21st Amendment came along.

This bill, Mr. Riley continued, "is the first step to get the men back on base and begin the ball game all over again."

It differs from the Langer Bill only in that instead of all alcoholic beverage advertising, it would restrict the ban to liquor only, and rather than all channels of media, only radio and TV would be af-
fected. Otherwise, he said, it had the same purpose.

Another witness, Charles A. Sands, representing Hotel and Res-
taurant Employees and Bartenders International Union, said members were against the bill be-
cause it would cast an "inference" against the business in which his 450,000 membership was actively engaged.

Sen. Magnuson pointed up during the hearings that there is no liquor advertising on the airwaves at present and the legislation is "preventive" rather than "cor-
rective." He noted that many wit-
nesses spoke in terms of liquor ad-
vertising now on the air.

Johnson Rebuttal

Chairman Johnson rebutted Sen. Magnuson's comments by asserting that Hawaii and Alaska have liquor firm sponsorship of certain pro-
cgrams carried there. "There are several in the United States that are indirectly ad-
vertising distilled liquors." So while for the most part it is preventive legis-
lation, it is nonetheless altogether preventive legislation.

Earlier, Sen. Johnson had out-
lined his thoughts on the bill, which he co-sponsored with Sen. Francis Case (R.-D.), in greater detail.

Congress should protect the American home from an "invasion of whiskey salesmen" through radio and television, Sen. Johnson said. Liquor ad-
vertising is getting its "toe in the door" in radio and TV. "Mixed drinks" have been banned in restaurant advertising. He pointed out that a distiller now advertises on television that a beer company is a subsidiary of his firm. (Under-
stood to be the Distillation International Corp. of which Blatz Beer is a sub-
sidary; program said to be Amos 'n Andy on CBS-TV, Thursday, 8:30-9 p.m.)

If such advertising continues, the Senator said, liquor firms "may get their whole foot, and perhaps their body in the door... The first thing you know, we'll have a $10 million

advertising program for liquor on the television and radio." It is up to Congress to protect homes from such advertising, he added. Sen. Case, who appeared briefly Wednesday, said such advertising could reach the radio-TV "captivate audience."

According to Sen. Case, the prob-
lem of liquor advertising on the airwaves could not be handled by the states but must be federally regulated. In radio and television advertising, the Senator said, "we have a different situation than in advertising in newspapers or maga-
azines" for in the latter media, the reader can "turn the page" if he is not interested.

John L. Huntingon, assistant deputy commissioner of the Alcohol and Tobacco Tax Division of the Treasury Dept., told the committee that his unit had asked members of the distilled spirits industry "not to use radio or television for advertis-
ing." Otherwise it took no part in what was a matter of Congress-
ional interest.

Also read into the hearing rec-
ord by Sen. Johnson was the sec-
tion of the FCC TV Code deal-
ing with the "Acceptability of Advertisers and Products - Gen-
eral," particularly that subsection (1a) which reads: "The advertising of liquor should not be ac-
cepted."

The day before the hearing's start, temperance leaders from all states gathered in the Capitol Rotunda for a worship service. Later a breakfast was held in a Senate dining room, where Sen. Johnson spoke briefly.

At the outset Sen. Johnson de-
tailed in length certain correspond-
ence which he had with the FCC and Treasury Dept. concerning the advertising of liquor on radio and television.

Correspondence with FCC in brief was: A letter, July 26, 1949, from the Senator to the FCC as-
serting that the distillers were pro-
ceeding to advertise alcoholic bev-
erages on American radio stations;
an answer from FCC to the Sen-
ator, Aug. 11, 1949, saying in effect the Commission recognized the se-
riosity of the problems but point-
out limitations of its author-
y on the subject.

A letter, Oct. 17, 1950, from the Senator to begin the beginning of liquor advertising on radio stations in Hawaii and Alaska. Answer from FCC, Jan. 10, 1951, saying it had afforded power and reiterated its position that the answer to the problem was Congressional legis-
lation.

A further Johnson letter, March 31, 1961, enclosing a statement by the old Federal Radio Commission which set forth a policy against liquor advertising on the air, stat-
ing that FCC had the authority at that time to do this. May 3, 1951, that the FCC has not had this policy since the passage of the Communications Act of 1934.

Still another letter, Jan. 29, 1962, from Chairman Wayne Coy of FCC, commenting on S. 2444, said the majority of the Commission feels that "this bill presents questions of national policy and it [FCC] does not desire to express any opinion with respect to the merits of the proposal. Comr. [Paul A.] Walker desires to state that he is strongly in favor of the enactment of such a proposal."

WHY ONLY RADIO-TV?

Baylor Asks of Liquor Bill

IF THERE is to be a prohibition of liquor advertising on radio and TV, why not extend it to all newspapers and magazines which actually do carry such advertising at the present time?

That's the question posed to Sen-
ate Interstate & Foreign Com-
merce Committee Chairman Ed C. Johnson (D-Col.), whose group now is holding hearings on a bill to prohibit liquor advertising on the airwaves. Questioner was Da-
vil M. Baylor, vice president and general manager, W.M. (Clevel-
land, Ohio) Broadcasting Co.

In a letter to the Senator last week, Mr. Baylor pointed out that if such a prohibition is to be had, it should be all-inclusive, "other-
wise, it is out and out discrimina-
tion against radio and television, both of which have suffered more than their share of discrimination."

Mr. Baylor said he was in part agreement with the "drugs" in that there has been some "poor taste used in the advertising of beer and wine on radio and television" due to the fact that radio has a greater "remembrance impact on people than has the printed word."

WAVE-TV TOWER

Ruled Subject to City Tax

KENTUCKY Court of Appeals in Frankfort last week upheld a low-
ner's court's decision that the television tower of WAVE-TV Louis-
ville is not manufacturing machinery and therefore is subject to city tax.

The station had sought to have the 570-ft. tower classified as man-
ufacturing machinery, which is ex-
empt from city tax. Case was argued about the tower but the court held that all WAVE-
TV property is subject to municipal levies. No estimate was given on the value of the WAVE television equipment.

Hubert T. Willis, attorney for WAVE, said he would await a thor-
ough reading of the appellate court's decision before deciding on future action.

Russell Signed

BERTRAND RUSSELL, philoso-
pher and winner of the 1950 Nobel Prize for literature, has signed with NBC to make one film ex-
pressly for television to be used for early spring release of a half-
hour program, to be called "eighty years of changing beliefs and un-
changing hopes."
HEARING CODE

BROADCAST and telecast coverage of any congressional hearing or court trial at which witnesses appear unwillingly was denounced last week by the New York State Bar Assn. when it adopted resolutions proposing a code for all Congressional hearings.

The New York State Bar proposed in an oral vote of in about 200 ayes to several dissenters, was described as being intended primarily to protect individual civil rights, rather than to oppose the function of public media. Louis Waldman, New York labor lawyer who, as chairman of the association's Committee on Civil Rights, presented the resolutions, said that the need for a code to guide Congressional hearings exists, even where there is no radio, television or newspaper.

Only an speaker against the resolutions was Stuart Sprague, counsel to the television industry committee to negotiate with the American Society of Authors and Publishers, who pointed out that the Assn. of the Bar of the City of New York, meeting the previous week in the same room, and rejected a similar stand [*B, Jan. 21].

Stressing that television should not be on trial before the state ass

Stock Reports

(Continued from page 61)

in easy-to-understand abbreviations, rising vertically on the television screen, with background music, business news, or appropriate interviews accompanying the picture.

Business interest in the program has been immediate and impressive, it was reported, and Mr. More said he hopes to announce sponsorship of his program within a week or two. A number of Wall St. firms expressed interest in the project, although it seemed last week as though brokers—still reluctant to advertise singly—might sponsor the program collectively as an institutional promotion, perhaps later dividing it into segments for individual backing.

Further announcement of sponsorship depends 'in part,' Mr. More explained, on the winter meeting of the board of governors of the Assn. of Stock Exchange Firms, held Monday through Wednesday last week. The association itself is expected to announce any plans it may make for becoming a video sponsor, however.

A major asset of telecasting market reports, it was reported, is that such a program would educate potential investors in the lower and middle income brackets, informing them of the advantages of being share-holders in American business. Considered an excellent means of attracting new capital to business, such action is also described as strengthening the capitalistic system "by bringing Wall St. to Main St."
Thanks to you, your family, your friends, and your neighbors — because during the months of, (Source: The Pulse), September, October and November combined you gave to WPIX the third largest share of audience in the New York market.

Thanks to our local and national advertisers — and their agencies — for rewarding WPIX’s proven sales ability with an increase this year of over ONE MILLION DOLLARS.

Compare WPIX’s potential set coverage and current base rate with any of the other stations telecasting from atop the Empire State Building.

<table>
<thead>
<tr>
<th>Station</th>
<th>Total TV Sets in Metropolitan area</th>
<th>1-hour Class A base rate</th>
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<tbody>
<tr>
<td>WPIX</td>
<td>2,630,000</td>
<td>$1,500</td>
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<td>WABD</td>
<td>2,630,000</td>
<td>2,200</td>
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<td>WJZ-TV</td>
<td>2,630,000</td>
<td>3,100</td>
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<tr>
<td>WCBS-TV</td>
<td>2,630,000</td>
<td>3,750</td>
</tr>
<tr>
<td>WNBT</td>
<td>2,630,000</td>
<td>3,750</td>
</tr>
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</table>

*Source: NBC estimate as of 11/1/51

Advertisers and their agencies know that once they buy time on WPIX to cover the New York market (which represents nearly 10% of national retail sales) they will not be asked to release their time to a network advertiser.

America’s TOP Independent

America’s TOP Market
Color TV
(Continued from page 68)

The order as it now stands prohibits the manufacture of color TV equipment or such equipment as is used (adapters, converters, etc.) to facilitate the reception of color TV broadcasting. It permits industrial "closed circuit" or de- tailed, non-commercial color TV projects, and experimental uses and research and test programs touching on further developments of color TV systems [B&T, Nov. 25, 1951].

Only 10-20 TV Grants
(Continued from page 68)

can stations, as well as the rapidly increasing number of stations in the other North American countries and the resultant interference, work on the side of FM," he said.

Mr. Coy was bullish on facsimile. Referring to the technological and economics problems in electronics that have been solved, and rising newprint and other production costs, Mr. Coy stated:

"I am confident that there is a radio newspaper in our future."

Cites Important Cases

In discussing various Commission policy actions regarding "freedom of expression," Mr. Coy highlighted (1) the network, duopoly and ownership cases of 1941; (2) the newspaper ownership investigation of 1941; (3) the 1945 WHKC Columbus, Ohio, decision which held that stations must give labor organizations the right to buy time to discuss grievances on air; (4) denial of the Mansfield Journal's application for a radio station in that Ohio city because of the "national interest" and (5) the three licenses of the three Goodwill stations renewed [B&T, Dec. 3, 1961].

'TODAY' RATES 5.3

ABC-TV Cites ARB Report

An average of 1,129,000 viewers in 583,000 homes watched the new NBC-TV morning effort, Today, according to network spokesmen who last week quoted an American Research Bureau rating.

The 5.3 rating was described as "amazing" considering it was for first time to be sponsored in a new time segment. Comparative rating for the full 7-9 a.m. program, was 19.0 or 1,980,000 homes reached, which NBC-TV said "picks up the nighttime TV clearly in the big leagues." The average viewing home, it was reported, spent one hour and five minutes with the program.

In a variation of the Sinatra-Berle contest, CBS-TV also released an American Research Bureau rating for its morning major market entry, Arthur Godfrey Time, seen 10-15-50 to 10-15-51. Although Thursday-Morning's national rating averaged 12.4 or 2,116,600 viewers in 1,545,000 homes during the week previous to Today.

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McFARLAND BILL
House Group Resumes Study

LAWMAKERS on Capitol Hill roll up their sleeves once more on the McFarland Bill (S 650) tomorrow (Tuesday).

This is the legislation which would amend the Communications Act of 1934 by re-aligning the functions of the FCC in its broadcast activities.

The House Interstate & Foreign Commerce Committee, which resumes its executive session study today, by agreement of its members last week, adjourned its task last October as the Congress, itself, adjourned after a prolonged legislative year [BWT, Oct. 22].

At that time, the committee chairman, Rep. Robert Cresser (D-Ohio) had announced that the group would take up the bill first on the agenda upon resumption of business this year.

The Congressmen are only a few sections into the bill, however. Whether there will be a speed-up in their consideration, as has been predicted in the past few weeks, is unpredictable.

The Senate passed the bill twice last year, first in its original form in February 1951 and again a month later as a “rider” to the monitoring bill (which the McFarland Bill had incorporated in its provisions).

SUBSCRIPTION TV
Suggested for Educators

AS A MEANS of financing “non-commercial” educational TV stations, Bernard B. Smith, New York attorney, suggests that the FCC grant them exclusive subscription TV rights so they could broadcast up to three hours per day of mass-appeal programs like top quality movies.

Mr. Smith advances his proposal in an article in Harper’s magazine for February. He estimates that revenues from the three-hours-per-day subscription telecasts would support the entire operation of educational stations. Without such revenues, he believes few if any schools will be able to afford TV.

B&B APPOINTS
Names Kern, Potter, Selby

BENTON & BOWLES, New York, has reorganized its media department, dividing its accounts under the supervision of three directors who will be responsible for all activity of media on those accounts, H. H. Dobberteen, vice president, in charge of media, has announced.

The three directors named are George Kern, who has been director of radio and TV time buying since 1941; Dan Potter, manager of publication media since 1948, and Herbert Selby, who has been handling Procter & Gamble media since last year.

Under Mr. Dobberteen’s overall supervision, each of the directors is assigned a group of specific accounts, including radio and TV broadcasting, publication and outdoor advertising.

This is reportedly the first complete organization of a media de-

FORD DRIVE
Dealers Buy on WSAZ-TV

THERE’s more than one Ford in the future of WSAZ-TV Huntington, W. Va.—thanks to one of the largest cooperative advertising campaigns in that region’s history.

Over 20 Ford dealers have banded together to advertise their 1952 models on WSAZ-TV, the station reports.

Representing the station on the contract were Lawrence H. Rogers II, general manager of WSAZ Inc., and Charles S. Palmer, station account executive.

The idea for the co-op campaign was conceived and arranged by J. C. Rardin, general manager of Galigher Motor Sales Co., Huntington. It was directed and executed by E. W. Wiggert, field manager for the Ford Motor Co., with 23 dealers in West Virginia, Ohio and Kentucky participating.

The tube with the “built-in cash register”

This high-power triode literally keeps you putting money in your pocket all its life.

The secret: Its thoriated-tungsten filament takes 60% less filament power than would a pure-tungsten filament; can save $1300 or more a year on filament power alone in 50-kw AM transmitters. In addition, you may obtain even greater savings with the 5671 because of its exceptionally long life. (A case in point: The oldest 5671 at WGAR has passed the 30,000-hour mark and is still in excellent condition.)

These savings represent a handsome bonus, indeed, for any 50-kilowatt station now using older types in the modulator and the power amplifier.

For tube service in a hurry, call your local RCA Tube Distributor.
FOREIGN TV

TELEVISION program service on a more or less regular basis is being offered to 17 foreign countries with an aggregate regular audience of some 12.5 million viewers, according to a report prepared by Richard W. Hubbell, chief of the television unit of the International Broadcasting Division of the State Dept.

Report was released Wednesday at a session on "Mass Media and Community Education" of the Third National Conference of the U. S. National Commission for UNESCO United Nations Educational, Scientific and Cultural Organization, held Sunday through Thursday at Hunter College, New York.

See DuMont Feature

Major feature of this session was a 45-minute telecast, Television: A Passport to Peace, prepared and broadcast by the DuMont TV Network primarily for the several hundred representatives of education and related social and civic organizations who watched the program on six DuMont receivers in the college auditorium. Tracing the progress of communications from the days of the juggler and drum to today's media, the present program incorporated addresses by Allen B. DuMont, president, Allen B. DuMont Labs, and Thomas T. Goldsmith Jr., research director.

Following the telecast, Lyman Bryson, professor of education at Columbia U.'s Teachers College and a veteran of public service broadcasting, moderated a panel on the use of mass media. Panel participants were Dorothy Lewis, coordinator of U. S. station relations for United Nations Radio; Davidson Taylor, NBC general production director; DuMont Brown, editor and publisher, The Providence Journal; Arch Crawford, president, National Assn. of Magazine Publishers; Spyros Skouras, president, Twentieth Century-Fox Film Corp.

Questions from the floor were largely critical of newspapers for "slanting" news stories in accordance with their publishers' views instead of straight reporting and of motion pictures for presenting a false picture of American life abroad as well as at home. The complete absence of any criticism of radio and television from a broadcast of a program that in former years was avidly critical of broadcast program content led Mrs. Lewis to comment that "for a representation of radio and television, today the millenium has arrived."

In a meeting with the overall theme, "The Citizen and the United Nations," and the purpose of considering "ways to improve our understanding of and participation in World Affairs," broadcast media were discussed and least mentioned at many of the conference sessions.

At the Monday afternoon meeting on "Communications in the World Community," for example, Robert C. Angell, professor of sociology, U. of Michigan, in discussing "development in international communications," reported "If all television relations were by way of a satellite, we would have the opportunity of having communication free of any restrictions." He was quoted as saying it was not for the purpose of improved communication, but rather to improve our way of life.

SAG CONTRACTS

Twelve More Firms Sign

TWELVE more television film production companies signed Screen Actors Guild union shop contracts within the past few weeks, according to John Dales Jr., executive secretary. They are Allegro Pictures, Jimmie Allen Enterprises, Commonwealth Productions & Artists Inc., Donlevy Development Co., Fantasy Films, Sam Lernert Productions, Kramer-Gross-De Witt, Landmark Productions, Mark VIII Productions, Scripture Films, Visual Drama (all Hollywood), Times Square Productions (New York).

The two new independent film companies signing with SAG include Encore Films, Samuel Fuller Productions, G. H. Productions, Paul E. Hear Inc., Walter Lantz Productions, Mutual Pictures of California, Joseph Kaufman (all Hollywood); Centaur Productions, Palisades Productions, and Ted Baldwin (all New York).

AFM FILM PACT

Negotiated by Petriillo

MUSICIANS favored reserved rights to re-use film sound tracks for subsequent television sale and distribution when a two-year contract was signed Jan. 19 in Miami between Federation of Musicians (AFM) and negotiators for eight major motion picture producers.

The television rights were a subject of the negotiation, which resulted in a 15% wage increase for some 800-800 studio staff musicians and for many other AFM local employees. Effective Jan. 15, expiration date of the previous agreement, contract sets maximum increase at $15.50 per week, with all raises subject to federal wage board approval. Recording sessions of more than six continuous hours will require an extra hour's pay, with all work after midnight drawing time and a half.

Two Night Sessions

Contract was negotiated in two consecutive night meetings by James C. Petriollo, AFM president, and officers and members of the Screen Actors Guild and United Brotherhood of Electrical Workers, convening for its annual mid-winter meeting. Amicable discussions, Mr. Petriollo was quoted as saying, were conducted with an eye on the position in which these movie men find themselves—business isn't too hot. We want to keep the business going.

Pact was described by Nicholas M. Schenk, Metro-Goldwyn-Mayer president, as "a very equitable deal."

Baptist Telecast

FIRST network telecast produced by the Southern Baptist Radio Commission was slated to be carried over 28 NBC-TV stations yesterday (Sunday) and to be kinescoped over 20 different NBC-TV stations next Sunday. The program, "Frontiers of Faith," a half-hour presentation, is a regular weekly feature of the network. Dr. S. F. Lowe, commission director, reported that the telecast will mark the beginning of active participation in TV by Southern Baptist.

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12.5 Million Viewers

in the field of freedom of information... It must be clear that the incorporation of restrictive principles in draft conventions and codes..."
MR. SPONSOR:

Detroit Women Love "Ladies Day" and SALES Prove it!

WJBK-TV, Detroit's best television buy, has scored again. Their brilliant show, "Ladies Day", is capturing the hearts of women in the nation's fourth market. The ladies go for this mid-afternoon TV participation program, and more than that, they go for "Ladies Day" advertised products. Response and sales are terrific! Just look at these results:

30-piece sets of stainless steel cutlery, retailing for $6.95 apiece, sold 41 sets from the first commercial, 45 from the second. Results were so tremendous the first week that the store ran out of stock. We had to stop the commercials until their supply could be replenished. Net result: three-spot-a-week contract for a year.

Detroit's leading department store received more than 1000 phone orders from only two hair curler commercials—sold $2,400 of 25c cards of curlers in one week. After just two weeks on "Ladies' Day," with three spots a week, every Detroit branch of the country's two biggest "five-and-ten" stores reordered from three to five times.

Six spot announcements for a rug cleaner resulted in reorders by every department and chain store in Detroit which stocked the product. The Sponsor contracted for a full year.

Results like these can be yours, if you take advantage of the alert programming and steady progressive leadership that has made WJBK-TV tops in audience-response and sales results in the wealthy Detroit market. WJBK-TV consistently leads in giving the audience the finest in entertainment and the advertiser the best television buy in town. Check your local KATZ man for all information. You'll find that WJBK-TV really delivers the goods—your goods.

WJBK DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2855
Represented Nationally by THE KATZ AGENCY, INC.
telestatus

DAYTIME VARIETIES, utilizing 99 quarter hours, was the most frequently-used type of program, according to Multi-market TelePulse rates as released by Pulse Inc., New York, for week of Dec. 1-7. Insofar as ratings were concerned, boxing (23.6), football (21.5) and comedy variety (21.2) proved to be the most popular viewing fare:

<table>
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<tr>
<th>No. of Quarter Hrs. Avg. Rating</th>
<th>Comedy Variety</th>
<th>News &amp; Comment</th>
<th>Movies &amp; Specials</th>
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**KHZ-TV Issues Rate Card No. 2**

KHZ-TV Hollywood has issued rate card No. 2, effective March 1. Under new rate schedule, an hour of Class A time (7:15-8:30 p.m., nightly) is $1,000; Class B time (6:00-7:00 p.m., Mon., through Fri.; 12 noon-7 p.m., Sat., and Sun.; 10:30 p.m.-12 midnight, nightly) is $750; Class C time (1:30-3:30 p.m., Mon. through Fri.; 10:15-12 noon, Sun.) is $600. One-minute spot announcements for Class A time are $180; Class B, $135; C, $90.

**L. A. Rate Finder**

PROBLEM of quickly locating and comparing rates on each of the seven Los Angeles TV stations has been simplified for timebuyers in a bulletin titled "What Does TV Advertising Cost?" worked out and distributed by The Mayers Co., local advertising agency.

On an 11 by 17 inch center spread, all stations' rates from 80 minutes to 10 seconds, during all periods of the day, are set forth. Chart also lists all participating programs on each station, with day of telecast, time, class and cost.

In addition, bulletin contains brief factual data on costs of TV programs, commercials, merchandising and promotion, tie-ins and agency representatives.

Promotion piece also lists 63 products that have been promoted via TV by The Mayers Co., clients, approximately one-half of which are filmed commercials produced by the agency.

**Weed & Co. Map**

**Gives Connection Data**

TELEVISION map showing present and planned television network connecting lines of AT&T's Long Lines Div. has been released by Weed & Co., radio and TV station representatives.

The map, prepared by Weed & Co.'s TV research department, contains all network connections, including AT&T relay and cable links and independent station relays. Plans for 1952 show connections for all cities where TV outlets are available, except for the exceptions of Seattle, Phoenix and Albuquerque.

AT&T added about 5,500 miles of channel last year to bring the total to 24,000 miles, exclusive of private station relays.

**Weekly Television Summary—February 4, 1952—TELECASTING Survey**
from 200
to 124,000
in
29 months

On November 9, 1951, Mrs. C. C. Brown of Chester, South Carolina, bought the 100,000th television receiver in the WBTV area. A music teacher and community leader, Mrs. Brown symbolizes 124,000 (February, 1952) select Carolina families—your elite prospects—whose sole source of television is WBTV.

WBTV SERVING THE CAROLINAS' LARGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY
Represented Nationally by CBS Television Spot Sales
Film report


Duke Goldstone completing directorial assignment on last six of 26 Dick Tracy, half-hour TV film series to be televised through Telescriptions Sales, Beverly Hills.

Sammy White to produce and star in 38 half-hour TV film series, *Towns and Cities of the Pacific Can Co.*, San Francisco. Series concerns song and dance man and will be filmed at Hal Roach Studios, Culver City. Raymond Gayle assigned to write series.

Knox Manning and Kurt Martell signed by Jerry Fairbanks Productions, Hollywood, to narrate TV films for Oldsmobile (General Motors Corp.).


Tom Armistead, staff director, KTVV (TV), Hollywood, to Bing Crosby Enterprises, Culver City, as assistant to producer Bernard Girard on *Coronet Theatre*, TV film series.


Winfred Shank, casting director, SeI M. Wurtzel Productions, Hollywood, to Roland Reed Productions, Beverly Hills, in similar capacity.

Irene Dunne, film star, at overall salary of $84,500, signed to introduce and emceee 26 half-hour as yet untitled TV film series to be made by Edward Lewis Productions, Hollywood.

Additions to the creative and production staff at KILG STudios, Chicago, include Bob Longini, Jack Fenimore, Norman Tolson, John Collura and Mark Gelder.

William J. Lyons, radio and television producer, BBDIO, N.Y., to G-L Enterprises, N.Y., TV film producer and distributor, as director of sales.

No Relation

DOREMUS & Co., agency for the Union Trust Co., Washington, hurriedly tele- graphed WTOP-TV in that city to shift the time of the Union Trust spot scheduled for 10 p.m. Sunday. The trust company did not want its announcement to follow the CBS-TV program, *Break the Bank*.

Two one-hour Biblical television films, "That I May See" and "Hill Number One," produced by Jerry Fairbanks Productions, Hollywood, for Family Theatre, will be released for Easter. Both films are offered to stations for local sponsorship, provided the product to be advertised meets approval of the Family Theatre group. Rates, percentage of program time segment, to aid fund for financing future presentations by religious group.


Sarra Inc., New York, has completed a series of films for the Hudson Motor Car Co., Detroit, through Brooks, Smith, French & Dowdell, same city. Open-end commercials will be used by local dealers.

Kling Studios, Chicago, lists following among its current clients for TV (Telemount TV & CT), Mitchell Mfg. Co., Hollingshead Corp., Milnol, Peter Pan Peanut Butter, Gildenden Co. and Admiral Corp.

Peerless Television Productions Inc., New York, TV film distributor, has acquired rights from Joseph Auerbach to feature film, *Parade of the Wooden Soldiers*, starring Laurel & Hardy. The film—leased by MGM in 1934—formerly was called *Babes in Toyland*.


William F. Brody Productions, Hollywood, adds 26 half-hour film series, *Case History*, to 1952 television film schedule. Series, based on case histories of doctors practicing in different fields of medicine, replaces previously announced *Consultation Room* programs. In addition to *Wild Bill Hickok*, *Trail Blazers* and *Phantom Pirate* TV film series, two more 26 half-hour features are planned. These are *Howland Paradise*, musicals based on folk lore and history of the islands, and *Starr Dust*, built around Hollywood columnist Jimmy Starr.


Rosamond Productions, Hollywood, recently organized by David Chudnow, who is president and executive producer, will make 26 half-hour TV films (as yet untitled) based on case histories from the files of French Surete, crime detection agency. The first film will be made in Hollywood this month. Remaining 25 programs are scheduled for filming in Paris. Akim Tamiroff, stage and film actor, signed to star in summer series. Robert Florey will direct.

Lindsay Parsons Productions, Hollywood, starting 13 half-hour TV films, Jeffrey Jones, to be distributed through CBS-TV Sales. The series deals with cases from files of detectives, portrayed by Don Haggerty. George Blair and Lee Landers will play Walter and George Bricker, Bill and Bob Raynor and Warren Douglas have been signed as writers.


Dudley Pictures Corp., Beverly Hills, starting three industrial pictures in cooperation with the Philippine Air Lines and Philippine Development Corp. Films, planned for U.S. television distribution, are aimed at creating broader understanding of Philippine industries. Leaving this week for Manila are Arthur Peterson, director, and Herbert Greene, production manager.


Consolidated Television Sales, division of Consolidated Teleproductions, relocates at 25 Vanderbilt Ave., N.Y. Halsey V. Barrett continues as eastern sales manager.
Here is the signpost pointing to a new era—a vast challenge to creative imagination. Hours on end each day it offers a parade of news, tragedy, comedy—life as it passes, in uninterrupted flow.

To help the creative TV producer, writer, and advertiser achieve fuller flexibility in production and greater versatility in programming, the Eastman Kodak Company provides a full line of motion-picture films, motion-picture cameras, projection equipment, and lenses. From its offices in principal motion-picture centers is available a highly specialized staff of motion-picture engineers and technicians ready to assist in any film problem.

For helpful information about your problems, write or phone the Motion Picture Film Department,

**Eastman Kodak Company**, Rochester 4, N.Y.; East Coast Division, 342 Madison Avenue, New York 17, N.Y.; Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois; West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
OTT ROUSH, production manager at WMC and WMCF (FM) Memphis, promoted to program director.

Nelson Case, host of CBS-TV Ken Murray Show and announcer for LOWELL THOMAS, has been signed to serve as host of Pulitzer Playhouse on W27-TV New York.

BART SHIMP, WSAZ, Huntington, W. Va., production director, appointed program director replacing TED BILLAND who moves to WSZ-A TV in same capacity. TOM BORDEN-KIRCHER named TV production manager assisted by HANK STOHL.

EILEEN BOECHER appointed TV traffic manager replacing ELIZABETH CONATY, now supervisor of national sales and secretary to the general manager.

Bob BENNETT to KTV (TV) Hollywood as assistant sales service manager.

KRONA CONNERY, special events editor of Radio Malaysia, touring U. S. under the auspices of Natural Rubber Bureau, W. Va., will handle study radio and TV facilities in 25 cities.

George philIPs, music director, librarian and staff announcer, WSVS Crewe, Va., promoted to program director.

Hank WEAVER, news and sportscaster, ABC radio-TV, Hollywood, assigned role in MGM film, "Fat and Mike."


Dave WIKEN, WISN Milwaukee staff announcer, to WKNA Charlotte, W. Va., in same capacity.

Corrine winquist, traffic manager, KXL Portland, Ore., promoted to program manager.

William F. Loader, radio producer, WHAS-AM-TV Louisville, named promotion manager. He will

Cecil w. Sanders, production staff, WHAS Louisville, moves to WHAS-TV.

Joe O'neill, music director, KVOS Tulsa, appointed assistant program director in addition to his other duties. Louise Martin joins staff as traffic manager.

Charles CONNER replaces MARGARET YOUNKIN in continuity department. Bob GEES moves to KVOS as assistant to SAM SCHMIDT, farm director.

Bob SMITH, former sports director at WCOL Columbus, Ohio, and WIBM Jackson, Mich., assumes similar duties at WKGN Knoxville, Tenn.

Bob CRAGER, program director, KSGW Waterbury, Conn., father of second girl, Jeri Lynn, Jan. 7.

Larry KEATING, announcer, NBC radio, Hollywood, assigned role in MGM film, "Eagle on His Cap."

HeLEN SIOUSSAT, director of talks for CBS Radio, scheduled as guest speaker at annual banquet of the American Assn. of University Women, Blair County Chapter, Altoona, Pa., Feb. 12.

Howard Demere, announcer, KSD and KSD-TV St. Louis, returns to station after year's military leave.

Norm GERMANI, announcer, KKO El Centro, Calif., promoted to chief announcer.

Marty ROBERTS, farm director and hillbilly disc jockey, WDZ Decatur, Ill., to WCKY Cincinnati to continue work on Jamboree with NELSON KING, three time winner of top hillbilly disc jockey title in the U. S.


Hollywood BB Rights

KFWB Gets AM; TV Pends KFWB Hollywood, for undisclosed sum, last week acquired exclusive radio rights to all Hollywood Stars baseball games this year. KFWB will carry home games live and re-create all out-of-town contests. Although negotiations are under way, no deal has been consummated for TV rights to the games, it was said. Friendly suit instituted by the baseball club against Earl Gilmore, ball park owner, is said to be holding up contract signing. Mr. Gilmore is asking 75% of monies received from TV as against 33 1/3% last year.

WALTER GRAUMAN, floor manager, KNBH (TV) Hollywood, elevated to director.

Vince HOSTETLER, production staff, WBAP-TV Fort Worth, father of a boy, David Vincent, Jan. 18.

Marvin MILLER, announcer-actor, NBC radio, Hollywood, father of a girl, Milliess, Jan. 25.

News • •

Mort L. LINDER, news director, WBT South Bend, Ind., and director of National Assn. of Radio News Directors, selected "outstanding young man of 1961" by South Bend Junior Assn. of Commerce.

Randyl GOVER, news staff, WTTW Springfield, Mo., to KLRA Little Rock, Ark., in same capacity. He replaces Jerry REUTER, resigned.

Philip N. Johnson, special features director, WCHR Portland, Me., named news editor. Charles T. WADE, former news editor, will remain to handle special newscasts daily.

IRE Houston Meeting

FOURTH Southwestern Institute of Radio Engineers conference and radio engineering show will be held in Houston, May 16-17, at the Rice Hotel, it was announced last week.

Keynote address will be delivered by Donald B. Sinclair, president of General Radio Co. and IRE president-elect.

File Record Suit

COLUMBIA RECORDS Inc. and musician Louis Armstrong instituted court action Thursday in New York Supreme Court to stop unauthorized use of records they produced between 1926 and 1932. Suits were filed against Paradox Industries Inc. and its president, Dante Bolletino who, the complaint charges, produced "pirated" records under label called "Jolly Roger."

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Keynote address will be delivered by Donald B. Sinclair, president of General Radio Co. and IRE president-elect.
Open Mike
(Continued from page 20)
and, for the sake of argument only, assuming that at all, the issue of subscription television have been scientifically and impartially conducted, there still remains the fact that the polls conducted are not and cannot be indicative of the public's real attitude to subscription television because the public has not yet been apprised of the true nature and overall effect of subscription television. . . . The public has not yet been educated to what is really at stake.

Mr. Leitzell claims that among subscription TV advocates are "Religious, civic and educational leaders who see Phonovision as the one method of getting minority appeal programs on TV. . . ."

Admitting, only for the sake of argument, that there are leaders who hold such opinion, it must readily be seen that they are indulging in idealistic fantasy. Is it reasonable to assume that all of the polls on subscription TV will be conducted without a view to profit? If profit will be the moving motive, is it reasonable to believe that subscription TV will encourage minority appeal programs rather than mass appeal programs? And who is to blame for the subscription people when they gravitate to mass appeal programs at the expense of minority appeal programs if greater profits are to result from such a move?

True our country needs more minority appeal programs, but subscription TV is not the way to get them. Subscription TV will not give us more educational, religious and civic programs. On the contrary, it will result in depriving the public of what it already has.

Jerome W. Marks
Chairman
Fair Television Practices Committee
New York

ROBERT RUSSELL BENNETT, who has orchestrated "Oklahoma,” "South Pacific” and "The King and I,” has been signed to arrange Richard Rodgers' symphonic score for Victory at Sea, NBC-TV's history of the Navy projected for next fall.

WFAK FORMAT
Stresses 'Good Music'

WFAK Memphis, Tenn., has gone all out on programming devoted to national symphonic scores and is cooperating with private and public schools in presenting outstanding student musicians. The station has been operating with the slogan, "The Good Music Station," since it first went on the air last Dec. 1. WFAK operates with 1 kw day on 1480 kc, with Frank J. Keegan as owner-licensee. A program of music appreciation also is under study, with stress on education of children in fundamentals of serious music. Station also emphasizes news and forum programs. Overall programming is geared to lure those listeners who keep their sets off much of the time, station reports.

Mr. Keegan has been active in radio management and engineering for almost 20 years and currently operates Keegan's School of Radio and Television in Memphis. Other officers include Thomas W. McNeil, former broadcast-classical who is general manager, and Ben Enoch, chief engineer.

MINUTE MAID DRIVE
Expands Spot Schedule

MINUTE MAID Corp, New York, has started an "ask your doctor" campaign using its two network shows and one local TV program, as well as adding approximately a dozen radio markets to its present spot schedule.

The copy asserts that the company's fresh frozen orange juice is better for health than home-squeezed juice.

The campaign is set for a one-year period at least and will be backed by an increased advertising budget, according to James Renay, advertising manager of Minute Maid.

Minute Maid, through Ted Bates Inc., New York, currently sponsors on a participation basis the Kate Smith Show on NBC-TV and Spade Cooley on KTLA (TV) Los Angeles, plus its own fully sponsored Gaylord Hauser twice a week on ABC-TV.

EXEMPTION FEE
Texas Stations Not Liable

RADIO stations have been held not liable to pay a fee to be exempted from the Texas chain store tax law. The ruling was handed down by State Attorney General Price Daniel after the Texas Assn. of Broadcasters and individual station owners had protested payment of the fee.

The chain store tax carries a provision specifically exempting radio stations from the tax. However, it required some exempt operations to pay a $5 fee to obtain an exemption certificate.

Attorney General Daniel ruled that the phrase "goods, wares and merchandise" does not embrace advertising over a radio station unless the station actually sells goods at either wholesale or retail prices.

The decision said that to require radio stations at which no goods are sold to pay an occupation tax "for the privilege of not operating a store or stores, while exempting all other classes of business from paying an occupation tax for the privilege of not operating a store, would be an arbitrary discrimination."

The radio exemption is provided in a tax law passed last year (H285, 52d Legislature). Willard Deason, secretary-treasurer of the Texas association, sent copies of the decision to all of the member stations.

Bon Voyage!

little Bismarck doesn't realize that candy and flowers often lead to engagements and showers. It's a clear case of increased sales in a bright new market when you make a date with KFVR. Any John Blair man will tell you why.

THE GEORGIA PURCHASE

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

THE GEORGIA TRIO
represented individually and as a group by THE KATZ AGENCY, INC.

BROADCASTING  *  Telecasting
January 23 Applications . . .

License for CP
KGMQ-FM Cape Girardeau, Mo.—License for CP, as mod., authorizing new FM station.
WLVA-FM Lynyrburg, Va.—License for CP, authorizing changes in FM station.
CP for CP
WIPK Santure, Jr.—CP to replace CP, as mod., authorizing change in trans. location.

Modification of CP
WAZW Zarephath, N. J.—CP, as mod., authorizing increase in night-time power, new DA, change trans. location, etc., for extension of completion date.
WINN-FM Milwaukee—CP, as mod., authorizing new FM station, for extension of completion date.

January 24 Applications . . .

ACCEPTED FOR FILING
KWTQ Springfield, Mo.—Mod. CP, as mod., authorizing power increase and change in DA—N, for extension of completion.
KEID Sidney, Neb.—Mod. CP, as mod., authorization for new station, for approval of ant., trans. and main studio locations.
KWVO Laredo, Tex.—Mod. CP, authorizing new FM station, for approval of ant., trans. and main studio locations.
KCBS-FM San Francisco—Mod. CP, as mod., authorizing new FM station for extension of completion date.

CP ABD
WAR! Arlington, Va.—CP to change trans. and main studio locations for extension of completion date.

License Renewal
KGQ-TV San Francisco—Renewal of license.

Application Returned
WTVG La Grande, Ill.—Returned application for assignment of license to Charles F. Searbaldi and William A. Murphy, d/b/a The La Grande Bestco.

January 28 Decisions . . .

BY THE SECRETARY

Granted License
KHTN Crystal City, Tex.—Granted license new AM station: 1400 kc, 250 w, full time.
WKWM Cumberland, Ky.—Granted license new AM station: 1400 kc, 250 w, full time.
WSOK Nashville, Tenn.—Granted license new AM station: 1470 kc, 1 kw, daytime.
WJAM Marion, Ala.—Granted license new FM station: 1310 kc, 1 kw, daytime.
KTKX Texarkana, Ark.—Granted license new AM station: 790 kc, 1 kw, LS, 600 w DA—N cond.
KRMQ Shreveport, La.—Granted license new FM station: 101.1 mc. (Ch. 283), 11.5 kw, ant. 200 ft.

January 23 THROUGH January 31

CP-construction permit
DA-directional antenna
ERF—effective radiated power
STL—studio-transmitter link
synch. amp.—synchronous amplifier

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 28 Decisions . . .

ant-antenna cond-conditional
D-day LS-local sunset
N-night mod-modification
vis—visible un—unlimited hours

service directory

antenna

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON S302
P. O. Box 7037
Kansas City, Mo.

* VACANCY *

YOUR FIRM'S NAME in this "vacancy" will be seen by many local station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and Facsimile facilities.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
WASHINGON, D. C.
P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

A D. RING & CO.
26 Years’ Experience in Radio
Engineering
MUNSEY BLDG.
REPUBLIC 2347
WASHINGTON, D. C.
Member AFCCE*

McIntosh & Inglis
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5870
WASHINGTON 5, D. C.
Member AFCCE*

ILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

GUY C. HUTCHESON
P. O. Box 32
AR 4-8721
1100 W. Abram
ARLINGON, TEXAS

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
972 15th St., N. W.
REPUBLIC 3803
WASHINGTON, D. C.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
250 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545
Member AFCCE*

GEORGE C. DAVIS
501-314 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE*

GEORGE C. DAVIS
501-314 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

GEORGE C. DAVIS
501-314 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE*

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone O’Dwyer 8071
Box 2468 Birmingham, Ala.
Phone 2-2924

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE*

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE*

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE*

Kear & Kennedy
1302 18th St., N. W.
HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE*

JOHN CRETZ
319 BOND BLDG.
REPUBLIC 2515
WASHINGTON, D. C.
Member AFCCE*

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television
Electronic-Communications
1811 M St., N. W., Wash., D. C.
Executive 1320—Executive 2851
(Night holidays, Lockwood 5-1819)
Member AFCCE*

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Walter F. Kean
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

John B. Heffelfinger
815 E. 83rd St.
Hiland 7010
Kansas City, Missouri
Member AFCCE*

Chief, FCC Broadcast Bureau—Grant
ed request for corrections in various
respects to transcript of testimony in
proceeding re application of WFEC
Miami, Fla.
WFEC Miami, Fla.—Granted petition
for extension of time from Feb. 1 to
March 3 to file proposed findings of
fact and conclusions of law re its ap-
lication.

By Hearing Examiner Basil P. Cooper
WIVY Jacksonville, Fla.—Granted
petition for continuance of hearing
from Feb. 1 to May 5 at Washington,
D. C., re its application.

By Hearing Examiner Lee Resnik
Lee County Bstg. Co., Bishpheyville,
S. C.—Granted petition of Jan. 15 to
amend application to request 1380 kc.
1 kw day, in lieu of 620 kc, 1 kw day,
and application, as amended, removed
from hearing docket; dismissed as
moot petition for leave to amend, filed
Nov. 19, 1951.

By Hearing Examiner J. D. Cunningham
KJEF Jennings, La.—Granted motion
for continuance of hearing, scheduled
for Jan. 29 in re its application and
that of WVOW Logan, W. Va.; hear-
ing continued to time and place speci-
ed by later order.

By Hearing Examiner H. B. Hutchison
Chief, FCC Broadcast Bureau—Grant-
ed petition for extension of time from
Jan. 18 to Jan. 25 to file proposed find-
ings of fact and conclusions of law in
proceeding re applications of Greater
New Castle Bstg. Corp., New Castle,
Pa., and that of Sanford A. Schaffitz,
Farrell, Pa.

Jan. 30 Applications

January 30 Applications...

ACCEPTED FOR FILING
AM—690 kc
KSTL St. Louis, Mo.—CP to increase
power from 1 kw to 10 kw and install
DA—1380 kc
KCLS Flagstaff, Ariz.—CP to change
frequency from 1340 kc to 1360 kc and
increase power from 250 w day to 5 kw
fulltime.

License for CP
WMIN-FM St. Paul—License for CP
authorizing changes in FM station.

Modification of CP
WWS-FM Pittsburgh—Mod. CP, as
mod., authorizing changes in FM
station, for extension of completion
date.

(Continued on page 91)

February 4, 1952 • Page 83
SAWYER

WIZE Holdings Involved In Quatman Suit

Charles Sawyer by minority stockholders of Radio Voice of Springfield Inc. (WIZE, Springfield, Ohio) was characterized as part of a "consistent campaign of annoyance...to force the purchase of their stock at high prices," according to a statement issued in Mr. Sawyer's name by Dayton attorney Hubert Esterbrook last week.

Minority stockholders, in the Court of Common Pleas in Springfield, Ohio, earlier last week, alleged that the radio station made improper salary payments to Mr. Sawyer and his wife, and asked that the court stop the practice and recover $112,080.

Specifically, the minority stockholders claimed that WIZE paid Mr. Sawyer $10,000 a year for the last seven years, a service which "were negligible in amount and cursory in nature." It is also charged that the station paid Mrs. Sawyer $16,800 for the same time as secretary although she "performed no duties and rendered no service of any kind whatsoever to the company." Stockholders also sued to recover $21,000 paid for rent in Mr. Sawyer's Cincinnati law office and $4,280 for the services of a secretary there.

Mr. Sawyer owns 52% of WIZE. He owns outright WING Dayton and WCOL Columbus, both Ohio.

Plaintiffs in Suit

Plaintiffs include George B. Quatman, president of the independent Lima (Ohio) Telephone & Telegraph Co.; his son, Lima Probate Judge Joseph B. Quatman; Richard B. Davis, restaurant owner; Frank G. Kahle, retired businessman; Louis Kramer of Dayton; Phillip L. Bradstock and Mrs. Simon Maier of Elyria.

Both George Quatman and Mr. Davis are members of the WIZE board of directors.

In addition to Mr. Sawyer, the suit was directed against John Pattison Williams, executive vice president of Mr. Sawyer's radio properties; Charles Evans, WIZE station manager; Alvin Karns, assistant station manager; Charles Sawyer Jr. and Abe Gardner.

Mr. Sawyer's statement is as follows:

"Strictly and without previous inquiry of the management as to salaries, dividend policies, prospects, competition, etc., a group of stockholders, headed by George B. Quatman bought a minority interest in Radio Voice of Springfield Inc. The purchase was made with the specific intent of creating a large nuisance value. He persuaded others to enter into the scheme, including two women. Through his blandishments and through a voting trust, with 25% interest in the minority stock, he has obtained complete control of the minority stockholders. Since Mr. Quatman and friends acquired these shares, he has carried on a consistent campaign of annoyance. New lawyers for Mr. Quatman have moved in and old lawyers have moved out of the picture, creating confusing regularity.

The object of all this has been to force the purchase of their stock at a high price. No such buyer has appeared. One of his representatives has characterized the complaint as "picayune." His description was accurate.

Station WIZE is a well managed radio station. It will continue serving the listeners with the same standards of fidelity and public service it has in the past."

WILSON TALK

Sees Longer Production of ELECTRONICS, now undergoing a revolution comparable to that of jet aircraft, "must find the target, direct the gun and pull the trigger" under current development, Defense Mobilizer Charles E. Wilson said last Monday.

Mr. Wilson addressed the 1962 Honors Night Dinner of the Institute of the Aeronautical Sciences at the Hotel Astor in New York. He spoke on "A Revolution in Technique."

The Defense Chief observed that the cost of electronic equipment alone in some jet engines is more than the entire cost of 2-266s. The mobilization program, originally on a three-year basis, will be stretched to four years, with peak production indicated from December 1952 to July 1954, Mr. Wilson said.

"There will be no sudden and violent upsweep in military production, with a corresponding disastrous downsweep in the civilian economy. We are simply going to maintain our production peak a little longer than was originally planned," the Defense Mobilizer explained.

To Address IRE

CHARLES E. WILSON, director of the Office of Defense Mobilization, will be banquet speaker March 5 at the 1952 convention of the Institute of Radio Engineers to be held at the Waldorf-Astoria, New York, March 5-6. In addition to the technical papers to be presented at discussion sessions at the hotel, IRE is sponsoring its largest exhibit of latest developments of electronic equipment at Grand Central Palace, where 356 exhibitors will fill 57,000 square feet of floor space to show some $10 million worth of apparatus, including newest in transmitting and receiving devices and parts for AM, FM and TV, both VHF and UHF.

ZIV IS HONORED

By VFW for Cvic Series

CERTIFICATE of Merit was awarded last week by Veterans of Foreign Wars to Frederic W. Ziv Co., New York, radio production and transcription firm, for its new series titled "I Was a Communist for the FBI," starring Dana Andrews. Series, based on incidents in career of Matt Cuccich who, as an FBI undercover agent, joined the U. S. Communist Party, will make its debut on stations coast-to-coast in March.

Certificate is signed by Frank C. Hilton, VFW commander-in-chief, and commends the Ziv Company for "its role in making the American people more aware of the nature and goals of Communists in the United States, therefore more conscious of the menace of Communism to our nation."

WFAA-AM-TV Dallas-Plt. Worth will sponsor a 7,000-mile farm tour through U.S. and Canada for Southwestern June 8-30. Murray Cox, WFAA farm director, is in charge. Cost is about $500 each.

SDBA SCHOLARSHIPS

Given in Radio Fields

TWO $100 tuition scholarships have been given to the U. of South Dakota by the South Dakota Broadcasters Assn. for high school seniors entering college to specialize in radio broadcasting and station engineering.

This was reported last week by Bryon McEilliot, general manager of KSDN Aberdeen and president of the broadcasters' group. He said basis for selection will be scholastic standing, speech activities, personality and character of the broadcasting scholarship applicant, and science activities, personality and character of the engineering student. Applicants must prove a financial need.

Selected to screen applications are Ray Eppel, manager, KORN Mitchell, chairman; Bill Rohm, manager, KSDN Sioux Falls; Max Staley, manager, KJIV Huron, and Henry Schmitt, publisher, Aberdeen American News.

Applications for the 1952-53 terms must be written the university registrar or KUSD Vermillion. Winners will be announced June 1.
Spotlighting another engineering triumph by Continental

...the new 314-2 1 KW AM TRANSMITTER*

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

For Equipment above and beyond the usual standards

...call on

*Availability dependent upon defense requirements.
Help Wanted

Managerial

Sales manager, update New York, large market. 1,000 watt independent station. Must be an experienced independent operation and able to prove sales ability. Please send complete resume and photo. Good salary, considerable commission. Address resume to Box 141M, BROADCASTING.

Successful 250 watt network station in south west established six years is looking for a good, good, efficient manager. Place your name here for a chance to own a station, Texas. Address resume to Box 141M, BROADCASTING.

Promotion manager: Young, creative, with flair for aggressive showmanship. Selection is based upon your own ideas. Leading station in important southwestern market. Address resume to Box 141M, BROADCASTING.

Salesman

If you think sales, breathe sales, sell sales, then you are the man for us. 1000 watt ABC station. Box 986L, BROADCASTING.

Time salesman, Salary plus commiss- ion. Good market, Texas. Box 986L, BROADCASTING.

Salesman-opportunity commercial man- agement single station, rich central Iowa market. Guarantee against 15% with production results. A chance to make a Grand opportunity to make real money. Contact Manager, KASJ, Ankeny, Iowa.

Salesman—seller to own show. Hispanic market. Contact ABC. Immediate opening. The right man should do very well. Contact Manager, Cal, Tel. 311-1234.

ANNOUNCERS

Secure future for aggressive, responsible man on staff of southern inde- pendent. Excellent working conditions. Three years experience minimum with complete operation. Minimum payment and audition with disc jockey, News and straight commercials. With first letter. All replies confidential. Box 986L, BROADCASTING.

Wanted, a combo man for Rocky Moun- tain station. Excellent city. Must have a good pop background immediately. Send disc and particulars with 3X6 BROADCASTING.

Immediate opening experienced staff announcer for 1000 watt indie full-time. Excellent Penna station. Send photo, sample of work and data. State salary expected. Good pay. Send resume to 434M, BROADCASTING.

Announcer—announcer who can use type-written, written, copy. Keep traffic, copy. Some other related work. Small network affiliation. Texas. Send photo, sample of work and data. State salary expected. Good pay. Send resume to 434M, BROADCASTING.

Wanted—Morning of afternoon man with new ideas to create and sell good salary. Excellent opportunity. Box 323M, BROADCASTING.

Southern Mutual affiliate has im- mediate opening for combo man. Ideal location. No experience necessary. Com- plementing with young, congenial staff. Prefer young married man who will be permanent. Address disc, photo and details to Box 434M. BROADCASTING.

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Immediate opening experienced an- nouncer or copy man. Permanent. Box 146M, BROADCASTING.

Combination announcer—engineer wanted. Forty hour month on Mutual. Must have copy, production, engineering. Address resume to Box 151M, BROADCASTING.

Good announcer with first phone, permanent position friendly western Pennsylvania independent daytime. Seventy-five dollars for forty-hour hour week to start. Submit resume experience, photo, disc or seven one half inch transcriptions. First reply. Box 167M. BROADCASTING.

5000 watt CBS affiliate has immediate opening for announcer. Rush full information including picture, audition, salary required. KFBB, Butte, Mont., for his energetic thirties and must have had at least ten years of working experience in radio. Box 141M, BROADCASTING.

Chief engineer for k10x101 station in Oregon's Willamette Valley. Must have experience and expand music and board shift. Pay is above average. Depend upon announcing ability, and technical skill. Air mail audition disc, picture and ex- perience to Box 145L, BROADCASTING.

Wanted—Executive with experience in news announcing. Prefer south easterner. Send audition material to WBHM, Marion, N. C.

First phone—announcer. $800.00 44 hour week. Must have copy. WCTM. Box 986Q, BROADCASTING.

Staff announcer. Sportscast, some play-by-play and regular staff duties.Immediate opening. Attractive minimum salary to PD, WHEX, Endicott, N. Y.

Sportscaster, excellent opportunity for experienced man who has sports experience. Must have copy, production and ability. Send letter of qualifications, references and a $50 money order to Station WPFD, Flint, Michigan.

Wanted, announcer—engineer CBS affil- iate, WGWC, Solna, Alta., experience not necessary. Good salary.

Erie, Pa., experienced announcer, new photo. DJ for only independent. Fast paced daytimer. Must have production experience. Will prefer one who has had some training. Reply. Box 157M, BROADCASTING.

Immediate opening for announcer with experience. Will begin considerer. Address resume to Box 151M, BROADCASTING.

Imagination, imagination, imagination, full public relations, first letter to WJME, Brookhaven, Missippi.

Combination man with emphasis on announcing. WJRD, Radio Station WJM, Athens, Alabama.

Combination announcer-engineer, start immediately. Emphasis on announcing. Excellent new building in Eat. Cloud, Minnesota. call 1240.

WRMN, Egin, Illinois wants good an- nouncer with first phone. Immediate opening.


Help Wanted (Cont'd)

Help Wanted (Cont'd)

Combination announcer—engineer wanted for chief engineer's job by station. Must have experience and hold license. Position for the right man. Experience in engineering and broadcasting essential. Preference given to experienced engineers. Apply at once. Box 150M, BROADCASTING.

First class engineer, looking for dependable technician, no announcing, engineering conditions reasonable. Station, Texas. Box 969M, BROADCASTING.

Engineer—announcing or operator will- ing to lease and operate small station. Average opportunity for man who can meet public relations and sales conditions. Box 169M, BROADCASTING.

Engineer, 1st phone, net affiliate, northern Indiana. $65.00 40 hours. Competitive radio vs. operations. Good hospitalization life insurance and vacations. Box 145L, BROADCASTING.

Operator of stable temperament, good character needed by station in Texas. Reply Box 145M, BROADCASTING.

Immediate opening for first class op- erator. No experience necessary. WJET, Erie, Penna.

WLEC, Sandusky, Ohio, offers perman- ent position for engineer. Fine vaca- tion plan. $60.00 per 40 week. Address resume to Radio Station WESC, Sandusky, Ohio.

Immediate opening for transmission operator. No experience necessary. FCS, 444. Address resume to Radio Station WSEP, Paintsville, Ken- tucky.

First phone transmitter operator, WSYB, Rutland, Vt.

Engineer or announcer-engineer, im- mediate opening, WVOS, Liberty, N. Y.

Production-Programming, Others

Excellent opportunity. Major eastern city. Top independent. Prefer experienced, married man. Box 34M, BROADCASTING.

Copywriter, experienced, immediate opening for network position. Station, Ohio. Box 109M, BROADCASTING.

Impersonal voice well knows celeb- rity, DJ. Do you have that creative and imaginative DJ patten? Spontaneous, imaginative DJ for network station. Box 110M, BROADCASTING.

Wanted—One who writes strong com- mercial DJ material. Sells, sells, sells, sells. Fast reproduction, handle traffic, able to meet southern market. Submit resume and a tape of announcing experience, possibly radio school training. Must be able to work nights, work days, live in Dallas, Texas. Address resume to Box 145M, BROADCASTING.


Program director, full charge, some air work, musical clock, local news, class- ic music. Excellent salary, good hours, Long hours, hard work. Excellent future. Must be able to present a good picture, including air work and ability. Send complete background, no recordings. WCRB, Waltham, Mass.

Television

Technical

Chief engineer for eastern TV network station. Good salary, construction experience and administrative ability essential. One of the eastern TV stations.

Starting salary $8,000 to $10,000, Sta- tion will pay for firstclass living. Good housing. Send complete information, including phone number and mailing address. Address resume to 124M, BROADCASTING • TELECASTING.

Engineer for expanding TV station 1st class. Good opportunity. AM experience considered. Please state experience, hourly salary, and phone number. Send resume to 114M, BROADCASTING • TELECASTING.
**Situated Wanted**

**Managerial**

Can build your station into a paying proposition. Experienced in every phase of radio station operation, sales, programming, public relations and announce work. Twenty-two years experience, married, one child. Qualifications can be verified. Box 114M, BROADCASTING.

Thoroughly qualified manager 17 years experience seeking opportunity with lifetime potential. Recognized as successful small market station operator. Will consider only markets under $100,000. Box 115M, BROADCASTING.

General manager 13 years experience in newspaper and all phases radio sales, promotion, public relations and ownership. Married and stable. Want positions based on full time accomplishment. Top radio and newspaper experience. Box 125M, BROADCASTING.

**Radio**

**Salesman**

Radio salesman desires job. Experienced, car. married. Box 990L, BROADCASTING.

Experienced salesman—announcer. Good sales record. Hold first phone license. Box 116M, BROADCASTING.

Salesman—five years sales, announcing, production background. Midwest preferred. Box 125M, BROADCASTING.

Salesman-copywriter, excellent time-sales record. Imaginative. Aggressively-minded college graduate. One year experience. Box 159M, BROADCASTING.

**Announcers**

Sportscaster—Heavy experience to 5kw, Coast-to-Coast, Baseball, football, basketball. Currently free listing New York Week year-round spots station. Box 116M, BROADCASTING.

Versatile, experience, draft exempt announcer; commercial, weather, music, football, basketball. Will travel. Minimum $25. Box 134M, BROADCASTING.

Vera, 22 years, single. Experienced announcer; draft exempt, single, age 22, Desires based permanent, stable position. Available anytime. Box 145M, BROADCASTING.

Announcer, colored, with first class training in all phases. Will travel. Box 146M, BROADCASTING.

Announcer, veteran, experienced. Desires part-time announcing. Box 150M, BROADCASTING.

Announcer—good on news, commercials, DJ, personality, 21 years experience. Box 160M, BROADCASTING.

Announcer—Will work full time or 5kw. Box 165M, BROADCASTING.

Announcer—Knowledge of horses, interested in horse racing and special events. Experienced in public address work. Capable of staff announcing and DJ work. Picture and disc upon request. Box 112M, BROADCASTING.

Top metropolitan DJ available. Currently have top "Futureace" show. Draft exempt, educated, married, 28, car. Phone: 310, Box 112M, BROADCASTING.

Experienced announcer desires location in West Virginia or surrounding state. Box 118M, BROADCASTING.

Announcer, veteran, free to travel. Desires staff announcing, news job on radio and occasion DJ. Box 120M, BROADCASTING.

Three years announcing, 1 year PD. Desire stable organization with future. Employers and previous addresses available. Box 122M, BROADCASTING.

Five years experience... top salesman. Strong news delivery. Presently employed. $500 minimum. Box 135M, BROADCASTING.

Combination man, good engineer, fair announcer. Offers full experience both, including chief. Reliable man required good salary. South or southeast. Box 153M, BROADCASTING.

Licensed engineer, five years experience. Desires combination, and chief. Midwest or midsouth. Box 165M, BROADCASTING.

Copywriter, male, experience network affiliate and independent. Looking for progressive station in the east. Box 185M, BROADCASTING.

Women’s director: Experienced in writing, production and air work. Successful announcer and station manager. Have training. Available immediately. Box 185M, BROADCASTING.

News reporter-writer; idea man for special events, roundtables, investigations. Desires combination of salaries and grants; all types air-work—spot tapes, straight news and analysis, moderating; man for who sees radio and/or TV as another channel of community expression. Employed. Box 153M, BROADCASTING.

Writer (specility, humor)—performer (self-accompaniment); radio; TV; newspaper; free-lancing short form; portfolio, young single. Box 156M, BROADCASTING.

**Television**

**Salesman**

Have complete 13 year background in local and national sales for radio and newspaper. Desires stable, permanent position with best future based on percentage. Box 172M, BROADCASTING • TELECASTING.


Morning man, nine years, draft free. Experienced news announcer. Will handle local shows, news and board comment, copywriting. Will travel. Box 153S, BROADCASTING.

Florida, Desires combination man. Will move. College grad., 136S, BROADCASTING.

Anannoncer available—good on news, commercials. DJ, personality, 21 years experience. Box 160M, BROADCASTING.

Announcer employed. Willing to travel. Requires stable employment. Will work. Box 107M, BROADCASTING.

Announcer, copywriter, engineer. Chief 15y, James Rodgers, Box 135, Oxford, Georgia. Now see this! Conscientious, reliable announcer available. Board work. Write or wire Rollie Jones, 3707 West Jerome Avenue, Roosevelt, New York.


**Technical**

Experienced chief engineer, including combo. Maintenance, construction operation. Resume on request. Box 106M, BROADCASTING.

Woman, first phone, looking for job with broadcasting. Box 107M, BROADCASTING.

Chief engineer, desires combination work. Twenty years experience. Box 120M, BROADCASTING.

12 kw station. Desires city position. 25 years operation. 30 kw Good salaries $450 per month. Will work. Box 150M, BROADCASTING.

First phone, 1.1. Experienced studio engineer. Teleprompter, remote, disc, tape recording and editing. Please send details. Box 155M, BROADCASTING.

Veteran, married, Radio-TV grad. 1st phone. Desires position as operator in New York. Box 145M, BROADCASTING.

For sale: RCA field intensity meter, 200-A, frequency range 120-1000 kc. Excellent condition. Box 158M, BROADCASTING.

Raytheon 250 watt AM transmitter. Excellent condition. Box 164M, BROADCASTING.

280 watts transmitter. Two years old. Excellent condition, spares. $3,000.00. Box 158M, BROADCASTING.

Miscellaneous

Help Wanted

**Announcers**

**DISC JOCKEY WANTED**

Must have proven success recorded as DJ in a competitive market. A real opportunity awaits the man who can deliver. Position is in the Charlotte, metropolitan north central market. Give full particulars about yourself. Salary will be commensurate with experience, sales, etc. Apply postmarked. Grantham Radio License School, 706 North Wilcox, Hollywood, Calif.

**Television**

**HELP WANTED**

Skilled programmer by writer large midwestern radio-television organization. Give resume of experience. Salary will be commensurate with your experience, present salary required. Address Box 965M, BROADCASTING.
MAHER IS CONVICTED

In Spivak Assault Case

GEORGE MAHER, executive secretary, National Assn. of Broadcast Engineers and Technicians (CIO), was convicted in New York's special sessions court Monday of third degree assault on Attorney Harold Spivak. The NABET executive was continued on $500 bail for sentencing Feb. 27.

Mr. Maher was accused of striking Mr. Spivak last June 8 after a National Labor Relations Board hearing at which the latter represented the International Alliance of Theatrical Stage Employees and Motion Picture Atomicists (AFL). The two unions were involved in jurisdictional dispute, contesting representation of CBS employees, with hearings held at that time in Los Angeles, Chicago and New York. Elections in the dispute were held early this month, with ATSE losing by a small margin车联网 from ballot in favor of Internation Brotherhood of Electrical Workers, also AFL.

SISTER Mary St. Clara, B.V.M., reported the only nun in North America who conducts commercially sponsored weekly home economics radio program, receives a 1951 McCall's Award. She is head of home economics department of Clarke College, Dubuque, Iowa. Present at ceremonies are (l to r): Frank Hogan, director of media relations, McCall's magazine; Sister Mary, and James D. Carpenter, vice president of Dubuque Broadcasting Co. (WKBB and WDBQ). Sister Mary was one of seven women who were awarded gold microphones for outstanding public service broadcasting [8*], Dec. 24, 1951]. Series has been featured for over 14 years on WKBB and WDBQ, which received scroll on occasion.

ROYALTY RIGHTS

On ILO Geneva Agenda

EFFORT of performers unions to promote an international treaty giving them royalty rights on records and sound films will be taken up at a meeting of International Labor Organization, starting Feb. 18 in Geneva, Switzerland.

Representing American employers at the meeting will be Richard F. Doherty, IAATB employee-relations director, and George Jacoby, vice president of General Motors. Mr. Doherty has served as U.S. employer representative at past ILO meetings.

Performers unions tried in 1949 to persuade ILO to set up a treaty under which all broadcasters would have to pay royalties to performers for use of records and sound films. In addition they sought the right to prevent use of such material. ILO took no action on the matter in 1949 but unions will again submit the matter to the worldwide group. Union musicians are principal backers of the move.

Claire Miller

CLAIRE MILLER, secretary to R. G. Winnie, sales manager of WTMI-AM-TV, Miami, and station employee for over 16 years, died Jan. 21, five days after being stricken with a cerebral hemorrhage. Miss Miller had been secretary to Mr. Winnie since 1942 and previously was radio traffic supervisor and head of the WTMI music library.

Pacific Northwest

$70,000.00

250 watt fulltime independent in diversified industrial market. Combination studio and transmitter. Present operation profitable under present ownership by persons not in broadcasting industry. Financing can be arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn

Washington Blvd.

225 Montgomery St.

Sterling 4044

WASHINGTON, D. C.

Ray V. Hamilton

Furnace Tower

225 Montgomery St.

Sterling 4044

CHICAGO

SAN FRANCISCO

James W. Blackburn

Washington Blvd.

225 Montgomery St.

Lester M. Smith

375 Delaware 2-2155

San Francisco 2-2155

Exbrook 2-5672

Page 88 • February 4, 1952

BROADCASTING • Telecasting

D. C. FM Drive

A. L. AIKIN, General Electric Supply Co., has been named to head the joint committee to direct the FM Drive. Mr. Aikin will work to get underway in the Washington, D.C., area March 1 (B+T, Jan. 21). Other members with Mr. Aikin, who also is chairman of the Electrical and Radio Alliance, FM Promotion Committee, are: Peter H. Cousins, Radio-Television Mfrs. Assn.; Everett Dillard, WASH (FM) and WABD; Eugene Juster and K. K. French, WRC-FM; Cody Pfanzehl, WTOP-FM; Irving Lichtenstein, WWDC-FM; Irving Abramson, WOR; S. R. Hill, Sears, Roebuck & Co.; Jack Mayers, Simon Distributing Corp.; Lou Mushinsky, Hecht Co., and William J. O'Connor, Southern Wholesalers.
PROTESTANTS

1952 Emphasis on Radio

RADIO—not TV—in 1952 is still the better medium through which to sow seeds of religious thought. This was counseled by Albert Crews, production director, Protestant Broadcasting and Film Commission, in an address at St. Louis' Claridge Hotel. Mr. Crews spoke before the Synodical Radio and Television Committee and the Department of Public Relations, Lutheran Church, Missouri Synod.

As of Jan. 1, Mr. Crews said, 71% of American homes do not have television, as opposed to 95% of homes which are radio-equipped. "There are many more car radios alone in the United States than there are television sets. These figures furnish the answer for us in 1952," Mr. Crews commented. "Program-wise, we will do nine radio programs for every one television program."

He emphasized, however, that this is not a static situation. "The trend is toward television. When the time comes that television outstrips radio as an effective medium, we must be ready..."

Mr. Crews urged greater financial support of cooperative broadcasting.

NEW ESU AWARDS

Four Are Set This Year

ENGLISH-SPEAKING UNION, which last year offered awards to women broadcasters and journalists who, during 1950, had done outstanding work in developing a greater understanding between the peoples of Great Britain and the United States, has increased its awards from two to four and this spring also will honor a male broadcaster and a male journalist. Citations of honor also will be granted at the discretion of the judges to four candidates in each of the four categories.

The Union is now accepting nominations for awards which should be sent to the Annual Awards Committee, English-Speaking Union, 19 E. 54th St., New York 22, N. Y. Supporting material should have been broadcast or published during 1951. Judging panels will consider nominations April 14-18.

Nancy Craig of ABC won the 1950 radio award, with citations going to Julia Benel, WFBA Dallas; Evadna Hammersley, KOA Denver, and Mary Wilson, WTTM Trenton.

J. G. Decvico, advertising manager, Majestic Radio & Television, division of Wilcox-Gay Corp., has been named director of advertising and sales promotion for the company. HARRY R. FLORO, foreign news manager and director of international communications of United Press, named UP's general manager on communications. Post created as result of expansion of UP wire system, including new coast-to-coast wire for scripts in UP's Motion Television Service.

JOHN F. ROHRS, United Television Programs, Chicago, named company's midwest regional sales manager.

DON RICHARDSON, program director, WJEF Grand Rapids, Mich., to production staff of Kedzieark Enterprises, Springfield, Mo.

CLIPPER INSTRUMENT LAB, Cincinnati, will move April 1 to new plant at 7350 Colerain Ave. between Mt. Airy and Groesbeck, Ohio.

GEN. ELECTRIC Co's Washington, D.C., office moved to Wyst Idg., 1424 New York Ave., N.W.

DAVID HANSON, assistant production manager, KTLA (TV) Hollywood, to Nat Goldstone Agency, Beverly Hills, talent agency and program package, as production supervisor for TV View the Club.

JOE PARKER, producer-director, KLAC-TV Hollywood, and CAROLINE LEONETTI form Institute of Television Arts in conjunction with Caroline Leoni, Ltd., Hollywood, charm school. Courses in acting, writing, producing and directing start April 3.

BOB RAINS, manager radio-Television promotion, Universal-International Pictures, Universal City, Calif., elected chairman of radio-television committee of Assn. of Motion Picture Producers.

ROBERT MONTGOMERY, one time commercial manager of EKXL San Antonio, chairman of KOSA Telematix, Telematix sales staff of World Broadcasting System, N. Y.

DAN J. FORRESTAL, assistant director of advertising and public relations, Monsanto Chemical Co., St. Louis, and ROBERT E. HILLARD, partner, Fleishman, Hillard & Assoc., public relations, same city, elected president and vice president respectively of St. Louis chapter of Public Relations Society of America.

P. T. SCOTT, Assoc., Kansas City, announces release of Bee Jay Show, a quarter hour transcription featuring a woman disc jockey.

D. C. YODER, engineer at RCA Victor, Camden, N. J., to sales force of Western Electric, N. Y.

FRANKLIN H. GRAF, vice president, A. C. Nielsen Co., Chicago, will speak Feb. 5 at all-day Sacramento Marketing Conference in Senator Hotel. Session is under joint auspices of Northern California Industrial Advertisers Assn. and local Chamber of Commerce.

AVERY YUDIN, member of New York U.'s graduate division of School of Education, named director of audio education of Rec-O-Kut Co., Long Island City, N. Y.

JOHN O. DEVRIES appointed manager of General Electric Co.'s plant in Ashbrooke, N. C.

PAUL GAYNOR, vice president of Buchanan & Co., N. Y., to CBS-Columbias, N. Y., as vice president in charge of merchandising are appointed.

ALL-CANADA RADIO FACILITIES, Toronto, has been appointed exclusive distributor in Canada for the transcribed Ziv show I Was a Communist for the FBI.


STANLEY W. CHURCH, mayor of New Rochelle, N. Y., elected an officer and director of Sightmaster Corp. (television sets), same city. He will serve as vice president in charge of public relations.

Equipment

GENERAL ELECTRIC Co. Lighting and Rexiter Dept., Schenectady, announces development of new line of rectifiers which operate at current densities up to 1,000 times greater than existing copper oxide or selenium stacks. Models now in production are single phase, half wave ratings of 12 volts/0.4 amp, 21 volts/0.4 amp, 27 volts/0.4 amp, and 56 volts/6 amps.

DAVEN Co., Newark, N. J., announces production of 50 w, type OP-861, output power meter especially designed to read power or impedance accurately at all amplitudes over audio frequency range.
SPECIAL CLINIC
Dumont TV Network has announced a new series of weekly half-hour telecasts featuring Bishop Fulton J. Sheen, who will answer listeners’ questions and inform the audience of spiritual clinic, Program, Is Life Worth Living? will be aired Tuesday, 8 p.m., beginning Feb. 12.

SAVINGS PAY
CHEF MILANI, star of KKBH (TV) Hollywood Chef Milani show, begins an essay contest for boys and girls, 10-15 years old, on Why I Should Save for My Future. Starting Feb. 11, two winners will be announced each Monday. Prizes will be Security First National Bank passbooks containing ten dollar deposits in each winner’s name.

TWO-WAY TV
CBS-TV The Big Hello, new weekly half-hour public service program scheduled to start by late February, will use microwave relay between L. A. and N. Y. on a nine-week program of desire of people to see each other when speaking on transcontinental telephone calls. Typical participants are a returned overseas veteran who calls his wife in N. Y. from West Coast and is shown his baby for first time, or L. A. man who calls family in N. Y. to introduce his bride to be.

WAY TO A VOTER’S HEART
KFH Wichita, Kan., gave a party at the court house to get Wichita citizens out to register for the coming elections. Entertainers broadcast from the corridors where 3,000 people gather for the occasion. In three hours, 1,404 persons registered, an all time record in the city and county. The program, planned by Tom Bashaw, KFH program director, and Marjory Bassett, station’s public service director, was produced in cooperation with the League of Women Voters.

HOWDY DOODY HONORED
SPECIAL on-the-air festivities are being planned when NBC-TV’s Howdy Doody presents its 1,000th telecast Feb. 12 when the network says is the first such anniversary in television. Program started on radio in late 1947 with Bob Smith conducting The Triple B Show. One of the network’s favorite characters named Elmer always addressed the children with “Howdy Doody, kids,” thereby keeping his own name change as well as that of the subject of the columnized television show. Video series started Dec. 27, 1947, as an hour-long show of four segments, revised four months later to its present half-hour format.

GOLDEN WEDDINGS
CELEBRATION for 11 couples from Rose Hill, Kan., who were married 50 years or more, was held last week in Wichita and aired by KFH same city. Program, originating in the Rose Hill school gymnasium, featured songs, poems and readings by the elderly couples. In addition to the main broadcast, interviews at their farm houses were conducted with Tom Bashaw, KFH program director, asking participants to give advice on how to make marriages work.

TV SEWING LESSONS
If THERE is a woman in central Iowa who isn’t handy with a needle and thread a few weeks hence, it won’t be the fault of WOI-TV Ames. The Iowa State College station began a nine-week series of telecasts, Make a Dress—TV, on Feb. 1. Prior to the show’s debut, 1,000 women expressed interest in the show by mail in response to newspaper and radio publicity. Clothing specialists at the college will instruct.

NEWS INTERNSHIP
WFJN Findlay, Ohio, has inaugurated a project to enable journalism students at Bowling Green State U. to acquire experience while they are still in school. A two week “internship” in radio news writing is now underway for Henry Turek, a college senior majoring in journalism and speech at Bowling Green.

LOCAL TALENT
AS PART of its program to develop local talent, CFAC Calgary has started weekly half-hour local talent drama shows until the end of April. Station also has started quarter-hour, two-narrator documentary on the week’s news and a morning children’s program on Saturday. A children’s theatre of the air will be presented later this year.

PAPER NAPKINS
SERVIETTES with call letters and frequency of the station are being widely distributed by CKX Brandon, Man., to teas, bazaars and other functions throughout central and western Manitoba as part of its promotion campaign for listeners.

GET ACQUAINTED SERIES
RADIO-TV workshop meetings for representatives of public service organizations will commence today at WTMJ-AM-TV Milwaukee and continue for seven weeks. Two hour sessions will be held each Monday night. Workshop’s purpose is to acquaint the 300 invited delegates with the operations of radio and TV stations. Meetings, sponsored by the Junior League, will include visits to studios and control rooms as well as lectures on various phases of industry.

TALENT HUNT
TALENTED government employees in Washington, D. C., are featured on a new program over WTOP-AM-FM-TV there each Saturday, 4-4:30 p.m. Appropriately titled Government Talent Hunt, show is produced in cooperation with the Federal Recreation Committee. Participants are selected by G. Larry Zuch, committee chairman, and presented by Gene Klavan, m. c. of the show. At the end of the 15 week cycle, winner will be treated to a trip to Paris.

REPORT TO PEOPLE
CITY OFFICIALS will report to the citizens on new weekly series starting Feb. 6 on WIP Philadelphia. Mayor, district attorney, president of city council and city manager will rotate on tape recorded Wednesday 10:45 p.m. show.

RADIO CLASSROOM
EDUCATION via radio has been re-introduced over KFJZ Fort Worth, Tex., with presentation of Classroom in the Air, 12 week series of broadcasts aired three times weekly at 2:05 p.m. The 15 minute public service feature is heard Monday, Wednesday and Friday. This is the second year KFJZ has presented such a series. Nearly every school in the city is equipped to pipe the programs to the various classrooms, KFJZ said.

immediate revenue produced with regional promotion campaigns

HOWARD J. MCCOLLISTER, General Manager
66 ACACIA DRIVE
ATHERTON, CALIFORNIA

23 years of service to the broadcasting industry

expperienced sales personnel will sell community programs throughout your coverage area

DAVENPORT 3-3061

BROADCASTING • Telecasting
FCC round up

New Grants, Transfers, Changes, Applications

Box Score

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
<th>Licensed</th>
<th>CPs</th>
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<tr>
<td>AM</td>
<td>2,336</td>
<td>2,312</td>
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<tr>
<td>FM</td>
<td>61</td>
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<td>6</td>
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<tr>
<td>TV</td>
<td>284</td>
<td>98</td>
<td>15</td>
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</tbody>
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*On the air.*

(Also see Actions of the FCC, page 88)

Philadelphia and now is executive and major stockholder in DBM Broadcasting. Mr. Gillis, deceased, was also a stockholder and operated WWSM-FM Atlanta, Ga. Mr. Gillis owned WPPA Chester, Pa., and has been associated with Mr. Gilmour, who also owns and operates WARM-FM Arlington, Va. (CLOSED CIRCUIT, Dec. 12, 1951). Filed Jan. 22.

WFM-M-AM-FM Cullman, Ala. — Assignment of license from Mr. Cullman, licencse, to B. C. Eddington, 58%, owner WFM: W. N. Eddington, 26%, superintendent of schools, Gadsden, Ala.; John D. O'Connell, 18%, executive for Merrill Lynch Pierce, Fenner & Beane, Birmingham, Ala., and Robert E. Duffer, 10%, partner in Voice of Cullman. Transfer effective through Mr. Duffer's reduction of interest from 25% to 10% for which he receives $160,000. Filed Jan. 22.


New Applications

TV APPLICATIONS

Visalia, Calif.—Sheiden Anderson, Ch. 3 (68-78 mc), ERP 38.8 kw visual, 16.4 kw audio power, height above average terrain 979 ft. Estimated construction cost $946,000, estimated first year revenue $300,000.

FCC Actions (Continued from page 88)

January 30 Decisions

By COMMISSION EN BANC

AM License Renewals

Following stations granted renewal by AM license renewals:

KSMX East 920, McAllen, Tex.; KEMK El Dorado, La.; KXGU Mandan, N. Dak.; KISY Lake City, Fla.; WAGS Pullman, Wash.; KSHW Visalia, Calif.; WQAR Tchefuncte, La.; WYCL Tallahassee, Fla.; WPLA Arecibo, P. R.; WBLJ Laramie, Wyo.; KDOM Rapid City, S. D.; WXXF Cape Coral, Fla.; WAFL Old Town, Mass.; WURJ St. Louis, Mo.; WBCA Anchorage, Alaska; WTMU Tucsanumu, Alaska; WRFD Lake Winnie, Minn.; WREK Athens, Ga.; WBEA Edinburgh, Tenn.; WYUL Lake Worth, Fla.; WYXJ Miami, Fla.; WYBZ Delray Beach, Fla.; WKAQ Miami Beach; WQCF San Juan, WPLA Plant City, Fla.; WQBA Tampa, Fla.; WQSB McAllen, Tex.; WWL New Orleans, La.; KDKL Del Rio, Tex.; KOAL Price, Utah; KDRU Nomita, Va.; KZIO Bruley, Iowa; KXBM Bozeman, Mont.; KQVM Lakeview, Ore.; KTML Tulare, Calif.; KSKY San Antonio; KXST Hamilton, Mont.; KCDK邮政, Wesley Chapel, Fla.; WTBM Boise, Idaho; KTFK Thief River Falls, Minn.; WBTC Bismarck, N. Dak.; KCFW Clifton Forge, Va.; WCAT Rapid City, S. D.; WJEJ Halesville, Ark.; KWWK (Continued on page 92)

Deletions...

TOTAL BMS Deletions...

Day or Night

In the Oregon Market

TOTAL BMS Deletions

<table>
<thead>
<tr>
<th>Day</th>
<th>Night</th>
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<tbody>
<tr>
<td>2,450</td>
<td>2,450</td>
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</table>

CARRIES THE WEIGHT in serving the 101 markets

PORTLAND

on the efficient 620 frequency

Represented Nationally by Edward Petet & Co.

BROADCASTING • Telecasting

February 4, 1952 Page 91
In Canada more people listen to CFRB.

Toronto regularly than to any other station.

The 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 nighttime—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

FCC Actions (Continued from page 81)

January 31 Decisions . . .

by COMMISSION ON BANK TV License Renewals

Following stations granted renewal of their license on regular basis:

KECA-TV Los Angeles; KEYL San Antonio; KFIV-TV Los Angeles; KILL-TV Los Angeles; KMTV Omaha; KFRC-TV Houston; KEVD-SV St. Louis; KFTR-TV Condensed Authority; Baltimore, WAWF-TV Birmingham; WAGA-TV Atlanta; WABC-TV New York; WACB-TV Philadelphia; WJW-TV Cleveland; WPSH-TV Pittsburgh; WJLA-WDCA-WDCA Washington; WDAM-TV; Jackson; WJTV-TV Birmingham; WMBL-TV.

In Canada more people listen to CFRB than to any other station.

The 1950 BBM figures show CFRB's coverage as 619,050 daytime and 653,860 nighttime—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

FCC Actions (Continued from page 81)

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January 31 Decisions . . .

by COMMISSION ON BANK TV License Renewals

Following stations granted renewal of their license on regular basis:

KECA-TV Los Angeles; KEYL San Antonio; KFIV-TV Los Angeles; KILL-TV Los Angeles; KMTV Omaha; KFRC-TV Houston; KEVD-SV St. Louis; KFTR-TV Condensed Authority; Baltimore, WAWF-TV Birmingham; WAGA-TV Atlanta; WABC-TV New York; WACB-TV Philadelphia; WJW-TV Cleveland; WPSH-TV Pittsburgh; WJLA-WDCA-WDCA Washington; WDAM-TV; Jackson; WJTV-TV Birmingham; WMBL-TV.
NARTB Boards
(Continued from page 28)
覆 reverberations in Congress and at the FCC.
Slides, films and other facilities for display of the code symbol will be
ready for subscription stations. NARTB is working on plans for a
promotion campaign built around the laurel wreath seal.
Because an association’s man-
agement is becoming so complex
the normal budget procedure may
be changed to allow more flexibility.
The operations have been kept in
the black under Mr. Fellows’ direc-
tion.
A number of special meetings will
be held before the board ses-
sions start Feb. 13. These include
the board’s finance committee.
The television board opens dis-
cussions Wednesday, Feb. 13. Vice
Chairman Robert D. Sweeney,
WDSU-TV New Orleans, is sched-
uled to preface following resigna-
tion of Chairman Eugene S.
Thomas who has joined George P.
Hollingbery Co., station representa-
tive firm, as television vice presi-
dent.
Both television and radio boards
will meet Thursday, holding sepa-
rate sessions. These combined radio
and television boards will meet
jointly Friday.
Two vacancies exist on the com-
bined boards at this time, in addi-
tion to the TV chairmanship of Mr.
Thomas. The vacant posts are those
of Craig Lawrence, District 1 (New
England) director, and Pat McC-
Donald, assistant secretary Gen-
large. Mr. McDonald became inel-
gible when he moved to WNOE
New Orleans, a large station. Mr.
Lawrence has resigned from WCPB
Boston.
The District 1 vacancy will be
filled this winter by a special elec-
tion in that district. The term ex-
pires in 1955. Mr. McDonald’s vac-
cancy will not be filled since the
term expires next April. Election
processes are under way for 12 radio
board terms expiring in April
(see story page 28).
All vacancies on the TV board
expire in April. Decision on elec-
tion of directors on both board and
a successor to Mr. Thomas will be
made next week or at a TV board
meeting scheduled during the
NARTB convention in the spring.
Alexander Stronach Jr., repre-
senting ABC, and Herbert V. Aker-
cberg, CBS, will attend their first
NARTB board meetings at San
Antonio. Frank M. Russell is TV
Board member for NBC while Chris
J. Witting is DuMont’s director.
A by-law suited to TV stations was
arisen in the presence of George B.
Storer, Fort Industry Co., and W. D.
Rogers Jr., vice president of KEYL
(TV), on the television board. Only
one director from a single owner-
ship interest can serve on the board
under the recently amended by-
laws. Fort Industry purchased
KEYL (TV) last year.
The board will devote consider-
able attention to the liquor adver-
tising ban proposed in Congress
(S 2444).
In the legislative field the board
will take up such problems as the
Benton bill (S 1579) to set up a
citizens advisory board on radio and
TV programming. The membership
has voiced strong objection to this
censorship idea and the board it-
self went on record against the bill
at its December meeting.
Other legislative topics include
tax measures and steps to coordi-
nate state broadcasters’ associa-
tions with NARTB’s activity [B&T,
Jan. 26].
The board will be given a mul-
tiple-member dues schedule next
week. Under this plan a discount
of perhaps 20% or 25% will be
given operators of more than one
station, provided all stations in the
group are members. This plan
might apply to both radio and
TV stations under one ownership.
NARTB membership shows a dis-
tinct upward curve since the No-
ember board meeting. At that time
there were 953 AM, 267 FM
and 74 TV stations, aside from net-
works, holding association mem-
bership. There were 59 associate
members.
Membership finds AM membership
at 970, a gain of 17 in two months.
NBC and MBS are radio members,
with CBS and ABC not belonging
to this, with the association. Both
CBS and ABC are television members,
however, having joined recently.
With NBC and DuMont
in TV membership, the association
has a 100% record in the TV net-
work field, while TV stations are
members of 108 total.
The dues structure of NARTB
radio members will be revised as
of April 1 when fees will start at
$14.50 a month for stations under
$25,000 and range upward to $450.
This scale represents a 30% reduc-
tion but it will no longer entitle
radio members to BAB member-
ship.
Since BAB was partially split
from NARTB two years ago its
basis for earnings has become via
a 30% cut of NARTB’s district
Stations not wanting BAB service
have received a 30% discount in
fees.
One anomaly of the joint NARTB-
BAB dues structure was the fact
that some stations could belong to
both associations for roughly the
same fee. A radio promotion idea
BAB dues are half the highest hourly card rate of the
station.
Latest BAB membership state-
tments show 926 belonging, of which
41 had been signed since mid-
December.
NARTB’s two-man station rela-
tions department is headed by Wil-
liam L. Stubblefield, with William
K. Trevynor as assistant director.
BAB started signing stations last
summer, with the April 1 NARTB-
BAB separation in mind. William
B. Ryan, BAB president, and staff
officers made the rounds of the
NARTB district meetings and
obtained membership pledges.
New Project To Start
A new association project, “Ra-
dio on the Record,” will get under
way soon under board authoriza-
tion. It is a radio promotion idea
to acquaint listeners with the serv-
ice offered by the medium. First
of the series, to appear in trans-
scribed form, will be a round of
radio news service. Well-known
commentators and public officials
will provide spots on one side of the
disc. The other will carry a pro-
cut of Drexel Hines, programs
many network shows, is in charge
of production with Columbia Re-
cording handling the technical end.
Robert K. Richards, NARTB public
affairs director, is in charge of the
promotion.
Report on the upcoming March
31/April 2 convention in Chicago
will be given the board by a spec-
ial committee headed by James D.
House, WLW Cincinnati. The
committee is expected to meet at
San Antonio prior to board ses-
sions.
Tentative convention plans call
for a three-day meeting, if all pro-
posed programming can be crowded
into that period. The Radio and
Engineering Conference will be
held, running concurrently, with
delegates taking part in the two Joint luncheon sessions.
All meetings will be held at the
Conrad Hilton Hotel.
Other topics on the board agen-
das at San Antonio next week in-
clude results of an insurance com-
pare questionnaire on lower and
business-suspension policies; test
campaign to promote FM set sales
and listening; pension for NARTB
staff; extension of NARTB publica-
tion services to educational institu-
tions; plans to complete staffing of
headquarters departments.
First of a series of television tax
clerkships will be held in San An-
thony Feb. 13, with many of the TV
board members expected to attend.
The clinics are designed to acquaint
stations with operation under latest
rulings of the Internal Revenue
Bureau.
NARTB was active in both legis-
lative and regulatory relief to TV
stations, avoiding an excessive tax
burden because the industry is new
in the economic pattern. The tax
burden has been equalized under the
excess profits tax law and in-
terpretations.
John Poole, Fort Industry Co.,
NARTB’s special tax counsel in the
fight to obtain relief, will take part
in the San Antonio clinic, to be held
at the Plaza Hotel. Eligible to
attend will be representatives of
TV stations in the South, South-
west, West and Mountain.
Second clinic in the series will be
held Feb. 19 in Washington at the
Mayflower Hotel. Stations in the
Seaboard area, East and Northeast
will participate.
Station operators will have a
chance to submit their individual
problems to the tax clinics.
Lowell Parker of the law firm of
Hogan & Hartson is participating in
the NARTB tax studies and may
attend one or more clinics.

What a Buy!
N A B C
PROGRAMS
For “Minutes” & Chain Breaks
IN
YOUNGSTOWN, 0.
5000
WATS
Serving America’s 34th Market
WMJ
REPRESENTATIVES
Headley-Reed Co.

February 4, 1952 • Page 93
**THEATRE TV ISSUES AS REVISED BY FCC**

COMPLETE TEXT of theatre TV hearing (see story page 25) revised Issue 1 and new Issue K, issued by the FCC Friday, is as follows:

(1) To determine whether, if frequencies are to be allocated for the purpose of providing a theatre television service, such service should be established on a common carrier or non-common carrier basis, and if on a non-common carrier basis the conditions under which such service would be made available should be such as to maintain competition within a television service, and as between a theatre television service and competitive services.

(2) To ascertain the proposals of the parties with respect to the standards of licensees eligibility in any form they shall be established, with special reference to such questions as to whether the public interest would be served by granting licenses for stations in such a service to persons also engaged directly or indirectly in the same business of network or other programming for broadcast reception to persons engaged directly or indirectly in the provision of pictures or other programs for a television service, or to persons engaged directly or indirectly in the exhibition of pictures or of the programs of such a television service.

**EMPIRE STATE PANEL AT IRE**

EIGHT speakers scheduled for technical meeting of Institute of Radio Engineers in New York Wednesday to discuss Empire State Bill project. Participating will be Raymond F. Guy, NBC; John G. Presto, ABC; Thomas E. Howard, WPIX (TV), New York; Rodney D. Chipp, WABD (TV) New York; John B. Detring, RCA; J. W. Wright, CBS; Fred Everett, NBC, and Frank G. Kear, consultant.

**WHIL PUBLIC SERVICE UP**

WHIL-AM-FM Hempstead, L. I., had 20.2 percent increase in public service broadcasting during past year, Paul Godofsky, president and general manager, said Friday. Regularly scheduled community service programs totaled 296 during 1951 or 286 hours and 20 minutes air time. WHIL reports another 100 special events shows throughout same year. Schedules included everything from free-time religious broadcasts to on-slap coverage of local news with some 905 Long Islanders appearing on broadcasts.

**WMEX PETITION**

INTERFERENCE between stations was cited to FCC as grounds for withdrawing program authority and setting license application of WHIL Medford, Mass., for hearing, in petition filed Friday by WMEX Boston. Boston station argued that 25 millivolt interference of Medford station interfered with the 25 millivolt contour of its station new operation on 1510 kc, and is against Commission's engineering standards relating to stations 30 kc apart. WHIL has grant on 1540 kc with 250 w, daytime.

**AUTHORS LEAGUE COMPLAINT**

FCC is looking into its legal authority to do anything about the alleged black-listing of Philip L. Davis, publicist, The Green Pastures (FBC Jan, 28), following receipt of an official complaint from Rex Stout, president of the Authors League of America. Letter was understood to be a complaint to FCC to hold hearing on employment practices of corporations regarding writers, actors and directors. FCC General Counsel Benedict P. Cottone was instructed to look into FCC's jurisdiction in matter.

**MEDIA ANNOUNCEMENT**

**REP. ALBERT GORE (D-Tenn.)** formally announced his candidacy for U. S. Senate over 82 radio stations and two TV stations in Tennessee at 9:20 p.m. Saturday. He is believed to be first member of Congress to announce his candidacy over both broadcast media simultaneously. Last week Rep. Gore taped-recorder 50-second announcement, then mailed copies to Tennessee radio outlets with 9:30 p.m. Saturday re-

**NBC MERCHANDISING HEADS**

FOUR MORE merchandising district super-

**CHAMBER HITS LIQUOR BILL**

U. S. Chamber of Commerce last week charac-

**IN THE RED**

TELE-TONE Radio Corp., Elizabeth, N.J., radio and television manufacturer, first to start manufacture of adapters for CBS color system, filed bankruptcy petition in U. S. District Court, New York, authorities said Friday, to "re-

**PEOPLE...**

THOMAS D. MEOLA, manager of public offices and sales of RCA Communications Inc. for past three years, elected vice president in charge of New York district, according to appointment announced Friday by H. C. Ingles, president. Mr. Meola had previously been European manager where he supervised restoration of disrupted radio circuits after the war and where he had established moves to keep communications open to military operations in Europe. He has been with RCA since 1925.

CHARLES A. POOLER, vice president in charge of research, Benton & Bowles, N. Y., appointed to newly-created post of vice president in charge of marketing. ALFRED A. WHITTAKE, B & B director of research, elected vice president in charge of research (also, see earlier story, page 73).

JOE GRATZ, CBS-TV, N. Y., to Warwick & Lagler, N. Y., as television and radio pro-

**RUSS TROST, veteran of motion picture cast-

**FRIDAY**

**FLORIDA**

**GOLDEN**

**NEW HAMPSHIRE**

**JOE**

**PACIFIC COAST**

**SOUTH CAROLINA**

**SOUTHERN**

**UNITED STATES**

**YOUNG**

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**SOUTHERN**

**UNITED STATES**

**YOUNG**

**NEW ELECTION COVERAGE**

MAJOR networks getting ready to turn mikes toward primary elections, with New Hamp-

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**FREDA GREEN, news commentator, WADAS Philadelphia, promoted to program director.**
In 1900, a very familiar sign among hundreds of others was this one pictured above. Yes, the metal sign tacked to the tree and the ad painted on a barn were a major part of America's advertising effort in 1900. And in those years it was successful advertising—it reached people!

From this form of advertising, many companies grew to be today's largest manufacturers.

Twenty-five years ago, radio had its beginning and soon had its place next to newspapers and magazines. Radio itself built great companies and made them even greater because it gave the advertisers a new method of reaching more people more frequently and more efficiently.

Today, television has been added and with its added impetus of sight and motion, together with the spoken word, has already taken its place in the American “scheme of advertising.” The basis of today's successful advertising is the more modern media . . . and television is the most modern of them all. Its full potency has not yet been determined.

In WLW-Land we have found, however, that the combination of television and radio reaches more people more often and more economically than any other combination of media. The technique is as new and modern as television itself.