The 1951 Iowa Radio Audience Survey discloses that radio-set ownership in Iowa is at a startling all-time high. Multiple-set homes are now in the majority in Iowa, whereas in 1940 less than one home in five had two or more sets!

The following chart graphically illustrates why it is no longer valid to assume a single, "family radio" within the house—a premise on which much radio audience research has heretofore been based.

**INCREASE IN NUMBER OF USABLE SETS PER IOWA HOME**

<table>
<thead>
<tr>
<th></th>
<th>1940</th>
<th>1945</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 or more radios</td>
<td>91.4%</td>
<td>97.9%</td>
<td>98.9%</td>
</tr>
<tr>
<td>2 or more radios</td>
<td>18.2%</td>
<td>38.5%</td>
<td>50.3%</td>
</tr>
<tr>
<td>3 or more radios</td>
<td>4.4%</td>
<td>9.1%</td>
<td>15.0%</td>
</tr>
</tbody>
</table>

In addition, the 1951 Survey shows that 88.2% of all Iowa families own automobiles, of which 62.7% have radios. Iowans also own thousands of other "non-home sets"—in barns (14.6% of Iowa barn owners have barn radios) and in trucks (9.7% of all Iowa's family-owned trucks have radios, according to the 1949 Survey).

Radio-set ownership is only one of many important topics covered by the 1951 Iowa Radio Audience Survey. Its 78 pages of reliable, helpful information make it "required reading" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular. Incidentally, the 1951 Survey again reveals that WHO with its Clear Channel and 50,000-watt voice is by all odds Iowa's most listened-to station. Write for your free copy today!
Who has the ear of most of Kentuckiana's womenfolk?

WHAS, of course... morning, afternoon and night.*

And a good part of the WHAS popularity is due to Bud Abbott, head MAN of

LADIES DAY!

ABBOTT, the area's top platter spinner, (Radio Best, 1949) sings, plays drums, jokes, cues records... to 25% of the afternoon listenership! And those same wonderful women hear Johnny Schrader as he jumps from organ to celeste to piano... on LADIES DAY.

Yes, MORE Kentuckiana women-folk tune to WHAS and LADIES DAY regularly to hear spots before their ears in the Abbott manner.

*Pulse report, Nov.-Dec., 1951

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

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

Basic Affiliate of the CBS Radio Network

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

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

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. ★ ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
THE LEGEND OF "SLEEPY" HOLLOW

"Sleepy" Hollow was a good time buyer. But he lost his head and bought wrong in the Albany, Troy, Schenectady market.

He didn't buy WTRY—No. 1 station in the market. Paid twice as much for the No. 2 station. But the No. 2 station fails to deliver the market. It offers outside coverage, in secondary markets where 21 other radio stations divide the audience.

WTRY delivers the Albany, Troy, Schenectady market and 8 bonus counties as well for one half the No. 2 station's rates.

It is said that when a low pressure area hits Scarsdale, "Sleepy" Hollow rides down route 9 carrying his head, the one he lost when he missed buying WTRY the lowest cost-per-thousand buy in the nation's 27th market.

WTRY
980 KC THE CBS RADIO NETWORK 5000 W
Represented by Headley-Reed
WDEL-TV interprets the community through the eyes of Delaware's children

The Wilmington, Delaware Junior League recently inaugurated a weekly series of educational programs called TV TOURS, which are designed to give Delaware children a better understanding of the functions of essential community services. Each week, under the guidance of a Junior League chairman, a group of school children are taken on an actual, behind-the-scenes tour of one of the community's essential services such as the police and fire department, the weather station, the telephone exchange, the daily newspaper, and so forth. Following each trip, the children appear before the WDEL-TV cameras to discuss their experiences with a representative of the service just inspected.

Through its public service programs, WDEL-TV seeks to raise the level of community understanding for all the people in the broad area which it serves. This station has thus developed a strong viewer loyalty which is of real importance to community organizations and its advertisers.

WDEL-TV
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER ASSOCIATES - Chicago - San Francisco - New York - Los Angeles
AT&T RUUSHING CABLES TO MEET CONVENTION DATES
AT&T Friday reported special efforts of its Long Lines Dept. to provide live network TV coverage of political conventions to viewers in Miami, New Orleans, Houston, Dallas, Fort Worth and Oklahoma City.

Extension of television network facilities to these cities was originally scheduled for completion during last half of 1952, but is now being rushed so that service may be available by early July, AT&T reported. Further extension to Tulsa and San Antonio “will not be feasible until later this year,” however, telephone company said.

AT&T emphasized that priority of construction for national defense plus possible material shortages might make it impossible to meet advanced dates.

Work involved, AT&T said, includes addition of video equipment to existing Jackson-villc-Miami coaxial cable; completion of Jackson-New Orleans cable; equipping coaxial between Jackson and Dallas, Dallas and Houston; adding microwave facilities from Dallas to Fort Worth and Oklahoma City.

Plan calls for one TV channel into each new city about July. In the original schedule, two channels will be provided for each Texas city that now has two TV stations in operation.

TURNER HEADS NEW FCC FIELD BUREAU
WITH appointment of George S. Turner as chief of new Field Engineering & Monitoring Bureau, plus various other shifts, FCC Friday completed reorganization of its staff which commenced more than two years ago.

New Field bureau, recommended last month in McKinsey & Co. final report [B&T, Jan. 21], encompasses present Field Engineering & Monitoring Div. of the Engineer's Office plus Antenna Survey, Commercial Operator and Conelrad branches. It is due to start functioning March 2, will have four divisions—engineering, inspection and examination, monitoring and field operating.

Among other organizational changes announced Friday: (1) General Counsel's office divided into Litigation Div. and Legislation, Treaties and Rules Div. Los Angeles field office abolished; (2) Chief Engineer's office divided into frequency allocation and treaty, technical research and laboratory; (3) broadcast license functions transferred from Secretary's office to Broadcaster's Bureau; (4) service, mail and files, messenger and record keeping transferred from Secretary's office to Office of Administration.

TRUMAN RED CROSS PLEA
PRESIDENT TRUMAN, speaking from the White House, will open American Red Cross 1952 Fund Appeal Feb. 28, as climax of dramatic program narrated by Jessica Tandy. Entire production directed by Dick Deow, ABC. Phil Coan, president of CBS is producing. Kickoff being kinescoped for TV and transcribed for radio to enable nine networks to carry program between 8-11 p.m.

BUSINESS BRIEFLY
ANOTHER SPRING CAMPAIGN • Another spring advertiser, Kellogg Variety Package (also see story page 23), will start annual radio spot announcement campaign on 100 stations in non-TV markets April 1. Keck & Eckhardt, N. Y., placing varied 18- and 26-week contracts.

ALTERNATE SPONSORSHIP • Hazel Bishop Lipstick understood to be willing to sign for alternate sponsorship of Cameo Theatre (Sunday, 10:30-11 p.m., NBC-TV), currently sponsored weekly by Regent cigarettes. Later account through its advertising agency, Brooke, Smith, French & Dancer, though this may not receive as good mileage as the company had run blind ad in New York Herald-Tribune seeking to co-sponsor for half-hour TV show [B&T, Feb. 4].

KIPLINGER DUBBLES SPOTS • Kiplinger Washington Agency Inc., through Albert Frank-Guenther Law, New York, doubling its spot announcement campaign starting Feb. 18 in East and Feb. 25 on West Coast for one week using 120 stations, compared to 60 last month, as result of radio's pull for Kiplinger Newsletter.

EASTCO TO BUY RADIO • Eastco Inc. (Clear-a-File, skin ointment for teen-ageers), N. Y., through Ruthoff & Ryan, N. Y., preparing to use about 200 radio and TV stations for 52-week campaign. Spots will be used mostly on disc jockey shows in late after- (Continued on page 106)

SEN. JOHNSON CRITICIZES NETWORK POLITICS POLICY
SEN. Ed C. Johnson (D-Col.) chairman of powerful Senate Interstate & Foreign Commerce Committee, Friday criticized networks for adopting policy of "treating all candidates for office as clients" rather than granting them time as public service. Senator, whose committee handles legislation governing broadcasting, said networks' announced political policy would bar candidates who were unable to afford broadcasting costs and thus open door to well-heeled special interests and pressure groups.

Sen. Johnson, whose criticism was made during speech at Second Annual Regional Television Seminar at WAMM (TV) Baltimore studios, treated these other topics: Educational TV—"number of universities-colleges capable of supporting non-commercial educational stations "scarc as hen's teeth," reiterated FCC impose condition on all TV licensees that certain time be made available for educational purposes as sustaining feature. TV Code—"if telecasters follow concept religiously and faithfully this new and exciting medium will prove to be the greatest influence for clear thinking and clean living" since Ten Commandments given to man. Programming— "must have family appeal but must also be clean and wholesome, requiring of telecaster "alertness, tact, good taste and unusual understanding."

for more AT DEADLINE turn page

February 18, 1952 • Page 5
In this Issue—

Some $81 million worth of business has been signed between ABC and Westinghouse and other net-works since the first of the year. Re-
newals and new accounts are reported in quantities that make network executives optimistic. Page 28.

A B+ TV "on its way" to early spring and summer seasonal advertisers are already at work on big campaigns for radio and television. The plan has started unusually early. Page 28.

NARTB boards appoint five-member TV code committee, make annual convention plans, work out new membership dues structure, grapple with agenda full of other problems at Texas hide-away. Stories on board action begin on Pages 24-25.

Mark March 15 in your datebook as the day the FCC may announce its Sixth Report and Order thawing the television freeze. The Commission is taking extra time to make the document as law-proof as possible for the Court. Audience Page 72.

1951 network advertising is summarized in PIB reports. Procter & Gamble spent more than anyone else on both radio and TV networks. Page 27.

The Katz Agency, at conference with its 19 TV station clients, urges that a calculated policy on spot vs. network television be undertaken. TV must avoid the "in and out" of radio, Katz executives say. Page 75.

Paul Raibourn, Paramount Pictures vice president, thinks highly of both subscription and color TV, tells FCC his company wants to thoroughly explore both. Page 75.

Despite some shortcomings it has at its present stage of development, UHF will emerge into major means of television. At a two-day seminar in Washington, RCA explains technical aspects of UHF and reveals complete line of VHF and UHF transmitting and receiving equipment. Page 73.

President Truman wants Congress to re-
peal a Defense Production Act provi-sion—the Cenaphet amendment—that sets up a formula for including advertise-
ting expenses in costs upon which price ceilings are based. If Mr. Tru-
man's wishes were followed, it would have a noticeable effect on U. S. ad-
vertising. Page 80.

The government will probably continue its ban against color television, but with modifications, if hints dropped by NPA sources can be accepted as an accurate report of NPA's plans. Page 74.

Upcoming

Feb. 19: Georgia Press Institute, 24th annual session, Athens, Georgia, Atlanta.
Feb. 22: Illinois Broadcasters Assn. annual spring meeting, Leland Hotel, Spring-field, III.
Feb. 27: Voice of Democracy Awards Luncheon and Presentations, 12:30 p.m., Stat-
er Hotel, Washington.

(Other Upcomings page 38)
The Bolling Company announces the appointment of G. Richard (Dick) Swift as Vice President. Dick Swift's 20 years' experience with CBS, and as general manager of WCBS-AM and WCBS-TV, qualifies him for the "team" of experienced Bolling men.

Represented by Bolling . . . Like "Sterling" on Silver
To a radio advertiser who never hears "Dateline Marengo"

In WMTland all the news that's fit to air includes a minimum of bistro battles, a maximum of alfalfa intelligence. What we lack in V-neck verbiage is offset by thorough coverage of the Eastern Iowa scene. Take Marengo, pop. 2,000. It's the county seat of black-soiled Iowa County, a community typical of our market, where about half the retail and wholesale business takes place in towns under 10,000. WMT's special correspondents in Marengo and 37 other Eastern Iowa towns provide local news on a 24-hour basis. Combined with AP, UP, and INS they help supply the news fodder which is edited down to 12,000 words by daily newscasts.

WMT advertisers find news programs powerful sales makers. Killian's Department Store has sponsored the 9 a.m. edition since 1935. Other long-run news sponsors: Iowa Electric, since 1942; Olwein Chemical, since 1943; Western Grocer, since 1944.

Outstanding news coverage is just part of the WMT story. Add farm service, sports, entertainment, and exclusive CBS programming, and you get the kind of audience interest which maintains WMT's position as the highest Hooperated CBS station in the nation.

CEDAR RAPIDS

BASIC CBS RADIO NETWORK • 5,000 WATTS • 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY
SEE HOW LITTLE IT COSTS TO GET INQUIRIES FROM 43 MIDWEST COUNTIES

With just one announcement on WOWO's Jane Weston program, aired at approximately 8:50 AM, a prominent hand cream manufacturer drew inquiries from 43 counties in Indiana, Ohio and Michigan. Each inquiry cost only six cents.

That's typical of the results you, too, can expect from WOWO, with its unique combination of programming ability and merchandising enthusiasm. Whether you use a full-hour show on Class A time or an economical participation on the Jane Weston program, your advertising dollar does full duty... and then some... on WOWO.

For details, check WOWO or Free & Peters.

WOWO FORT WAYNE NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc.
KYW - KDKA - KEX - WBZ - WBZA - WOWO - WBZ-TY

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BROADCASTING • Telecasting
Ordinarily a capricious little fellow, Shish Kabab is eyeing the Oklahoma City Market with a serious eye. Rightly so, for, cute as he is, he'll soon be some secretary's Mouton coat, somebody else's lamb chops, or a flaming sword dinner. And let that be a lesson.

In examining the Oklahoma City Market, don't let fancy trim or capricious claims divert you. Have a talk with your Avery-Knodel man about the station that can prove results, KOMA . . . the only 50 thousand watt CBS outlet in Oklahoma . . . the merchandising minded station in Oklahoma City.

**KOMA Avery-Knodel, Inc.**

50,000 WATTS • CBS
JOHN L. VAN ZANT named director of public relations staff at J. Walter Thompson Co., Chicago, where he has been account executive. He succeeds C. STUART SIEBERT, who has resigned to study in Europe.

JOHN F. CONNORS, production and promotion staff, KILZ Denver, to Bob Betta Adv., that city, as account executive.

GEORGE BRYAN CURRAN, sales psychology and research counsellor, moved office from New York to 1221 California St., Denver.

WILLIAM J. HENNIG to Paul J. Steffen Co., Chicago, as copy chief and research director.

DAVID W. ARCHIBALD, research and sales analysis department of Kaufmagraph Co., Wilmington, Del., to Gray & Rogers, Phila., as assistant research director.

EDWARD B. ROSS has purchased interest of WILLIAM W. SCHWEIT in the Ross, Gardner & White Adv. Agency, L. A., and is now the sole owner. Agency's name will remain the same.

ROBERT S. BECKHAM, vice president of Moore & Beckham Inc., N. Y., to Richard La Fond Adv. Inc. same city, as account executive.

Mr. Archibald

JEAN WHERLAND, Rhoades & Davis, S. F., to Guild Bascom & Bonfigli, S. F.

SIDNEY GARFIELD, president, Sidney Garfield & Assoc., S. F., and RALPH G. CAHN, head of Ralph G. Cahn Adv., S. F., announce consolidation of their agencies. Name of combined agency will be Sidney Garfield & Assoc. All personnel of both agencies are retained.

LUCIEN BROUILLETTE elected vice president of Marsteller, Gebhardt & Reed, Chicago, where he has been an account executive since 1950.

CHERIE LEE, assistant radio-TV director at W. B. Doner & Co., Detroit, promoted to director of the department.


BURTON A. NEUBERGER, Marfree Adv., Chicago, named general manager of that office succeeding SHEPARD CHARTOC who resigned to open own agency [B*T, Feb. 11].

BETSY ROSS MARTIN, merchandising director of Today's Woman, to Earle Ludgin, Chicago, as manager of new merchandising department.

CHARLES J. WEIGERT, Benton & Bowles, N. Y., to Foote, Cone & Belding, same city, as space buyer.


EUGENE PILZ and VERNON EWING, account executives, named partners in Arthur G. Rippey & Co., Denver.

EARL R. DUGAN, assistant account executive, Erwin, Wasey & Co., L. A., to Foote, Cone & Belding, same city, to work on Hughes Aircraft account.

HENRY B. GRANDIN JR., American President Lines, S. F., to Richard N. Metzler Adv., S. F.

GARRETT HOLLIHAN, radio and television director of Brissacher, Wheeler & Staff, S. F., to Foote, Cone & Belding, S. F., as account executive.

ROY A. WASHBURN and ELDEN ROXBURGH to Chicago office of C. L. Miller Co. Mr. Washburn, account executive, is former Chicago (Continued on page 46)
Elusive Spot

EDITOR:

We, like so many other researchers, are always most anxious to include radio and television spot expenditures in our media analyses. However, to my knowledge, such figures are non-existent. I would greatly appreciate it if you would inform me where we could obtain, on a monthly basis, dollar expenditures for spot radio and spot television, together with a breakdown by advertiser and product advertised.

Nathalie D. Frank
Librarian
Geyer, Newell & Ganger
New York

[EDITOR’S NOTE: There is no source supplying the statistics Miss Frank was looking for on a monthly basis. However, yearly totals are available. The most up-to-date (for 1951) are those in the BROADCASTING YEARBOOK, now in the hands of subscribers, and TELECASTING YEARBOOK, which goes in the mail the first of next month. Annual figures are compiled by the FCC but usually are released about a year later.]

Ante Up

EDITOR:

I am writing in reply to Dr. Chappell’s suggestion that in the interest of the industry Mr. Hooper, Mr. Roslow and KJBS should share equally the cost of demonstrating the truth or fallacy of the hypothesis:

That the big reason for differences between roster and coincidental ratings is confusion caused by presenting in the roster many names of programs not heard by the respondent ... with resulting inflation of roster ratings for low rating programs and deflation for those of high rating programs.

Our answer is YES. We welcome the opportunity of contributing our third and do so with no qualifications, no strings, no conditions.

Stanley G. Breyer
Commercial Manager
KJBS San Francisco

[EDITOR’S NOTE: Dr. Chappell’s suggestion was made in a letter in OPEN MIKE Feb. 11.]

First Class Furor

EDITOR:

I should like to point out some of the dangers embraced in the petition of the NARPB explained in an article by William C. Grove in the Jan. 28 issue. In the first place has the NARPB considered how much unemployment of radio engineers and combination men will result? ... Secondly, it will surely result in lower engineering standards ... If the FCC accepts this money saving petition by the NARPB ... it would probably allow the average station to fire as many as three first class engineers.

I urge all engineers, all combination men, everybody with a first class ticket to radio livelihood this vicious proposal fostered by Mr. Grove and the NARPB threatens, to make known their objections to the FCC, the U. S. Dept. of Labor and to their Congressmen.

Paul Coburn
Logan, Utah

EDITOR:

Mr. Grove ... stated that he didn’t see any possible degradation of engineering standards if the rules changes are in effect. I wonder if Mr. Grove has given any thought to the possible degradation of the first class operator, both mentally and financially.

If there is anything that the radio stations need at this time, it is rigid qualifications for the station managers. I have nothing against station managers, but after all, the success of the station is on their shoulders, and if the stations were in good financial standing, then they could pay the operators a fair salary.

I would like to see all the first class operators throughout the country follow this fight up with the FCC.

George C. Shurden
WJMB Brookhaven, Miss.

EDITOR:

Mr. Webb’s letter in the Feb. 4 issue B*F concerning Mr. Grove’s and NARPB’s proposal to reduce operator requirements for low power broadcast stations fails to take into account the fact that broadcasting has progressed a long way from the day when the engineer assembled the transmitter at sign-on time every day and operating the 250 w transmitter required more adjustments and controls than the 50 kw of today.

Operating the low power broadcast transmitter has been reduced in complexity to a point where the controls to be adjusted actually number less than on some electric cook stoves, but the FCC license requirements have advanced to such a state that the 250 w transmitter operator must know how many interlaced scanning lines cross the mosaic of a TV camera tube, or how many microseconds long a blanking pulse or sync pulse is.

We can agree with Mr. Webb’s statement about the shortage of men who can afford to work for the wages that the small station can pay, but we also believe he would

(Continued on page 14)

OPEN MIKE

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(Continued on page 14)
Supreme Dependability...will save you time and money!

Model 300 Magnetic Tape Recorders

Ampex Electric Corporation
Redwood City, California
Suggestion Box
EDITOR:
An idea if you please: Why not a "National Radio Write-In Week" with plenty of publicity? I suggest the last week in February with spot announcements across the country. Is it worthy of a yearly promotion?
Lee Hollingsworth
President
WKBS Oyster Bay, N. Y.

Quick Look Misleading
EDITOR:
Was nettled by the heading on a small story in the Feb. 4 issue dealing with sales of radio and television sets in Canada. To one taking a quick look at the story headed "TV Going Up, Radio Down" it would appear that radio was losing out to television in Canada.

Nothing could be farther from reality. In the first 10 months of 1951 less than 29,000 TV sets were sold. In the same time nearly 450,000 AM radio sets were sold... AM radio in still going to be the most potent sales medium in Canada for a long time to come.
A. A. McDermott
Radio & Television Sales Inc.
Toronto

(Editor's Note: The story said that TV set sales in 1951 (28,979) were larger than in 1950 (18,183) and that, conversely, radio set sales in the same 10 months of 1951 (449,500) were less than in the similar period of 1950 (383,992). Though this publication joined with Mr. McDermott in believing radio is here to stay, the headline accurately stated the facts.)

Another Viewpoint
EDITOR:
Why doesn't Broadcasting & Telecasting do factual reporting and get both sides of the story?

Lips That Touch Liquor
EDITOR:
In the interest of getting the record straight on the KOME-MBS difficulty which you covered in your story of Feb. 4, here is the rest of the story:

Before we purchased KOME, but after the FCC had approved our application for such permission, I went to New York and discussed the whole situation with the station's relations people. We arrived at what we thought to be a modus vivendi, but the whole thing was knocked into a cocked hat by the sale of the Game of the Day to Falstaff and the need for a Tulsa outlet which we did not feel we could provide because of our ownership by a school organization.

As to the sequence of events, it is true that Mutual put us under a protective cancellation. It is significant that the cancellation was dated Nov. 2, which was before my trip to New York and before our discussion for the purpose of clarifying questions as to our station's policy. At the time of my visit, which was advised by Mutual, I was told about the cancellation but assured that it was routine and for the purpose of making all of us clarify the question.

On Monday, Jan. 28, 1952, Mutual still told us that if we would reconsider our ban on beer, they would like to do business with us.

While technically the cancellation was by Mutual, our final refusal to carry the Falstaff precipitated the action and caused them to carry through the cancellation which was only protective at the time notice was given.

Incidentally, I wonder about the equity of the clause under which this thing was done. After purchasing the station, our network continued to have a 90-day cancellation notice by the network. From our side, however, we couldn't get out under two years. That's standard clause in the contract.

Storm Whaley
Vice President
KOME Tulsa

(Editor's Note: Mr. Whaley's letter adds details to a story that was accurately reported in Broadcast, Feb. 4. Effective March 2, KAKC Tulsa becomes the Mutual affiliate because KOMO's policies against alcoholic beverage advertising and against MBS from getting into Tulsa with its beer-sponsored "Game of the Day." KOMO has joined Liberty (see story this issue).)
A LA CARTE TELEVISION

Television, sponsors say, can be satisfying fare.

And Spot Program television lets you choose any item on the menu, cooks it to your taste and serves it exactly where you want it. Yet it costs no more than the regular "no substitutions permitted" dinner.

BUY TV BY SPOT and order only the markets you want. Forget "must" cities, "must" stations or minimum network requirements. You'll get top service from the stations you choose... uniform and pleasing picture quality for your programs. And when you get the bill, you'll find the savings in station rates are enough to pay for your film prints, their distribution and other costs, if any.

To discover how nourishing Spot Program television can be for your sales curve, just call the salesman at the Katz office and see what he can prepare for you. If you're like an increasing number of national advertisers, you'll go for it.

YOU CAN DO BETTER WITH SPOT... MUCH BETTER.

AT TABLE D'HOTE PRICES

THE KATZ AGENCY, INC • NATIONAL ADVERTISING REPRESENTATIVES

THE KATZ AGENCY, INC • NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE • NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

BROADCASTING • Telecasting
LAMOUR HAIR PRODUCTS Inc., N. Y. (Color Comb and Shamp-O-Pads), effective tomorrow will launch advertising and promotion campaign using both radio and TV participations primarily on women's shows. Company, whose overall yearly advertising budget will reach $150,000, will begin its program on metropolitan New York stations, expanding to Philadelphia, San Francisco, and Los Angeles within next three months. Agency: Kenneth Rader Co., N. Y.

ILLINOIS MEAT Co., Chicago, will sponsor The Johnson Family in three markets effective today. Stations carrying the 45 minute morning strip are WJCS New York, WTMJ Cleveland and WXYZ Detroit. Agency: Arthur Meyerhoff, Chicago.


BAUER & BLACK, Chicago (medical supplies), will sponsor a quarter-hour of Howdy Doody on NBC-TV for six weeks from April 16. Agency: Leo Burnett, same city. B&B segment is aired Wed. 4:30-4:45 p.m. CST. Clients renewing portions of the show include MARS Inc., Chicago (candy), through Leo Burnett Co., Mon. 4:45-5 p.m. for 13 weeks from March 3 and Wed. 4:30-4:45 p.m. for six weeks from March 5. KELLOGG Co., Battle Creek (cereals), renews through Leo Burnett Co. the Tues. and Thurs. 4:30-4:45 p.m. segments for 13 weeks from March 14, while INTERNATIONAL SHOE Co. St. Louis, through Henri, Hurst & McDonald, Chicago, renews alternate Wed. 4:45-5:30 p.m. portion from Feb. 22 for 52 weeks.

KELLOGG Co. (Corn Pops, Rice Krispies, Corn Flakes), Battle Creek, Mich., renews Wild Bill Hickok on 516 MBS stations, thrice weekly, 5:30-5:35 p.m. (each local time zone), for 13 weeks from March 21. Agency: Leo Burnett Co., L. A.


CHEMICALS Inc., Oakland, Calif. (Vano products), signs 52-week contract for sponsorship of Mel Hunter's Breakfast Gang, half-hour Monday through Saturday variety program, on full 45 station Don Lee Network. Agency: Sidney Garfield & Assoc., S. F.

GREEN GIANT Co. (Canned Peas), Le Sueur, Minn., starts Life With Linkletter on ABC-TV on weekly basis, Fri., 7:30-8 p.m. (PST), for 13 weeks from March 14. Show currently seen alternate weeks. Agency: Leo Burnett Co., L. A.

MOTOROLA-NEW YORK Inc., names Getchel & Richard Inc., same city.

ADAM HATS, N. Y., appoints Hirshon-Garfield Inc., same city, for advertising of wholesale, retail and Adam Hat Agency division.

REHRIG MFG. Co. (Whitehouse dressing, mayonnaise), L. A., names Davis & Co., L. A.

WORSTED DIV. of Pacific Mills, N. Y., appoints Foote, Cone & Belding, same city, effective March 1.

HANSCOM BROS. Inc. (bakers), Phila., reappoints Buckley Organization, same city.

ATLANTIC PRODUCTS Corp., Trenton, N. J. (luggage), names Anderson & Cairns, N. Y.


(Continued on page 50)
ANY Time Is GOOD TIME
On KRNT DES MOINES!

BOX SCORE

MORNING — 22 first (1 tie) out of 22 rated periods.
AFTERNOON — 21 firsts and 3 seconds out of 24 rated periods.
EVENING — 47 firsts, 16 seconds out of 70 rated periods.

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

and Here's Why...

KRNT ... FIRST
in morning audience!
KRNT's audience (42.3% share) is 114.7% greater than the No. 2 station, and is 19.8% larger than the combined total of the No. 3, 4, 5 and 6 rated stations ... is 24.8% greater than No. 2 and 3 stations combined.

KRNT ... FIRST
in afternoon audience!
KRNT's audience (46.2%) is 90.9% greater than the No. 2 station, and is larger than the combined total of No. 2, 3, and 4 rated stations.

KRNT ... FIRST
in evening audience!
KRNT's audience (36.5%) is 39.8% greater than the No. 2 station, and is 112.2% greater than the No. 3 station ... is larger than the combined total of No. 3, 4, 5, and 6 rated stations.

KRNT ... FIRST
in total rated time periods!
KRNT's audience (40.5%) is 73.1% greater than the No. 2 station, and is greater by 17.7% than the total of No. 3, 4, 5, and 6 stations combined.

Represented by THE KATZ AGENCY ... SOURCE: C. E. HOOPER DES MOINES AUDIENCE INDEX, OCTOBER-NOVEMBER, 1951
Point of Sale...

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glasscock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country...you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC 5,000 Watts - 980 KC

Represented by NBC SPOT SALES

Page 18 • February 18, 1952

feature of the week

IT ALSO was “with pleasure" that WHK Cleveland's Sales Promotion Manager L. C. Oswald received the following letter from David B. Sankey, sales manager, The Charles A. Peterson Co., processors of nut meats:

"It is with pleasure that we advise you that our sales volume increased 20% in November and December 1951 over the year of 1950 for the same period. We conservatively attribute this increase to the very fine job of selling that both your station and Bill Gordon have done."

The letter goes on to commend the station, concluding that the “service and attention enabled us to break an all-time record for the month of December."

Mr. Oswald explained that the Peterson company used WHK and The Bill Gordon Show for a holiday campaign which relied only upon radio. The firm purchased eight spots weekly for seven weeks, Nov. 5 to Dec. 21. Five spots were placed on the show 8:05-8:20 a.m., Monday through Friday, and three additional spots at 6:15 p.m., Mon-

strictly business

flash has gone, replaced by clear thinking and basic planning.

Mr. Meyers, who sells radio by not under-selling television, knows the merits and demerits of any product with which he deals, as well as those of the competition. He learned this type of comparative salesmanship in high school days on Chicago's South Side, when he moved up from potato boy (filling little bags from big ones) to delivery truck driver, topping his grocer apprenticeship by learning how to chop up and form a crown roast. His business inclinations ran counter to the more conventional approach of his father, a professor of geology at the U. of Chicago, and his mother, who had been a grammar school principal.

On his first fulltime job ($25 a week in 1931), he checked ad line-up for Stack-Goble Agency, where he also learned a bit about radio merchandising before studying production and printing at a photo-engraving plant. A switch to the Moe Annenberg organization (Television Form, Screen Guide, Radio Guide, Action Detective) handling editorial promotion for Radio Guide resulted in half a dozen "permanent" moves to Philadelphia from

(Continued on page 68)
a power for the power industry

COLOSSUS OF THE CAROLINAS

On January 22, 1952, WBT's Director of News and Special Events—Jack Knell—celebrated his tenth year as the radio voice of the Carolinas' mammoth and ever-growing Duke Power Company. Jack's 69% Share of Audience at 12:35 P. M. is closely rivaled by his 61% at 6 P. M.—two significant examples of the power of WBT local personalities— and WBT itself.

WBT
CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales
New radio-musical extravaganza!

Glittering, glamorous new showcase for your sponsor's product!

Here's glamorous GLORIA DE HAVEN—soaring young Hollywood star. . . . Here's sure-fire EDDIE FISHER—one of the top male vocalists in Billboard's latest disc jockey poll! And hit-recording artist HUGO WINTERHALTER as maestro and host.

Put your listeners in the midst of Hollywood for a romantic date with the stars. The pulling power of this sensational young pair more than doubles when they're heard singing duets!

Another big-name THESAURUS show to earn talent fees as well as time charges for your station. A quarter-hour program bringing Hollywood and big-name stars to your sponsors and listening family.

WITH HUGO WINTERHALTER AND HIS ORCHESTRA
big-name quarter hour...produced to sell for you!

AND EDDIE FISHER

MAKING MONEY FOR HUNDREDS OF STATIONS AND SPONSORS...
AND ALL INCLUDED IN YOUR
Thesaurus LIBRARY

Phil Spitalny's "Hour of Charm"
"The Wayne King Serenade"
"Music by Roth"
"The Tex Beneke Show"
"Sons of the Pioneers"
"Hank Snow and his Rainbow Ranch Boys"
"Swing and Sway with Sammy Kaye"

AND MANY, MANY OTHERS!

...complete with sponsor-selling brochures, audience-building promotion kits and sales-clinching audition discs.

THE NEW ERA
IN Thesaurus recorded program services

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION
630 Fifth Avenue, New York 20, N. Y.
405 N. Lake Shore Drive, Chicago 11, Ill.
1016 N. Sycamore Ave., Hollywood 38, Calif.
322 Forsyth Bldg., Atlanta 3, Ga.
1907 McKinney Ave., Dallas 1, Texas

Phone or write for comprehensive THESAURUS brochure today!
“KWKH for coffee and lumber”

Says Q. T. HARDTNER, JR.
President, Ocean Coffee Co. and Hardtner Lumber Co.

IMPORTANT LOUISIANA MERCHANDISER

As the owner of both a highly successful coffee company and an equally successful lumber operation, Mr. Q. T. Hardtner, Jr. is doubly qualified to judge KWKH’s selling power in the important Louisiana-Arkansas-Texas area. This is what he recently wrote us:

“Obviously builders and housewives are vastly removed from each other in their buying habits; however, I have for the past four years used KWKH-built programs to successfully promote both Ocean Coffee and Hardtner’s Urania Lumber and have enjoyed considerable sales success with both. I am convinced that KWKH is Ark-La-Tex’s as well as Shreveport’s favorite radio station. In addition to my regular KWKH programs, I have also used KWKH’s Louisiana Hayride on Saturday nights and especially recommend it to reach the big Ark-La-Tex market.

(Signed) Q. T. Hardtner, Jr.”

50,000 Watts · CBS ·

KWKH DAYTIME BMB MAP
Study No. 2—Spring 1949
KWKH’s daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are “average daily listeners." (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH A Shreveport Times Station

SHREVEPORT LOUISIANA

Texas

The Branham Company
Representatives

Henry Clay, General Manager
RADIO SALES UP

A HEALTHY upsurge in radio network business was noted last week, with three networks reporting that already this year they have sold new time and renewed existing contracts representing annual gross billings substantially in excess of $31 million.

In what was taken as further evidence of an increasing advertising swing back to radio, the total estimate of network billings reflects in part and renewals thus far in the young new year was reported as follows:

- **CBS Radio**—Almost $15 million.
- **MBS**—Approximately $9.5 million.
- **ABC** radio—Approximately $6.5 million.
- **NBC** radio, though it did not enumerate either its renewals or its new contracts as signed to date in 1952, early in January had reported renewals of eight evening shows representing $5,798,000 in annual gross billings. (B&T, Jan. 7.) It also was known that some of NBC radio's major contracts do not come up for renewal until June.

In a statement announcing CBS Radio's new and renewed business, John J. Karol, vice president in charge of network sales, asserted:

"This outstanding sales report for CBS Radio for the first month of 1952 is further evidence that advertisers, in their re-evaluation of all advertising media, are more and more convinced that radio still is their best buy in terms of cost, circulation and audiences delivered."

Overcoming Resistance

Officials of other networks also regarded 1952's activity in network time sales as further progress in overcoming the resistance which many advertisers are exhibiting toward radio last spring. CBS Radio's total new sales and renewals thus far this year covered 12 sponsors who bought new time for a total of 13 shows, plus 12 sponsors who renewed 20 existing shows.

The contracts placed by CBS Radio were listed as follows:

- New business since the first of the year includes Campana Sales Co. for Sunday News Special, Perry-Morse Seed Co. for Garden Gate; General Foods for Mr. Chameleon and Sunny Salutes; General Motors for two one-time broadcasts of Peggy Lee Show; the Kellogg Co. for Carl Smith.
- Gillette Safety Razor, for the Orange Bowl game; Lever Bros. for Big Town; Pepperell Mfg. Co. for a one-shot of Red Skeleton Show; Philip Morris for Philip Morris Playhouse on Broadway; Wander Co. for 15 minutes of Arthur Godfrey Time on alternate days; Admiral Corp. for World News with Robert Foster; American Safe & Ford Corp. for 12 programs of the Red Skelton Show.
- Program renewals were made by Campana Sales Co. for Bill Shudel and the News; General Foods Corp. for Ren- fro Valley; Thomas J. Lipton Div. of Lever Bros. for Arthur Godfrey and His Talent Scouts; and Lever Bros. for Lux Radio Theatre.
- Other renewals included Longines-Wittnauer Watch Co. for Symphonette and Choraliers; Metropolitan Life Insurance Co. for Allan Jackson and the News; and on the Pacific Coast, Menken Co., for Frank Gow News' programs; North American Van Lines for Fan Mail; and Peter Paul Inc., Dave Valle—News.
- Procter & Gamble Co., renewed Rosemary, Big Sister Ms. Perkins, Young Dr. Malone, Guiding Light, and Bright- eyer; Sterling Drug Co., Pursuit; Tons Co., Grand Central Station; and Wm. Wright Jr. Co., Gene Autry Show and Life With Lupe.

RADIO CAMPAIGNS

By FLORENCE SMALL

SURPRISINGLY early and with record-promising outlays, spring and summer seasonal advertisers are feverishly lining up their campaigns, with a major part of the allocations slated for radio.

Those were the significant results of a survey conducted by Broad- casting • Telecasting last week.

Parke & Tilford (Tinext dye), New York, for their new line of textbooks is planning to launch a radio spot schedule from coast to coast in mid-February in more than 175 markets. Contracts range from 10 to 13 weeks. Storm & Klein, New York, places the spring and fall schedules for the product.

Ice cream accounts are also beginning actively to plan their sum- mer campaigns. Eskimo Pie (ice cream bars) which used 50 radio cities last year, will use this year at least that many markets and perhaps more than that number, W. W. Wade, advertising manager of Eskimo Pie Corp., told Broad- casting • Telecasting.

Plans Set Early

Byrtle Blakeen

Spring advertising will open with new contracts for the Borden Creamery Co. and its Borden's Cream specialties.

Like past years, advertising will be divided to three levels: (1) Byrtle Blakeen, advertising manager of Borden Creamery Co., told Broadcasting \* Telecasting:

TV Allocations Supplement

AS A service to subscribers, and in keeping with our "full text" policy on all important news events, BROADCASTING • TELECASTING will publish in complete text the FINAL TELEVISION ALLOCATIONS REPORT promptly upon its release by the FCC.

The ALLOCATIONS REPORT will be delivered WITHOUT CHARGE to the 16,000 subscribers as a supplement to the regular weekly BROADCASTING • TELECASTING. Extra copies of the PRINTED text will be available as long as the supply lasts, at $3 each.

Networks Off to $31 Million Start in '52

By FLORENCE SMALL

SURPRISINGLY early and with record-promising outlays, spring and summer seasonal advertisers are feverishly lining up their campaigns, with a major part of the allocations slated for radio.

The spots will come up for renewal in June and in others in April, with varying contracts from four to eight weeks. Television spots will also be employed in about 10 mar- kets. Buchanan & Co., New York, is the agency.

Another new campaign, American Poultry Co., for Philip Morris, is planning to start sponsorship of a quarter-hour radio show featu- ring Buster Crabbe, effective early in June, for 13 weeks. Blaine-Thomas, New York, is the agency.

Frostee Schedules

Lipton's Frostee, New York, probably will use a radio one-minute schedule of transcriptions starting June 18 and extending through Aug. 1, using more than 225 stations in 120 radio markets. Ruthrauff & Ryan, New York, is the agency. Television is under consideration, too.

Another seasonal advertiser—one, in this case, whose budget will be increased by about 30 percent—will be the Fred Pear Co., Brooklyn, makers of Easter egg dye. This season the allocation will come up into short-term net- work buys. Two programs already covered for are Stratton the Musical on ABC radio and Under Arrest on MBS, with a third network show still being contemplated. Last year the advertiser used spot radio. Campaign starts two weeks prior to Easter. Hilton & Riggio, New York, is the agency.

For the 24th successive year, Benjamin Moore & Co. (paints), New York, will turn to radio to promote its products, starting March 1 on Mutual with its Home Beautiful (Saturdays, 11:15-11 a.m. St. George & Keyes, New York, is the agency. Another perennial seasonal client, the Marry-Morse Seed Co., Detroit, is using CBS Radio for the eighth consecutive year during the pre-planting season. Firm sponsors Garden State on CBS Radio for 14 weeks effective Feb. 16 (Saturdays, 9:45-10 a.m.). Mac

(Continued on page 38)

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NARTB CONVENTION

A VARIETY of subjects ranging from UHF television to problems of small TV service engineers as highlights on the tentative agenda planned for the sixth annual engineering conference to be held concurrently with the NARTB convention in Chicago March 31-April 2.

Topics were arranged by Neal McNughten, NARTB engineering director, with engineering-management registration slated for Sunday, March 30 at Exhibition Hall in the Conrad Hilton Hotel.

An elaborate cross-section of radio-TV broadcasting subjects has been blueprinted, with delegates of both the engineering and management conferences falling part in the two luncheon sessions. Television will dominate the engineering meet, with full promise of extensive exhibits by leading electronics manufacturers. Emphasis will be on "heavy" exhibits. Arthur Stringer, NARTB, is again coordinating convention planning.

Top luncheon speaker at the joint management-engineering luncheon on Tuesday will be NARTB President Harold E. Fellows. FCC Chairman Wayne Coy is tentative Wednesday luncheon speaker. The small TV operations symposium will highlight the Wednesday evening banquet session.

Three-day engineering sessions will be held off on Monday, March 31, with a panel on control room layouts, UHF transmitters, master control and camera switching. J. R. Profit, vice president in charge of engineering, WOR-TV New York, will preside.

'Roaring Twenties' Luncheon

Delegates will then break up for a "Roaring Twenties" buffet luncheon in Exhibition Hall.

Orrin Towner, technical director of WHAS-TV Louisville, Ky., will address the afternoon meeting touching on advances in equipment design, improvements in TV film reproduction, 16 mm film projectors and methods of controlling and improving video signals.

More technical aspects will be broached in the Tuesday morning session under Frank Marx, vice president in charge of engineering for ABC. During this period new 5 kw and 10 kw transmitters and audio consoles will be discussed.

Engineering delegates will join in the luncheon session to be held in the spacious Ballroom for the afternoon session over the "Roaring Twenties" luncheon meeting.

William B. Lodge, CBS vice president for engineering, will serve as chairman for the afternoon session. Slated for discussions are such topics as TV lighting, broadcast transmission research, construction and operational economics of TV broadcasting, and a talk on planning and installation of Argentina's first video outlet.

Antenna characteristics, UHF propagation and studio equipment planning will be under study in the Wednesday morning conclave under chairmanship of Raymond F. Guy, NBC radio and allocation engineering manager. Once again engineering delegates will break to join in the joint luncheon.

Plan UHF Session

The afternoon session will be devoted to UHF TV, with Stuart Bailey, Janisky & Bailey, consulting engineers, as chairman. Representatives of Westinghouse Radio Stations Inc., RCA, General Electric Co. and Allen B. DuMont Labs are expected to participate.

Convention banquet in the Grand Ballroom Wednesday evening will be highlighted with the symposium on "Small Television Operations." Col. John H. DeWitt, president of WSM-AM-TV Nashville, Tenn., will preside.

Participating will be Frank P. Bremmer, WTV (TV) Newark; Nevin Straub, WJAC-TV Johnstown, Pa.; R. A. Isberg, KRON-TV San Francisco (tentative), and J. E. Mathiot, WGAL-TV Lancaster, Pa.

Tentative engineering agenda for the convention in Chicago follows:

MONDAY, MARCH 31, 1952

Morning Session 9:45 a.m.

President: J. B. Poppele, Vice President in Charge of Engineering, WOR-TV New York

Television Control Room Layouts

By: Rodney Chipp, Director of Engineering, DuMont Television Network

UHF Transmitters and Antennas

By: John E. Young, Manager, Broadcast Transmitter Engineering Section, RCA

Television Signal Switchboard for Studio and Master Control

By: H. Thomas, Federal Telecommunication Labs

Television Camera Switching

By: Allen A. Walsh, NBC

12:00 Noon—Roaring Twenties Buffet Luncheon

Afternoon Session 2 p.m.

President: Orrin Towner, Technical Director, WHAS, WHAS-TV Louisville, Ky.

Advances in Television Equipment Design

By: L. L. Pourciau, General Precision Laboratory

(Continued on page 40)

ELIMINATION of the FCC regulations calling for use of announcements identifying recorded programs and spots was advocated Thursday by the NARTB radio board meeting at Banded, Texas.

In view of the extensive use of recording techniques and broadcasting, the board felt stations and networks should no longer be required to use the cumbersome announcements specifying that programs are electrically-transcribed. Resolution calling for this board action was taken at the suggestion of Michael R. Hanna, WHCU (thaca, N.Y. It was unanimously adopted by the radio directors.

Only exception would be in the case of news and commentary programs. The board felt that news programs should be identified by an appropriate word such as "delayed" if the newcast or commentaries are transcribed.

Rule Eased Some

The transcription announcement rule has been eased somewhat during the last two but last decades because of the PERSPECTIVE of the FCC in cooperation with the radio and television industry as to possible progress in the future.

The FCC has now adopted a resolution calling for "Hold for Release" practices. National Assn. for Radio News Directors recently adopted a resolution to this effect and the NARTB board endorsed it, feeling some present release practices discriminate against radio. Harold Essex, WJSB Winston Salem, N.C., introduced the resolution.

Removal of FCC discrimination against smaller broadcast stations, as proposed by a special committee headed by William C. Grove, KFBC Cheyenne, Wyo., was favored by the radio board. Mr. Grove reviewed progress of his committee in working with the FCC on the subject. He said no other class of station, including aeronautical beacons, must have a first class operator on duty at the transmitter.

Original Request in 1950

Originally, temporary suspension of the new station permit was asked in 1950 at the time of the Korean outbreak, similar to the section 91c policy during World War II. Now, however, the board is seeking permanent change.

Extension from 30 to 120 days and cases requiring temporary release was granted in 1950 at committee suggestion.

In conclusion it was possible that an FCC hearing would be held within the next six months unless

Drop Rule—NARTB

ographers felt the present requirement is not in line with progress of the broadcasting art.

In the news field, the directors adopted a resolution calling on wire services to rephrase their "Hold for Release" practices. National Assn. for Radio News Directors recently adopted a resolution to this effect and the NARTB board endorsed it, feeling some present release practices discriminate against radio. Harold Essex, WJSB Winston Salem, N.C., introduced the resolution.

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(Continued on page 40)

ET IDENTIFICATION

"I wonder if perhaps we're not carrying this code to extremes."

Drawn for Broadcasting  Telecasting by Sid Dix

IMPROVEMENTS IN TELEVISION FILM REPRODUCTION

By: B. T. Duke and K. W. Mulleenger, NBC

A SYNCHRO-LITE POWERED 16MM FILM PROJECTOR TELEVISION

By: R. E. Putnam, GE

MEASURING AND CONTROLLING AND IMPROVING VIDEO SIGNALS

By: R. Betts, Allen B. DuMont Labs

TUESDAY, APRIL 1, 1952

Morning Session 9:45 a.m.

President: Frank Marx, Vice President in Charge of Engineering, ABC

Dynamic Measurement of Base and Circuit Operating Impedances in a Directional Array

By: Walter F. Kean, Consulting Engineer

Mechanical and Electrical Design Consideration in Speech Input Systems of the First Field

By: Norbert L. Jochum, Chief Audio Frequency Engineer, Gates Radio Co.

New 5 kw and 19 kw Transmitters

By: L. R. Findlay, Broadcast Development Engineer, Collins Radio Co.

New activities to participate.

By: John Hilliard, Chief Engineer, Altec Lansing Corp.

12:30 p.m.—Joint Luncheon in Grand Ballroom

Speaker: Harold E. Fellows, President, NARTB

Special Feature: "The First Thirty Years Are the Easiest"

Afternoon Session 2 p.m.

President: William B. Lodge, Vice President in Charge of Engineer-

ing, GE

(Continued on page 40)
CODE REVIEW BOARD

By J. FRANK BEATTY

OPERATION of the NARTB Tele-
vision Code, setting up the strongest
self disciplining weapons in
American Industry, will be
guided by a five member com-
mittee of practical telecasters.

Membership of the code review
board, which takes office March 1
simultaneously with operation of
the code itself, was approved last
week by the NARTB combined
radio and television board at their
joint meeting held at Lost Valley
Ranch, Bandera, Tex. (see TV
board of directors story page 36).

The new board is co-ed, consist-
ing of four men and one woman.

The appointment of a woman, the
mother of three children, was an
obvious gesture to bring to
the code's operation the family
and home viewpoint, giving balance to
the structure.

The members of the review board are as follows:

Mr. Fetzer
John E. Fetzer, owner of WKZO-
TV Kalamazoo, chairman.

J. Leonard Reinsch, vice presi-
dent of WSB-TV Atlanta and gen-
eral manager of the CMI Radio-TV
properties, vice chairman.

Mrs. A. Scott Bullitt, owner of
King-TV Seattle.

Walter J. Damm, vice president
and general manager of WTMJ-TV
Milwaukee.

Ewell K. Jett, vice president and
general manager of WMAR (TV)
Baltimore.

Geographically, this committee is
representative of all parts of the coun-
ty—North, East Coast, East,
Southeast, and South.

Wide Experience Cited

Then, too, the review board com-
prises extensive experience in both
radio and television operation. The
membership comprises persons who
have been active in all phases of
radio and television operation. They know
station operating problems and they
represent knowledge of industry
problems and their relation to the
nation as a whole.

Harold E. Fellows, NARTB presi-
dent, selected the review board
membership and the board gave its
approval Thursday afternoon. All
five are first choices since no
turn-downs were received when the
appointees were contacted.

To this board falls the job of
watching operation of the TV code.
Its members receive no compensa-
tion. They will hold at least five
meetings a year, and they care-
fully the way TV subscribing sta-
tions adhere to the code. They will
screen complaints from the public
and draw up recommendations for
the TV board of directors. This
top board has the job of adminis-
tering penalties.

Three of the five review board
members—Messrs. Fetzer, Reinsch
and Damm—have served on the as-
sociation board of directors for
years. Mr. Damm is a former NAB
board president (1930-1931). Mr. Jett
served as a PCC commissioner
before taking over management of
WMAR (TV) Baltimore.

Approval of the code review board membership was only one
of a series of actions taken by the
combined radio and TV board. Iso-
terested was a ranch in the desert
hills northwest of San Antonio, the
directors met without the interrup-
tions that mark meetings held in
major cities. They caucused and
huddled at meal time and into the
night, working out industry policy
and problems.

The combined boards showed their appreciation of Judge Justin
Miller's services to the association
and to broadcasting and television in
general. When he joined NARTB
in 1945 Judge Miller gave up a life-
time post on the federal bench, with
a salary that was only $3,000 until
last June at $56,000 a year. At this
time his salary became $35,000 un-
der a downward escalator pattern,
with his title changed to chairman
doing. He served another year
the board and general counsel.

The plan adopted a year ago pro-
vided that he would receive $25,000
in his third year of a three-year
contract ending in June 1954.

While details have not been
worked out, the directors agreed
some form of pension should be set
up. Judge Miller is serving as part
time chairman of the Salary Stab-
ilization Board in Washington and
has been mentioned actively as a
Presidential appointee to the
Attorney Generalship or a prominent
diplomatic post.

Merit Increases

C. E. Arney Jr., NARTB sec-
retary-treasurer, was elected for
another year. President Fellows
had approved last year proposals for general staff merit
increases at all levels were
endorsed by the finance committee
and unanimously approved by the
board.

The combined board took a step
designed to restrict some of the as-
sociation's benefits and services to
the paying membership. It was de-
cided that only NARTB members
may attend the NARTB portion of
conventions and district meetings
in 1952.

This was interpreted to mean
that broadcasters and telecasters
attending the Chicago convention
and the summer-fall district meet-
ings would be permitted to attend meetings programmed by BAB, for
example, but would not be eligible
to attend other sessions.

It was decided to permit only
NARTB members, including asso-
ciates, to exhibit at the annual
convention.

The combined board gave final
approval to the new combination
dues structure (see separate story).

An annual budget for the fiscal
year April 1, 1952-March 31, 1953,
was approved. As now estimated
the budget will now total around
$540,000. The association was felt
to be in sound financial shape after
nine months of administration by
President Fellows.

Program for the March 31-April
2 convention in Chicago calls for a
TV business meeting on the morn-
ing of March 31 with parallel FM
business session.

The annual show of equipment
will be opened with a bang in the
Exposition Hall of the Conrad Hil-
ton Hotel, featured by a "roaring
twenties buffet" (see story on en-
gineering convention plans, page 24).

In the afternoon the convention
will be called to order by James D.
Shouse, chairman of the convention
committee. President Fellows will
take over the business meeting
and after brief ceremonies BAB will
start its program, occupying the
entire afternoon.

Tuesday's program calls for a
general session on "Signs of the
Times", covering legislation, criti-
cal materials and related problems.

President Fellows will address
the Tuesday luncheon on the topic,"The
First 30 Years of the East," sym-
bolical of the thirtieth anniver-
sary theme that will mark the con-
vention. Tuesday afternoon will be
devoted to work shop session on
rates, management, politics and au-
dience promotion.

The annual Radio Pioneers Din-
ner will be held Tuesday night.

Wednesday opens with a general
session with a discussion theme.
A panel of "veteran" telecasters
will tell about operating prob-
slems, sales, wages, promotion, pro-
gramming, rates and construction
(Continued on page 38)
ZIV SALES SOAR
To 317 for 'Communist' Series

LARGEST individual sale of the Frederic W. Ziv Co.'s transcribed Syndicated, 'Was a Communist for the FBl series was completed last week when the Jacob Schmidt Brewery of St. Paul, Minn., bought the show for broadcast in 50 markets.

Executed through Ruthrauff & Ryan's Chicago offices, the sale includes every radio market in Minnesota with the exception of Duluth and Two Harbors. Also included are five markets in North Dakota: Fargo, Grand Forks, Bismarck, Minot and Williston; four in South Dakota: Aberdeen, Watertown, Pierre and Mitchell; and eight in Iowa: Dubuque, Mason City, Waterloo, Carroll, Oelwein, Spencer, Ft. Dodge and Estherville.

Sales for 63 new markets were totaled during the week raising to 317 the number of cities for which the anti-communist series is scheduled. Sales goal set by the Ziv Co. is 400 markets by March 30, release date of the first week's program.

Other sponsors signed throughout the week for broadcasts over WEDA Evansville, Ind., WKWF Key West, Fla., WTXA Springfield, Ill., WABN Jacksonville, Fla., and WHJP Benton Harbor, Mich. Station purchasers included WINZ Miami, KYAK Yakima, Wash., KAVC Lafayette, Ind., and KENI Anchorage, Alaska.

In the previous fortnight the Ziv company had announced sales to the McClatchy stations - KERB Sacramento, KJW Stockton, KJMJ Fresno and KERN Bakersfield, Calif.

Rebel Baking Co., through Leonard Sire Agency, also purchased the program for Cincinnati, home city of the Ziv company. Station purchasers included WRNL Richmond, Va., and WHRP Richmond, Calif.

Program also has been lined up by Ballo, Johnson & Nichols Co. for WEAN Providence, Missouri Radio Co., over WHE, Ft. Wayne, Ind., E. J. Gustafson Co. over KCOM Sioux City, Iowa, KSOO Sioux Falls, S. D., and KUJO Huron, S. D., and Gas and Electric Sales Co. over WZD Decatur, Ill.

Residents Take Over

RADIO DAY accenting the industry's place in the community was celebrated a fortnight ago by WHLE Virginia, Minn., in cooperation with the Chamber of Commerce. Local businessmen and women took over announcing duties at the station from 7:15 a.m., until 11 p.m., on Feb. 7. Residents of Virginia heard 85 fellowship citizens make station breaks, read commercials, deliver news reports and spin records on disc. So successful was the outcome that Harold Parise, station manager, predicts the Radio Day will become an annual event.

THE JOSEPH KATZ Co., New York and Baltimore, announced change and additions to its executive staff. Nat C. Wildman (f), vice president for 14 years, has been promoted to senior vice president in charge of New York office. Perry Schofield (c), formerly with Ruthrauff & Ryan, New York, has joined the agency as creative director and executive vice president in charge of the New York office. Lloyd G. Whitebrook (r), former executive vice president and director, Ben Sackheim Inc., becomes vice president in charge of service.

POLITICAL CAMPAIGN EXPENDITURES

Senate Unit Watches WPLA Court Action

A SENATE committee is keeping close tabs on a unique court case involving WPLA Plant City, Fla., that centers about the Constitutional right to spend during election campaigns, it was disclosed in Washington last week.

Titled WPLA v. Irvin (Florida's attorney general, Richard W. Irvin), the suit was filed in Hillsborough County in a circuit court by W. A. Smith, WPLA owner-operator, last Jan. 3. It asks for a declaratory judgment, which in non-legal terms means a declaration of rights.

Florida has a strict campaign expenditures law which in effect makes it a crime for anyone except officially designated campaign treasurers or their deputies to make any campaign expenditure on behalf of a political candidate. Violators are liable to six months in jail and a $1,000 fine.

In practice, it is pointed out, a candidate could refuse permission for a person to make a campaign expenditure although it may not be in the candidate's behalf.

Station May Be Liable

WPLA argues that the law thus prohibits the citizen from buying station time to express his views on the air, unless he can clear the expenditure through a candidate's exchequer. The station also feels that it could be held liable in any action resulting from this prohibition in the law, if it sold time for which payment was not formally approved.

This, the station holds, is a restraint on the station owner's free exercise of his right to employ "normal avenues of trade in his relationship with the citizens of Florida."

Additionally, WPLA asserts that Mr. Smith may attempt to purchase time on other radio stations in Florida to express his own opinions as an elector on behalf of a candidate or non-candidate and paid for "as a free American citizen." This argument brings in

abridgment of free speech—W. A. Smith, as an elector, has the right to express his own opinion.

Motion to dismiss was filed by the state's attorney general Feb. 8. The Senate Elections Committee is giving the case a thorough study and is watching the outcome because of its relationship to the federal problem of campaign expenditures.

The Capitol Hill group has been studying campaign expenditures by candidates leading to its investigation of the Taft v. Ferguson contest in Ohio and the Butler v. Tydings battle in Maryland, both Senatorial elections in 1960.

Florida Statute

What it likes about the Florida statute is that the candidate or any other person making a campaign advertising expenditure must account for the payment, according to state law, thereby permitting the state to know how much is spent and where it has come from. A similar recommendation for federal law has been made before the committee.

However, staff members are interested in the progress of the WPLA suit in how the constitutionality question is handled—also in a similar newspaper suit in Florida, in order that Senators can be informed of what they might face in any contemplated draft of legislation.

New BAB Service

BAB announced last week that it has launched a new marketing information service for its members, to consist of eight one-page progress fact sheets a month. Each fact sheet will be devoted to a specific product. The first month's group covers air conditioners, beer, clothes dryers, hair shampoos, mechanical refrigerators, prepared baking mixes, toilet soaps, and watches.

RTMA EXPANSIONS

Govt. Relations Section

CREATION of a new section to consult with government on the expanded program and other problems was announced by Radio-Television Mfrs. Assn. last Friday.

The new unit, to be known as the Government Relations Section, will comprise five task committees and operate within the framework of RTMA's Transmitter Division. Ben D. Glenn, Western Electric Co., is chairman.

Plans are also underway for changing the name of the Trans-10 section to Technical Products Division. RTMA board has approved the plan for the division.

The Edelman group is designed to offer industry members a forum for airing their problems to government officials and to meet the government's growing electronic procurement program.

Mr. Edelman is now better than a $1.5 billion industry, with every indication for a rise to $2.5 billion by mid-52 and $3.5 billion by 1960.


Also proposed is a General Communications Section with subsections covering microwave, land mobile, aviation, and marine communications. James D. McLean, Philco Corp., is section chairman.

FIVE JOIN LBS

Affiliates Number 448

FIVE stations have been added to the Libs' lineup for the coming year. Carlton Adair, vice president in charge of station relations, announced last week, increasing LBS affiliates to 448 including outlets in Alaska and Hawaii.

New group signed by LBS are KOME Tulsa, KUOA Sioo Lake, Minn., and KQOK Sioux Falls, S. D., each formerly affiliated with MBS [BT, Feb. 7]. WPOE Peoria, Ill., KTFY Brownfield, Tex., and KBOP Pleasanton, Tex.

Riley Gibson is manager of KOME; Storm Whalley is vice president of both KOME and KUOA; Roger Livingston manages WPOE; Dave Whorley is manager of KTFY, and Ben Parker, of KBOP.

Dunton Term Extended

A. D. Dunton, chairman of the board of governors, Canadian Broadcasting Corp., Ottawa, has had his term of office extended for four years by Canada's Prime Minister Louis St. Laurent announced last Tuesday.

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BROADCASTING • TELECASTING
P&G's $18 Millions
First in Radio

PROCTOR & GAMBLE Co., top user of radio network time month after month, year after year, during 1951, purchased $18,169,695 worth of time from the nationwide radio network (at gross rates), an increase of 16.7% over the 1950 P & G purchases. Top network time purchases during 1950, according to the records of Publishers Information Bureau.

Of the top ten radio network clients during 1951 (Table 1), however, only three—P & G, American Home Products and Colgate-Palmolive—spent more than $18,000,000 on network time.

Explanation for the decline in radio network billings is largely the 15% cut in gross rates instituted by CBS and NBC last November. ABC and MBS reductions to advertisers, framed as additional discounts and not as changes in the basic rate structure, are not reflected in PIB figures, which for comparative purposes report expenditures of advertisers for network time at the one-time rate, before any discounts have been taken.

Top advertiser during December in each of the various product classes of radio network advertisers is shown in Table III. Table IV shows total amount (gross) spent for radio network time by all advertisers in each network, in December and the full year of 1951, compared with the same month and year of 1950. Of the 28 types of advertisers, 14 spent more for network time and 14 less, as groups, in 1951 than in 1950.

The four leading soap companies, Colgate, Palmolive, Lever Bros. and Procter & Gamble, spent $18,313,131, 17,921,909, 17,896,967 and 17,246,035, respectively, in December 1951, with no other soap brands spending more than $10 million in the month, as Table III shows.

In December 1951 (Table II) the top five radio network clients were the same as for the whole year, and in the same order. General Electric Co. and Gillette Safety Razor Co. were among the month's toppers but not the year's. The top advertising product group is shown in Table III.

Total network time purchased by all advertisers in each product category is detailed in Table IV, which analyzes time purchased by group for December and for the full 12 months of both 1950 and 1951. Dollar comparisons between the years are not exact, as DuMont TV Network time sales were not reported to PIB for the work in 1950.

In both years, food and tobacco advertising ranked one-two among TV network client groups. Automotive advertising ranked third in 1950, fourth in 1951, with advertising of toiletries concurrently moving up from eighth to third. Radio and TV set advertising, ranking fifth in 1950, dropped to eighth position last year, when soaps, and cleaners, which did not even make the 1950 first 10, ranked 15th (Continued on page 48).

PROCTOR & GAMBLE Co., in 1951 purchased more than $7.5 million worth of TV network time at gross rates to make the soap company the leading video network client of the year. Figures reflect a change of advertising policies by P & G in 1950.

Growth of the pace of TV advertising is reflected in the gross network time purchases of top advertisers during 1951 (Table 1), particularly when they are compared to the 1950 TV network time purchases of the same companies in 1950 [Feb. 26, 1951]. Ford Motor Co. headed the 1950 list with time purchases of $18,387,057, about 60% of the $30,283,703 this company spent during the 1951 network year, when it ranked seventh. General Foods Corp. upped its network time volume from $1,360,105 in 1950, to $5,780,779 in 1951, when it rose to second place.

New to Top Ten

Three soap companies, Colgate-Palmolive-Peet Co. and Lever Bros. Co. as well as P & G, made the 1951 top 10 without having been in that select group the year before. General Electric Co., National Dairy Products Corp., General Motors Corp., Anchor-Hocking Glass Corp. and Hilco Corp., also among the 1950 leaders but not in the 1951 top 10.

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NEX. Saturday marks the 25th anniversary of unified radio regulation in the United States. On Feb. 23, 1927, the Federal Radio Commission was created.

Before that time, different phases of regulation were performed by the Commerce Dept., the Post Office Dept., the Interstate Commerce Commission and, to some extent, by the State Dept.

Although there were earlier trends toward dealing with land telegraph matters, it was not until 1910 that a law was enacted to cover "wireless" telegraphy, mostly for marine use.

The Radio Act of 1912 was the first law for domestic control of radio communication in general. It did not anticipate or provide for radio broadcasting, however.

After World War I, the rapid development of broadcasting and a great increase in the number of stations, caused serious interference among stations.

Court decisions held that the Secretary of Commerce could not deal with the situation because the 1912 act gave him no such authority.

Many broadcasters changed frequencies, increased their power and operating time, regardless of the effect on other stations. This caused bedlam on the air.

To remedy the situation, Congress passed the first Radio Act. The act was signed Feb. 23, 1927.

Five Member Commission

The act created the five-member Federal Radio Commission, but the Commission could only assign frequencies, control power and issue licenses. The Secretary of Commerce assigned the call letters, inspected the stations and examined and licensed operators. In 1928, these duties were absorbed by the FRC.

Much of the earlier activities of the FRC were devoted to eliminating chaos in the broadcast band. It was impossible for the FRC to provide channels for the 732 stations operating in March of 1927. New rules caused many of them to surrender their frequencies. On July 1, 1927, there were 682 stations on the air.

The FRC reported in 1928 that "a few" stations were experimenting with television.

By June 1933, the number of stations had dropped to 599, but there were 46,114 other types of radio stations and 30,000 licensed operators, of which about 21,000 were amateurs.

Because the 1927 act did not give the FRC jurisdiction over common carriers, the Communications Act of 1934 was passed which coordinated in the FCC all the broadcasting and common carrier regulations which had been "farmers out" to other government agencies.

Only one of the original commissioners—Paul A. Walker—is still serving the FCC.

The number of radio authorizations of all kinds on the FCC books is now approaching 900,000. There are about 4,700 broadcast stations (including auxiliaries) and nearly 20,000 other authorizations in inter-broadcast radio services. There are about 700,000 authorizations to operate radio transmitters, including the 500,000 different classes of commercial radio operators and 100,000 amateurs.

There are 60 different classes of radio stations operating, with 450,000 transmitters associated portable and mobile units.

CHICAGO SPACE

Media Appraise Setup

SPACE requirements for coverage for the national political conventions next July were placed before the Democratic and Republican National Committees in Chicago Feb. 10-11 by representatives from the different media [B&T, Feb. 11].

Two committees will weigh the requests for space and facilities against availability in the International Amphitheatre, and reach a decision within the next month.

At stake are such aspects as accommodations for TV interview booths, television newsreel placement, space for radio broadcasting and seating for the delegates.

Following a joint meeting of committee members and industry representatives, the group visited the amphitheatre to inspect facilities.

Industry Representatives

Representing industry were Sig Mickelson, CBS public affairs, speaking for television; Thomas Velotta, ABC vice president, for news and special events for radio; William McAndrew, NBC, for TV newsreels; and Ray Lahr, United Press, for the press. Radio-TV representatives also were accompanied by engineering personnel.

Also on hand were Bill Henry, commentator, who is coordinating planning for TV-radio correspondents; Richard L. McGrath, superintendent of the Senate Radio Gallery, and members of the Congressional Periodical Galleys and stenographers. Tod Genock, Paramount Pictures, represented the theatre newsreels.

They met with members of the Democratic and GOP national committees, including Kenneth Fry and Edward T. English, radio-TV directors, of each committee, respectively. Meeting was held at the Conrad Hilton Hotel in Chicago.

KWJJ, WFDF SALES

Are Approved by FCC

FCC last week approved the sales of KWJJ Portland, Ore., and WFDF Flint, Mich.

The Portland station was sold for $200,000 by Wilbur J. Jerman to Rodney F. Johnson, an engineer at KWJJ, is owner of the Rex Recording Co., Portland.

WFDF was owned by Arthur R. Treanor and WBFM Inc., each holding 1,500 out of 3,000 shares of stock. Mr. Treanor sold his half-interest in WFDF for $150,000 to WBFM Inc. so that he could go into another business. WBFM Inc. is likewise owner of WBFM-AM-TV Indianapolis.

The FCC also approved 11 other transfers (see FCC Roundup, page 109).

Realigns for Expansion

San Francisco offices where, unlike the Chicago and Cleveland offices, one man currently handles both functions, the radio and video sales offices will also report to the newly appointed national sales managers.

Separate radio and television units are to be created under the manager of sales development, promotion, and advertising.

Mr. Leder joined NBC as a salesman of the National Sales Dept. in August 1960, and was named eastern sales manager in September 1951. Prior to his affiliation with the network, he served for two years as sales manager of National Television Assn.

Mr. Reber joined NBC television in 1946 as a program assistant and was later promoted to the director of television in March of 1948. The following November he was named program manager of "Howdy Doody" at that time, to operate automatically. In August 1950 he was promoted to that station's sales manager.

Mr. Close joined NBC as a page in 1951, assistant in the spot sales-department for the past 15 years. He has served as an account executive in the department, and as manager of the department prior to his appointment as eastern sales manager for television in November 1950.

Is Age 25 on Feb. 23

Mr. Leder Mr. Reber

The three new positions are: National spot manager for radio, to be held by Robert Leder, formerly eastern sales manager for radio; national spot manager for television, assigned to John H. Reber, sales manager of WNBK (TV) New York; and national manager for represented stations, to be filled by Richard H. Close, who has been eastern spot sales manager for NBC spot sales for the past 15 years.

In addition, a new eastern sales manager for radio and one for TV will be appointed, to report to Messrs. Leder and Reber, respectively.

Separate radio and television sales representatives will be named for the department's Hollywood and out to other government agencies.

Only one of the original commissioners—Paul A. Walker—is still serving the FCC.

SPORTS PROBE BENCHED

By House Rules Committee

HOUSE Rules Committee has blocked the way for Congress for a probe into the sports activities, as proposed by Reps. Emanuel Celler (D-N. Y), and L. Gary Clemente (D-N.Y).

Such an investigation, if given a green light, could probe the position of sports promoters in relation to the broadcasts and television coverage of boxing matches, football, basketball, horse racing and other events. Primary purpose would be to check into illegal fixing of games and other attempts to corrupt the games. The Rules Committee, after listening to the Congressmen's pleas last week, side-lined the issue.
A Baltimore advertising agency executive writes: "Our client got greater response on WITH than any other station in town. We are very gratified with the results."

Local advertisers must get fast, low-cost results. That's why WITH carries so many local accounts—more than twice as many as any other station in Baltimore!

WITH delivers a huge, responsive audience at low, low cost. You get more listeners-per-dollar from WITH than from any other radio or TV station in town.

WITH will do a BIG job for you in Baltimore for a SMALL appropriation. Get all the facts from your Forjoe man today.
Truman Scores Capehart Plan

Defense Mobilizer Charles E. Wil- son to channel more materials into civilian production as a means of stemming unemployment. This would be in line with the Defense program since more materials are being allocated to the military, than can be absorbed, he said.

President Truman told Congress in his January 24 State of the Union message that the administration would seek curbing the inflationary zeal of business and labor, by making sure that the consumers get a fair deal and that credit is no longer 'ruthlessly tightened'.

The President said in this message that the administration could not relax its rubber-stamped stand against the 'spineless' demands of business and labor to 'spend, spend, spend'.

Mr. Truman said that he would maintain the program of the past three years which had brought the nation back into the black market of prosperity.

Mr. Capehart, a former head of the Senate Banking committee, told Congress that the administration had 'ruthlessly tightened' credit to the point where the economy was being strangled.

The Senate Banking committee had warned that the administration was 'ruthlessly tightening' credit, and that the administration would have to make some concessions to business and labor to prevent a recession.

The administration had already tightened credit by raising interest rates and reducing the amount of money available for loans.

The administration had also raised taxes and cut government spending to shore up the economy.

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ABC Radio

offers stations and advertisers
18 Great Co-op Programs!

245 out of 311 ABC Radio affiliates are MAKING MONEY on ABC Co-op shows! For the past 9 years, ABC has always offered its affiliates and advertisers a full roster of great Co-op shows. Currently, ABC is broadcasting 18 Co-op programs (nearly 18 hours a week) of every type: news, commentary, music, public forums, sports, drama, children’s shows—

Mary Margaret McBride
Headline Edition
Paul Harvey
Rogue’s Gallery
George Sokolsky
Mr. President
Martin Agronsky
Elmer Davis
No School Today

Big Jon and Sparkie
Marriage for Two
America’s Town Meeting
Piano Playhouse
Harry Wismer
Bert Andrews
Pauline Frederick
Ted Malone
Bob Garred

ABC Co-op shows pay off for stations... they pay off, too, for 852 sponsors in every field of business: banks, bakeries, dairies, department stores, music stores, appliance stores and in the automotive field. Co-operative programming is one of the most flexible, most efficient, most economical forms of advertising... and America’s FIRST network for Radio Co-ops is ABC.
BELLOWS FALLS — A reception in honor of the community's first formal luncheon meeting of the National Association of Radio and Television Broadcasters, called NARTB, was held last week in the Red Room of the White House. The event was presided over by Dr. Robert F. Kennedy, who is not a member of the organization.

The purpose of the meeting, according to Kennedy, was to discuss the future of radio and television broadcasting. He said that the two media were facing many challenges and that it was important to work together to find solutions.

Kennedy also emphasized the importance of local broadcasters in their communities. He said that they had a responsibility to provide accurate and informative news to the public, and that they should not be afraid to take on difficult issues.

The meeting was attended by representatives from all over the country, including members of Congress, governors, and other leaders in the field of broadcasting. They discussed a variety of topics, including the impact of technology on the industry, the role of government in regulating media, and the challenges faced by local stations.

Kennedy ended the meeting by encouraging the broadcasters to continue working together to find solutions to the challenges facing their industry. He said that they had a unique role to play in their communities and that they should not be afraid to use that role to make a difference.

The meeting was also attended by several members of the media, including NBC's Edith Head and ABC's Vivian Vance. Both were invited to speak at the event and discussed their experiences as broadcasters.

Overall, the meeting was a success, and the broadcasters left with a sense of purpose and a commitment to working together for the betterment of their industry and their communities.
WHEN HOUSTON WANTS THE NEWS... IT'S KPRC FIRST!

1952

"THE YEAR OF DECISION"

Hard-hitting news coverage is more vital this year than ever before. KPRC's nationally recognized news staff is TOPS in the Southwest... in numbers, in sponsored hours, in accurate on-the-spot coverage. Each man combines the duties of newscaster, news writer, and news reporter, under the able direction of Pat Flaherty, the South's most respected newscaster. Nowadays, NEWS comes FIRST... and KPRC is FIRST with the NEWS!

Houston's Only Complete Radio News Staff

KPRC HOUSTON

PAT FLAHERTY,
News Director,
11:00 A.M., 12 Noon,
5:45 P.M.

BILL BOLTON
12 Noon, 6:15 P.M.

BRUCE LAYER,
Sports Director,
5:35 P.M., 10:30 P.M.

HARRY AROUH,
Weather Chief,
5:30 P.M., Weathercast,
10:00 P.M. News

BOB GRAY,
On Military Leave,
Serving as Marine Corps Correspondent in Korea

RAY MILLER,
On Military Leave,
On duty with the Submarine Service

TOM FOX
6:15 A.M., 8:00 A.M.,
12 Noon

DON HEATH
7:15 A.M., 8:55 A.M.,
12 Noon

NBC and TQN on the Gulf Coast
Jack Harris, General Manager
Nationally represented by
Edward Petry and Co.
GOVERNMENT initially manifested a "tardy interest" in the "economic" role advertising has played in contributing to the community good; but gradually it has evolved its own techniques for selling programs to the American public, Ralph W. Hardy, NARTB government relations director, declared last week.

Mr. Hardy addressed a luncheon session of the Women's Advertising Club of Washington at the Washington Hotel last Wednesday. Among the guests were Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, and FCC Commissioner George Sterling.

Government Interest Speaking on "Advertising and Government Relations," Mr. Hardy said government interest in advertising has been generated in a number of fields. He cited these "interest" factors:
1. Advertising as a function and institution has proved itself "indispensable" in contributions to the public welfare.
2. Advertising is a key to the study of production, with government spending dwarfing normal business operations in recent years.
3. Serious question has been posed as to the allowability of advertising costs for tax and price control purposes.
4. Advertising is related to the whole price-wage control structure.
5. There has been increased enthusiasm for "idea" as distinguished from product advertising, spilling over into merchandising and other techniques.

Mr. Hardy also cited four problems in advertising relations with government. He said, there has been an "inadequate understanding" of its economic role, principally at the lower decision-making strata of government agencies. This has been reflected in agency presentations to Congress during appropriations hearings, he explained, adding that agency and department heads are cognizant of advertising's force.

There must be more a effective system for directing vital advertising selling points down through channels. Mr. Hardy suggested. It is advertising's obligation to present its arguments to government officials and Congress in the light of its relation to restraints governing all media and the public welfare, he said.

Noting that he is a registered lobbyist on Capitol Hill, Mr. Hardy said that industry has a "legitimate interest" in presenting its case to Congress. He added that the Buchanan Committee took no notice of advertising's role during hearings on the lobbying issue in 1950.

Mr. Hardy also singled out hearing last year before Senate and House Appropriations Committees. He said military authorities had made insufficient recruiting and were ill-equipped to parry questions thrown out by Sen. Joseph O'Mahoney (D-Wyo.), as to the advisability of allotting funds for this activity.

The function of advertising was not explained, Mr. Hardy continued, nor was it pointed out that specialists should be obtained by the Defense Dept. through media expenditures for an "infinitesimal cost."

Hardy Cited Charges
Mr. Hardy also cited charges raised that advertising constitutes an "economic waste" and that costs should not be allowable for tax computation purposes.

Top government officials familiar with advertising's role now create their own techniques for devising programs aimed at the public, Mr. Hardy observed. He cited White House liaison with the Advertising Council for various projects.

One such example of government-industry cooperation and advertising power was the recent blood drive bank. Through the efforts of all media, a dangerous blood shortage was closed down 17 days after the campaign got underway.

Hardy Talk Laud
SENATORIAL plums were handy for Senate Radio & TV Hardy, NARTB government relations director, following his speech before Women's Advertising Club of Washington last Wednesday. Sen. Ed Johnson (D-Col.) termed Mr. Hardy's address on "Advertising and Government Relations" as a "learned and thoughtful speech," adding that he "liked his presentation and thinking on this subject."

Sen. Johnson, a guest at the luncheon, was accompanied by Nick Zapple, professional staff member of Senate Interstate & Foreign Commerce Committee, which the Colorado Senator heads.

NABET Petitions Ottawa
NABET (GIO) has applied with the Canadian Labor Relations Board in Ottawa for certification as bargaining agent for technical employees of CBC's 19 stations for which it claims a majority interest. The application culminates a six-week organizing campaign undertaken by NABET at the invitation of CBC operators, according to Tim J. O'Sullivan, NABET international representative.

WHIL-WMEX TIE FCC Hears Overlap Charges
ORAL ARGUMENT on whether the FCC should revoke the program test authorization it granted WHIL Medford, Mass., to hear last weekend by the Commission en banc. Protest was made by WMEX Boston, which also petitioned the U. S. Commission for a preliminary stay and an injunction against the program test authority.

Gist of Boston station's complaint is that 26 mw/m contours of both stations overlap and they are less than 40 kc apart in wavelength. WMEX is on 1510 kc with 5 kw; WHIL on 1540 kc with 250 w daytime. Hearing is set for next week to operate less than 40 kc apart if their 25 mw/m contour overlap.

At oral argument last week, WHIL claimed that 26 mw/m contours do not overlap, although it emphasized it had taken measurements along only one radial. It also pointed out that its forecast made in February 1951 and WMEX did not contest the Commission's action then and therefore it should not be penalized now. The Medford station declared that if the Commission felt dubious about the overlap, it would be willing to be moved to 1550 kc temporarily.

Questions FCC Authority
The WMEX petition to the U. S. Court of Appeals claimed that WHIL is operating illegally because the station does not have a license. It thus called into question the legal authority of the FCC to issue program test authority.

It also stated that it has received 50 complaints from listeners in its service area that their reception is being interfered with by WHIL transmissions. WHIL in its opposition to WMEX's petition declared that it was willing to put wave traps in to complaining listeners' receivers.

The Boston station asked that the court order the FCC to withdraw WHIL's program test authorization.

It also asked that the Court issue a temporary stay order, forbidding WHIL from continuing to broadcast.

WMEX on Feb. 8 went to court, which ordered the FCC to act expeditiously on the station's petition for withdrawal of WHIL's program test authority. The Boston station asked the Court for an injunction, but the Court held that it was in nature of a petition for a new action and denied it under its interpretation of the Judicial Review Act of 1950. Opinion of Chief Justice Harold M. Stephens of the U. S. Court of Appeals in Washington is considered of technical significance to FCC's Future.
In any industry, the leader is always the target. That's true whether you're making shoes, toys ... or turning out research reports.

Pulse, Inc. is turning out research reports . . . the best in the industry. That's why more stations subscribe to Pulse . . . more agencies use Pulse . . . than the competitive reports turned out by any other rating service!

Pulse's number one position means that it's the target for a lot of "snowballs." But they're easy to melt. As a matter of fact, let's melt a few of them now.

**Snowball** "Chappell was nominated by Sydney Roslow" to serve on the Special Test Survey Committee.

**FACT** Excerpt of a letter from Ken Baker, chairman of the committee, to Sydney Roslow: "I stepped to the phone and invited . . . both Larry Deckinger and Matt Chappell . . ."

**Snowball** Chappell was not qualified for the post . . . according to Pulse.

**FACT** As an impartial member of the committee, he was acceptable. But as a paid hireling for C. E. Hooper, Inc., he was not unbiased—witness his errors of commission and omission.*

**Snowball** "Pulse," charges Chappell, "uses a quota-type sample. Interviewers select the homes they visit."

**FACT** Pulse uses a probability sample which permits the greatest degree of scientific accuracy. Interviewers have no choice in the selection of homes.

**Snowball** "U. S. Hooperat-ing (now defunct) and national Nielsen showed close correlation in ratings of network programs in 1949. Hooperating and Pulse correlation was not close."

**FACT** Nielsen national ratings and Pulse's Multi-market ratings for March-April, 1951, showed a correlation of . . . day-time: 82%; nighttime: 83%. If Pulse had been national, rather than Multi-market, the correlation would have been even higher. (If you would like more information on the current picture—or the picture three years ago—ask Pulse to send it to you.)

**Snowball** "Accompanying a Pulse interviewer," Mr. Breyer quotes A. C. Nielsen, "is a revelation. I recommend that you try it."

**FACT** A group of southern stations recently tried it . . . and concluded: "This type of survey is more accurate than the coincidental method. If all surveys are carried out as efficiently as this, all of us can utilize surveys as they are intended . . . without reservation."

**Snowball** Test Survey Committee approved and endorsed Chappell report . . . implied a recent ad. *

**FACT** No member of Committee (except Chappell) approved or endorsed Chappell report. In fact, all members resented use of their names in the ad.

Anybody who wants to know the facts about his show and the audience that's hearing or watching it, can find out by contacting

**PULSE** the number 1 choice of research men who use radio and television ratings.

THE PULSE, INC. • 15 West 46th Street, New York, N. Y.

*Ask Pulse to send you its analysis of Chappell's report.*
NARTB'S CODE

Mechanics Set at San Antonio

THE NATION’S teleporting stations and networks, at least that portion coming under NARTB's new Television Code, will start operating March 1 under a set of commercial and program standards designed to halt suggestions and official criticism of the visual medium.

Format for operation under the code was set up last week by the NARTB Television board, which met Wednesday and Thursday at the Valley Ranch Hotel. The board met separately for two days and then joined with the NARTB Radio Board for a combined session Friday (see story page 25).

Less than two weeks remain for NARTB's staff to handle the huge job of signing subscribers to the video code and getting them adjusted to the stiff terms of the self-disciplining document. Even before the code goes into operation, there are signs that legislators and other groups are looking for elimination of the entire document. As they deem objectionable.

At the same time the TV industry will find itself under close surveillance from organized interests as well as the millions of listeners who are to be told by every available promotion means about the code and its provisions. They will be written in the terms of the code by means of a special NARTB film, slides and similar means of displaying the seal.

$40,000 Budget Set

The board set up the $40,000 budget for the first year of operation under the code, which was originally promulgated last December. It set up details of subscription and approved makeup of the television Code committee which will review programs, handle complaints, interpret the document and make recommendations to the television board.

Action implementing the new code was one of the many decisions reached by the video directors. Another important step was to set up nomination procedure since the nine elective board terms expire at the NARTB convention in Chicago March 31-April 2.

Directors representing each of the four TV networks, are appointed by the network themselves.

With 82 of the 108 operating TV stations as NARTB members, plus the networks, the chances for code adherence by most of those belonging to the association were considered bright. There were signs, too, that many non-members were planning to subscribe.

The plan for code financing provides that the networks each pay $1,500 a year for code subscription, it was understood. The special plan was adopted at a presentation of networks themselves. All TV networks belong to NARTB.

Basic payment by stations subscribing to the code will be $520 per year if 65 stations subscribe. Stations belonging to NARTB will get a credit of $250 toward the station dues, making the actual payment $270 per year for code subscription.

Non-members will pay $520 for code subscription.

A sliding scale was set up by which costs of operation will drop as the number of station subscribers increase. A sliding scale specifies that when the number of subscribing stations reaches 50, non-members will have a sliding scale.

NARTB-TV members will still get the $250 credit under this scale.

Five meetings are to be held annually by the Television Code reconstituted. In addition, the $40,000 code budget, proposed by President Harold E. Fellows, provides for special meetings of the television board itself in connection with administration of the code. Directors have the right to impose penalties for violation of code terms, including lifting of the seal or suspension of the right to display it.

Budget Covers Staff

The budget also covers staff personnel for code administration as well as travel and other expenses along with overhead and seal costs.

The TV board unanimously approved a plan to conduct election of TV board members during the Chicago convention. Five two-year terms will be filled along with four one-year terms. Nominations will be made from the floor at the Chicago convention. First the TV delegates will vote on TV board members. Of these, four will be combination radio-TV station operators and one a television-only operator. After these five have been elected, the remaining people on the list of nominees will be eligible for election to the four one-year terms. Three of the terms will be filled by the full board and one by a TV-only operator.

Annual budget for the TV segment of NARTB's activity was submitted by Robert D. Swzyee, manager of K-TV New Orleans, on behalf of the TV finance committee of which he is chairman. Mr. Swzyee presided at the TV board meeting in his capacity as board vice-chairman. Eugene S. Thomas, ex-board chairman, resigned the post when he left WOR-TV New York to join George B. Hollingbery Co. On the finance group with Mr. Swzyee are Campbell Alexander of WATV-TV Norfolk, Va., and George B. Storer, Fort Industry Co.

Next Year's Money

For the next fiscal year, starting April 1, the board approved a budget of $336,140.80, subject to modification at the joint board meeting last Friday. The full board was given a full NARTB budget plan calling for a discount in membership dues for firms or organizations owning more than one outlet, provided all stations of the group are members. This would pass substantial savings for multiple station membership, it was explained.

A balance of over $18,000 was reported to the board membership and finance committee. Operation of the TV section is in charge of Thad Brown, NARTB-TV director.

The April 1, 1951-March 31, 1952 TV budget of $150,000 includes a flat payment of $60,000 to NARTB for overhead expenses. Salaries in the budget run around $65,000 with the remainder covering printing, contingent items, board expenses, travel and related items. It appeared TV expenditures would increase now that the code administration is getting underway.

The new fiscal budget envisages an income of $185,700 from membership dues plus $16,800 or a total of $202,500. The dues discount likely would cut income around $14,000 or a $19,000 adjusted income of around $185,512.

The payment to NARTB rises from $50,000 to $65,125 under the new budget and the salary item rises to $34,540.

Representing the four TV networks at the Texas board meeting were Alexander Stronach, Jr., ABC vice president; Herbert Akerman, CBS vice president; Chris Witting, DuMont vice president; and Frank M. Russell, NBC vice president. They serve on the TV board as network appointed directors.

Others Attending

Others attending the TV board meeting besides those mentioned were: James W. Pfeiffer, Jr., WWJ-TV Fort Worth; Clair MColough, WGAL-TV Lancaster, Pa.; W. D. Rogers Jr., REY TV San Antonio; John G. Smith, Junior Miller, chairman of the NARTB Louisiana board; C. E. Arney Jr., NRTB secretary-treasurer; and Robert K. Richards, NARTB director of public affairs.

Those present were Harry Bannister, WWJ-TV Detroit; Paul Raibour, KTLA (TV) Los Angeles, and Mr. Storer, who was ill.

Blake-Sparks Nuptials

FORMAL ANNOUNCEMENT will be made this week of the marriage of John Blake, owner of KSNY Snyder, Tex., to Miss Minnie Sparks, daughter of Fred and Wilma Sparks of Oklahoma City, and assistant to FCC Commissioner Rosel H. Hyde. They eloped and were married on Nov. 9 at West Memphis, Ark., by a justice of the peace. Mrs. Blake has been on leave from her FCC post since November.

News programs by NBC radio total 119 shows each week, an aggregate of 20 hours and 55 minutes.
In December, 1951, "Farm Opinion Research" conducted a mail survey among dairymen of Oregon and Washington. Nine hundred questionnaires were mailed to determine farm radio listening preferences and early morning work schedules. A return of over 16% was received. Here are the results:

- Over 90% of the dairymen are up before 6:30 a.m.
- Over 70% do their milking before 6:30 a.m.
- 60% have radios in their barns.
- Over half of the farm radios are in use before 7 a.m.
- KEX RECEIVED MORE VOTES FOR MORNING LISTENING THAN ANY OTHER INDIVIDUAL STATION!

The following figures show KEX preference:

- KEX: 24%
- Portland station "A": 12%
- Portland station "B": 20%
- Portland station "C": 14%
- All other stations: 27%
- No preference: 3%

"OREGON FARM HOUR" TAPS RICH MARKET

Pacific Coast farm income is the nation's highest! Average income per farm in Pacific Coast states in 1950 was $9,483...or $3,644 MORE than the national average of $5,839.

Sell your products to the 130,000 farms in Oregon and Washington with the "OREGON FARM HOUR"—(NEWS, MUSIC, PRICES, and WEATHER, for the Pacific Northwest's great agricultural industry).

CONSULT KEX SALES OR FREE & PETERS FOR COMPLETE DETAILS.
Proudly Announces

the APPOINTMENT of

FREE and PETERS, Inc.

as EXCLUSIVE
NATIONAL SALES REPRESENTATIVES

EFFECTIVE
MARCH 1, 1952

They'll be working together hand in hand

INDIANAPOLIS BROADCASTING, INC.
PRIMARY NBC 5,000 WATTS
ET Identification (Continued from page 24)

the FCC freezes upsets the schedule. Final decision within the week is pos-

sible, Bernard Koteen is special counsel
for the committee. Other

members of the group are Mr. Es-

sex and Marshall Pengra, KGBR

Television, and Mr. Grov for the progress made.

The board, in acting on the

Groves' committee's report, adopted a

statement by Mr. Hanna. That no wa-

tach the board chairman for a

idiction applies in the case of

FM. 

Ber Strouse, WWDC-FM Washington,

said the current three-section

drive to promote FM set sales

and listening is producing results.

Both distributor and dealer inter-

ests are showing more interest in

FM as a result of the North Caro-

la and Wisconsin drives [B+, Fe-

. II]. He said "it is quite evi-

dent that increased sales rates

may be expected to follow for

several months after the close of FM

Markets." He said the Washington,

D.C., FM market starts in March

[see story, page 48].

"It is the broadcaster's program

that sells the sets except in places

where FM is genuinely needed for
decent reception," Mr. Strouse said.

He explained dealers should be ad-

vised to pay more attention to

installation of FM sets. Among

results of the drive are wide FM

set sales, are increased FM listen-

ing and development of FM's presti-

ger among local merchants and

advertising agencies, he said.

Ask Drive Extension

Requests to extend the drive be-

yond the three areas now active

have been received from upper

New York, Alabama, Philadelphia,

New York City, West Virginia-

Ohio, Quincy, Ill., Tri-State Area;

Michigan, Virginia, Northern

Illinois, San Antonio and others.

President Harold E. Fellows was

authorized by the board to name a

special committee to handle radio
carriage matters especially in the

music field.

A fund of $10,000 was appropri-

ated to provide for improvements

at the NARTB headquarters build-

ing in Washington. Resolution of

Craig Lawrence, formerly with

WCOP Boston, as District 1 direc-
tor, was accepted. Mr. Lawrence has

joined within a year is possibli-

A special election will be held to

fill the post.

Four members of the radio board

were unable to attend and were ex-

cused: I. D. Witt Jr., WSM Nashville;

James D. Shoult, WLW Cincinnati; A. D.

Willard Jr., WGC Augusta, Ga.

Frank White, MBS.

DAILY trans-Atlantic reports on the

Olympic Winter Games were scheduled
to be broadcast directly from Nore-

fjell, Norway, by NBC starting last

Thursday and continuing through the

final event, Feb. 11.

William Zagar, program manager of the Armed Forces Network in Germany, will act as

special NBC correspondent.

Ambassador Rogers

MEMBERS of the NARTB combined board last week ac-

cepted the resignation of W. B. KEYL (TV) San Antonio, as

ambassador extraordinary representing the Republic of

Bander, Tex. He was granted a three-month leave of

absence to return to NARTB at the an-

nual winter meeting held at

Lost Valley Ranch, Bander.

The board thanked Director

Mr. Nyberg for his far bear-

beyond the call of duty.

BMI CLINICS

Two Week Schedule Set

FOLLOWING last year's success-

ful BMI field clinics, held in 37

states with an average attendance

of 82 broadcasters per clinic, BMI

said it was again in a two-

week period April 28-May 12, when

the industry-owned music licensing

organization has scheduled 40 pro-

grams in 37 states and four Canadian

provinces.

General format will comprise three

speakers traveling with each

BMI clinic troupe and three

speakers from the state in which

the clinic is held. Talks on the major

phases of programming, station op-

eration and management will be

followed at each clinic by an open

session in which every one present

is encouraged to take part. These

"bull sessions" were highly popular

during the 1961 clinics, BMI stated.

W. Emmett Brooks, chairman, and

Secretary of Officers of BMI Broad-

casters Assn., in a letter to BMI

President Carl Haverlin said, "I'm

sure stations have found it

highly profitable to send several

staff workers from all departments
to broaden them in all facets of

radio operations through clinic

sessions, and since these one-day

refresher courses are a great idea

exchange for all of us."

BMI program clinics so far

confirmed as to state, city and date are:

Alabama (Monroeville) May 5; Ar-

kansas (Little Rock) May 3; Arizona

(Phoenix) April 28; No California

(San Francisco) May 8; Colorado (Denver)

May 2; Florida (Gainesville) May 6;

Georgia (Athens) May 10; Illinois

(Chicago) May 9; Idaho (Boise) May 2;

Indiana (undetermined) April 28;

Kansas (Overland Park) April 28;

Louisiana (Alexandria) May 5; Maine

(undetermined) May 12.

Michigan (Cranbrook) April 30;

Minnesota (Minneapolis) May 7; Mis-

issippi (Jackson) May 2; Montana

(Butte) May 1; Montana (Missoula)

April 28; Nebraska (Omaha) May 1;

New Jersey (Atlantic City) May 6;

North Carolina (undetermined) May 2;

Oklahoma (Oklahoma City) May 1;

Oregon (Portland) May 5; South

(Columbia) May 8; So. Dakota (Sioux

Falls) April 28; Texas (San Antonio)

May 9; Tennessee (Nashville) April 28;

Utah (Salt Lake City) May 1; Virginia

(undetermined) May 1; West Virginia

(Charleston) April 28; Wisconsin

(Milwaukee) April 28; Wyoming

(Utah) May 1.

Dates tentatively set include: Mary-

land (Baltimore) May 1; Washington

(Seattle) May 6; Ohio (city to be

determined) May 2; Massachusetts

(Boston) May 9; and So. California

(Hollywood) April 29.

NARTB Engineering Convention Agenda

"Lighting for Television"—A Film

Presentation by E. W. Weedor of

the Westinghouse Electric Cor-

sor) April 12.

"Construction and Operational

Economics of Television Broad-

casting"—By: Robert Compton, Asso-

icate, George Co. Radio and Tele-

vision Consulting Engineers

A 35 kw Television Amplifier for

Channel 14—By: F. J. Hage, GE

Plant and Installation of the First

Television Station in Argentina

By: M. Silver, Federal Telecommu-

nication Laboratory

WEDNESDAY, APRIL 5, 1952

Morning Session 9:45 a.m.

President: Raymond F. Gay, Manager,

Radio and Allocation Engineering, NBC

High Gain Loop Antenna for Tele-

vision Station—By: A. Kandian, Federal

Telecommunications Lab

UIF Propagation—By: Dr. George Brown, Research

Engineer, RCA

Television Studio Equipment Planning—By:

C. A. Racyek, NBC

A 37 kw Television Station—By: G. E. Hamilton, Eastern

Division, Western Electric

12:30 p.m.—Joint Luncheon in Grand

Ballroom

Speaker: Mr. W. Crox, FCC chair-

man (tentative)

CANADA'S RADI O AUDIENCE

Tune to Commercials Shows by 2 to 1 Ratio

M ost CANADIAN radio listeners prefer to hear specially-run

stations rather than to the govern-

ment-sponsored Canadian Broad-

casting Corp., according to a report

issued last week by the Canadian

Association of Broadcasters.

The CAB report, based on a study by

Elliott Haymes Ltd., pioneer

Canadian radio research company, said

that on the average only 18.5% of

license fee-used time were tuned to

CBC-produced programs.

The rest of the radio audience is

listening to non-government broadcast-

ing, which, like that in the U. S.,

is supported by advertising rev-

enue.

CBC is supported by an annual

government subsidy from tax funds of

$6,260,000 plus $5,600,000 a year

from license fees. It also carries

some commercially sponsored pro-

gramming about $2.5 million worth

a year.

Significantly, the commercial

stations on CBC, though they

only 10.2% of CBC schedules, rate

far bigger audiences than the non-

commercial domestic programming,

which takes up 72% of CBC time.

(Though both of CBC's schedules

is made up of programs origi-

nating outside Canada and was not

treated in this study.)

Canadian commercials get an average

of 12.4% audience.

The sustaining features, including

news and special events, get only

16.5%.

The CBC sets-in-uses averages

quoted by CAB were for the year

from Nov. 1, 1950, to Oct. 31, 1951,

and include rural and urban audi-

cences and periods between 6 a.m.

and 10 p.m. weekdays and 6 p.m.

to 10 p.m. Sundays.

The CAB report, commenting on

the subsidized nature of CBC,

pointed out that "more than 80%

of Canadians voluntarily tune in

the programs of the independent or

non-government stations who do

not share in any way either of the

subsidies for CBC and "the

Canada.

"In fact," the report added, "they

exist solely from their commercial

revenue, as do all other forms of

publication. In fact, the privately-

owned stations, in addition to pay-

ing taxes which the CBC does not, are

required yearly to pay approxi-

mately $160,000 themselves to the

Canadian Broadcasting Corp. for

what is known as a transmitter li-


cense fee."

WAVZ Educators Panel

NEED for closer cooperation be-

 tween educators and broadcasters

was emphasized in a meeting of

New Haven, Conn., school prin-

cipals last Monday in WAVZ New

Haven's auditorium. Panel speak-

ers included Franklin Dunham,

radio-TV chief, U. S. Office of

Education; Daniel W. Wops, WAVZ

vice president and general mana-

ger; James Frost, audio-visual con-

sultant, Connecticut state Dept. of

Education; Prof. Edward C. Cole,

who teaches television at Yale U.'s

drama school.
World Wide Acceptance!

GATES 5/10 KW Transmitters

In Bangkok and Sioux City, Johannesburg and Muskegon, broadcasters have discovered that, in any language, the name GATES stands for dependability — low cost operation!

Yet, acceptance of GATES 5/10 KW transmitters is world-wide, and for many, good reasons.

For example: Whether for standard broadcast or short wave telephone or telegraph service, there is a GATES 5/10 KW transmitter exactly suited for the job to be done. With twelve models to choose from, there is no necessity for making costly adaptations — no need for compromises that cost in efficiency as well as dollars.

LOW INITIAL COST — LOW OPERATING COST

Another prime reason for GATES popularity, everywhere, is that while maintaining the highest standards of quality, GATES 5/10 KW transmitters always cost less to buy and install — and equally important, cost less to operate.

Because over 80% of GATES production is that of radio transmitting equipment, production efficiencies are possible that result in substantial savings of up to several thousands of dollars compared to competitive makes of equal caliber.

Savings, too, are provided by the use of the popular new 3X2500F3 tubes as both power amplifiers and modulators. This proved tube, an excellent performer at both medium and short waves, operates at lower plate voltage which means greater safety factor and better circuit constants.

Operating costs are lower since power consumption and tube replacement costs are less. One broadcaster reported actual savings of $100.00 monthly in power bill after installing new GATES 5 KW equipment. Because every GATES-transmitter is straightforward design, maintenance is easier and replacement components standard throughout the world.

WHEREVER YOU ARE — whatever your transmitter requirements
— why not write today for descriptive literature and engineering data on these modern GATES 5/10 KW transmitters? See for yourself why GATES transmitters are the first choice of so many — the world around!
CHECKING final plans for State College Farm Forum, 15-minute farm and home information program which is aired daily from South Dakota State College, Brookings, S. D., are these broadcasters. Seated (1 to r) are: Kempkes, manager, KIHO Sioux Falls; H. M. Crothers, vice president, SDSC; John Headley, president, SDSC; Byron McElligott, manager, KSDN Aberdeen; Max Staley, manager, KJIV Huron; standing (1 to r): Robert Perker, radio director, SDSC; George Phillips, head, journalism department, SDSC; Raymond Eppel, manager, KORN Mitchell; George Gilbertson, extension service director, SDSC; Marvin Magnuson, U. S. Weather Bureau, Huron; I. B. Johnson, experiment station director, SDSC; Ross Case, manager, KWAT Watertown, and Fred Schweikher, program director, KIMO. Program is carried on State College Network, made up of KWAT Watertown, KORN, KIKO, KJIV and KSDN.

RELIGIOUS RADIO-TV PROGRAMS
National Council of Churches Reports Wide Use

SOME 442 network radio programs and 161 network television productions—plus 455 other broadcasting events—were presented last year by the Broadcasting and Film Commission of the National Council of the Churches of Christ in America. Year-end report has been issued by the Rev. Truman B. Douglas, executive chairman of the board of managers, who emphasized, "many of our radio and television programs go through doors that ordinarily are closed to the church. By broadcasting to people with no church background at all, the council, he said, "tries to make such persons persuasively aware of the church close by." The total of 1,058 radio and television programs resulted in the council's sending over a half-million pieces of mail to listeners, he reported.

Network radio programs included 183 on ABC, 15 on Mutual and 104 on NBC for a total of 442. WOR New York, with its Radio Chapel, also broadcast 33 programs locally.

Network TV activity included six programs on DuMont and five on NBC-TV.

Four radio transcriptions were prepared by the commission for a total of 49 programs. Seven television films were provided broadcasters: six 15-minute presentations—which five were in color—amounting to 35-minute total.

The rest of the broadcasts were made of special events: 14 programs for national radio networks, prepared by the commission; 61 network commercial radio stations, and 26 local commercial radio programs. In addition, there were seven network TV programs, completely built by the commission; 46 network commercial television shows, and 25 local commercial TV programs. Sustaining programs numbered 150 for radio networks and six for local radio stations; two for network television and six for local video outlets.

New areas for 1952 programming by the commission will emphasize low-cost, high-interest films for television, which will be produced in quantity for high school and college-age people, Ronald Bridges, executive director of the commission, said, "We plan a new dramatic radio series which will highlight Protestantism's contribution to the very bases of our nation's life," he added.

WWJ INCIDENT
Station Dismisses D. J.
SERVICES of Bill Silbert, disc jockey, have been dropped by WWJ Detroit for allegedly repeated violations of a station rule involving discussion of controversial subjects, a WWJ spokesman said last week.

Mr. Silbert conducted a nightly two-hour broadcast from Detroit's Wonder Bar, spinning records and chatting informally with celebrities. A broadcast conversation with accordionist Dick Contino, who served a term for draft evasion climaxcd a series of such violations, the spokesman said. WWJ does not oppose controversial discussions but feels they should be aired only by competent authorities, it was explained.

WWJ had asked Mr. Silbert to talk less and play more records, according to the spokesman. After the Contino incident, which evoked a protest from one listener, the station gave him two weeks notice.

SHAWN PROMOTION
Made Officially by NBC
FRED SHAWN'S promotion from director of NBC-TV production services to director of radio station relations [B&T, Feb. 11] was officially announced last week by Carleton D. Smith, NBC vice president in charge of station relations.

Mr. Shawn "His long career in the broadcast field and his accomplishments during that career have qualified him well for the position he is assuming," Mr. Smith observed. "His broad range of experience in the problems peculiar to local station and network operations makes him eminently suited to the requirements of the job."

WXEL to the NARTB-TV
WXEL (TV) Cleveland filed membership application at NARTB Feb. 8. Station becomes the 82nd TV station to join association. Four TV networks also belong. The WXEL application was submitted by Franklin Snyder, vice president-general manager.

SPECIAL ten-station New Jersey state network was set up last week by WPAT Paterson for an address by John Dresler, president of New Jersey Gasoline Dealers' Assn., about the current state-wide price war on gasoline. Outlets carrying the transcribed address included WTTM Trenton, WWZV Vineland, WOND Plain- antville, WJLK Asbury Park, WPPG Atlantic City, WSNJ Bridgeton, WCM Camden, WCTC New Bruns- wick, WNJR Newark and WPAT.

**Broadcasting** • Telecasting
WBAL's Mighty Advertising-Merchandising Plan!

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.
FREQUENCY POLICY
Proposal Readied For Pratt

A POLICY governing the use of U. S. agencies—and the right of transfer from one to another—is being considered by the Executive Committee of the Technical Policy Steering Committee, comprised of representatives of FCC and the Interdepartment Radio Advisory Committee for the military, Science, and other government spectrum users. Mr. Pratt is chairman of the steering committee. Executive unit is a working group charged with implementing commitments reached by the recent Extra-ordinary Administrative Radio Conference.

The committee recommended that its "frequency management" policy be approved and forwarded to Mr. Pratt for reaching agreement with

YANKEE GAMES
Sponsors Take 23 Stations
TWENTY-THREE radio stations surrounding New York will cooperate in the "Yankee Network" to carry New York Yankees' 1952 baseball games under sponsorship of Ballantine Beer and White Owl Cigars, it was announced Thursday.

Some 111 day games will be carried on the full network (with Ballantine as sponsor), while White Owl will back the complete Yankee schedule over WINS New York, a participating station, according to Arthur E. (Red) Patterson, public director of the ball club, who set up the network.

Contracts, prepared by the Bolling Co., New York, station representative firm, went out about two weeks ago, Secretary E. A. Pancoast Jr., explained, to form a regional network in New York, Pennsylvania, Connecticut, and Massachusetts.

Stations besides WINS include WGNY Newburgh, WKIP Poughkeepsie, WROW Albany, WALK Middletown, WKOP Binghamton, WKRT Cortland, WCLI Corning, WWGH Hornell, WVET Rochester, WNDR Syracuse, WRUN Utica, WATN-Watertown, WSLB Ogdensburg, WICY Malone, WEAV Plattsburg, and WBNZ Saranac Lake, all New York. Also WLC Cambridgeport, WAT'S Saratoga, WQRN Scranton, and WPVO Stroudsburg, all Pennsylvania.

WFJZ New Haven, WKNB New Britain, both Connecticut, and WMLC Springfield, (Springfield, Mass.), complete the list.

New stations on the network are WEAV, WBNZ and WACE, although the same or neighboring markets have been incorporated in previous listings. WXRA Buffalo, formerly a network member, is not on the list this year.

Fall schedule will carry 111 games, but day games only, it was explained, while WINS broadcasts the full 154-game schedule.

Announcers will be Mel Allen, Bill Crowley and Art Gleeson.

The committee recommended that users of fixed service frequencies be permitted to use new fixed in-band frequencies as rapidly as authorized, with the understanding that the assignment is temporary. They could be cancelled if they cause "harmful interference to existing operations, and subject to redistribution when necessary in the national interest."

The executive committee has undertaken a study of EARC commitments and concludes that the present U. S. policy is "not compatible with an expeditious and adequate solution to problems." Problems arise in the 4 mc-27.5 mc band in view of growing international broadcasting needs.

Citing traditional policy whereby agencies try to justify their frequency needs, the committee noted: "The rapidly expanding communications of this country and of the world in general has caused most of the impact to fall on the shoulders of personnel. The "national" frequency may then be ascribed to a service or agency as a whole, and they may be transferred by this government from one user to another, as required in the overall national interest."

THE COMMON belief that only men are interested in baseball and that the sponsors of baseball broadcasts should give their commercials a strong masculine appeal is batted out of the box by WMCA New York in a new study, "The Forgotten Fifty Per Cent," which shows that day in and day out half of the baseball audience is made of women, teenagers and children.

Based on a special survey made by The Penniman Co. of the 12-week period of WMCA's broadcasts of the games of the New York Giants during the entire 1951 season, the study showed that female listeners (even 18 years old) account for exactly 50% of the total at-home baseball audience. Women make up 33% of the total, teen-agers 13% and children 7%.

"The discovery of this long-existing high-potential market offers a tremendous new source of sales to the food, fashion and people advertisers seeking a market for 24 weeks of virtually guaranteed consistent listenership," Howard Klinkman, WMCA promotion director, said out in a foreword to the report.

Noting that an estimated 1,000 U. S. radio stations carry Major League games throughout the spring-summer baseball season, Mr. Klinkman observed that the findings of the Giants study "should be applicable to any market and to the advertisers supporting game broadcasts adjacent programs," WMCA is making its full findings available to any station or to any advertiser on request, he said.

The 50-50 ratio of male listeners to others in the at-home baseball audience holds true day or night, the WMCA study shows. Women account for 34% of the daytime audience and 32% at night; teenagers make up 10% of the afternoon and 9% of the evening baseball listeners. Women's audience account for 6% of the daytime and 9% of the evening baseball audience.

The total at-home daytime baseball audience averaged 185 listeners, while the masculine audience of 82 per 100 homes being 300% more than the average of all afternoon men listeners (26 per 100 homes) during the entire spring and summer baseball broadcasts attracted 200 listeners per 100 homes, 28% better than the daytime total.

Out-of-home baseball listening—such as in automobiles and at beaches—comprises 21% of the total baseball broadcast audience, the survey revealed. Women comprise a larger part of this group than of the at-home listeners to the national pastime broadcasts—62%—with women adding 24%, teenagers 9% and children 5%.

Comparing the feminine baseball audience to the toptarated local woman's program (Dorothy and Dick on WOR New York) as "the best measure of the women's audience to baseball," WMCA reports that in September, "for every 100 women listening to this woman's show, 3 women listened to Giants baseball."
Seventy-five Network newscasts weekly. Big names with authentic news. More network news than any other San Antonio station.

Major league, All-Star, World Series Baseball, Football, Auto and Horse Races, Boxing. More than all other San Antonio stations combined. Big time sports.

One solid hour daily of big name kid shows, just for kids. More than all other San Antonio stations combined.

KMAC carries more high-rated mysteries than any other San Antonio station. By far, first in the mystery field.

More quarter-hours of religious programs weekly than all other San Antonio stations combined. Featuring outstanding National, Regional and Local religious leaders.


25 years of service.

Represented nationally by the

GEORGE P. HOLLINGBERY CO.

SAN ANTONIO, TEXAS
Agency Beat
(Continued from page 11)
manager of Calkins & Holden, Carlcock, McClinton & Smith. Mr. Roxburgh worked for Fayett Pub., same city.

JACK REEVES, account executive, KDQ Portland, joins James Emmett Adv., that city, as radio director.

FRANCIS L. CONGDON, director of advertising and merchandising for the Altes Brewing Co., Detroit and San Diego, to Grawold-Eshleman Co., Cleveland, as an account executive.


RICHARD BLAND NALL, named manager of Richmond offices, Courtland D. Ferguson Inc., succeeding H. F. MARTIN who died suddenly seven weeks ago.

Mr. Congdon

LESTER SABER, Gersthal & Richard Inc., N. Y., to Ray Austrian & Assoc., same city, as production manager replacing HARRY ZEE who moves to Creative Productions for Printgraphic Offset Corp., N. Y., as director.

VINCENT BENEDICT, associate art director of Gray & Rogers, Phila., named head of the agency's art department. He succeeds GUY FRY, a partner of Gray & Rogers, who resigns to open his own advertising and art consulting agency.

ROBERT S. BECKHAM, Erwin, Wasey & Co., N. Y., to Richard La Fond Adv., that city, as account executive. Mr. Beckham was formerly with J. Walter Thompson Co., N. Y.

REGIE SCHUEBEL, partner in Wyatt & Schuebel, N. Y., to represent radio and TV on education and public relations committee, New York City Cancer Committee.


It's As Simple As This . . .
AIM YOUR SELLING MESSAGE
AT LISTENERS WITH PROVED BUYING POWER!

WBNS Radio has:
• An Audience Which Spends 1 BILLION Annually
• All Twenty Top-Rated Programs
• Central Ohio's Only CBS Outlet
• Proved Pulling Power (4,663 replies to use 3 one-minute local spots)
• Local Personalities with Loyal Listeners

Valuable Time Locations Currently Available Contact Your John Blair - Representative

ASK JOHN BLAIR

<table>
<thead>
<tr>
<th>POWER</th>
<th>5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBN</td>
<td>WELD-FM</td>
</tr>
<tr>
<td>CBS OUTLET</td>
<td>COLUMBUS, OHIO</td>
</tr>
</tbody>
</table>

NATIONAL NIELSEN RATINGS TOPO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes in Including Telephone and Non-Telephone Homes)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny (CBS)</td>
<td>19.6</td>
</tr>
<tr>
<td>Amos 'n' Andy (CBS)</td>
<td>16.2</td>
</tr>
<tr>
<td>Charlie McCarthy Show (CBS)</td>
<td>13.4</td>
</tr>
<tr>
<td>Dragnet (NRC)</td>
<td>13.0</td>
</tr>
<tr>
<td>You Set Your Life (NRC)</td>
<td>12.0</td>
</tr>
<tr>
<td>Walter Winchell (ABC)</td>
<td>11.0</td>
</tr>
<tr>
<td>Mr. Keen, Tracer of Lost Persons (NRC)</td>
<td>10.0</td>
</tr>
<tr>
<td>Lux Radio Theatre (CBS)</td>
<td>10.0</td>
</tr>
<tr>
<td>Our Miss Brooks (CBS)</td>
<td>11.4</td>
</tr>
<tr>
<td>What's My Line (CBS)</td>
<td>10.0</td>
</tr>
</tbody>
</table>

NOTE: Number of homes is obtained by applying NIELSON-RATING (%) to 41,903,000 - the 1951 estimate of Total United States Radio Homes.

CANADIAN RATINGS
Lead by McCarthy

Four Canadian programs were among the first to be released and aired in Canada during January, according to a national rating report of Elliott-Jones Ltd., Toronto. The top-rated programs were Charlie McCarthy, ranking 31.6, Amos 'n' Andy 30.2, Radio Theatre 29.7, and Our Miss Brooks 28.4. Montreal and Toronto ratings for Canadian programs were:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlie McCarthy (Canadian)</td>
<td>29.7</td>
</tr>
<tr>
<td>Amos 'n' Andy (Canadian)</td>
<td>28.4</td>
</tr>
<tr>
<td>Radio Theatre (Canadian)</td>
<td>24.8</td>
</tr>
<tr>
<td>Our Miss Brooks (Canadian)</td>
<td>24.4</td>
</tr>
</tbody>
</table>

Five leading daytime shows out of 17 were Big Sister 18.4, Ma Perkins 18.2, Peppermint Family 16.5, Road of Life 15.1, and Laura Limited 15.6.

Out of 24 French-language evening shows, the leading five were Une Homme et Son Peche 41, Metropole 28.4, Radio Caron 27.5, Theatre Ford 24.4, and Jones Double 23.5. Of 17 daytime French programs leading five were Jeunesse 32.6, Rue Principale 28.5, La Jaugue 26.7, Outdoors 24.9, Tante Lucie 24.8, and Grand Seigneur 24.2.

EMERSON STOCK PLAN

Voted at Annual Meeting

KEY OFFICIALS of Emerson Radio & Phonograph Corp. may subscribe to a total of 100,000 shares of authorized but unissued stock, par value $5 per share, over a 10-year option period, as a result of the annual stockholders meeting held in New York Feb. 6.

President Benjamin Abrams said the stock would be parcelled out among scores of employees, but that only one director, D. Israel, would be eligible to subscribe. Plan is to be made available “to such officers and employees of the corporation as may be determined from time to time,” and stock is to be purchased at the prevailing market price.

Stockholders also re-elected five directors, in addition to Messrs. Abrams and Israel. They are: Louis Abrams, president of Emerson New York Inc. distributor; Max Abrams, treasurer secretary and president of F. Eberstadt & Co. investment bankers; Richard Eberstadt, member of law firm of Chadbourne, Hunt, Jaekel & Brown, and George H. Saylor, former vice president of Chase National Bank, now retired.

WBNS POLICIES
Meeting Sets New Plans
SEVERAL program policies were adopted at the annual management meeting of Westinghouse Radio Stations Inc. in Washington, D. C., quarters last week.

Among them were inauguration of 24-hour operation at most of the stations; extension of operation of the “Feature Food” and “Feature Drug” programs on KYW Philadelphia and WBZ Boston to other stations in the group; completion of programming for new educational series on WBZ-TV Boston; decision to make a detailed study of surveys, research data, market and other factors for application of the findings to both sales and program operations, and completion of plans for a sales campaign to begin soon on the theme of “community relations” for use of industrial and service firms in each station’s area.

In the round-the-clock operation, it was explained KDKA Pittsburgh has started the service and WBZ will begin soon with KYW and WOWO Fort Wayne, Ind., to follow. KEX Portland, Ore., is studying program needs for the Northwest and plans a later start.

J. E. Baudino, vice president and general manager of WRS, said the decision to extend the food and drug programs was made as a result of studies by sales groups. The educational series on WBZ-TV will highlight developments in science, agriculture, the social sciences, safety and music.

Attending the two-day meeting in addition to WRS headquarters staff and station management personnel were representatives of Feature Foods Inc.; Gray & Rodgers Adv. and the WRS national representative, Free & Peters.
Prestige!
What makes station prestige?

Good Programming
Adequate Power
Mechanical Perfection

WREC has them all
That's Why
WREC is
Memphis No. 1
Station

First in coverage of one of the nation's greatest markets

Affiliated with CBS Radio 600 KC 5000 Watts
Represented by The Katz Agency Inc.
FM DRIVE IN D. C.

Stations, Dealers Get Ready

ALL RETAIL and wholesale merchandisers of radio and television sets will take part in the Washington, D. C., area FM Month campaign starting March 1 and running through the entire month.

Final plans for dealer participation were discussed Friday at a joint meeting of distribution and manufacturing representatives, held at the Electric Institute headquarters in the Potomac Electric Power Co. building. The institute is directing the Washington campaign. William G. Hills, executive director of the institute, is directing its participation. Everett L. Dillard, WASH (FM) Washington, is chairman of the broadcasters committee.

Dealers showed interest in a mock FM dial on which call letters are shown. These dials will be placed on all FM sets displayed by dealers and will be distributed to customers and others who want them for home use. They can be slipped over dial controls. Fifteen stations are shown, by frequencies, 12 of them in the immediate Washington area and the others at Winchester, Va., and Harrisonburg, Va.

FM stations will carry spot announcements calling attention to the programs and service offered by the medium.

Quantity lots of a bulletin titled "FM Sales Slates" will be delivered to wholesalers and dealers Feb. 22. Follow-up bulletins will be sent out each week, giving ideas and suggestions to help salesman close FM sales. Other promotion material will be used by dealers, following the pattern at the FM promotion campaigns in North Carolina and Wisconsin.

The FM promotion idea was set in motion last fall by NARTB and Radio-Television Mfrs. A. S. NARTB President Harold E. Fellows and Glen McDaniel, RTMA president, will address the Washington Ad Club March 4. John H. Smith Jr., director of NARTB's FM Dept., is coordinating the three separate promotion drives.


'T51 Network Gross

(Continued from page 27)

fifth. Household equipment advertising was in sixth place both years.

Household furnishings were seventh in 1950, ninth in 1951, when beer and wine took seventh place. Confectionery was eighth in 1950, tenth in 1951. Gasoline was ninth and industrial materials tenth among TV network classes of advertisers in 1950; neither was among the top 10 classes in 1951.

TABLE III

<table>
<thead>
<tr>
<th>TOPL TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR DECEMBER 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
</tr>
<tr>
<td>Automotive, Automotive Equip. &amp; Access.</td>
</tr>
<tr>
<td>Beer &amp; Wine</td>
</tr>
<tr>
<td>Building Materials</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
</tr>
<tr>
<td>Consumer Services</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
</tr>
<tr>
<td>Household Equipment</td>
</tr>
<tr>
<td>Household Furnishings</td>
</tr>
<tr>
<td>Industrial Materials</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
</tr>
<tr>
<td>Office Equip., Stationery &amp; Writing Supplies</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs,</td>
</tr>
<tr>
<td>Retail Stores</td>
</tr>
<tr>
<td>Smocking Materials</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
</tr>
<tr>
<td>Miscellaneous</td>
</tr>
</tbody>
</table>

*\*\*

TABLE IV

GROSS TV NETWORK TIME SALES FOR DECEMBER AND FULL YEAR, 1951 COMARED TO 1950

<table>
<thead>
<tr>
<th>Advertising</th>
<th>1951</th>
<th>1950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>$316,250</td>
<td>$314,422</td>
</tr>
<tr>
<td>Automotive, Automotive Equip. &amp; Access.</td>
<td>1,220,854</td>
<td>1,173,501</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>609,972</td>
<td>575,486</td>
</tr>
<tr>
<td>Building Materials</td>
<td>64,890</td>
<td>125,320</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>471,888</td>
<td>341,763</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>16,290</td>
<td>405,307</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>477,727</td>
<td>279,894</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>2,635,229</td>
<td>2,583,983</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>329,160</td>
<td>2,925,134</td>
</tr>
<tr>
<td>Household Equip.</td>
<td>1,003,122</td>
<td>852,403</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>234,572</td>
<td>355,318</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>293,533</td>
<td>2,719,452</td>
</tr>
<tr>
<td>Insurance</td>
<td>35,380</td>
<td>391,370</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>203,272</td>
<td>1,992,914</td>
</tr>
<tr>
<td>Office Equip., Stationery &amp; Writing Supplies</td>
<td>217,265</td>
<td>217,265</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>39,510</td>
<td>864,094</td>
</tr>
<tr>
<td>Radios, TV Sets, Phonographs, &amp; Access.</td>
<td>433,940</td>
<td>4,600,996</td>
</tr>
<tr>
<td>Retail Stores</td>
<td>146,600</td>
<td>2,049,256</td>
</tr>
<tr>
<td>Smocking Materials</td>
<td>1,998,950</td>
<td>17,993,092</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>1,375,435</td>
<td>11,037,695</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>251,275</td>
<td>17,993,092</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>182,605</td>
<td>1,372,604</td>
</tr>
</tbody>
</table>

| TOTAL | $14,247,061 | $12,798,713 |

Source: Publishers Information Bureau.

*1950 figures do not include time sales of DuMont TV Network.

WINX SALE PROTEST

FCC Denies IBEW Petition

PETITION filed last year by IBEW, requesting that FCC rescind its grant for sale of WINX Washington by Banks Independent Broadcasting Co. to United Broadcasting Co., was denied last week by the FCC.

The union claimed it had a contract with WINX which still had 5½ months to run, but that the new ownership had replaced some of the old employees with engineers and technicians from another United station. The union asserted this was in violation of "the public interest, convenience and necessity" clause because the public opinion is a part of the public ([B'T, Dec. 3, 1951].

In its order, the Commission said it had considered the labor agreement when it was considering the transfer application.
*Weather report on radio*

Just recently we visited a radio station manager in an eastern city and, while we were talking, the Weather Bureau called. It was 2:30 p.m. and a sleet storm was moving in from the midwest. The stores were supposed to stay open that night until 9:00, their last evening shopping day before Christmas. But the Weather Bureau figured that the storm would disrupt the city by late afternoon and that by nightfall no traffic would move.

The question was whether to go on the air with announcements of the impending storm, urge people to stay home and the stores to close early. The Weather Bureau, the Chamber of Commerce, the stores and the station people all realized that the radio could close down the city in 30 minutes. They also realized that it was the only medium, even including the telephone, that could do so in that time.

Radio—at least good radio—has become an intrinsic part of our national living habit. There never has been a medium, and perhaps there never will be one, which can reach so many people so fast and, for certain purposes, so effectively. That is not to write off, or even to compare it with, any other medium. All of them—newspapers, magazines, television and the others—serve important individual purposes. But they must be judged and appraised individually; general comparisons of the media only serve to confuse our thinking of them all and to mix up the important values of each.

The good local radio station is as indispensable a part of its community life as the newspapers, the schools, churches, transportation systems, or whatever. People turn to it for different purposes, of course. But the purpose is no less necessary or laudable than the purpose for which people turn to other channels of communication, information, entertainment or inspiration.

It is sheer naivete, to put it mildly and nicely, to believe that, because of television, radio will disintegrate or disappear. It will serve a purpose of its own indefinitely, just as surely as phonographs and records, books and pianos, movies and magazines (and all the other things radio was supposed to "crowd out") are still serving and, in many ways, more importantly than ever.

Why, in the light of our repeated experience and our irrefutable evidence with such things, does radio continue to suffer from its widespread inferiority? Perhaps it is because we Americans, possibly more than any other people anywhere, seldom do things half-heartedly. When we buy, we go overboard. When we reject, we do so completely. When our public opinion polls fail to predict a national election, our first instinct is to junk them, once and forever. Four years later we embrace research quietly but a little more faithfully than ever.

Radio is suffering from a quaint business psychosis. The public is buying radio sets today at a faster rate than it is buying television sets. Yet among some business people, there is a fear against radio, as there once was against research. The sooner the fear ends, the better off business will be. Anybody listening? Sure, millions, most of the time.

* REGINALD CLOUGH EDITORIAL

TIDE—January 11, 1952

(Reprinted By Special Permission)

Your Editorial, "Weather Report on Radio," is a fine summary of Radio's true value—the answer to needless fears.

Since 1927, the American people have bought almost a quarter of a BILLION radio sets. And, still, there's a remarkable story for Radio in the set sale totals for 1951.

RADIO ................ 12,544,539
TELEVISION ............. 5,251,154

Yet, Radio is still the greatest buy of all. KTUL and KFPW have a larger share of audience than ever before—sales exceed those of any previous period. We think that's true of any ALERT station.

Thanks again, Mr. Clough, for your faith in Radio—WE FEEL THAT WAY, TOO.

KTUL-KFPW

TULSA, OKLA. FORT SMITH, ARK.

JOHN ESAU—Vice President-General Manager
* AVERY-KNODEL, Inc., Nat'l Representative

* Affiliated, Under the CBS Radio Network Banner, with KOMA, Oklahoma City
FCC SCORED
At Calif. Broadcasters Meet

CALLING for a constitutional amendment that will include a "freedom of the press" guarantee to radio and television stations, State Senator James B. Tenney blasted FCC when he spoke at the annual business meeting and election of the California State Radio and Television Broadcasters Assn.

Mr. Tenney declared at the Feb. 8 sessions in Hollywood that the short period for which a radio or television station is licensed permits the FCC to "continually intimidate" broadcasters.

"The Commission may arbitrarily refuse to renew a license," he said. "It is under no obligation to state a reason, except under broad terms of the act which have to do with 'public interest, convenience and necessity.'" Citing the case of the late G. A. (Dick) Richards, principal stockholder of KMPX Hollywood, WJR Detroit and WGER Cleveland, as an outstanding example of governmental "persecution and censorship," Mr. Tenney urged the CSRTBA to immediately launch a campaign for enactment of a constitutional amendment.

California broadcasters at their annual meeting elected Paul R. Bartlett, president KFRE Fresno, president of CSRTBA. He succeeds William B. Smullin, president and manager KIEM Eureka. Mr. Bartlett for past year served as CSRTBA secretary-treasurer.

Lloyd E. Yoder, general manager KNBC San Francisco was made vice president for Northern California area, with Robert O. Reynolds, vice-president and general manager of KMPC Hollywood, elected vice-president to represent Southern California. Leo A. Schamblin, general manager KPMC Bakersfield, was elected secretary-treasurer.

New CSRTBA officers become board of director members along with Ewing (Gene) C. Kellerman, president and manager KCRA Sacramento; William J. Brown, secretary and manager KWWX Pasadena; John A. Kennedy, chairman of the board KFME-AM-TW San Diego; Art Westland, president and manager KRLD Berkeley; Les Hackett, president KPRL Paso Robles and manager KYBC San Luis Obispo.

WJPD Shares Honor

FIRST place in 5,000-10,000 population category of "Clean-Up, Paint-Up, Fix-Up campaign" has been won by Ishpeming, Mich., with WJPD that city sharing in accolade. Station took leadership in drive, with James P. Deegan, WJPD president, serving as chairman for local Chamber of Commerce. City won out in Class 7 on basis of excellent exhibit, completeness of presentation, effectiveness of public and special meetings and accomplishments, according to AP's Howard Kany, who lauded station's role in project. Discussion by National Clean-Up, Paint-Up, Fix-Up Bureau, Washington, D. C.
PRESIDENT . . . Harry L. Magee of WHLM, that powerful 1,000 Watt daytime station in Bloomsburg, Pa. is also President of the nationally famous Magee Carpet Company. He is reverently referred to by the people of this prosperous community as "Mr. Bloomsburg". WHLM is an affiliate of Liberty Network, and you can depend on good results from your advertising message.

PRESIDENT . . . Henry Bauman of WHOL in Allentown, Pa. is also Postmaster of this prosperous, progressive, fast growing, industrial and agricultural community of sturdy Pennsylvanian Dutch. Henry Bauman is a quiet fellow with a lot of grey hair which covers a head full of common sense grey matter. That's one of the many reasons why WHOL is a swell buy to swell your sales.

PRESIDENT . . . Vic Diehm of WAZL in Hazleton, Pa. is one of those genuine genial gems that contains a rare sparkle of sales-wise wisdom, sound business ability and a sense of humor equaled only by the professional wit. Vic is the subject of outstanding articles in both "Coronet" and "Pathfinder" magazines. He'll send you a free copy with each new contract for time on WAZL.
Why WFBR is BIG in Baltimore

LEGALITY of transit radio was argued in briefs filed last week with the U. S. Supreme Court in preparation for oral argument scheduled to be heard March 3 [B*T, Feb. 4].

Arguing that the U. S. Court of Appeals erred last year when it found that the broadcasting of commercials and announcements is unconstitutional [B*T, June 18, 11, 1951] were Washington Transit Radio Inc., (NARC-DC-P1), District Columbia Public Utilities Commission and the Capital Transit Co., Washington Transit Company.

Opponents of transitcasting, Washington attorneys, Franklin Pollak and Guy Martin, also filed a brief. It was concerned solely with the question of including music and non-music programs in the ban as decided by the Court of Appeals. Additional brief of Messrs. Pollak and Martin is scheduled to be filed the end of this month.

Held Lower Court Erred

Transitcasting proponents held that the lower court was mistaken when it found that the broadcasting of commercials, the Fifth Amendment and the public convenience, comfort and safety, "petitioners argued.

They also claimed that the protestants have no rights "constitutional or otherwise" to use the "private property" of Capital Transit. Since Transit Radio and Capital Transit are private companies, the Fifth Amendment cannot be applied, they claimed.

Petitioners also objected to the "dramatized" account of transitcasting ("captive audience," "forced listening," etc.) used by its opponents, asserted that it was unobtrusive, that commercials run about 35 seconds at a time and no more than six minutes of commercials are permitted per hour.

Attorneys Pollak and Martin claimed that the Court of Appeals gave them "less than full relief" when it decided against only commercials and announcements. They claimed all transitcasting is illegal—music, speaking, even public service announcements.

"If forced listening to commercials and announcements is therefore an invasion of constitutionally protected liberty, forced listening to a speech, a sermon, a roundtable discussion or an interview would be equally bad," they said.

They claimed that music, as well as words, interferes with the "free use of one's faculties" and "amounts to jamming" of the communications which objecting riders wish to make to each other or wish to receive from books, magazines or newspapers which they are reading or attempting to read.

SCOTUS To Hear Case March 3

CINCY 'ENQUIRER' 'Times-Star' Buys CINCINNATI Times-Star bought the 111-year-old morning Cincinnati Enquirer last week for $7.5 million. The sale was made from the American Security & Trust Co., Washington, trustee under the will of the late John R. McLean. Mr. McLean was former publisher of the Enquirer. Terms of the sale are $1,260,000 in Government bonds on the closing date of the sale, plus 12-year, 4 1/2% notes on the remaining $1,190,000. Sale must be approved by the U. S. District Court in Washington, is believed to be three to six months. Papers were signed by Hubert Taft Jr., president of the radio stations, is also chairman of the Board of Transit Radio Inc.

New Business

(Continued from page 16)

spot radio campaign planned. PAYTON CARROLL is account executive.


NEW YORK YANKEE BASEBALL CLUB names Hirshon-Garfinkle Inc., N. Y.

Adpeople . . .

LEON A. MILLER, assistant to general manager of General Foods' Post Cereals Division, Battle Creek, Mich., appointed director of sales and advertising effective March 1 succeeding E. W. EBEL who will become company's advertising director.

CHARLES A. WIGGINS, sales and advertising manager for Calumet Division of General Foods also will assume similar duties for Minute Rice and Minute Tapioca.

PULSE REBUTTAL

Gives 21-Page Answer

SYDNEY ROSLOW, president, The Pulse Inc., last week fired a 21-page rebuttal at Media Agencies Clients, Los Angeles' weekly advertising publication which in its Jan. 7th issue commented unfavorably on The Pulse as an instrument of audience measurement [B*T, Jan. 14].

A survey conducted for MAC by Tele-Que showed that Pulse ratings differed from other rating services and indicated that The Pulse was less accurate than the other services, according to the MAC article.

Dr. Roslow said that "The share of audience presented showed that recently from the average of the remaining four services (Tele-Que, Hooper, Videodex and the American Research Bureau), but that Tele-Que agreed with the average of his same four (Tele-Que included as one of the four)." Pulse was not averaged in but, nevertheless, compared with the other four services, Dr. Roslow pointed out.

OPERATOR RULE

Haines Opposes Relaxation OBJECTION to relaxation of FCC operator rules, as requested by NARTB [B*T, Feb. 4] was voiced by a station owner last week.

In a Feb. 7 letter to FCC, Homer H. Haines, part owner of WNAE Warren, Pa., said that the primary reason for the request to relax broadcast station operator requirements is that "It will increase their net income."

After citing the word done by broadcast engineers, Mr. Haines, who is also chief engineer of his station, recommended that technical regulations be stiffened if operator relaxation is permitted. For example, Mr. Haines said, permission to use lesser grade operators should be revoked if a station is cited for technical violations. He also suggested monthly/weekly test of performance and quizzes that stations are operating on frequency.

Complain to FCC

The FCC has already begun hearing from operators about the proposed use of lesser-grade operators, as recommended by NARTB. FCC's general counsel is handling the request. (For other comments, see OPEN MIKE, Feb. 11 and this issue.)

NARTB petition stressed that technical calibre of equipment is such that it is no longer necessary to have a first class radiotelephone operator in attendance at each transmitter. It asked that the rules be changed to permit AM or FM stations operating omnidirectionally with 5 kw or less to use unlicensed, licensed operators or to operate their transmitters by remote control.

Last summer, the FCC relaxed its operator rules to permit stations to run 120 days without a first class operator at the transmitter.
You're too smart...

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

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

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

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>COST PER WEEK</th>
<th>TOTAL WEEKLY HOOPER</th>
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<tr>
<td>WEMP</td>
<td>$108.00</td>
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<tr>
<td>Net Station #1</td>
<td>5 100-Word Spots</td>
<td>$122.50</td>
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<tr>
<td>Net Station #2</td>
<td>5 100-Word Spots</td>
<td>$116.20</td>
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Join other shrewd national advertisers using high-rated, low cost saturation schedules on one of the nation's strongest independent stations!

*Based on best rated periods, 8:00 a.m. to 6:00 p.m., according to Oct.-Feb., 1951, Hooper Comprehensive.
Pocket money talks too
All you ask of the cash that you carry is to carry you through the day...

But on CBS Radio, the pocket money of the average businessman ($30.15*) can do much more. It delivers advertising to 27,400 actual listeners—8,400 more than on any other network. (Based on average CBS Radio program, NRI, Nov. 4-10, 1951.)

Among costs of doing business today, the low cost of radio is in a column by itself... and among networks, so is the low cost of CBS Radio.

The cost-per-thousand listeners on CBS Radio — $1.10 — is 30% less than on any other network. And whether you compare it with Medium “B” (a certain daily) or Medium “C” (a certain weekly) or with any other through Medium “Z”—CBS Radio delivers more circulation for the money and more advertising attention.

Let your advertising talk where your customers listen most—on

The CBS Radio Network

*According to a survey of 16,000 businessmen.
25 Dizzy, Busy Years

ON FEBRUARY 23, FCC notes, the silver anniversary of "unified radio regulation" will occur. The date marks the creation of the Federal Radio Commission which was set up as a temporary trouble-shooting outfit by Congress to "bring order out of chaos" in radio.

Before the Dill-White Bill creating the five man FRC was enacted in 1927, there was no licensing or control. The federal broadcasting law of 1912 had occurred in 1926. Stations, which had mushroomed following the first World War, wave-jumped, stepped up their power and operated catch-as-catch can. That was the "chaos" that had to be rooted out.

So the FRC was authorized to operate for a year. Its mission was to get broadcasting back on the track. The infrequent news stories called it the "traffic cop of the ether." It was to regulate assignments, power and hours. The watchword was "electrical interference."

The FRC was continued temporarily with borrowed staff; clerical help and 24-hour days. For a couple of years with the thought that the regulatory or "traffic cop" functions would revert to the Department of Commerce. Instead, the FRC was made permanent and it absorbed the Radio Division of the Department of Commerce. Then in 1934, the FCC was created and, in turn, absorbed the communications functions of the Interstate Commerce Commission.

Throughout those 25 years, the fundamental law, as it pertains to the radio broadcasting services as distinguished from the common carrier, has remained virtually unchanged in its substantive provisions. This preserved the vision of such legislators as Wallace White, then chairman of the House Merchant Marine, Radio & Fisheries Committee (subsequently a Senator), and of Clarence C. Dill, who as a fresh man in the Senate took over the radio legislation because no one else wanted the job.

This exciting quarter-century has made millionaires of a sizable number of venturists planning for their immediate television's birth. It has opened new vistas in law and engineering. The multi-billion dollar electronics field owes its existence to the audio tube. In that span hundreds of bureaus have been established, more of them for better than for worse.

Throughout, one fundamental law has subsided without important revision. Today there are on the statute books no fewer than 250 pages of FCC rules and regulations pertaining to the broadcast services. Over the quarter-century literally thousands of pages of regulations were written. They related to every conceivable type of station function, including the location of set rooms at transmitters. There have been blue books on programming and rainbow volumes on color TV; Mae West incidents and men from Mars episodes; commands that stations give atheists equal time with men of the cloth; random stacking of set files without subpoena in the newspaper ownership inquiry; regulation by the lifted eyebrow and by the tilted crown; investigation of communists during war-time, and of homos in peace-time; regulation by coercion and forcing of FM by threat.

It has been a busy, dizzy, wonderful, disgusting quarter century.

All this and more—under a law that established a temporary regulatory agency as a "traffic cop" to control "electrical interference."

Newspaper Circulation Hits Its All-Time High

THAT WAS a typical headline in almost any newspaper you happened to pick up a few days ago. The press association wires carried it—a time-honored custom even before the advent of the radio wires.

Another frequent headline reads: "Newspapers Show Up Two Million Copies Monthly; or whenever some outfit gets out an opus or totes up a few one-time projections. Yet another perennial is "Newspapers Join Ad Council New Public Service Aid."

These are 18-karat examples of how an advertising medium helps itself. It is done in the news columns. It's legitimate news too. Never a line when circulation of advertising volume goes down. Always it's onward and upward; nothing succeeds like success, and to the victor goes the spoils.

Now about radio. Did any station or network bother to tell its audience that there are 105,000,000 radio sets in America—as against the 54,000,000 total circulation of dailies? Or that 96.6% of all U.S. homes are radio-equipped? Or that radio business was up 25% in 1934 and heralded as a bad year? And what about the TV boom being told over TV stations? How about those unprintable billion "listener impressions" through the Advertising Council in "public service programming"?

If it's news to publicize the business of newspapers in print, it's certainly just as legitimate news to publicize the business of radio and television on the air.

The Vidiots

TODAY let us take up the lesson of the wise men and the vidiots. It is well known that when television came along, a cry went up—and sometimes it may still be heard—that radio was as good as dead. A few radio men even joined in the funereal planning. The most, fortunately, went about their business, which is the business of building and selling radio.

Let us look at some of the things that have happened to this medium in its death throes. As one of its doctors observed, "the television industry's high surge," the deterioration of radio's condition was evidenced by a gain of almost $32 million in time sales, which reached the record total of $485.4 million [B+T, Jan. 21]. In the same year, radio with a $150,000,000 net loss had managed to scrape by picking up 9.3 million receivers to go with the 96 million it already had.

We find it hard to detect death rattles in the recitation of such statistics.

Further evidence of radio's resurgence came last week from the networks. A survey, reported elsewhere in this journal, showed they are in a good way with the public in the new year, with new and renewed business already well up in the eight-figure millions. The fact that much of this business is in renewals demonstrates—and that radio advertisers are trying to depress rates, are still convinced that radio brings a good return. Local business continues to stride forward and national spot still moves ahead. Another story in these pages shows how sexual health starts in the new year, and is well on its way—again—on both network and spot radio.

These facts pay tribute not alone to a good medium, but also to the men who operate it, building and selling radio with faith in its medium and belief that it will stand on its own feet alongside any other medium. It is such work that in the long run will make the vidiots—doom-callers not to be confused with televisionaries, who believe radio and television is strong, complementary media—wish they had held their tongues.

Page 56 • February 18, 1952

BROADCASTING • Teletcasting

our respects to:

WALTER ESDRAS BENOIT

WHEN Walter Benoit tells a funny story, it is usually about himself.

One of his favorite stories is about the time he hitched a ride on a train in Fort Wayne, Ind., for 10 minutes.

Mr. Benoit is manager of the new Westinghouse Air-Arm Division, only recently transferring from his post as general manager of Westinghouse Radio Stations Inc. Joseph E. Baudino succeeded Mr. Benoit as head of the station group.

In his WRS capacity, Mr. Benoit visited the Westinghouse stations. The story concerns a trip to WOWO-AM-FM Fort Wayne.

The train chugged into Fort Wayne. As usual, it planned to stop only long enough to take on and discharge passengers.

The delay in departure was caused by the disappearance of Mr. Benoit's shoes. The night before he had carefully placed them in the shoe compartment of his roomette, but in the morning the shoes were nowhere in sight.

Passengers were impatient to reach Chicago, but Mr. Benoit, usually an amenable man, was not going to leave the train in his stocking-feet.

After what seemed like much longer than 10 minutes, it was discovered that the bottom of the shoe compartment had dropped between the wall panels. A workman with a screwdriver soon retrieved Mr. Benoit's shoes.

Today at 58, Mr. Benoit reflects on a very pleasant career with Westinghouse which began 36 years ago.

Born in Ludlow, Mass., July 21, 1894, Mr. Benoit joined Westinghouse after being graduated from Ludlow High School. His first job was in the accounting department of the Chicopee Falls (Mass.) plant of the Westinghouse Co.

A year later he responded to a World War I bugle call and spent two years in the Army Air Corps. Mustered out in 1919, he became an auditor and accountant with the Bureau of Internal Revenue of the U. S. Treasury Dept., with headquarters in Boston.

Mr. Benoit's radio experience dates from 1922 when he rejoined Westinghouse as radio department cost accountant in the East Springfield (Mass.) works.

In 1928, six years later, radio production requirement Westinghouse East Springfield facilities and these activities were transferred to Chicopee Falls. Mr. Benoit was made supervisor of works accounting for the new division.

In 1934 he became division auditor. In this capacity, he was responsible for transferring (Continued on page 58)
if you have the time

...we have the bonus

When you buy time on WGBI, you get a preponderance of the Scranton market (61.1% in the morning, 53.6% in the afternoon, 71.6% in the evening)*... plus a very neat slice of the Wilkes-Barre-Hazleton audience. Actually, WGBI has a larger percentage of Wilkes-Barre-Hazleton listeners than any other radio station in the 1:00 to 2:00 p.m. period, and has exceptionally high Wilkes-Barre-Hazleton ratings between 10:00 a.m. and 12:30 p.m. and consistently good ratings in the other time segments.**

Although WGBI heads all CBS stations in the morning, afternoon and evening... although WGBI is by far the favorite station among Scranton-Wilkes-Barre's 694,000 people... although WGBI offers an impressive bonus in Wilkes-Barre-Hazleton... still, time costs are low. Low enough, in fact, to make it worth your while to call your John Blair man today!

*Figures from Scranton Hooper Radio Audience Index, March-April 1951.
**Figures from the Pulse of Wilkes-Barre-Hazleton, November 12-16, 1951; 7 a.m. to 7 p.m.
all accounting activities when the radio division was moved from Chicopee Falls to Baltimore in 1938.

Shortly thereafter he planned and conducted operations to accommodate a spectacular wartime expansion which saw production in the division soar to more than 80 times its pre-war volume.

In June 1944, he was appointed assistant to the vice president for the Radio (now Industrial Electronics) & X-Ray Divisions. In December that same year, he was elected a vice president of the broadcasting subsidiary, Westinghouse Electric Corp. In 1947, he was made a member of the WBS board of directors, a position he retains today.

Accepting a temporary assignment in April 1947, Mr. Benoit spent one year in Mexico City. He served during the organization of Industrias Electricas de Mexico, returning to the radio station headquarters in Philadelphia in 1948.

Washington Move
Under his direction, plans were completed to move the stations' headquarters office and staff to Washington. This was completed in 1951.

In addition to WOWO, Westinghouse stations include WBZ-AM-FM-TV Boston; WBOS Boston, international short wave outlet; WBBZ-AM-FM Springfield, Mass.; KWW-AM-FM Philadelphia; KDKA-AM-FM Pittsburgh, and KEX-AM-FM Portland, Ore.

In his new post, Mr. Benoit is responsible for the design, manufacture and sale of specialized military products of an electronics nature. Plant of the Air-Arm Division will embrace 400,000 sq. ft. of manufacturing space and is now being built at Baltimore's Friendship Airport.

Scheduled completion date for the new plant is July I. It is hoped that production for the Navy and Air Force of automatic computers to direct gun and rocket fire, radar and autopilots for fighter planes and guided missiles and complete airborne armament systems will be underway before the end of the year.

Although Mr. Benoit may be considered a foundation stone of the Westinghouse expansion, he is by nature an unobtrusive man.

His mild manner of speaking makes him a quiet taste in clothes. He is not given to small talk, yet his associates do not consider him uncommunicative. His is an excellent listener and, as one associate said of him, when he does say something, he usually has the right answer.

Mr. Benoit doesn't play golf. His hobbies include movie photography in which he excels. He also admits he considers himself a pretty fair cook.

Association with Mr. Benoit engenders deep admiration. One Westinghouse secretary commented that one of the things that impressed her most about him was the fact that his door was always open when fellow employees had a problem, so he could or otherwise.

"He always had the time to listen and he was the kind of a man that you weren't afraid to approach," she added.

Mr. Benoit has a son, Army L. Walter Edward Benoit, now stationed at Fort Belvoir, Va. The first Mrs. Benoit, Edward's mother, died 2½ years ago. Last October Mr. Benoit married the former Eugenia Hoppenstadt, whom he met in Mexico.

Not a "joiner," Mr. Benoit has few associations outside of Westinghouse. He is a Roman Catholic. In the broad field of knowledge, his interests are centered in economics and accounting, as the books on his office shelves attest. It has become a ritual with him to read the Wall Street Journal. One of his very few weaknesses is Dijon mustard dabbed on sharp cheese. But when eating this mustard, Mr. Benoit advises friends to keep a glass of water handy.

SWOLLEN RIVERS overflowed banks and swept through towns and cities causing untold damage as broadcasters proved again that for providing emergency service there is no adequate substitute for radio.

Among reports of station's activities which reached Broadcast- ing ■ TELECASTING last week were the following:

WMOA Marietta, Ohio, remained on the air 66 consecutive hours to broadcast bulletins and instructions and serve as liaison in rescue operations.

The relentless waters forced WMOA to move its operations from the ground floor of Marietta's Hotel Lafayette. At the height of the flood, the hotel was in the middle of the rampaging Ohio River.

To combat the near-zero weather, staffmen had two electric heaters but, otherwise, all heat was off in the hotel. Once the waters had receded, listeners flooded the station with heartfelt gratitude.

WHIZ in neighboring Zanesville, Ohio, gave the nation a first-hand account of the errant Ohio waters coursings. Allan Land, WHIZ newscaster, was heard over the NBC radio network and gave reports twice over Dave Garroway's TV program. Today, Assistant Mr. Land were Bob Malley, WHIZ program director, and Jack Armstrong, WHIZ engineer.

WTIP Charleston, W Va., provided listeners with "deep-recorded" accounts when nearby Wheeling felt the impact of the swollen Ohio.

WLWT (TV) Cincinnati kept viewers informed when several days that city was threatened. Station also fed the NBC-TV network and NBC news today.

Pittsburgh's business district, the Golden Triangle, narrowly escaped serious flood damage when two inches of rain fell within 48 hours. The rain caused the Monongahela and Allegheny to overflow their banks. WWSW there aired highly reports of the rising waters throughout the emergency period.

Mr. Land in KDB Santa Barbara, Calif., what is described as the "biggest local news in 40 years .. ." KDB staffers worked for hours without relief, meals or dry clothes to keep listeners up-to-the-minute on critical areas, school closings, road conditions and relief agency locations. Coverage was made direct from the field via telephone and KDB mobile unit.

As reports persisted of flood devastation in southern California, Gene Emerald, disc jockey, KRNT Des Moines, made arrangements with Bud Benford, movie personality, to give a recorded account of the scenes of disaster.

Our Respects To
(Continued from page 56)

American Tobacco

Dollar Volume Increases

OPERATIONS of the American Tobacco Co. during 1951 were reviewed Wednesday by President Paul M. Hahn, who reported that cigarette sales in units as well as in dollar volume reached a new peak during the year.

Asserting that the company's increased output of cigarettes is being matched by an increase in advertising, Mr. Hahn said dollar volume was increased by $70,390,904 to reach a total of $342,552,854. Income before taxes increased $3,686,166 to reach a new high for the company, $80,410,650. Due to higher taxes, higher costs, and frozen manufacturers' prices however, American Tobacco's net income decreased $8,623,047 last year to $33,109,669.

"Significant progress" was made during the year he said, toward reversing the downward sales curve of Lucky Strike cigarettes, with sales during 1951 approximately 12 percent larger than 1949. Sales of Pall Mall and Herbert Tareyton cigarettes continued to increase at rates "far above the industry norm." Mr. Hahn reported, with the former holding by a wide margin its position of being the largest-selling king-size cigarette in America and the latter, the second largest.

Flood Coverage Across the U.S.

Stations Give Aid to Flooded Communities

BROADCASTING • Telecasting
CALIBRE
LOCAL
TALENT SELLS!

CHIEF SAYS:
Smart advertisers agree; top local talent moves the merchandise!

CLEVELAND'S CHIEF STATION
5000 W.
WJW BUILDING
CLEVELAND 15, OHIO

—-and Cleveland's top personalities are heard on WJW!
EUGENE D. HILL, general manager of WORZ Orlando, Fla., elected vice president of the station and named to the board of directors of the Central Florida Broadcasting Co. at their annual meeting in Orlando Feb. 11.

LT. HARRY BENFRO returns to his position as executive assistant to the general manager of KKXK St. Louis after serving 18 months with the Marine Corps.

ALBERT F. SCHNEIDER, New York radio salesman, to WBNS Columbus, Ohio, on the station’s national sales staff.

STANLEY GORDON, account executive at WTVJ (TV) Miami, appointed assistant sales manager at the station. MARY FORD, accounts executive, who will devote full time to preparations for television.

R. W. BAKER, vice president and general manager of WARL Arlington, Va., to WSAL Loganport, Ind., as general manager.

More POWER to you

WINS NOW 50,000 WATTS Day and NIGHT!

Now WINS offers a powerful 50,000 watts around the clock. This means still greater coverage—an even better signal—another reason why...

1010 WINS!

BUY WINS...it Sells!

50,000 WATTS DAY AND NIGHT...NEW YORK

CROSLEY BROADCASTING CORPORATION

GEORGE P. HOLLINGBERY Co., N. Y., appointed station representative for WQXI Atlanta, Ga.

HOWARD CLAYPOOLE to ABC Chicago network radio sales from MacFarland-Aveyard agency, same city, where he was senior account executive.

DONN SCHNEIDER joins sales staff of WENK Chicago after working in the same capacity at WNMP Evanston, Ill.

EVERETT-McKinney Inc., N. Y., appointed station representative for KUNO Corpus Christi, Tex.

ED NEIBLING, night news editor, KTUL Tulsa, Okla., transferred to sales staff.

PHIL S. BRADFORD, program director, WCOL Columbus, Ohio, moves to station’s sales department as an account executive.

PHILIP M. BAKER, Washington broadcast attorney, has moved his office from 1411 Pennsylvania Ave. N.W. to Suite 700, Woodward Bldg., effective Feb. 15. Telephone: Republic 8040.

THE FORJOE Co., N. Y., appointed by WLOU Louisville, Ky., as its station representative. DORO CLAYTON AGENCY, Atlanta, Ga., will represent the station in the south.


CHUCK JOHNSON, sales staff, KVSM San Mateo, Calif., and DICK NASON, Detroit radio salesman, to KROW Oakland, Calif., as account executives.

JOHN BLAIR & Co. and Blair TV, national radio and video station representatives, move New York offices to Chrysler Bldg., 150 E. 45th St.

ROBERT KOCAB to WGAN Portland to assistant to ELMER KRAUSE, secretary-treasurer.

FRANK DOUGHERTY, radio and television manager of Keenan, Hunter & Dietrich, L. A., to Harrington, Righter & Parsons, national television station representative, as West Coast manager with offices in the Russ Bldg., S. F.

JOHN C. MOLER and BILL STRAIN to WKY Oklahoma City as radio time salesmen.

CHARLES W. PARKER, sales manager of WICC Bridgeport, Conn., has been named business manager of WPAT Paterson, N. J., not general manager as erroneously reported [B&T, Feb. 11].

JOSEPH WOLFMAN, WOKY Milwaukee, named station’s sales manager.

To the front office

BENEDICT GIMBEL Jr., president and general manager of WIP Philadelphia, appointed to serve on the committee of Price Stabilization.

ROBERT SCHMID, vice president of MBS, vacationing in Puerto Rico for a month.

HARRY C. KOFF, NBC vice president and general manager of the network’s Chicago stations, named local chairman for radio and TV activities for National Brotherhood Week, Feb. 17-24.

S. CARL MARK, general manager, WTTM Trenton, N. J., father of girl, Feb. 4.

FRANK PARRISH, salesman at WSRE Indianapolis, has received a certificate of appreciation from the Leader Dog League for the Blind for his work in rehabilitation of blind persons and in training dogs.

JAMES E. STANTON, general manager of KFLL Floydada, Tex., elected vice president of the city’s Chamber of Commerce.

L. E. RICHARDS, station manager of KIWW San Antonio, Tex., and BILL MICHAELS, manager of KABC same city, commended by Tracy-Locke Adv., Dallas and Houston, for cooperation in recent Maryland Club Coffee spot campaign held in the Southwest.

JACK GROSS, former owner of KFMB-AM-TV San Diego, has acquired 40% interest in San Diego Padres, Pacific Coast League baseball team.

FRED PABST, former general manager of KFRC San Francisco, named by Gov. Earl Warren of California to State Horse Racing Commission, and his son, WILLIAM D. PABST, vice president of Don Lee Network and general manager of KFRC San Francisco, has been named executive secretary for the Salvation Army, S. F., for second consecutive year.

ROBERT D. SWEZEN, general manager of WDSU-AM-TV New Orleans, will address members of the Chicago Television Council at the Hotel Sheraton, Chicago, Feb. 20.
YOU MIGHT GET A 12' 8" BLACK MARLIN*—

BUT... YOU NEED THE FETZER STATIONS TO LAND BUSINESS IN WESTERN MICHIGAN!

WKZO-WJEF in radio and WKZO-TV in television—that's the unbeatable Fetzer line-up for Western Michigan advertising!

RADIO—WKZO, Kalamazoo, and WJEF, Grand Rapids, offer sure-fire radio coverage of Western Michigan. Each is consistently top station in its home city; and bought in combination, they deliver about 57% more listeners for 20% less money than the next-best two-station choice in Kalamazoo and Grand Rapids! WKZO-WJEF also get big circulation outside Kalamazoo and Grand Rapids. BMB Report No. 2 credits WKZO-WJEF with tremendous increases since 1946 in their unduplicated rural audiences—up 46.7% in the daytime and 52.9% at night. In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage, day and night, of more than 60,000 families!

TELEVISION—WKZO-TV is the official Basic CBS Television Outlet for Kalamazoo and Grand Rapids. WKZO-TV's area includes five metropolitan cities representing a net effective buying income of more than two billion dollars. A new 24-county Videodex Diary Study made by the Jay & Graham Research Corporation proves that WKZO-TV delivers 54.7% more of this area's 178,576 television homes than Station "B"!

Yes, AM or TV, the Fetzer stations are Western Michigan's greatest advertising values. Get all the facts, today!

* In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.

WKZO-WJEF in radio and WKZO-TV in television—that's the unbeatable Fetzer line-up for Western Michigan advertising!

RADIO—WKZO, Kalamazoo, and WJEF, Grand Rapids, offer sure-fire radio coverage of Western Michigan. Each is consistently top station in its home city; and bought in combination, they deliver about 57% more listeners for 20% less money than the next-best two-station choice in Kalamazoo and Grand Rapids! WKZO-WJEF also get big circulation outside Kalamazoo and Grand Rapids. BMB Report No. 2 credits WKZO-WJEF with tremendous increases since 1946 in their unduplicated rural audiences—up 46.7% in the daytime and 52.9% at night. In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage, day and night, of more than 60,000 families!

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Yes, AM or TV, the Fetzer stations are Western Michigan's greatest advertising values. Get all the facts, today!
FLOATING VOICE

Ceremony Feb. 24 in D.C.

VOICE of America's first ship-borne transmitter was unveiled Feb. 24, with the commissioning of the USS Coast Guard Courier at Hoboken, N. J., before members of Congress and other dignitaries.

The Courier's transmitter, designed to lend mobility to VOA broadcasts in the European area, will be pressed into action after a shakedown cruise in the Caribbean and subsequent trials.

Ceremonies were limited to commissioning, with a full-dress dedication slated Feb. 24 in Washington, D. C., in conjunction with VOA's 10th anniversary the following day. It is expected that President Truman will speak at the ceremonies, addressing his remarks to the significance of the U. S. Campaign of Truth (Closed Circuit, Feb. 4).

For this occasion, additional members of Congress and various government departments, including the State and Treasury Depts., will be invited to attend and inspect the ship's facilities. Site has been definitely set.

Dr. Wilson Compton, chief of the new International Information Administration, under which VOA now operates, said that the Courier is "designed to provide another electronic weapon for combating Soviet jamming and to enable the Voice of America to cover areas beyond the reach of present broadcast stations."

Transmitting equipment is the most powerful of its kind ever installed on a ship, according to the State Dept. It comprises one 150 kw medium wave and two 35 kw short wave transmitters, plus supporting communications facilities, which will enable the Narrative Executive Bureau to transmit programs to the station.

Commanding the 388-ft. vessel is Capt., Oscar C. B., Wys (USCG), under whom will be a crew of 80, including ten officers trained in radio. VOA engineers will supervise the transmission operations.

The floating transmitter is known as "Operation Vagabond," a project approved by the President and Joint Chiefs of Staff and announced by the State Dept. last April. Congress has been asked to authorize funds for similar projects.

Mae MacNair Wiggin

MAE MacNAIR WIGGIN, veteran CBS Radio Network employee and the widow of Lewis Wiggin, died Tuesday in Roosevelt Hospital, New York, after a long illness. Mrs. Wiggin joined the network 23 years ago and subsequently became assistant casting director. She remained with CBS Radio until she became ill last October.

LEO BURNETT (r) checks blueprints with some of his executives preparatory to moving broadcast division of Leo Burnett Inc., Chicago, into floor space occupied previously by WAIT [8XT, Jan. 28]. L to r are David Dale and Leo Blood, radio staff; R. N. Heath, executive vice president; Ross Gumble, vice president and treasurer; and William L. Waddell (behind Mr. Burnett), vice president in charge of broadcasting operations.

milestones...

▶ WROL Knoxville, Tenn., celebrated 25 years on the air last Tuesday, having broadcast its first program Feb. 12, 1927, under the call letters WNBJ. First owned by the Lonsdale Baptist Church, the station was built by S. E. Adcock, who purchased it from the church in 1930, the year the call letters were changed to WROL. Current owner is Mountcastle Broadcasting Co. The NBC affiliate scheduled a special celebration involving network stars as well as local personalities throughout its silver anniversary day.

▶ In January 1932 Murray Arnold auditioned for and won a part-time announcing post at WIP Philadelphia. Mr. Arnold is now busy accepting congratulations on his 20th anniversary at the station. He moved to full-time staff announcer, then chief announcer, night manager, program director, publicity director, assistant program director and finally to his present post of program director. Mr. Arnold, well-known in the industry for his efforts on behalf of BMI, was presented a gift by WIP President Benedict Gimbel Jr. at a dinner in his honor.

▶ "Uncle Nate" m.c. of the KEX Portland, Ore., Stars of Tomorrow, begins his 25th year on the show this season. During his quarter century of developing young talent, "Uncle Nate" has built many stars of national prominence, among them Johnny Ray, current leader among popular male vocalists.

▶ Official tribute has been given to Herbie Mints, WBNQ-TV television personality who celebrated his 30th anniversary in broadcasting last Tuesday, by the Chicago City Council, which set aside the week unofficially as Herbie Mints Week. The measure was introduced by Alderman Robert E. Merriam, who congratulated Mr. Mints for his contributions to Chicago television and radio. An open house for the station guests last week were Jules Herbeuves, NBC Chicago television manager, who gave Mr. Mints an early radio microphone trophy, and A. W. Kaney, NBC Chicago supervisor of production service and a Chicago radio veteran who was chief announcer at KYW when Mr. Mints made his first radio appearance.

▶ Manny Marget, vice president and general manager, KVOS Moorhead, Minn., is entering his 21st year as sportscaster-broadcaster. Very active in the industry, Mr. Marget is president of the Great Northern Broadcasting System, of which KVOS is a member, and is secretary-treasurer of the Minnesota Broadcasters Assn. Mr. Marget's commercial radio career began Jan. 1, 1931, at WDAY Fargo, N. D., where he was an announcer. After a record of well over 2,000 sportscasts, Mr. Marget is still one of the most active members of the KVOS staff.

▶ KWOS Jefferson City, Mo., on Jan. 30 celebrated 15 years of operation. Among observations was an hour-long documentary tracing news highlights since Jan. 30, 1937. In 1946, KWOS-FM was added, and the station has made application to FCC for a TV station. Miss Catherine Roer is general manager.

▶ Bob Prince, sportscaster and commentator for WJAS Pittsburgh, Cleveland, and Los Angeles, is looking back on a double anniversary. He began his ninth consecutive year at the station and under the same sponsor- ship, the Fort Pitt Brewing Co., on Feb. 21.

▶ Third birthday celebration was held fortnight ago for National Amateur Time, seen each Saturday on WMAR (TV) Baltimore and starring Bailey Goss. Show is sponsored by National Brewing Co., Baltimore.

VOICE DRIVE

Seeks More Engineers

VOICE of America is campaigning for additional engineers on the strength of newly acquired Congressional authorization for construction of new overseas bases and increased programming.

Voice is currently programming over 50 hours daily in 45 languages, with a number of high-power medium wave and short wave overseas relay bases already in operation. First of new high power plants, now under construction, will be launched in the next few months.

A typical team comprises at least one very high power (300 kw plus) transmitter, two high power short wave transmitters, communications transmitters, high gain transmitting and receiving antenna systems, modern triple diversity receiving units and Diesel-powered generating equipment.

Some 60 vacancies now exist—and 125 more are expected over the next few months—for engineers who can operate either radio or Diesel equipment. All three-day Diesel telephone first class licenses are required for all except Diesel positions. They would be used for regular on-the-job maintenance and repairs at these typical base installations.

Salaries for New York positions range from $4,207 to $7,040 annually and overseas pay from $4,719 to $9,258 per year, with additional sums ranging from $600 to $5,800 for quarters and post allowances. Transportation would be furnished overseas for engineers, their families and household expenses. Provision also is made for retirement and vacation plans.

Details of the campaign were spelled out in a letter from James F. Thompson, Chief, Division of Radio Facilities Operations, Dept. of State, to NARTB Engineering Director, Dayton.

Construction and other phases of Voice expansion have been under continued study by the Voice of America Radio Advisory Committee, headed by Theodore Stelrilt, president of WOR-AM-FM-TV New York, one of the industry consultants to the State Dept.
Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)

Over 1/3 greater than the combined audience of the area's next ten top-rated stations.

WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.

THE CAPITAL OF THE 17TH STATE: Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.
TELEVISION dominated the first all-day conference of the New York chapter of the American Women in Radio and Television, but radio got a reusing defense when one speaker forecast that TV will put it into eclipse.

Albert McCleery, NBC-TV executive producer, touched off the controversy when he declared flatly that in the future “there will be nothing else but television”—especially when color TV comes into play—and that “there will be no room for anything else.”

His predictions were vigorously challenged from the floor during a subsequent question-answer session.

Another theory advanced by Mr. McCleery—that “cost means nothing as long as you put your ideas across”—also drew considerable argument, with a large portion of the gathering dissenting.

The meeting, held Feb. 9 at the American Women members and guests and included a morning business session, a luncheon and an afternoon workshop.

Ed Reder, assistant director of special events for WOR-TV New York and national president of AWRT, opened the luncheon session with a brief address urging women to assume and assure their positions as individuals.

Robert Saland, director of the Radio and Television Workshop of the Ford Foundation, in a speech on “How Wide Are Television’s Horizons?”, compared TV with “South Pacific” as an example of television’s fast-spreading national influence. In order to reach the same number of people reached by a single 15-minute television show with a 5 rating seen on a 65-station network, he said, the same show “would have to run steadily for 11 years.”

In a speech on “The Social Impact of Television News,” A. R. Shechter, general executive for NBC-TV and currently in charge of the network’s Today (7-9 a.m. EST and CST, Mon.-Fri.), pointed out that first radio and now television has succeeded in changing the nation’s social habits.

“At first,” he observed, “nobody could sell radio before 10 or 11 a.m.” Then came the disc jockey, and early morning programs became subjects of competitive bidding from prospective sponsors. The same thing can be done with TV on a larger scale, Mr. Schechter asserted, if those in charge of television programming will give the people “anything that will interest them.”

It is possible, Mr. Schechter observed, to educate people by tagging a program “educational” and trusting it to sell itself. But NBC-TV has chosen “the other way” with Today, Mr. Schechter stated. He said education leaders already have reported that younger children are better versed in current events since they started watching Today. The prevailing tone of letters received by the network indicates a lasting interest on the part of Today’s listeners, he asserted, concluding that if a single program can make such a mass impression, the social impact of the industry as a whole is unlimited.

‘Ulcer-Forming Habit’

Speaking on “Why Is Television Such an Ulcer-Forming Habit for the Performer?” actress Anne Seymour compared the TV performer to the swimmer who braves the high diving board for the first time: when nobody is watching the dive is often perfect, but when there is an audience the diver’s effort usually results in a “belly-flop.” However, in overcoming the trend toward “ulcers,” Miss Seymour held that the filmed show—like its cousin, the taped radio program—is of less value in the long run for the actor because the sense of security if offers makes for an over-relaxed performance and a lack of vitality. She concluded that the best way for the TV performer to avoid “ulcers” is to take each live show as a new and so familiarize himself with it.

Moderated by Doris Carwith, NBC supervisory producer of talks and religious programs and national vice president of the Guild of Television Workshop session included speeches by Mr. McCleery; Harry Junkin, free-lance radio and TV writer; Philip Cohen, vice president of Sullivan, Schaefer, Colwell & Bayles, New York; Carol Irvin, independent packager; Jean Harrison, producer-director for Frederic W. Zov Co.; Gloria Lesser, assistant to supervisor of film procurement, CBS; Martha Ruppert, supervisor of television recording distribution, CBS; Helen Parkhurst, permanent panelist on NBC-TVs “It’s a Problem”; Caroline Burke, NBC-TV producer-director; and Mary Janowich, radio-TV publicity, Young & Rubicam. The panelists spoke on “New Techniques in Radio and Television,” each one dealing with his particular field. Miss Irvin’s comments found its way to the public“ television’s greatest power [its influence on the public] is also its greatest threat.”

Miss Frederic said that while the all-networking was considered television’s bright future, it certainly had not sealed radio’s doom.

“In spite of what Mr. McCleery says,” Miss Frederic pointed out, “there are still, and will continue to be, great numbers of people employed in keeping radio at its present height.”

NEGO SERVICE

WLIB Offers Disc Series

STEPS which may lead to the formation of a Negro program transcription network were taken last week by WLIB New York. Station, which devotes a substantial part of its schedule to programming for the Negro audience, made three moves in its Negro-appeal series available, by open-end transcription on a straight cost basis, to 54 other U. S. stations which program to the Negro.

The programs are “Poppy Cannon Presents,” a food and nutrition program with Poppy Cannon (Mrs. Walter White, wife of the head of the National Assn. for the Advancement of Colored People); Charlotte Hubbard’s “Washington By-line”, an interview program featuring the daughter of Booker T. Washington’s successor as president of Tuskegee Institute, and The Ruth Ellington James Show, presenting the sister of band leader Duke Ellington. The Poppy Cannon program is being offered as a half-hour or 15-minute weekly show; the Charlotte Hubbard program as a quarter-hour weekly and The Ruth Ellington James Show as a quarter-hour once or five times a week.

Harry Novik, general manager of WLIB, originated the programs. M. Stith, who has been a consultant and president of the station, will handle their syndication.
"We believe this type of promotion (promoting Standard Oil's 'King Size Gas Buy') is excellent, and the dealers... have expressed their appreciation. Thank you again for this splendid cooperation."

—To Radio Station WMIN
St. Paul, Minnesota
From Standard Oil Company (Indiana)
Minneapolis, Minnesota

"To say thanks (for excellent results obtained from WKYW talk radio) is putting it mildly. Dollar for dollar expenditure, your station is getting the larger portion of our advertising from this date on."

—To Radio Station WKYW
Louisville, Kentucky
From United Vacuum Cleaner Stores
Louisville, Kentucky

**ANOTHER REASON WHY INDEPENDENT RADIO PAYS OFF FOR ADVERTISERS**

In one city, folks prefer hill-billy... in another, the choice is long-hair. Independent Radio programming caters to "home town" tastes... gives the folks just what they like... not whatever the network happens to supply. Result: Independent Radio builds *listener loyalty*... which, in turn, becomes *product loyalty* for Independent advertisers. It will pay you to schedule the leading Independent Radio Stations. Write to any AIMS station for all the facts.

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

<table>
<thead>
<tr>
<th>Station</th>
<th>City/Country</th>
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<tbody>
<tr>
<td>WCUE</td>
<td>Akron, Ohio</td>
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<td>WRMD</td>
<td>Baltimore, Maryland</td>
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<td>WBNY</td>
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<td>WJMO</td>
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<td>WWKO</td>
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<td>WACE</td>
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<td>KFDM</td>
<td>Tulsa, Oklahoma</td>
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<td>WNEB</td>
<td>Worcester, Massachusetts</td>
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<td>WBBI</td>
<td>Youngstown, Ohio</td>
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</tbody>
</table>

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

**Aim for BULL’S-EYE results...with the AIMS GROUP**
WKAQ Election
Is Ordered by NLRB

ELECTION has been ordered by the National Labor Relations Board to determine the bargaining representative for certain Elim Field employees at WKAQ San Juan, Puerto Rico. The union involved is the Gremio de Prensa, Radio y Teatro de Puerto Rico. WKAQ is licensed to El Mundo Broadcasting Corp.

The board set aside a unit comprising all radio artists, actors and actresses, sound men, comedians, narrators and commentators employed by WKAQ, as well as talent appearing on programs produced by El Mundo Broadcasting Corp. The unit excludes, however, talent on programs produced by sponsors or independent producers and broadcast under a leased time arrangement.

Among sponsors leasing WKAQ time are Procter & Gamble Commercial Co., Colgate-Palmolive-Per这种情况,and Peet & Son Milk-Zerbe-Penn, the ruling said, El Mundo sought to exclude talent appearing on all sponsored programs.

A unit is excluded from the unit, under the NLRB directive, are all vocalists, musicians, script writers, transmitter operators and supervisors. Employees within the unit are eligible to vote if they can claim two or more days or 16 hours of employment the past 12 months.

Talent Search

WCKY Contest Is Tri-State

A TALENT Opportunity Tournament, sponsored by 30 newspapers in Ohio, Kentucky and Indiana in cooperation with WCKY Cincinnati, is to get underway this month.

Any amateur orateur group such as a high school band, glee club, church choir, hillbilly group may enter the contest. Eliminations will be held in three communities of the three states. Local winners will compete in finals.

Grand prize winner will receive $1,000, an all-expense trip to Cincinnati, a radio appearance on WCKY and a contract to record for King Records, Inc.

Cities Service Band of America

Mark Silver

Radio Jubilee on NBC Feb. 18

Radio's oldest continuously sponsored series will complete 25 broadcast years when the Cities Service Band of America presents its silver jubilee show on NBC at 9:30 p.m. EST Feb. 18.

The 1,001st Cities Service program in the series—broadcast without missing a week since Feb. 18, 1927—will be a special full-hour program originating from Carnegie Hall, New York, with Paul Lavalle directing the 48-piece "Band of America" in the same podium that Edwin Franklin Goldman used during the first Cities Service concert a quarter of a century ago. Former stars of the series—names familiar to a whole generation of radio listeners throughout the nation—will return for the silver anniversary concert. The Green and White Male Quartet and Announcer Ford Bond, program regulars, also will be on hand.

NBC radio scheduled a pre-anniversary observance with a special program, Salute to Cities Service, at 11:15 p.m. EST Saturday. Mr. Bond offered first-hand memories of program highlights and featured personalities as he recalls them of the 25 years of Band of America concerts.

PLANE HITS CBW TOWER

Crash Results in Six Deaths

SIX MEN died as the result of an airplane crash into a guy wire of the 570 ft. transmitter tower of CBW Winnipeg at Carman, Manitoba. The aircraft, flying a Royal Canadian Air Force Beechcraft trainer, struck the tower Feb. 4 and were killed in the fall and burning of the plane. The next day, three repairmen of Dominion Tobacco Company were killed when they were working near the top of the tower and a high wind struck the tower and sent it crashing to earth, killing the three repairmen and damaging the tower.

The crash of the aircraft had been reported to the tower by a nearby tower. The pilot was killed when he was working in this section under the glider of powerful searchlights when the wind struck. The bent section was hurled to the ground. The rest of the tower wavered, girders snapped and it crashed to earth.

Cite John Gambling

John B. Gambling, familiar to radio listeners as the "human alarm clock" heard on WOR New York (7-15 a.m., weekdays), is scheduled to be honored by the Veteran Wireless Operators Asn. at its 22nd annual meeting in New York this Saturday. With radio as a wireless operator in the British Navy during the First World War, Mr. Gambling, along with Capt. Henry K. Allen of the Flying Enterprise, will be presented the Marconi Memorial Medal of Service, given to people who have been wireless operators and who have contributed much to radio.

KFWA Los Angeles, issuing new rate card No. 19 on Feb. 15, increased station rates an average of about 15%, according to Calvin J. Smith, president and general manager.

Wright Speaks

At AAM Session in N.Y.

IDENTIFYING advertising as a "petent weapon," Frank C. Wright Jr., director of public relations, National Committee for a Free Europe, called upon admen to give freely of their ideas in the "hot war for men's minds."

Speaking before the Ann. of Advertising Men, New York, Mr. Wright explained that repetition of basic themes, catchy phrases and jingles—all trademarks of American advertising techniques—are constantly used by Radio Free Europe to sell Democracy and democracy ideas to people behind the Iron Curtain. The broadcasts have been so effective, he reported, that some satellite nations have made official demands that Radio Free Europe broadcasts be suppressed by the U.N.

At one time, Mr. Wright said, it was rumored that termination of Radio Free Europe broadcasts was the reason for the freeing imprisoned William Ollis.
Nobody wants to miss a word when George Burns and Gracie Allen put on their hilarious CBS-TV network show. And thanks to "Scotch" Sound Recording Tape every word, every inflection comes through with lifelike fidelity.

The sound track is recorded on standard 

1/2" magnetic tape synchronized with the cameras; after editing, dubbing and other operations are completed, the finished dialogue is transferred to the optical sound track. This results in far greater fidelity of reproduction since there is hardly any loss of quality during repeated re-recordings. Considerable savings result, too, because the same tape can be re-used any number of times.

Don Sykes, CBS tape-film editor, adjusts controls on synchronous tape recorder hooked up with framing device and Moviola editing machine as he checks synchronization of "Scotch" Sound Recording Tape with film of the George Burns-Gracie Allen show.

Here's why recording engineers use more "Scotch" sound recording tape than all other brands combined:

- Lower noise level than any other tape
- Greater output sensitivity than any other tape
- Better reel-to-reel uniformity than any other tape
- Erases cleaner than any other tape
- No curling or cupping—always lies flat on head
- Lubricated for longer tape life

Important: There's more than one brand of sound recording tape. Insist on the "SCOTCH" brand, the lubricated tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major networks and for master recording by leading record companies.

80 3M Sound Engineers in the field—backed by 20 technical experts in the 3M Laboratories—offer free technical assistance with any recording problem you may have. Call your local 3M Service Representative, or write direct: Dept. BT-22, Minn. Mining & Mfg. Co., St. Paul 6, Minn.

Chicago. Relinquishing the former, "a cemetery with lights," he returned to Chicago and joined WGN as public relations and special events man.

The events became more specialized as he took leave to handle radio activities for the Office of Civilian Defense in 1942. He ended up writing scripts and political speeches for then Mayor Ed Kelly.

Inasmuch as young Howard had never seen duty as a patrol boy in grammar school, it was logical the Army would enlist him as a military policeman in 1945. Taking a dim view of this, Pvt. Meyers' disgruntlement abated somewhat when he was elevated to the rank of corporal because his was the only voice in the platoon which could be heard in a high wind. He used it in high winds of other kinds when transferred to a special services motion picture unit with such artistic temperaments as William Saroyan and Michael O'Shea.

The next couple of years were a checkered board of travel, "all I ever dreamed of and anyplace I wanted to go." Commissioned a lieutenant in the field, he took over management of special events for the Armed Forces Network in Paris after the armistice, covering troop activities throughout Europe. He whipped around in his own jeep or by plane, skiing in the Bavarian Alps, swimming in Italy and countering fiords of Norway.

Divorced from the Army in 1946, he was married a week later to Lucia Perrigo, currently press agent for the Ambassadors East and West Hotels. During their Nantucket honeymoon, Mr. Meyers received a wire asking him to join NBC Chicago as assistant news and special events director.

A series of verbal presentations from the head of spot sales some time later moved his name into the business column of radio. In December of 1950, he became general manager of NBC's O and O outlet, WMAQ Chicago, at the age of 37.

He went to the Taylor Co. station representative firm last January.

A devotee of polo for many years, Mr. Meyers has given it up in favor of domesticity and suburban living although he and his wife still are members of the North Shore Polo and Hunt Club.

They live in a 10-room, three-story house in Evanston, where they moved last summer, and are in the throes of choosing a name for it. Leading the field are Storybroked, Financial Cliff and El Rancho Escrow.

The Meyers hope to go to Banff and Lake Louise this year, a three-postponed ambition. Last year it was superseded by a free trip to Bermuda, which Mr. Meyers won during a Travelers Aid Raftie at which he was the rafter—for the third year. The job has not been tendered again, as—coincidentally—he managed to win something in the raffle during each of the three years he was m.c.

He is president of the Chicago Radio Management Club and a charter member of the Chicago Television Council.

### Strictly Business

(Continued from page 18)

### Billion Dollar Market

KFMB-AM-TV San Diego, Calif., will engage in a "promotion ramp-up" when it learned the city in which it is located is now a billion dollar market. Publicity of the newly found fact stirred inquiries from all over the nation, the station asserts.

Billion dollar figure (after income taxes) was delivered by Dr. J. M. Gould, managing director of Market Statistics, in answer to a query of John A. Kennedy, the station's chairman of the board. Mr. Kennedy and General Manager Howard L. Chernoff designed full page ads announcing this information in such newspapers as the New York Times (U. S. and foreign editions), New York Herald Tribune, Wall Street Journal and the Los Angeles Times. Mr. Chernoff appeared on KFMB-TV's People in the News with "editor" Harold Keen and explained the story to San Diegans. Tear sheets of the New York Times' foreign edition were mailed to agencies, media and business leaders.

### Opens Law Office

STANLEY BAITZ, formerly information officer with the Office of Defense Mobilization and National Security Resources Board, has announced the opening of law offices in Washington, D. C. Mr. Baitz, who served as assistant to ODM Public Information Director Andrew Berd, will engage in the general practice of law with Milford F. Schwartz. Office is in Suite 1106, Investment Bldg., 1511 K St., N. W., Washington 5. Telephone: Sterling 1615.
1. TO KEEP the constantly growing steel mills supplied with scrap, 334 local task forces have been organized by the makers and distributors of steel. They help persuade industry, farmers and local government people to part with obsolete machines, structures and equipment. 34 1/2 million gross tons of purchased scrap were needed in 1951. Even more will be needed this year.

2. MILES OF STREETS, thousands of factories, shops, farms and storage yards are being covered regularly by approximately 9,000 steel salesmen, in their campaign to feed their growing mills. Machines, structures and equipment of doubtful value (that can be scrapped) are their goal.

3. "A YEAR without earning its keep should put any machine on the scrap list," a member of a local Scrap Hunt Committee tells plant engineer (above) ... One plant cleared 10,000 feet of valuable space by organizing to get rid of "doubtful value" equipment.

4. YOU CAN SCRAP HUNT, TOO. If you own, or manage a farm, shop or factory and want to organize a scrap appraisal plan, your local Scrap Mobilization Committee will help you. Your local Chamber of Commerce will put you in touch with the committee. American Iron and Steel Institute, 350 Fifth Ave., New York 1, N. Y.
RADIO SELLS TV IN CHICAGO
Tele-Tronics Cites Success Via Three Stations

Radio has sold television so successfully for a Chicago appliance retailer that the company has added a schedule of 280 quarter-hour shows, bringing the weekly total to 48 quarters weekly over a 13-week period.

Tele-Tronics, comprised of four retail outlets spotted throughout the city, is spending about $7,600 weekly time alone for programming on three local stations, WCFL, WIND and WJJD. The new series of 286 quarter hours will cost $20,000 for the 13 weeks, including time, talent and production.

Although consistent use of radio and television programming has paid off in telephone requests for a television set demonstration within the hour, as well as in sales and in store traffic, Wright & Assoc., agency for Tele-Tronics, devised a new format which it believes will bring an even greater response.

It contracted with Johnnie Ray, the 25-year-old singing sensation who hit the top in popularity with recordings of "Cry" and "The Little White Cloud That Cried," for a star disc m.c. series. Segments for all 286 shows were recorded with Announcer Howard Miller interviewing other leading song stylists, and with Singer Ray handling introductions and closes and also singing some 60 standard tunes and several of his own.

Capitalizing on the rising tide of Johnnie Ray fandom, the Chicago retailer introduced its radio series with a one-shot television show on WGN-TV starring Mr. Ray. Three hours before show time the scheduled half-hour was expanded to 45 minutes. Although the program was designed only to promote the new Ray series on radio, Tele-Tronics received enough requests for TV home demonstrations that it sold more than $60,000 worth of receivers.

On the air since Jan. 21, 1951, when four programs were aired on the same three stations, Tele-Tronics now has four shows a day on WCFL, three on WIND and one on WJJD, all independent outlets. It also has a half-hour show on WIND Saturday mornings.

The Chicago area Zenith distributor is sharing costs for sponsorship and production of the Johnnie Ray programs. Costs of the other programs are shared cooperatively by Tele-Tronics with local distributors for Admiral, Sentein, General Electric and Motorola.

All planning for the programs, however, is done by Mr. Rodde, Tele-Tronics president, and Bill Wright, president of Wright & Assoc.

Tele-Tronics grew to a four-store chain in three years, working with a four-year-old agency. Two of the outlets sell only television sets, but these are leading items in the other two general appliance stores. Sets in all broadcast copy are promoted directly, with an offer of a free home demonstration of any set within an hour.

Radio has been more successful than television for the client because it spreads the appeal farther, according to Mr. Wright. Because the client wants direct and immediate response by telephone, calls can be taken over a greater period of time in response to radio shows and representatives can be in homes within an hour.

On television, the response is so concentrated within a short time that the company has difficulty meeting the one-hour time limit. Radio is also "considerably cheaper," Mr. Wright said.

Radio-TV Internship

OPPORTUNITIES for internship in radio and TV stations will be available to college and university teachers this summer, Robert K. Richards, secretary of Council on Radio-Television Journalism, has announced. Applicants can obtain further information from Mr. Richards, who also is NARTB director of public affairs, 1771 N St., N.W., Washington 6, D.C.

WHL1's Popular Number

TELEPHONE officials have asked WHL1 Hempstead, L. I., to use the word "radio" whenever the outlet identifies its 1100 kc frequency, as a result of a recent snow and ice storm. Explanation: WHL1 frequently broadcasts storm information for Long Island commuters. Recently, during what amounted to the winter's first big snowfall, many listeners called the station for information. The City of Hempstead was only recently equipped with dial telephones; however, so many callers mistook the station's announced location on the radio dial—1100—for its position on the telephone dial, and placed calls for Hempstead 7-1100. Latter number was held by a housewife who, after frantically answering many calls that weren't for her, had to leave her telephone off the hook all night. She got her number changed the next day.

WTMJ WORKSHOP

Underway for Civic Groups

VARIOUS community groups are familiarizing themselves with the history and operation of broadcast media at the Radio-Television Workshop launched forthnight ago by the Junior League of Wisconsin in cooperation with WTMJ-AM-TV, the Milwaukee Journal stations.

More than 300 delegates representing 90 civic, religious, educational and other public service organizations in the state attended opening sessions Feb. 4. Russell G. Winnie, manager of WTMJ and WTMJ-TV recounted the history of radio and TV. Other station staff members are covering various operational phases. Curriculum includes organization of station, radio sales, the FCC, programming, production and public service features.

Purpose of the workshop, according to the Junior League, is to acquaint civic groups within station operation "so they can make more intelligent use of these media in the Milwaukee area."

WHIM, WORC Business

JANUARY billings of both WHIM Providence, R. I., and WORC Worcester, Mass., show substantial increases, percentage-wise over January 1951 billings, the Inter-City Broadcasting Co. announced last week. Bob Engles, WHIM general manager, reported business up 35% and national spot billings up 25%. George Taylor, president of Radio Worcester Inc., said that WORC billings show an increase of 20%.

DAMES & CUSTOMS

Research Arts Will Help

TECHNICAL advice and factual research on dates, customs, superstitions and related subjects will be provided by Research Arts, New York organization founded by Dr. Paul Ilton, archeologist.

Recognizing the lack of any central agency for supplying authentications, Dr. Ilton said he established Research Arts, of which he will act as director, to service television and radio programs, sponsors, advertising agencies and film studios.

The archeologist, described as the owner of a million-dollar collection of antiquities which he excavated himself, has served as research consultant for the radio and television versions of Believe It Or Not after the death of Robert Ripley. An occasional technical director for motion pictures, his latest Hollywood project is on the filming of George Bernard Shaw's "Androcles and the Lion," soon to be released by RKO.

Corny?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW, The Voice of Kansas, in TOPEKA

Plans for the new Tele-Tronics radio series are blueprinted by (1 to r) Don Campbell and Mr. Wright of Wright & Assoc., Singer Johnnie Ray and Tele-Tronics President Rodde.
FASHIONS,
FEMALES AND
PHOTO-ELECTRONS*

This spring's fashion parade will be on the TV screen... sponsored by the department stores and specialty shops of America.

For each year since TV's arrival as an advertising medium, hundreds more retailers have found it the most effective way to sell apparel to women. They buy local daytime TV in particular. Its unbeatable combination of sight-and-sound selling, high-housewife audience, and impact through demonstration makes it the greatest sales medium there is.

That combination makes Spot TV the best salesman for thousands of other products as well—including, very likely, the one whose advertising success is in your hands.

**"Electrically charged particles which transmit images."**

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REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
Produced by 1 program
in one afternoon
on 1 TV station
67,852 replies!
'nuff said?

The program: "Community Auditions," a talent-hunt show deftly built with an eye to the special interests of metropolitan Boston.

The sponsor: Community Opticians, experienced advertisers who recognize the influence of the station which introduced television to New England.

The agency: Lasker-Riseman, Inc. Writes Mr. Riseman: "We have just tabulated the unprecedented return of 67,852 pieces of mail in response to our 67th program."

The station: WBZ-TV, of course. Who else?

WBZ-TV
BOSTON CHANNEL 4
Represented by NBC Spot Sales

WESTINGHOUSE RADIO STATIONS Inc
KDKA - WOWO - KEX - KYW - WBZ - WBZA - WBZ-TV
Sales Representatives for the Radio Stations, Free & Peters
**FAITH IN UHF was expressed by RCA last week when it held a two-day seminar in Washington's Hotel Statler and also announced a complete line of VHF and UHF station equipment, home converters and receivers.**

At the same time, RCA Labs' scientists frankly discussed problems in the way of optimum UHF range and coverage, held out hope that future experiments would show methods of overcoming present shortcomings.

Timed for the lifting of the 40-month-old TV freeze, RCA played host to more than 200 Washington consulting engineers, attorneys and FCC technicians.

Highlight of the sessions was a talk on UHF propagation by Dr. George H. Brown, chief of antenna-transmitter research at the Princeton Labs.

Dr. Brown's talk added up, in the minds of his audience, to this:

(1) UHF stations may someday equal VHF stations in range and coverage, given enough power and height.

(2) Through the use of beam-titling and directional antenna elements, early UHF stations should be able to render decent service to markets that are not too large in area.

(3) Cities in hilly terrain will find UHF operation spotty. This is because all tests so far indicate that the 470-880 mc signal does not get behind hills and down into valleys.

In experiments at NBC's Bridgeport experimental UHF station, Dr. Brown said, it was found that tilting the radiator, about 1.5 degrees downward gave a significant increase in signal strength out to about five miles. It also, however, is down the range of good reception. This, Dr. Brown suggested, might be a good thing since it would cut down areas of interference and permit closer station spacing for UHF stations. The Bridgeport station has an effective radiated power of from 60 to 70 kw on 500 mc.

**Use of Directional Antennas**

As a corollary to beam titling, Dr. Brown told of his success in increasing UHF signal intensity by using a directional antenna.

He pointed out that a beam 60-70 degrees wide covered almost 80% of the Bridgeport population and increased signal intensities to a considerable degree.

For stations with antenna sites away from the main part of their populated centers, “sectoring” might be the answer to usable signals over a substantial range, Dr. Brown said.

For omnidirectional radiation, four such elements could be used, he explained.

Next major tests on UHF propagation, Dr. Brown announced, will be (1) additional checks on beam titling and beam shaping; (2) tropospheric recordings on the high end of the UHF band; (3) measurements of differences in range and coverage due to antenna heights.

As of the present, Dr. Brown said, best knowledge of UHF indicates that there will always be a difference between VHF coverage and UHF coverage.

As he put it: “It is the same difference that exists in AM. We all know that 550 kc is better than 1500 kc.”

**Equipment in Production**

Station equipment is in production and some items already being stored, T. A. Smith, assistant manager of the Engineering Products Dept., declared.

RCA is prepared to meet estimated demand for station equipment, he said. His estimates are based on the report of the RTMA task force which two weeks ago predicted that the FCC could grant

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HINTS that government allocation authorities will retain but modify the manufacturing ban on color TV equipment—indeed, inklings of the reasoning that would lead to such a decision—were evidenced by the National Production Authority last week.

Officially, NPA is saying little or nothing about what course it will take on the suggestions offered by industry representatives at the recent joint meeting with agency officials.

But authorities acknowledged last week that the shortage of skilled technicians holds the key to future action of the order (M-90)—probably some form of modification.

These possibilities were held out at the industry-NPA conference in which the whole RCA-CBS color TV issue flared again [B&T, Feb. 11].

There were two indications that engineers held the key to NPA’s future decision, expected within the next fortnight.

NPA has asked the Dept. of Defense for data on outstanding military orders which are delayed because of the lack of available engineers.

An NPA official said that the ban may be lifted if the agency is assured that the skilled technicians would not be diverted from top-priority defense projects to consumer color TV production.

Board Awaits Data

When sufficient data is accumulated and prepared by the Defense Dept., it was indicated, the Electronic Production Board will analyze it and make appropriate recommendations to NPA’s top echelon, presumably the Administrator Henry Fowler.

It was Mr. Fowler who, at a news conference last Wednesday, told reporters that engineers would serve as a “test case” for a decision on whether to lift the ban. He predicted the agency would act "soon."

The three alternatives held out by industry representatives are these:

1. Complete lifting of the prohibition against manufacture of color TV equipment for "mass production" purposes. Manufacture of equipment for developmental uses is now permitted.

2. Amendment of the order to exclude other than home-type receivers. This would allow equipment for theater color television and use of materials for the mounting of special tubes in existing black and white receivers.

3. Continue the regulation as it now stands, with a ban on theater TV and other uses.

Predominant industry view was that of retention of the order, NPA said. Others claimed no substantial amount of materials or manpower would be saved. At present most firms have only a few technicians engaged in color television production, a small part of it incidental to other applications. Revocation would force industry, for competitive reasons, to expand preparations for mass production which the Defense Mobilizing Board had asked be forestalled, some manufacturers pointed out. That being so, they reasoned, the ban should be retained in some form.

Both RCA Board Chairman David Sarnoff and CBS President Frank Stanton, who renewed the color TV issue as an aftermath of the meeting Feb. 8, questioned the propriety of M-90, specifically regulation of the end product, when shortage of materials would indirectly serve the same purpose.

The authorities indicated a variance of industry estimates on labor drain since last October’s meeting. One firm, which then reported 4% of engineers engaged in color TV development work, reported it would have to devote about 15% of engineers to handle mass production and competition if commercial color TV equipment were produced.

Another company said it had received 20 to 50 engineers from color TV and reassigned them to other work, including defense projects. Some firms reported NPA had asked for data on use of engineers for mass color TV production or direct defense projects.

Chief criticisms leveled at order, NPA told manufacturers, is that it is inconsistent with NPA’s general policy of giving them flexibility in producing consumer goods; is unnecessarily restrictive on competitive developments in color TV industry, and that conservation of materials and labor can be achieved by other methods. Some representatives urged NPA to let companies use metals for either monochrome or color equipment.

The question of color TV tube production and developmental uses involving black-and-white receivers also cropped up at the Feb. 8 meeting. Industry members stressed the great extent of developmental work in the industry. Such work is permitted under the present order, it was explained.

Barney Balaban, president of Paramount Pictures Corp. whose Chromatic Television Labs. proposes to use the Lawrence tube, noted that the order prevents a manufacturer from producing a receiver capable of receiving both monochrome and color even if that receiver does not use extra materials.

As a result, he said, a manufacturer could make a set containing the Lawrence tube as long as only a black and white picture was produced. Firm also could build a separate chassis with circuitry capable of receiving both, and build the tube, yet be unable to mount the tube in the chassis and offer the complete unit to the public.

Some authorities felt that NPA would modify its present order to apply to a set of sets, thus removing restrictions on theater color TV as exemplified by the 20th Century Fox Corp.-Eldorado unit.

20th Century is a member of the Motion Picture Assn. of America, whose attorneys are Welch, Mott & Morgan, Washington, and Fly, Shuebruck & Blume, New York.

Theatre Owners of America and National Exhibitors Theatre Television Committee, which also appealed to NPA for clarification, are represented by the law firm of Cohn & Marks, Washington. TCA was erroneously listed as being represented by Welch, Mott & Morgan [B&T, Feb. 11].

As the presentation was being prepared, CBS-TV sales representatives placed Bride and Groom on a four-times weekly basis for research Millpond sponsorship, while Hudson Pulp and Paper continued its fifth broadcast of the series. Tuesday and Thursday programs of The Egg and I also became

CBS-TV PITCH

"TELEVISION comes in all sizes"—for advertisers with budgets of all sizes—is the argument advanced in a new sales presentation distributed to agencies and sponsors by the CBS Television Network last week.

Emphasizing that television, though often thought of as a luxury medium requiring multi-million-dollar expenditures, can be fitted into modest-scale promotion, CBS-TV explained that package shows are available for less than $4,000 per week and some cost less than $2,000. Circulation costs on CBS-TV, it was pointed out, are getting lower each year, and for further accessibility, some shows can be run on a pre-pay-time basis for special sales drives.

One nighttime hour on the complete CBS-TV Network, including time, talent, cable charges when necessary, and agency commission, was reported as costing $46,950, an average of $3.91 per thousand viewers.

Sponsors can utilize the CBS-TV basic network—21 stations—and still reach 67% of the total U. S. television homes at a more moderate cost, it was said.

The 21-st city basic network covers top markets, it was asserted, where two of every three homes are video-equipped: Atlanta, Baltimore, Birmingham, Boston, Chicago, Columbus, Dayton, Detroit, Greensboro, Indianapolis, Jacksonville, Kansas City, Minneapolis, St. Paul, St. Louis, and Louisville.

Apart from the maximum efficiency coverage provided through CBS-TV, advertisers can also recruit and influence audience via these outlets, it was argued. "Along with the 'giant-economy' sizes we have the modest dimensions that you can effectively

Aimed at Cost Fallacies

TELEVISION Producer Worthington C. (Tony) Miner (seated) with salesmen on one of his fast-moving promotion tours. Mr. Miner (rear), NBC vice president and attorney, and Ted Ashley, Mr. Miner’s representative. Mr. Miner has been succeeded as producer of CBS-TV Studio One by Donald Davis.

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BROADCASTING • Televesting
A CALL for a "calculated, industry policy" on spot television competition with network television was sounded by officials of The Katz Agency, representation firm, in a meeting with their 19 TV station clients in Chicago over the weekend.

"Told that the time to act is now," Mr. Katz warned, "because time-sensitive and prompt decision by them could speed formulation of "a long-range, industry point of view," the station executives also were slated to hear:

- An appeal for TV stations to establish spot rates competitive with network rates, to achieve and maintain ability to clear prime time for spot advertisers, and to guarantee such station-time clearances against pre-emption by the networks.
- A plea for a single rate for both local and national spot advertising.
- A hint that TV stations may "want" to go to FCC, if necessary, to avoid having "the old AM option-time pattern carried over into TV."
- Emphasis on spot TV's flexibility, its higher return to stations and lower cost to advertisers.
- A review of the importance of film, coupled with a report on how The Katz Agency's own TV film directory and a request for station views on the extent to which they would like the firm to be active in the film field.

"With relatively few TV stations in being today and additions delayed by the 'freeze,' now is the time for TV station owners to establish and sustain long-range policies and standards of practice avoiding radio's mistakes and assuring television station independence," George W. Brett, Katz vice president and director of sales policy, said in a speech prepared for delivery at the weekend sessions, slated Saturday and Sunday at the Ogwather Beach Hotel in Chicago.

Spot, Network Competition

"Continuing competition between spot and network television should be calculated, industry policy," he said. "Much can be accomplished by this group of stations alone. In addition, your positive, prompt decisions could accelerate action by all other TV stations for TV stations' crystallization of a long-range, industry point of view."

While "networks operated in the public interest are essential for television time," Mr. Brett maintained that:

"The networks are endeavoring to establish in television a pattern of relations much more similar to the precedents of their contracts with radio affiliates. The nine hours daily TV option time allowed by the FCC as network maximum is exploited by networks as minimum."

He stated "TV stations are now in a position to resist network pressure to defer to and devise an entirely new approach to renegotiation of network contracts in order to secure (1) modification of TV network option clause specifying network advertisers more freedom of choice; (2) protection of TV stations against network unilateral rate decisions."

He called upon stations to endorse the principle that TV outlets should be able to clear and guarantee times for spot advertisers on a basis competitive with times cleared and guaranteed to network sponsors, and to "go on and establish another public policy that you will clear, and guarantee against pre-emption, time up to 52 weeks within the limits of your commitments current when any acceptable network advertiser is ready to buy."

Representative's Part

The spot vs. network competition was brought into focus also by Executive Vice President Eugene Katz in raising the question of the part which a representation firm should play in film distribution. In a speech to be delivered Saturday, Mr. Katz noted that "film will affect your network relations," and said: "As networks depend more and more on film for the conduct of routine network bookings, you will have more and more reason to question their use of your option time to obtain a competitive advantage in the sales of your station for a 30% record."

"TV station owners will not want the old AM option time pattern carried over into TV just because the FCC has not yet adopted a 1944 radio regulation to fit TV. You will not want to be required to give networks pre-emption rights on nine hours per day for less than a third of your rate to enable them to sell the other time you have for sale, when that time can produce more revenue."

In another speech Mr. Brett stressed the advantage of stations having one rate for both local and national spot.

He said 30 is clear millions of advertising dollars may be gained or lost to television according to the television pattern now in the making."

Subscription TV Hopes Cited

Subscription TV was on a common carrier basis, was Mr. Raibourn's opinion. He foresaw little competition between subscription TV and subscription TV, but he admitted that there might be competition between theatre TV and pay-an-hour TV. He also said he looked for all types of material to be broadcast on subscription TV, not only movies.

Letters Introduced

As part of the background on subscription TV, Paramount introduced a record of correspondence between Mr. Balaban and Eugene F. McDonald, president of Zenith Radio Corp., and prime mover of Phonovision type of subscription TV. In this method, the home user would call the telephone operator to send the clarifying signal to clear up the distorted picture. Charges could be collected on monthly telephone bills.

Correspondence covered the period beginning in April 1950 until the end of November of the same year. Subject of the correspondence was the use of films for the Phonovision tests Mr. McDonald's company was planning for Chicago and which took place early in 1961.

In June 1960, Mr. Balaban, after number of fulminating letters from Mr. McDonald was dashed back. In the course of this six-page letter, Mr. Balaban said:

"For years you have preached the theme that 'the only way television was impractical and hopeless unless its economic base was on some device other than the commercial network' such as 'television.' Needless to say your predictions about the economic future of television have been completely exploded by the history of the past few years. Despite your opposition and obstruction, commercial television is a nation-wide functioning reality - which results.

"Yes, we admit to having been 'televisioners' from the very beginning. In the day of the Nickelodeon we were called motion picture visionaries as well. And we are visionary enough today to know that television can and will give to the public a sense of incompleteness without which neither you nor I can live."

"Paramount has invested $600,000 in Chromatic Television Labs, the company developed the Lawrence-invented tri-color tube, Mr. Raibourn revealed. After stating that it was the intent of the company to make tubes and receivers, Mr. Raibourn estimated that it could make 5,000,10,000 the first year, about a million thereafter. That presupposes permission from Paramount."
NCAA IN '52

PRELIMINARY and unannounced plans for telecasts of college football this year were made in Chicago at the NCAA committee of the National Collegiate Athletic Assn. A similar two-day session took place Monday and Tuesday, also at the LaSalle Hotel, during which the group selected Amie N. Bushnell of the Eastern College Athletic Conference as director of the entire television program. Mr. Bushnell is a member of the steering committee at large on the new TV committee, and was selected as director by a mail vote among the 17-member steering committee. He replaces Edwin Reynolds, New York specialist hired by the NCAA last year to direct its 1951 program of controlled telecasting.

For two days, the TV committee considered addenda to the survey conducted last fall by the National Opinion Research Center on the effects of TV on gate attendance of football games. Although it was understood the committee will give more serious thought to telecasting of games locally and regionally this year, no specifics were revealed.

Action of the full membership will follow recommendations of the TV group, and is not expected until April when the complete report of the NORC will have been made.

FOREIGN TV

Glenn McCarthy Expands

EXPANSION OF TV to two more Latin American countries was made known last week when Texas oil baron Glenn McCarthy announced that he had received assurances from the government of Guatemala approving his offer to set up three TV stations there.

It was also learned that Mr. McCarthy, who owns KXYZ Houston, also has made the same bid to the government of Venezuela.

In Guatemala, Mr. McCarthy proposes to build a 60-kw TV station in Guatemala City on Channel 6 (62-88 mc), a 10-kw station in Coban on Channel 2 (52-90 mc), and a 10-kw station in Quezaltenango on Channel 4 (66-72 mc). Mr. McCarthy said he proposes to spend $1,500,000 building the stations and hoped to have the first station on the air within eight months.

The Guatemalan grant, Mr. McCarthy said, covers not only construction of stations, but also selling of TV receivers and the production of shows.

In Venezuela, Mr. McCarthy is seeking three 50-kw stations—in Caracas on Channel 2 (52-90 mc), in Valencia on Channel 6 (82-88 mc), and in Barquisimeto on Channel 4 (66-72 mc).

In both countries, Mr. McCarthy plans to network the stations from the principal city. Relays will be equipped with the latest equipment. A 50-kw station will be established from the principal city.

Mr. McCarthy, owner of the Shamrock Hotel in Houston, is also a TV applicant for Houston.
In Los Angeles...

IT'S THE REACH OF YOUR SPOTS THAT COUNTS!

Powerful KNBH blankets the vast Southern California market...puts your spots in the finest TV company!

It's over 200 miles from Santa Barbara to San Diego. Here lives America's second largest buying population. And here NBC station KNBH is doing one of the most terrific coverage jobs in the short history of TV. In the primary Los Angeles market alone there are now more than 1,100,000 TV sets. Thousands more are in the so-called "fringe area." And with its array of top-talent transcontinental shows, KNBH is now reaching a huge percentage of this audience. For choice spot time, contact KNBH, Hollywood, or your nearest NBC Spot Sales office today.
Camera Directions and Script Outline for Mr. Television

Establish shot on Camera 1: Berle reiterating fact that television is today the most profitable medium for advertising ever evolved.

Move in for close-up: or one super example in the automotive field . . .

Hold on close-up: Texaco gained a 94% customer increase with viewers of "that show" it sponsors.

Cut to close-up, Camera 2: And in today's daytime TV, there's a great new opportunity for advertisers who want those extra customers - at a low, low budget.

Zoom on Camera 1: It's "TODAY" - the startling morning operation that's revolutionizing television's daytime position.
Hold on close-up: That dollar for dollar it delivers more audience...more customers...and more results than any other means of advertising.

Dissolve to Camera 3: Take the 37% sales increase among viewers for all TV-advertised packaged goods——

Move in on Camera 2: Another fact? There are one-third more TV viewers reached per dollar today than a year ago.

Fade to Camera 3: Today, TV delivers 18.6 extra customers per dollar in the evening—18.7 in daytime.

Cut to long shot: And of course, it's on NBC—where advertisers get the biggest stars on the biggest shows...the biggest audiences to the biggest network...for the biggest results.

The sales facts noted here are taken from "Television Today," the remarkable study which will influence your advertising plans for years to come. Copies available from NBC-TV Sales.

Poses by Mr. Television.
Photography by Philippe Halsman.
Sponsorship opportunities on "TODAY" and a few more shows, program segments, and time periods are now available. Contact NBC-TV Sales.

NBC television

The network where success is a habit

February 18, 1952 • Page 79
YESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"

Yesterday . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are 212,350 Sets in use in WFBM-TV's coverage area.

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV Channel 6 "First in Indiana"

100,000 Jobs in Television By 1962, NARTB Reports
(Report 203)

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**Weekly Television Summary**—February 18, 1962—TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>10,000</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAAG-TV, WSB-TV, WTLY</td>
<td>150,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WJZ-TV, WCBG-TV, WYBC-TV</td>
<td>250,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-TV</td>
<td>250,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM-TV, WBBM-TV, WYBC-TV</td>
<td>225,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WAKS-TV, WDKM-TV, WYBC-TV</td>
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<tr>
<td>Dallas</td>
<td>WFAA-TV, WFAA-TV, WYBC-TV</td>
<td>200,000</td>
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<tr>
<td>Detroit</td>
<td>WJBK-TV, WJBK-TV, WYBC-TV</td>
<td>250,000</td>
</tr>
<tr>
<td>Erie</td>
<td>WRRF-TV</td>
<td>250,000</td>
</tr>
<tr>
<td>El Paso</td>
<td>KENS-TV</td>
<td>150,000</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KPHO-TV</td>
<td>250,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU-TV, WCAU-TV, WPIT, WPITZ</td>
<td>210,000</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>WOTV</td>
<td>250,000</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR-TV</td>
<td>250,000</td>
</tr>
<tr>
<td>Richmond</td>
<td>WRGB-TV</td>
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<tr>
<td>San Antonio</td>
<td>KSAT-TV</td>
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<td>Salt Lake City</td>
<td>KBTV, KSL-TV, KSLV</td>
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<td>Seattle</td>
<td>KOMO-TV</td>
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<tr>
<td>St. Louis</td>
<td>KSDK-TV</td>
<td>250,000</td>
</tr>
<tr>
<td>St. Louis (MO)</td>
<td>KSDG-TV</td>
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</tr>
<tr>
<td>Tampa</td>
<td>WFLA-TV</td>
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<tr>
<td>Dallas</td>
<td>KDFW-TV</td>
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<td>Houston</td>
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<tr>
<td>Kalamazoo</td>
<td>WAND-TV, WAND-TV, WYBC-TV</td>
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<td>Kansas City</td>
<td>WDAF-TV</td>
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<td>Kent</td>
<td>KTRK-TV</td>
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<tr>
<td>Lafayette</td>
<td>WABZ-TV</td>
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<tr>
<td>Las Vegas</td>
<td>KLAS-TV, KLAS-TV, KLAC-TV, KNBC</td>
<td>250,000</td>
</tr>
</tbody>
</table>

Total Markets on Air 64* Includes KEXL-TV-Metromexico, Mexico

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

It's a SALES angle too

Next to meals prepared at home, nothing seems more real than food prepared on television. Sometimes you can almost taste it; you can always seem to catch its fragrance. Daily on "The Woman's Angle," Ann Mar concocts tempting dishes using your products. The most powerful visual medium in the world works to get your food label into many of the more than 390,000 Baltimore kitchens.

That's why we say, "The Woman's Angle" is your best Sales Angle.

WMAR-TV
CHANNEL 2 * BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK * DETROIT * KANSAS CITY * SAN FRANCISCO
CHICAGO * ATLANTA * DALLAS * LOS ANGELES * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
HE OUTBUFFALOES BUFFALO
The Range Rider, in fact, outscouts 'em all—Buffalo Bill, Dan'l Boone, Kit Carson, any of the other heroes of the early American frontier. Fringed buckskin, moccasins and all, he's as ready with his wits as with his six-guns and fists.

This six-foot-four-inch pioneer is just the man to bring down your television cost-per-thousand ...to give you a top-dollar viewing audience at a cost in nickels.

The Range Rider's first series of half-hour films for TV has been sure-fire. (We'd be pleased to show you the score to date in 21 of the nation's major television markets.)

Now a total of 52 films is available to advertisers, all of them made especially for television by the same production unit responsible for Gene Autry's topflight TV series.

If you act quickly, your competitors' chances aren't worth a plugged nickel. First-run rights are still available in many of your best television markets. Just ask your CBS Television Film Sales representative about The Range Rider today.

**CBS TELEVISION FILM SALES**

FILM PAYMENT
SAG, IMPAA Make Pact

FOLLOWING several months of negotiations, Screen Actors Guild and Independent Motion Pictures Producers Assn. last week worked out agreement providing for additional salary payment to actors in 70 Monogram theatrical movies later shown on television.

Covering these specific films only, agreement runs for seven years and provides that none of the films in question shall be released to television until at least three years after their first showing in theaters.

Each actor under agreement is to receive additional payment of 12 1/2% of his total original theatrical film salary earned in movie in question. Percentage is predicated on selling price to TV of less than $20,000 per film, should producer receive $20,000 or more per film. Actor will receive 15% of original earnings in movie.

Films involved have been made since Aug. 1, 1948 "cutoff date" in SAG's basic agreement with all movie producers.

WELL UHF SEMINAR
Is Held in Carolinas

ADVANTAGES OF UHF television were discussed in a two-day seminar conducted at Hendersonville, N. C., by Fred King, chief engineer of WELI New Haven, Conn., and Rudy Frank, WELI promotion manager.

Before some 200 men attending the meeting, Mr. Frank pointed up the many advantages of the UHF system; the absence of man-made interference; stability of transmission and the relatively low cost of getting into operation in small communities.

Mr. King discussed propagation characteristics, antennas, converter performance, availability of UHF converters and combination UHF-VHF receivers after the freeze is lifted.

Mr. Frank explained that the seminar was conducted for prospective UHF TV applicants in North and South Carolina and for servicemen, technicians and engineers of the two states. It is the first of a series of seminars which WELI plans to conduct in various parts of the country, Mr. Frank added.

Seminar was arranged by B. M. Middleton, president, WHKP Hendersonville.

CBS-TV Studio 62

CBS-TV announced acquisition of its 15th New York studio with the leasing, last week, of the Biltmore Theatre on West 47th St. To be known as CBS-TV Studio 62, the theatre will be originating point for the afternoon Bert Parks Show and the new Thursday daytime program, Give and Take.

IATSE WALKOUT
Faces TV Film Producers

FACED with the penalty of a walk-out by union workers, Hollywood TV film producers who have failed to cooperate have been given until today (Monday) to sign the new IATSE increased scale and working conditions agreement covering members of various studio crafts as recently signed by the major motion picture producers.

Hollywood AFL Film Council, after approximately four months negotiations with Alliance of TV Film Producers, last week unanimously voted to withhold workers from services to those TV producers who have not agreed by today to pay the same wage scale now prevailing in major studios.

Alliance maintained that members were unable to comply with wage demands, which also include provisions for health and welfare fund and holiday pay for daily workers. A spokesman pointed out that the TV industry is not in position to pay such increases which "amount to 17% with fringe benefits." Alliance offered 5% increase, effective next Oct. 26, with another 5% increase a year later, but with no fringe benefits.

Coy Speaks Today

FCC CHAIRMAN Wayne Coy will address the Fort Wayne, Ind., Rotary Club at a luncheon today by the Muncie, Ind., Junior Chamber of Commerce at a dinner today (Monday). He will talk about television, "Live in Lights and Shadows," Wednesdy, Mr. Coy spent the morning before a House Appropriations Subcommittee on Independent Offices justifying the President's request for $6,550,000 for FCC. He was accompanied by Joseph M. Kinnan, assistant chief, Broadcast Bureau; Edward W. Allen Jr., chief engineer; Dee W. Pincock, assistant to general counsel; Edwin L. White, chief of Safety & Special Radio Services Bureau; Jack Werner, chief of Common Carrier Bureau; William J. Noveck, chief accountant; George S. Turner, chief of Field Division; W. K. Holl, executive officer, and Robert W. Cox, assistant executive officer.

CONVENTIONS
Westinghouse Adds 4 Outlets
(Also see convention story page 38)

WESTINGHOUSE Electric Corp. last week added a four-station DuMont TV Network hookup to its previously announced for CBS Radio and Television Network facilities to cover the national political conventions in July and the election night coverage Nov. 4. The DuMont stations will also join CBS in broadcasting the Westinghouse "get out the vote" series of 13 weekly programs starting Aug. 11.

Announcement, made jointly by Westinghouse and DuMont, said that the arrangement "was made in an effort to secure maximum impact for Westinghouse coverage of all major political events up to and including the election."

Stations scheduled to carry the Westinghouse political telecasts under the arrangement with DuMont are WABD (TV) New York, WTG (TV) Washington, WDTV (TV) Pittsburgh and WGN-TV Chicago. First three are owned by DuMont. WGN-TV is the Chicago Tribune video outlet.

DROPS 'LIGHTS OUT'
Admiral Buys News, Sports

ADMIRAL Buys News, Sports

ADMIRAL Buys News, Sports

ADMIRAL Buys News, Sports

ADMIRAL Buys News, Sports
That is the personalized selling technique for 20-second station-breaks which Station WNBQ, Chicago’s television leader, developed for the industry, thus making the greatest advertising medium yet devised available to MORE advertisers.

No more costly films. No more slides! Here is program sponsorship privilege at station-break rates!

Because of this new service, a product now can be sold by an announcer appearing “on camera” while showing or demonstrating the object of his commercial message. All of the intimate visual selling effectiveness of television at less cost.

And it brings real scheduling flexibility to television for the first time!

Products and messages now can be changed from day to day—or even from hour to hour if desired—without waiting for films or slides or other heretofore necessary materials to be produced.

It all adds up to genuine television selling in a new area. Your WNBQ or NBC Spot salesman will be glad to tell you the complete story NOW.
Fry and Ingle were Sens. Herbert R. O'Connor (D-Md.) and John Butler (R-Md.) and Rep. Richard Belling (D-Mo.) and Harold C. Oertertag (R-N.Y.). Question and answer session among students and educators followed the talks.

Sen. Ed. C. Johnson was scheduled to address the seminar dinner Friday night.

Seminar is sponsored by WAAM, American U., Johns Hopkins, Temple U. and the U. of North Carolina. Some 100 students and teachers attended.

* * *

Skelton Tops ARB
January Listing

MOST popular TV program thoughout the nation last January was the Red Skelton show, but Milton Berle's Star Theatre topped the list for number of homes reached, according to data compiled by American Research Bureau. Rating week was Jan. 7-13.

The Skelton program drew a 40.5 rating, jumping from third place in December. The Berle program came up with a 46.2 rating. In terms of homes reached, Star Theatre was seen on 7.2 million sets and Mr. Skelton on 7.15 million. Differences is listings lies in the fact that the Berle show is seen on 61 stations and Skelton on 54, ARB Director James W. Seiler pointed out.

Following are ARB ratings:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Network</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>49.5</td>
<td>NBC</td>
<td>Red Skelton</td>
</tr>
<tr>
<td>46.2</td>
<td>CBS</td>
<td>Talent Scouts</td>
</tr>
<tr>
<td>46.2</td>
<td>NBC</td>
<td>Star Theatre</td>
</tr>
<tr>
<td>44.9</td>
<td>ABC</td>
<td>Show of Shows</td>
</tr>
<tr>
<td>44.0</td>
<td>CBS</td>
<td>I Love Lucy</td>
</tr>
<tr>
<td>40.3</td>
<td>CBS</td>
<td>My Friend Irma</td>
</tr>
<tr>
<td>40.0</td>
<td>NBC</td>
<td>Blue Ribbon Buds</td>
</tr>
<tr>
<td>39.7</td>
<td>NBC</td>
<td>Comedy Hour (Abbott &amp; Costello)</td>
</tr>
<tr>
<td>39.0</td>
<td>NBC</td>
<td>Cavalcade of Sports</td>
</tr>
</tbody>
</table>

**Rorabaugh Supplement
On TV Ads Issued**

“REPORT on Television Advertising” for the fourth quarter of 1951 has been released by N. C. Rorabaugh Co. of New York.

The report lists all of 5,162 retail advertisers active on 103 TV stations during the weeks of Oct. 7-13, Nov. 4-10 and Dec. 2-8. Accounts are listed in the report alphabetically and by individual TV markets.

Listings give the name of the advertiser, of the product or description of service, number of telecasts weekly per station and the time and type of telecast. Report is supplemental to the main Rorabaugh TV Report which covers television activities of national and regional advertisers on network and spot, the company explained.

* * *

**Dann Promoted**

MICHAEL DANN, coordinator of program package sales for NBC, has been promoted to supervisor of special broadcasts for the NBC-TV network, Frederic W. Wile Jr., vice president in charge of NBC-TV production, announced Thursday.

**Shipment of Sets Is Under Estimate**

TV SET shipments to dealers during 1951 reached 5,998,662—over 1.5 million short of the 1950 mark —Radio-Television Mfrs. Assn. reported last week in releasing a breakdown by states.

This figure falls short of the 5,834,789 TV sets previously estimated for industry production in 1951 because of the delay in distribution of receivers by manufacturers, RTMA pointed out.

During December, shipments reached 680,141 compared to 400,681 for the previous month. The December 1950 figure was 891,000.

Number of TV set shipments in 1951 by states:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. New York</td>
<td>649,000</td>
</tr>
<tr>
<td>2. California</td>
<td>578,000</td>
</tr>
<tr>
<td>3. Illinois</td>
<td>405,000</td>
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<tr>
<td>4. Texas</td>
<td>320,000</td>
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<tr>
<td>5. Pennsylvania</td>
<td>280,000</td>
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<tr>
<td>6. Ohio</td>
<td>210,000</td>
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<tr>
<td>7. Missouri</td>
<td>200,000</td>
</tr>
<tr>
<td>8. New Jersey</td>
<td>180,000</td>
</tr>
<tr>
<td>9. Michigan</td>
<td>170,000</td>
</tr>
<tr>
<td>10. Massachusetts</td>
<td>130,000</td>
</tr>
<tr>
<td>11. Florida</td>
<td>120,000</td>
</tr>
<tr>
<td>12. Texas</td>
<td>110,000</td>
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<tr>
<td>13. New York</td>
<td>100,000</td>
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<tr>
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<td>50,000</td>
</tr>
<tr>
<td>19. Texas</td>
<td>40,000</td>
</tr>
<tr>
<td>20. New York</td>
<td>30,000</td>
</tr>
</tbody>
</table>

**Telestatus**

(Continued from page 80)
PROJECTION TV
Seen in deForest Device

NEW IDEA believed to have possibilities for reviving the popularity of projection TV sets—as well as for theatre TV—was disclosed last week by Dr. Lee deForest.

Principle involved is the use of a small cathode ray tube, with the picture magnified and thrown on a large light-sensitive screen, the brightness of which can be controlled electronically.

Application for a patent on this system has been filed by Dr. deForest and Dr. William Rhodes, a Phoenix, Ariz., inventor.

Advantages of the new system were described as: (1) low cost of small tube, (2) use of low-powered electrostatic focusing in tube in place of more expensive high voltage electromagnetic focusing, (3) sturdiness of smaller tube.

Brightness and contrast of the magnified picture were said to be controlled by varying the voltages across the light-sensitive screen. No details were given.

WEINBACH NAMED
To ABC-TV Post

MORT WEINBACH, business manager of ABC radio program department, was named last week as national director of television operations for ABC-TV, effective Feb. 16.

In his new capacity, Mr. Weinbach will report directly to Harold L. Morgan Jr., vice president of the ABC television program department and last person to hold the post of television operations director, which is being reactivated with Mr. Weinbach's assignment.

Prior to joining ABC in January 1961, Mr. Weinbach served primarily in legal capacities for the government, having been a member of the general counsel's offices with such Washington agencies as the Securities and Exchange Commission and the Office of Aeronautics Board. Subsequent to his government service, he was associated with the legal department of Music Corp. of America, from 1945 to 1960, and then joined CBS as talent and program negotiator, a position he left in moving to ABC.

TV DEBUT of America's Town Meet-
ing over coast-to-coast ABC-TV net-
work Jan. 27 brings smiles to (l to r) Son. Woyee Morse (R-Ore.), guest speaker; George V. Denny Jr., moder-
ator, and Henry H. Reichold, founder-chairman of Reichold Chemicals Inc., program sponsor.

JOINT TOWER USE
O'Fallon Suggests Plan

GENE O'FALLON, manager, KFEL-AM-FM Denver, has suggested to area TV stations the advisability of all local TV stations locating their towers atop nearby Lookout Mountain.

KFEL, Mr. O'Fallon explained, is developing a TV transmitter site on Lookout Mountain, more than 2,000 feet above, and 13 miles west of Denver. Mr. O'Fallon says he hopes "all the Denver TV stations will see the wisdom of locating their transmitters in this area." Advantages were listed by Mr. O'Fallon as:

a) Coverage of not only Denver, but the outlying rural area and smaller cities distant in most directions as 15 miles.

b) Limerence opposition from the Civil Aerodynamic Administration, from tall towers becoming aircraft navigational hazards.

c) By having all transmitting antennas mounted on a single tower (or in a common location), home antenna installation would be simplified.

d) Easy access over two year-around, paved county-maintained highways.

e) All utilities are available—water, abundant electric power and telephone.

f) Living facilities available nearby, and, in the event of tourist attraction, resulting in good publicity and public relations.

Mr. O'Fallon cited success of certain operating TV stations already operating from one central community transmitting point.

WAAM FELLOWSHIP
Set Up at Johns Hopkins

A FELLOWSHIP fund set up by WAAM-TV (Baltimore) for postgraduate study at Johns Hopkins U. of a professional person engaged in television activity was announced last Friday by Dr. Detlev W. Bronk, president of the university.

Both the WAAM-TV directors have pledged themselves to support the fellowship for the next five years. The fund is in addition to a $10,000 grant to the university announced earlier by WAAM-TV for the purpose of developing television activities at Johns Hopkins.

The newly-announced grant will be known as the WAAM Fellowship. It will offer nine months of study free from professional duties of the person selected. Any professional person engaged in the pursuits of television can apply. Dr. Bronk said no advanced degree will be awarded and no credits given and no requirements made except that the fellow must be "diligent in carrying out his individual pursuit of knowledge in a chosen field." Fellowship will carry a stipend of $4,500-$6,000 for the nine months period.

Applications may be obtained from the WAAM Fellowship Committee, The Johns Hopkins U., Baltimore 18.

HAROLD LLOYD SUES
NBC and KTTV Hollywood

NAMING NBC and KTTV (TV) Hollywood defendants and asking $500,000 for statutory and general damages, Harold Lloyd, former movie star, last week filed a suit in the Federal Court of Los Angeles charging copyright infringement through unauthorized telecasting of portions of his "Safety Last" motion picture, made in 1919. The two separate suits were filed by Harold Lloyd Corp. NBC, through its owned and operated KNBH (TV), is being sued for $250,000 for allegedly telecasting eight minutes of the film in early February. Named also in suit is Film Classic Exchange from which KNBH reportedly rented the old movie for $20.

KTTV, charged with telecasting portions of the movie last June, is being sued for $50,000. Cited was reportedly telecast on a You Asked It program packaged by Oxa-

Film Copyright List

LIBRARY of Congress has issued a 1,256-page catalog listing more than 60,000 motion pictures registered in the Copyright Office from 1912 through 1939. Entitled Motion Pictures, 1912-1939, the catalog supplies information heretofore available only after prolonged research. The volume is for sale by the Copyright Office, Library of Congress, Washington 25, D. C., for $18 a copy.
ANTENNAS
NPA Hears Needs for '52
SLOW public acceptance of antennas made from substitute materials has placed some manufacturers on an unequal competitive footing in the drive to meet 1952 TV industry demands, the National Production Authority was told last Tuesday.

Total '52 demand for antennas is placed at between 8 and 11 million antennas, counting from six to eight million new units and at least another two million for replacement of antennas installed before 1952.

These estimates were placed before NPA by the Antenna Manufacturers Industry Advisory Committee which met with government allocation authorities last Tuesday.

The industry group told officials that a competitive disadvantage will continue unless NPA issues a conservation order imposing limitations upon industry. NPA held out no such prospect. Agency authorities noted present conservations progress and said that if TV dealers buy antennas made from substitute materials, the goal can be reached.

The demand for antennas is due partly to the growing popularity of television in fringe areas where reception requires the use of two to five days for good images. Committee members noted a trend in such communities away from all-band antennas to buy antennas tuned to specific TV channels.

NPA authorities feel that at least three to four million TV receivers can be produced out of anticipated 1952 allotments—an estimate more conservative than the industry forecasts of the demand for new antennas. Radio-Television Mfrs. Assn. has been seeking assurance from NPA that sufficient controlled materials (aluminum and copper) will be allocated this year to meet expected video set output. Committee members said antenna production is three or four months behind set output.

NPA came up with a set of statistics showing that all TV antenna production, 60% is built for outdoor installation, 30% for indoor use and the remaining 10% for incorporation within receiving sets.

Production figures of the past two years were recited by J. A. Milling, chief of NPA's Electronics Product Div. and the Electronics Production Board.

The public has been slow to accept such functional substitutes as wood masts and cross bars, plastics, fibre glass rods and steel, NPA was advised. Thus, some manufacturers are at a disadvantage.

Industry was praised for showing ingenuity in finding alternatives for aluminum and copper and members were told that aluminum will remain scarce through 1952. Other possible conservation measures were discussed.

Agency authorities conceded that lifting of FCC's ban on new TV station construction would increase the antenna demand in new areas.

Industry advisory meeting was presided over by Leon Golder of NPA's Electronics Product Division, with Mr. Milling also attending.

There were echoes of the materials shortage on other fronts. Some firms have failed to file 1952 requirements for nickel and selenium, which threatens to hamper their allocations. Both materials are under allocations. Manufacturers of radio communications equipment, also faced with shortages, plan to meet with NPA this week.

LUTHERAN FILMS
$750,000 Series Approved
PLANS for a $750,000 television project of The Lutheran Church-Missouri Synod have been approved by the church's board of directors. Approval came after the board viewed two pilot films produced by Lutheran Television Productions, the church's agency which will produce and distribute the program.

Twenty six programs of 30-minute length will be filmed, using a family setting designed to portray "typical Christianity in an average American home," the church body announced last week. Series, called This Is the Life, has an executive producer Ian M. Smith, Beverly Hills, Calif., formerly in charge of institutional advertising for the Ford Motor Co.

Besides aiding in unifying entire television field, purpose of move is to require hiring of IATSE members in out-of-the-country film production assignments which have increased during the past few years.

Herb Aller, business representa- tive of International Photographers Local 683, has been made chairman of the label committee that is policing the various studios to make certain that crews used on all production are 100% IATSE.

As a further step, members of IATSE Lab. Technicians Local 683 who are employed in commercial process laboratories will be notified as to films failing to qualify for an IATSE label. IATSE projectionists throughout the country also will be kept advised through their international and local unions it was said.

Adds TV Award
RECOGNITION of television as a news medium has come from the Overseas Press Club, which announced that, for the first time, its annual awards this year will include one for "best consistent television presentation of foreign affairs." Television - a hitherto lumped together with radio - is now a full-fledged news medium and the time has come for the club to extend its accolades to it as a separate medium," John Bramham of Coronet, chairman of the club's awards committee, explained. One of seven honors the club will bestow at its annual dinner in April, the TV award will replace that for "best war reporting."
LACK OF TELEVISION

Citizens Protests to FCC, Congress

PROTESTS against the 40-month-old television freeze, which have filled two heavy volumes attached to FCC Docket 8736, on TV allocations, finally have been heard in the halls of Congress.

FCC has received more than 160 letters, telegrams and petitions protesting or asking about the freeze, but it was two advertisements in Kansas newspapers, addressed to Senators and Representatives, that brought about the Congressional concern. The ads rapped legislation that was trying to freeze television for your own state and the people you represent.

Last December full-page advertisements appeared in various Kansas newspapers, according to Sen. Andrew F. Schoeppel (R.-Kan.).

The first, headlined "Kansas Gets the Brush-Off Again," claimed: "There has never been a more logical explanation from Wayne Coy and members of the Federal Communications Commission as to why Kansas has been pushed aside in its efforts to have television..."

The other continued: "The FCC has managed its affairs in such a way that Kansans have been denied the rights which have been granted practically the entire nation."

The second ad alleged that members of FCC and Congress all had TV sets in Washington but didn't care what happened to TV in Kansas. It closed with the reminder, "Buy your television set now! It will cost you more in 1962." Both ads were signed by "Citizens of Wichita and Kansas" and otherwise unidentified.

The advertisements induced Sen. Schoeppel to question FCC Chairman Wayne Coy about the lack of Kansas television and last Monday the Senator read to Congress the Chairman's answer.

FCC's table of TV assignments must be considered on a nationwide basis to retain "an element of flexibility," Chairman Coy said. He outlined the interference problems leading to the freeze and brought the Senator up to date by repeating the speculation that the thaw would come "in the early part of this year."

Schoeppel's Belief

Sen. Schoeppel told the Senators he was sure the FCC is attempting to make a "very careful analysis" of a "technical situation" and criticized the newspaper ads' efforts to "place responsibility upon Members of Congress."

Chairman Coy's letter to Sen. Schoeppel was similar to most of the other letters that the Commission has written to people asking about the freeze. Sen. Schoeppel was not the first Congressman to write FCC, however. About a third of the letters in the FCC file are from Senators and Representatives.

In answering the letters, FCC was careful not to reveal when the freeze might thaw and when applications might be granted.

To persons who asked that the freeze be partially lifted in their immediate area, the Commission explained that the table of assignments must be considered on a nation-wide basis. It pointed out that crystallization of channel assignments prior to completion of the current proceedings would remove the element of flexibility needed by FCC in adopting assignment tables based on sound engineering principles.

Several petitions were submitted to the Commission, signed by a total of about 2,000 people. Two of the petitions, with more than 800 names on each, were from Al-bany, N. Y., and Salt Lake City, Utah. Both asked for an additional TV channel for their cities.

REVERSING the trend, WGN Chicago and Mutual are translating the Dumont-WGN-TV feature Down Yo' Go into a radio format. Show is aired Sat. 6:30-6:55 p.m. CST.

FEATURE FILMS

WCBS-TV Leases More

WCBS-TV New York has exclusive lease on two groups of Hollywood-produced motion pictures for showing on video.

One package, leased to the CBS key station by Television Exploitation Inc., includes 10 films, some of which were initially financed by Chemical Bank and Trust Co., New York, but obtained directly from the Hollywood producers, according to a Television Exploitation spokesman. Video release of the properties was construed as recognition by banking authorities that television can be an added source of motion picture revenue.

The second package includes 26 Edward Small films. Appearing in the collective features are such film personalities as Robert Donat, John Payne, June Havoc, Madeleine Carroll, George Raft and Victor McLaglen.

Deal marks second time in a month that WCBS-TV has acquired newer feature films. The station acquired 16 Alexander Kor-da films plus one produced in the United States—10 of which had not been released to movie exhibitors—in a contract announced Dec. 24.

there isn't time to read them all

Let's not kid ourselves. No advertiser, account man or agency time buyer has the hours or physical stamina to read all the trade press.

In radio-TV they concentrate on one — BROADCASTING-TELECASTING. (We've a hat-full of statistics to prove it.) It doesn't take five, three or even two publications to woo the attention of the people who really count. One does it — BROADCASTING.

They may not read the others (and paid circulation figures show they don't!).

but they always read
The expanse of the zoo films.


Adventures of Ozzie and Harriet on ABC-Radio will also go on film for ABC-TV this fall maintaining similar format. The Nelsons, including son David and Ricky, signed a 20-year contract with ABC in 1949 which provides for both radio and TV. Ozzie Nelson will supervise film production.


Fairbanks will also produce a half-hour TV film, The McFark Way, for Frueh's Trailer Co., Detroit, dramatizing development of American transportation. Leo S. Rosencrans is writer.


Company will also produce half-hour TV film for American Petroleum Institute, New York


For setting up new New York sales and service office, Jerry Fairbanks Inc., Hollywood, has leased entire 36th floor of Fred F. French Bldg., 551 Fifth Ave. New offices will be the production and distribution of sales of company’s TV film properties and industry-sponsored pictures. New staff to be announced soon, by Ralph Cattell, company vice president and general sales manager. Robert Lawrence, company vice president and eastern manager, continues in same capacity with headquarters at 418 W. 54th St., N. Y.

In Hollywood, the company renewed lease for additional sound stage space and office facilities at Rockett Studios, 6083 Sunset Blvd. Company also moved newly expanded sales and distribution divisions to 6000 Sunset Blvd., which already houses advertising, editing and scenario departments.

Screen Gems, New York, subsidiary of Columbia Pictures Corp., established offices at 1302 N. Gower St. for production of TV films and commercials.

Mcalpine Productions, TV film division Cal-Pictures Inc., has moved to 4085 Radford Ave., North Hollywood.

Film People

Sam Lake, most recently producer’s representative for Cico Kid, joins Screen Gems Inc., New York producer, in new post of general business manager. Heading distribution, sales and production operations, Mr. Lake previously handled 35mm distribution of Pattern for Survival, atomic bomb film, and before that was associated with Edward Small Productions, the Selznick organization, and Paramount Pictures.

Diana Lynn, film star and pianist, to play title role in proposed TV film series based on life of Chaimade, French composer. Rights were acquired by Wynn Rosencrans, Hollywood talent agent. Mr. Rosencrans also plans TV film series starring Dorothy Kirsten, Metropolitan Opera star, plus situation comedy package starring Florence Bates and Ellen Corby, stage and film actresses.

Vincent Price stage and film star, signed by William Kayden, New York, Arnold Belgard, film and TV writer, to star in half-hour TV film series, Tales of Edgar Allan Poe. Mr. Kayden will produce and Mr. Belgard will be writer-director.

TV spots and programs

RKO Pathe, Inc.
625 Madison Ave.
New York 3600


Long-term contract for exclusive TV film rights has been signed by WGN-TV Chicago and the Chicago Zoological Park in nearby Brookfield. Closeup action films will be shot in the park integrating the segments into syndicated programs for release to other video stations throughout the country.

Two test films will be shot within a week, according to Frank F. Schreiber, manager and treasurer of WGN Inc. In December, the xerolour films of animals, reptiles and birds will be shot at Goldwyn Studios, Hollywood. "Filmed series will be summer replacement for live version on ABC-TV New York, sponsored by Bristol-Meyers Co., (Sal Hepatica), through Young & Rubicam Inc., both New York. Second series, Railroad Detective (B.T. Feb. Apr.), production posted until April.

Name actors will not be used by Este Productions Inc. to head-up the TV film cast of "Orphan Annie" and "Gasoline Alley," which company will bring before television cameras on July 1. Despite the fact that it will expand "considerable cash in advertising and publicity, building up our own TV series stars as a means of selling our product to the public." Veteran radio, TV and film writer Era Lazarus has been signed to script the "Gasoline Alley" series. The company has appointed Na-
**TV FILMS AND FEATURES**

**New TV Firsts**

Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABOONA, I MARIED ADVENTURE.

**For Your TV Viewers**

For your TV viewers, THRILLS, EXCITEMENT, ADVENTURE. In 26 new jungle films "The Big Game Hunt" top rated and sponsored in all markets now playing.

**WORLD'S GREATEST MUSIC**

A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of Tchaikowsky, Beethoven, Schubert, Wagner, Mendelssohn, Grieg. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station's film budget.

**A Series of 25 Mystery and Crime Detection Features**

A series of 25 mystery and crime detection features, starring such names as Dean Jagger in "Revolt of the Zombies," Ginger Rogers in "Shriek in the Night," Melvyn Douglas in "Vampire Bat" plus other titles with Lyle Talbot, Donald Cook, Ralph Graves, Poul Lukas & Dorothy Stone.

**TV Disc Jockey Toons**

TV Disc Jockey Toons: Now it is possible for television stations to make use of radio's most profitable format: the record show! TV Disc Jockey Toons are films that can be used with top current records of RCA Victor, Decca, Columbia, Capitol, Mercury. A perfect library service for TV broadcasters everywhere.

**For More Information Please Write Direct to the Distributors**
COFFINS, Hollywood public relations man, appointed by MBW West Coast representative for network's press and information department.

BILLY BANEY, production manager of WCOL Columbus, Ohio, promoted to the continuity staff.

RICHARD A. SCHLEGEL, assistant operations manager, WCAU-TV Philadelphia, promoted to operations manager.

ALEC GREEVES, KTOW Oklahoma City, to staff of WXY same city.

HAPPY JON Sr., WPDX Clarksburg, W. Va., to WYOW Logan as hillbilly m.c. and disc jockey.

JOHN SULLIVAN, assistant radio production director, WBAP Fort Worth, Tex., named director of continuity for station's AM, FM and TV outlets.

JOHN GILLIES, WHFC Chicago, to WOAI-San Antonio, Tex., as staff announcer, and BARCLAY RUSSELL, WCAB East Canton, to WOAI-TV in same capacity.

BOB McVAY, WOAI -AM San Antonio, Tex., named sales manager, by program director.

STEVE SHEARER, KWWH Shreveport, La., to WIBA Madison, Wis., as announcer.

JOE KLARKE, program director, WATH Athens, Ohio, called to active duty in the armed service and is to be inducted Feb. 20.

JIM BAKER, KLCX-TV Hollywood studio supervisor and director, to KFGO-San Francisco as director.

ED SIMMONS and NORMAN L. BARR, writers of N.B.C. radio TV show "Dave Martin and Jerry Lewis Show," named gag writers of the year by National Assn. of Gag Writers.

Mr. Crawford Assn. of Gag Writers.

CODY F. PANSTIEHL, director of press information and audience promotion, WTOP Washington, to head publicity committee for the 1952 Advertising Club of Washington Jamboree to be held March 7.


PEDE WORTH, KCBS San Francisco producer, will run for councilman in suburban Daly City.

RAY GILL, garden authority, presenting a series of 18-quarter-hour broadcasts on KEX Portland, Ore., and in other stations in Washington, Oregon, and Idaho.

BIL WIGRIS, former musical director for Al Jolson and Rudolph, to DuMont Television Network, New York, in similar capacity to Johnny Olson's show.

AL HELFER, sportscaster, assigned to broadcast the Game of the Day baseball series on Mutual beginning March 9.

NINA BABA, actress on ABC- TV Space Patrol, officers at Academy of TV Arts and Sciences awards banquet tonight as "Miss Enemy," LUCILLE BALL, star of CBS-TV I Love Lucy, is official hostess.

JAMEI del VALLE, director CBS Radio and Wire-42's evening Johnny Dollar, adds ABC radio Richard Diamond.

BILL MANNS announcer, WIP Philadelphia, father of a girl, Karl Kindred, and DAN CURTIS, station disc jockey, father of boy, Lawrence, his second son.

BOB WORTLEY, assistant music director at KTUL Tulsa, Okla., father of a girl, Jan. 15.

BAILEY GOSS, WMAR (TV) Baltimore, recuperating from an operation that will keep him away from studio for a few weeks, his assistant, replaces him on his daily show, The National Review.

FRANCIS W. SCOTT, assistant to the program operations manager at NBC-TV, Chicago, and Fred Ruggio are to be married Feb. 23.

GUY BOWMAN, announcer, WBKB Detroit, father of a girl, Michelle Elizabeth.

AL VARE, announcer at WIRE Indiana, and Norma Jean Gloeckler were married Feb. 14.

LOUIS CIOFFI, CBS Radio network night news editor, Washington, assigned to Tokyo-Korea area to relieve JACK WALTERS who returns to New York CBS Radio news staff. STEPHEN W. CUSH, formerly added to CBS Radio news staff in New York, assigned to Washington as news writer and "television man.

DICK LEONARD, news director at KMYE Denver, to KNBC San Francisco as assistant manager of news and special events replacing JERRY JORDAN, transferred to NBC-TV's New York news staff.

BERT FRANK, news department of KDYL Salt Lake City, to NBC radio, Hollywood, in similar capacity.

Hazel Markel, MBS and WWDC Washington woman's commentator, appointed to the Citizens Committee to welcome her Majesty Juliana, Queen of the Netherlands, and Bernhard, Prince of the Netherlands, as guest of the U. S. Government when they arrive in Washington April 2.

JOSH BARRY, assistant sports director at WVNOR Norfolk, Va., promoted to sports director.

JOHN SMITH, WOR New York, named sales manager, by program director.

BETTY ANN HUDSON, publicity department, Ozark & Steffener Inc., Hollywood, to program package, to KLAG Hollywood as executive secretary to LARRY BUKKETT, sales manager.

RUTH CRANE, WMAL Washington, selected by the Chesapeake & Potomac Telephone Companies of D. C., Virginia and Maryland to make transcriptions to be used country-wide urging young women to make a career in radio work.

RALPH FAUCHER, WMRO Aurora, Ill., sports director, to WTQG La Grange, Ill., as disc jockey and staff announcer.

BOB LEONARD, WLOG Logan, W. Va., to announcing staff of WEAJ Plattsburg, N. Y. JACK WILSON named station manager.

BOB FALCON, WQMS Washington, appointed chief announcer replacing RAY WILSON who moves to WCMP (FM) same city as commercial manager.

PHILIP BOOTH, senior director, KECA-TV Hollywood, resigns to devote full time to several film packages he is developing.

HAROLD K. DEUTSCH, WINS New York, named sales promotion manager of the station.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Your employers REINSURANCE CORPORATION Insurance Exchange Bldg.

nge. It costs so little to be sure with INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Kansas City, Mo.
You who use Standard Rate and CONSUMER MARKETS as tools of your trade are thoroughly familiar with the standard listings of media statistics and market data.

But do you realize the extent to which publishers and station operators supplement the standardized data with additional media information—in the form of Service-Ads?

They are realistically aware of your need for information about things that make each station or publication different from its contemporaries—information that you cannot expect to find in the standard listings.

They know, too, that you don't always have the time you need to call in all of the media under consideration to get answers to all the questions that arise in the course of selection.

So, last year, approximately 1,050 publications, radio and TV stations used space in SRDS publications. They supplemented the information in their listings in Standard Rate (or their markets' listings in CONSUMER MARKETS) with Service-Ads that reminded buyers of the important differences about their media values that they've been registering through their promotion and their representatives' contacts. Thus they keep wanted information instantly available—on the spot—to help the busy media buyer buy.

NOTE: To Station Managers

Service-Ads have become such a valuable part of SRDS publications that we want all advertising executives to know more about them. That's the story behind the advertisement reproduced here; appearing currently in Advertising Agency and Printers' Ink.

The information found in the SRDS monthly books and CONSUMER MARKETS is often the last word about your station and your market ... the last word seen by agency men when they're under pressure; building a list or defending a list.

To help you make it the last word in effectiveness, SRDS has interviewed research and media men, account executives, time buyers, advertising managers. An analysis of their viewpoints, practices and needs is available in the "Spot Radio Promotion Handbook" (at cost: $1.00). Then, to help you convert these viewpoints into Service-Ads that will really "sell by helping buyers buy," we have condensed this information into another handy booklet, "Copy Organizer for Service-Ads in Radio Rates & Data." Available at cost, $1.00.

WALTER E. BOTTFOH, Publisher
Mr. Saxon

Mr. Daker

Mr. B. DuMont Laps, announces the following promotions to key positions within the division effective immediately: DR. P. S. CHRISTALDI, engineering manager, named assistant division manager; G. ROBERT MEZGER, technical sales manager, named engineering manager to succeed Dr. Christaldi, with EMIL G. NICHOLS, assistant technical sales manager, to be technical sales manager; MEL RILEY, head of special projects section of instrument engineering dept., and WILLIAM G. FOCKLER, head of development section of same department, both named assistant engineering managers. SCOTT RADIO Labs, Chicago, elected to membership in the Brand Names Foundation, N. Y.

John H. Harley, electrical design engineer at El Segundo, Calif., division of Douglas Aircraft, named to application laboratories of Sprague Electric Co., Culver City, Calif.


George A. Nethercutt appointed advertising manager at Monsanto Chemical Co.'s Western Div., St. Louis.

Paul Defur, radio TV producer, J. Walter Thompson Co.'s Ford account, to Time Film Inc., N. Y. (commercial film producer), as manager of TV sales.

Charles H. Wirth, sales engineer for Rangertone Inc. (tape recording equipment), to Audio & Video Products Corp., N. Y., as engineering representative.

CoYington Distributing Corp., Houston, Texas, appointed the Admiral distributor in that city in charge of handling sales and service for complete line of Admiral products.

Alexander G. Evans named as- sistant national sales manager for Receiver Sales Division, Allen B. Du- mont Labs.

In Public Interest

On Theory that Whitaker Chambers' series running in Saturday Evening Post is of tremendous im- portance, WCCC Hartford, Conn., ran several free an- nouncements daily calling public attention to it. Paul Martin, WCCC manager, said free spots were aired because "of our declared pledge to operate a radio station in the public interest, convenience and necessity." He added the magazine had made no request of any kind for the announcements.

Sanford M. Cordy appointed general manager of New York distri- buting branch of Majestic radio and TV division of Wilcox-Gay Corp.


Edward C. Cotter named mid- west manager of Storecast Corp, of America replacing B. Kendall Pit- kin, vice president in charge of merchandising.


Equipment . . .

American Television, Chicago (set manufacturing firm), introduces new "telematic eye" which will control automatically the contrast and brightness levels on the screen in proportion to the amount of light in the room. De- vice is included in 21 inch sets.

Telechrome Inc., Amityville, L. I., announces availability of new univer- sal color picture generator. Instrument uses flying spot principle and is obtainable as a video signal source for all color TV systems. Company also announces development of color line television picture scanner which produces pictures with clarity exceed- ing that obtainable on 16 mm film, ac- cording to company officials.

RCA Tube Div., Camden, N. J., an- nounces new 7 inch direct view kine- scope designed for monitor service in connection with theatre and indust- trial television as well as portable tele-

Wohl sales up

No TV Affect, Diehm Says

Proof that "TV penetration" is a misnomer is claimed by Vic Diehm, vice president and sales consultant of Wohl Allentown, Pa., who reports that the CBS affiliate showed a 53% increase in gross sales in 1951 as compared with 1950. Allentown, he said, is 50 miles from Philadelphia and 84 miles from New York—getting TV service from both markets. Further, the 250 w outlet competes with three regionals and an FM station in the immediate market and a daytimer in nearby Bethlehem, he noted.

Mr. Diehm attributed the 1951 sales record to local programming and public service under the im- plementation of James F. Chambers, station manager. Mr. Diehm, who owns and operates WAZL Hazleton, was elected a di- rector and vice president of Wohl in December 1949.

Technical . . .

Wally Schwentker appointed as- sistant chief engineer at KMTV (TV) Omaha. Frank Bukanek, Jack Asher, Milton Krogstad and Joe Paland are added to the station's engineering staff.

Vern Wileman named chief engi- neer at CKNW New Westminster, B. C.

N. J. A. Collins, 26-year-old new- comer Navy radio man, was declared winner of the first week of nationwide contest to find a potential male singing star. Search was conducted through disc jockeys throughout the United States in cooperation with Universal-International Pictures. Mr. Stanford won the local contest, conducted by Charles Clary on 'Spinners' Sanctum of KRLD Dallas. As sponsor of the national winner, Mr. Clary will accompany his discovery to Los Angeles, where Mr. Stanford—under the name of Danny Wilson—will appear on the Frank Sinatra TV program tomorrow (Tuesday).

More than 200 participations and spot announcements on regular weekly schedule basis were heard on KNBX (TV) Hollywood, during first week of February, according to Don Norman, sales manager. Accounts include General Foods Corp., Philip Morris Co., Procter & Gamble Co. and Safeway Stores Inc.

In Gasoline Sales

Greenville 42,572,781
Columbia 31,404,179
Charleston 27,837,066

S. C. State Treasurer Figures in gal- lows for Year ending June 30, 1951.

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How "big" should government be?

Lincoln was President at a time when the federal government had to take away from its citizens more rights and responsibilities than ever before.

But he didn't like it. He believed, with the writers of the Constitution and the Declaration, that our government should protect people's independence, not push people around.

"In all that the people can individually do as well for themselves, government ought not to interfere," Lincoln once said.

Lincoln never let Americans forget that. He kept reminding the nation that the government's vast wartime powers must be only temporary.

He made powerful enemies. For there are always those who want to see government run things—and run people—permanently.

We have them today. They think up all kinds of reasons why the federal government should take over this or that business, industry or service. They never say they want socialism. Maybe they don't even realize it. But that's actually what they propose.

Most Americans don't want socialism any more than you do. The job is to recognize it—and halt it—no matter what disguise it wears.

The people who plan and work for a socialistic U. S. A. know that permanent control of a few key industries and services will give government the power to take over just about everything. One of the key industries that they're trying to take over is electric light and power. That's why this warning is brought to you by America's business-managed, tax-paying Electric Light and Power Companies.

Electric power is the key to U. S. production strength. We need more and more of it to produce more steel, aluminum and other materials, and to make them into more planes, ships, tanks and guns.

America's electric light and power companies have planned ahead to have enough electricity ready on time to meet foreseeable demands.

They'll have it ready...if their suppliers can get the steel and other materials they need to finish the new power plants, lines and equipment they've started.

"MEET CORLISS ARCHER"—CBS—Sundays, 9 P.M., Eastern Time.

*Look for "THE ELECTRIC THEATRE" on Television.
Media Tribute

TRIBUTE to the broadcast media has been received by H. J. Heinz II, national chairman, United Red Feather Campaigns of America. Said Mr. Heinz, "half of the nation's 1,600 Community Chests and the United Defense Fund I want to express appreciation to the network and the radio and TV stations of the country who helped make a success of the Red Feather Campaign last fall. The support given by broadcasters, independent producers, writers, actors, engineers, musicians and others in the radio and TV industry as well as the sponsors and their advertising agencies helped make possible the record total of approximately $250 million raised for the 16,000 Red Feather health and welfare services."

McGivern, William KSTP Twin Cities; McGovern, James, WDGY Minneapolis; Mickley, Doug WWKX Menomonie, Wis.; Miller, Roger KUSD Vermillion, S. D.; Miller, Sandy National Association of Broadcasters; Monson, Ken KQV, Huron, S. D.; Morgan, Howard AP, Minneapolis; Moses, George AP, Minneapolis; Padilla, Don WTCN Minneapolis; Paulsen, Madison C. Law School; Paynter, Loren WBBX Duluth; Prosser, Marie KATE Albert Lea; Rankine, Jim KVAL Northfield; Mason, Mort KYSM Milwaukee; Riley, Rick KOIL Grand Forks, N. D.; Robbins, Francis KOHL Faribault; Sarjeant, Charles WCCO Minneapolis; Schwartz, Jim WOI Ames, Iowa; Seehater, Gene School of Journalism; Severson, Richard KDIX Des Moines, N. D.; Shelley, Jack WHO Des Moines, Iowa; Simon, Mayo Fund for Adult Education, WOI Ames, Iowa; Smith, Art, WNAX Sioux City, Iowa; Steenstra, Tom KARS Albert Lea; Sweet, Edmund UP, Chicago; Stougaard, Ray WCTM Fairbanks; Thoreson, John KOTA Rapid City, S. D.; Thornon, Cal UP, Minneapolis; Tweet, Roald WC, Northfield; Van Dyke, Russ KRTN Des Moines.

INDUSTRIAL LEADERS

Henle to Interview Five

RAY HENLE, editor-in-chief, Three-Star Extra, will interview five of the nation's leading industrial journalists this week. Guest today (Monday) will be Benjamin F. Fairless, president, U. S. Steel Corp.

Other special guests, to be interviewed on the show, are Philip D. Reed, board chairman, General Electric Co.; Crawford H. Greenewalt, president, duPont & Co.; Milton Fairman, of The Boron Co., and past president of the Executives' Club of America, and H. E. Humphreys Jr., president, U. S. Rubber Co. Mr. Henle believes that never before has anyone brought in such quick succession such a group of top-flight industrial leaders to the microphone.

L.E. HART NAMED

Joins Standard Rao

L. E. Hart, former retail and advertising specialist for BAB, has been appointed sales and advertising consultant for Standard Radio Transcription Services Inc., it was announced last week by Gus Nash and Lewis Teegarden, managing directors of Standard. Miss Hart resigned last month from BAB after an eight-year association with that organization and its predecessor, Broadcast Advertising Dept. of NAB [BiT, Jan. 21]. She was responsible for many of BAB's plans for retailers, conducting the famed sales-sales and more recently the radio effectiveness, "Count Your Customers."

In her new post, Miss Hart will be in charge of the firm's new Sponsored and Tailored Copy Format Service. Standard explains the service is to be the "radio equivalent of a newspaper or magazine and is one part of the four-way program of promotion designed to help advertisers sell. Sponsored-Tailored programs and advertising campaigns that are productive for the advertisers."

Content Returns

EDWARD J. CONTENT, acoustical and radio engineering consultant, returned to the United States last week after serving as senior engineer on broadcasting installations for the Arabian government in the West. Currently under contract to International Standard Electric Corp., Mr. Content was assistant chief engineer for WNBC New York prior to establishing his own consultation business in 1946. He planned audios for the UN buildings at Lake Success and Flushing, N. Y., including basic designs for broadcasting and TV sound pick-up microphones.

LEజъ拯救 NAM£E

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TENTH anniversary issue of the KVOO Tulsa, Okla., farm department magazine has been issued to all people concerned with farm broadcasting. Magazine contains a history of the station's interest in farm activities and of its farm project programs in addition to a seller's gold map of the things a KVOO audience buys in relation to the area the station influences.

ON-THE-SPOT REPORTS
SPECIAL events director of WJPS Evansville, Ind., Verne Paul, has been assigned by the station to trace a shipment of blood to Korea from its donation point in Evansville, in an effort to make townspeople more conscious of the need for building the nation's blood bank. Trip began Feb. 4 when Mr. Paul interviewed the donor, Mrs. Leslie Sutherland. Reports will be made by Mr. Paul on each important happening on the journey and broadcast every day on station news programs.

AUDIO MUSIC LESSONS
SECOND term home study course in symphonic music conducted by Brethren College and aired by WXRX New York, began Feb. 15 and will run through May 9 every Friday evening. Students in the radio audience are required to listen to 13 broadcasts and complete five written assignments. Encouraging response to the first term from listeners in 15 states prompted the program's continuation.

TV EXHIBIT
LATEST in TV equipment will be exhibited by WHEN (TV) Syracus. at the 1952 Automobile show in that city from Feb. 19 through 23d. “See Your Self on Television” demonstration will be a highlight of the exhibit.

WGAR BOOKLET
NEW OVERALL station presentation has been prepared by WGAR Cleveland. The 25-page booklet now being distributed to agencies and advertisers contains data on the market, general station information and result stories on available programs.

Immediate revenue produced with regional promotion campaigns
23 years of service to the broadcasting industry
experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. MCCOLLISTER COMPANY
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061

PAUL W. MCCOLLISTER, General Manager

programs promotion premiums

TAXES SIMPLIFIED
PHILADELPHIANS will find radio at their disposal for the fourth consecutive year now that it’s time to file income tax forms again. WFIL of that city, will present a series of three broadcasts, dealing with the complex procedures titled Your Income Tax. The program, produced in cooperation with the Philadelphia Chapter of the National Asso. of Cost Accountants, will be aired on consecutive Thursdays beginning Feb. 28.

COFFEE CLATCH
WASHINGTON, D. C., residents, whose extra 40 winks each morning deprive them of breakfast at home, have a solution to their where-shall-we-go-for-coffee problem. Mike Hunicott, WOL morning man, opens studio doors to everyone for free doughnuts and coffee each day from 6 to 9:30 a.m. Guests may drop in for Java, listen to a piano playing and chat with him in between commercials. Wilkins Co. supplies the coffee and the doughnuts are with compliments of Miller's Jewelers Exchange, Washington.

THOROUGH COVERAGE
MARKET data and merchandising coverage analyzed in a recent brochure provide a selling point for the Intermountain Network with headquarters in Salt Lake City, Utah. The network, represented by stations in eight states, is the second largest regional in the U. S., according to network officials, and covers the intermountain area from border to border.

RADIO DRAMA
FORMATION of a drama department has been announced at CFAC Calgary, Alberta, to further develop Canadian talent. Clarence Mack, station announcer, will direct the new group which will produce a

SELLOUT PROMOTION
USING radio to further the interests of radio has been inaugurated by WTAG Worcester, Mass. Station airs seven promotion programs a week on its own behalf. Let's Listen, heard Monday through Friday, lists the evening's features with recorded excerpts from the previous week's shows. On Sunday morning station presents Hear Today with accent on musical, cultural and educational shows to be heard.

ECONOMICAL ADVERTISING
FIRST RATE card of the new three-station sales package known as the Texas Plains Stations, involving KPNJ Hereford, KFLD Floydada and KVMC Colorado City, has been sent to advertising managers and agency timebuyers. Promotion explains economic value of using the TP stations because of 20% lower rate than the sum of the three individual rates.

DOUBLY HELPUS
KDYL Salt Lake City succeeded in killing two birds with one stone during the last month. Station in cooperation with Federal Reserve Bank officials helped alleviate an acute copper penny shortage and contributed to the polio fund at the same time. For a week, announcers suggested listeners send in copper pennies to be turned over to the drive, 13,150 were received and exchanged for currency to help the March of Dimes [BT, Feb. 11].

OLW'S BEST BUY
MAILING piece showing that night owling pays off has been issued by WBAL Baltimore promoting Key to the Missing, show scheduled daily from 1:30-4:45 a.m. featuring Archdale Jones, tracer of missing persons. Copy is supplemented with cartoon illustrations explaining how the program operates, the audience it reaches, and a price list on available time for prospective advertisers.

DANCE FESTIVAL
SQUARE DANCE festival backed by WNAX Yankton-Sioux City, Iowa, fortnight ago drew 3,500 midwesterners to the Sioux City Municipal Auditorium, some from 200 miles away. Santa Fe Trailers, WNAX broadcast group, put 1,100 costumed dancers through the paces for spectators to watch. Comments were favorable enough to encourage the station to make the festival a semi-annual affair.

SUCCESSFUL SHOWING
RADIO and the automobile industry got together in Louisville, Ky., fortnight ago when WHAS-AM-TV there combined with Greater Louisville Ford Dealers to put on a three-hour show at the Jefferson County Armory. Western and hillbilly music was featured on the program and Ford unveiled its new cars to an approximate crowd of 8,200.
FREE MEDIA

The theme of UNESCO Review—All Media—radio, television, motion picture and press—"must enjoy the freedom and demonstrate the responsibility, which will enable these potential links between people to serve peace and international understanding."

This conviction highlights World Communications, a review of these various media throughout the world compiled by UNESCO (United Nations Educational, Scientific & Cultural Organization).

The publication offers another view in TV service in foreign countries as released during the national conference of the U.S. National Commission for UNESCO held late last month [8*7, Feb. 11, 4.]

According to World Communications, 187 million radio sets and some 15 million TV receivers offer daily news and information to peoples throughout the world. The report points out that half the world's 24 billion people are also illiterate, "and that countries where illiteracy is high, are poor in communications facilities."

Bopping the list among contenders for radio set ownership is North America with 447 receivers per 1,000 people, with Oceania (Australia, New Zealand South Pacific Islands) leading in newspaper circulation. Oceania ranks second in set ownership.

"The United States... owns half of the world's radio transmitters and 10% of the television sets," the survey reports. "Television... is now operated in 10 other countries... The United Kingdom, Soviet Union, France, Denmark, Netherlands, Norway, Cuba, Mexico, Brazil and Japan—and is being developed in eight others."

UNESCO has been continuously surveying facilities for mass communications since its establishment, as part of a campaign to help greater numbers of people to obtain an easier access to information. World Communications, UNESCO Publication 1952, 1951, can be obtained from the International Documents Service, Columbia University Press, New York, N.Y. The aforementioned data was contained in the February review of Economic and Social Problems in the United Nations, published by the State Department's Office of Public Affairs.

February 11 Decisions...

**ACTIONS ON MOTIONS**

By Hearing Examiner J. D. Bond

**WORLD-WIDE APPLICATION OF TECHNICAL DATA**

Washington, D.C.—Granted petition to amend application to delete reference to change in frequency, time, location, change location of proposed station, and incorporate certain engineering data.

By Hearing Examiner Lois T. Petersburg, Fla.—Granted petition for license to serve peace and international understanding.

By Hearing Examiner 7. W. Washington—Dental practice for continuation of hearing for about 10 days only to December 1, 1952. Application for allowance of motions, being construed upon Commissioner of motion, dated on December 1, request for indefinite continuance is granted; hearing scheduled to have been commenced on Feb. 7 continued to date to be fixed by further order to

in set ownership.

"The United States... owns half of the world's radio transmitters and 10% of the television sets," the survey reports. "Television... is now operated in 10 other countries... The United Kingdom, Soviet Union, France, Denmark, Netherlands, Norway, Cuba, Mexico, Brazil and Japan—and is being developed in eight others."

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WNYC ANSWER

Siegel Upholds Station

DISTINCT cultural contribution to New York was claimed for municipally-owned WNYC last week by Seymour N. Siegel, director of communications for New York and head of WNYC, in answer to charges by Thomas J. Milley, executive vice president of Commercial & Industry Co. of New York, that operation of the station was a needless burden to taxpayers [8*7, Feb. 11].

Asserting that the station provides "adult, literate and consecutive" programs, Mr. Siegel pointed out a few: A city food guide, public health program series, a lawyers' program, civil defense programs and audio-visual aids for educational use throughout the city.

Since everyone benefits from the local station, everyone should bear the cost, Mr. Siegel argued, citing letters to support his stand.

FCC actions

February 8 through February 14

**APPLICATIONS**

Circulation.

No workpeople throughout the heir national Co to FREE (Ailli Magnecerd, FOR Australia, thousand life, his conviction for the greater responsibility, educational, as by UNESCO.

2.4 Inc., the world's radio transmitters and high, are poor in communications facilities.

Inc., recording ca. 1000.

11g4'ZeC(JlIG, Amplifier LIGHTWEIGHT ENGINEERS!

CONSOLE CHOICE

CONSOLETTE MOUNTED Biped

-EVERY SERVING ENGINEERS!

-CHOICE

RECORDING CO.

★ Nullant

★ nullantu

★ recruiting

★ telecasting

★ TOWERS 1121 Vermoat Ave., Wash. S. D. C. Lincon 2-7205

★ COMMERCIAL RADIO

★ monitoring company Precision frequency measurements

For engineer on duty all night every night

Jackson 5302

P. O. Box 7037

Kansas City, Me.

★ AM, FM ★ TV

★ Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.

Pendleton, Oregon

★ COMMISSIONER: Radio station owners and managers, chief engineers and technicians—applicants for AM, FM and television and facsimile facilities.

**VACANCY YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 radio—station owners and managers, chief engineers and technicians—applicants for AM, FM, television and facsimile facilities.**
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
Office and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. 20005
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
1423 F St., N. W. Kellogg Bldg.
Washington, D. C. Republic 3984
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
Arlington, Texas

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.

GEORGE C. DAVIS
301-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

WELDON & CARR
CONSULTING RADIO ENGINEERS
1505 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
2412 S. Buckner Blvd. 4742 W. Roffner
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

ROBERT M. SILLMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3728 Kanawha St., N. W., Wash., D. C.
Phone Oldway 8071
Box 2448 Birmingham, Ala.
Phone 6-2924

CONSULTING RADIO EQUIPMENT

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connectic Avenue WASHINGTON 6, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

GUY C. HUTCHIESON
P. O. Box 32
1100 W. Abram
Arlington, Texas

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Riverside, Ill.

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Consulting Radio Engineer
3728 Kanawha St., N. W., Wash., D. C.
Phone Oldway 8071
Box 2448 Birmingham, Ala.
Phone 6-2924

COMMERICAL RADIO EQUIPMENT

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

McIntosh & Inglis
WYATT BLDG. 777 14TH ST. N. W.
Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

JOHN C. CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.

February 13 Applications...

ACCETED FOR FILING

TV—Ch. 12
The Metropolis Co., Jacksonville, Fla.
—AMENDED application for new TV station to change from Ch. 6 (82-88 mc) to Ch. 12 (200-210 mc).

Modification of CP
KSBF (FM) San Bruno, Calif.—Mod. CP, to change trans. and main studio locations; cond.

Granted Modification
KVOS Laredo, Tex.—Granted mod. CP for approval of ant., trans. and main studio locations.

FCC CORRECTION

TV License Renewals

The Commission in announcing that Cony, Jones voted for temporary extension of license, indicated that all TV stations should have noted that he did so in order to give FCC more time to consider all renewal applications on a case-to-case basis.

February 18, 1952 • Page 99
Help Wanted

A Phoenix, Arizona station is expanding its news department. Applications invited from experienced personnel, live bulletin writer, writer-reporters, announcers, copy writer, and technical requirements. Confidential. Box 2461M, BROADCASTING.

Managerial

Successful 250 watt network station in south central Kentucky is looking for a good experienced manager. An opportunity for growth to a larger market and greater earning possibilities with a record of station-high standard successful and economical operation. Warm, friendly, sincere family man who is a hard worker and who loves his job and not television, who can take hold of a station like that just down the road and maintain a high standard of community service. This man has photographic memory and must have had at least ten years of working experience in radio. Box 214M, BROADCASTING.

General manager for major eastern market in charge of advertising and sales. Salary plus incentive plan. Send complete data and letter. Box 259M, BROADCASTING.


Salesmen

Salesman, hard hitting, aggressive, for high local 250 watt station. Half million market. Car necessary. Top commission. No experience necessary. First five figures. Box 198M, BROADCASTING.

Major network station in large middle western city has immediate openings for experienced time salesman. Permanent position. Salary plus commission. Reply Box 287M, BROADCASTING.

Wanted: Sales manager for major eastern market in advertising and sales. Salary plus incentive plan. Send complete data and letter. Box 259M, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Newsmen by Illinois CBS station. Must be capable of good news writing and live telephone interview. Opportunity for man who knows real news, who can develop newscasts, make microphone delivery. Job may involve development of news-type documentation and reporting local level. Write 270M, BROADCASTING.

Wanted—Combination announcers-engineers. Good opportunity for man who has his energetic thrills and must have had at least ten years of working experience in radio. Box 214M, BROADCASTING.

General manager for major eastern market in charge of advertising and sales. Salary plus incentive plan. Send complete data and letter. Box 259M, BROADCASTING.

Wanted: Newsmen by Illinois CBS station. Must be capable of good news writing and live telephone interview. Opportunity for man who knows real news, who can develop newscasts, make microphone delivery. Job may involve development of news-type documentation and reporting local level. Write 270M, BROADCASTING.

Wanted—Combination announcers-engineers. Good opportunity for man who has his energetic thrills and must have had at least ten years of working experience in radio. Box 214M, BROADCASTING.

We need a good staff announcer. I know that a first-class job is what we need. Consider this a welcome proposition. Good salaries and bonuses. Reply Box 287M, BROADCASTING.

Announcer, experienced, good on commercial and voice-over work. Must have completed high school and be in the first 16 of a good high school. Write Box 287M, BROADCASTING.

Announcer—salesman for North Central major network station. Box 2461M, BROADCASTING.

Wanted, eastern Kentucky daytime station wants experienced announcer emphasis on news, sports and interviews. Also, combination man strong in commercials, public service and live telephone interview. Must be able to work with tape, send report and able to work 30 to 40 hour week, top pay based on experience. Send audition and complete outline qualifications to Box 287M, BROADCASTING.

Announcer-seller for ABC regional in southeastern resort area will have opening for studio and on-the-road DJ personality. Must be able to present high-rated shows. Send tape or disc plus references. Good salaries plus commissions. Reply Box 287M, BROADCASTING.

We need a good staff announcer. I know that a first-class job is what we need. Consider this a welcome proposition. Good salaries and bonuses. Reply Box 287M, BROADCASTING.


Help Wanted (Cont'd)

Wanted: Announcer-engineer for progressive southwestern ABC Affiliate. Minimum required $50 per week. Must be experienced in announcing, reporting news, weather, advertising, selling. Must be experienced in announcing, reporting news, weather, advertising, selling. Must be experienced in announcing, reporting news, weather, advertising, selling. Write 291M, BROADCASTING.

Wanted: Experienced engineer. Send photograph and disc first reply. Box 287M, BROADCASTING.

Wanted: Combination man with emphasis on news, sports and interviews. This is a 1600 watt FM station. $44 hour week, good pay, best working conditions and new offices. Send complete data. H. Webster Taylor, WMWM, Midlollows, Kentucky.

Wanted: General manager for major eastern market. Top salary plus incentive plan. Send complete data and letter. Box 259M, BROADCASTING.

NABC affiliate has opening for above-average, attractive, and experienced announcer. Good opportunity for solid man, ability to handle and maintain connection with leading station. Send disc, snapshot, complete outline qualifications including past and expected earnings WBAV, Savannah.

Wanted: Experienced staff announcer. Board work necessary. Possibility of telephone selling and promotions. Write Box 287M, BROADCASTING.

Farm director-announcer. $75-$90 weekly depending on man. Send letter, disc, photo. WVOT, Wilson, N. C.

Technical

Engineer, 1st phone, pet affiliation. $600 per month, plus benefits. Combined studio and market operation. Paid hospitalization, life insurance, retirement, and vacations. Box 1113M, BROADCASTING.

First class engineer-announcer, small town in Kentucky. Sixty-five hour week to start, opportunity to earn more. Write Box 287M, BROADCASTING.

Wanted: Engineer with first class license. Immediate opening. Car necessary. Send full particulars and first letter. Box 214M, BROADCASTING.

Wanted: Engineer, northern Pennsylvania. Salary plus commission. Excellent opportunity, experience, salary expected, details. Box 287M, BROADCASTING.

Immediate opening for first class ope- rator. Experience not necessary but desirable. Good position for man or woman who desires experience. Must be available immediately. Good working conditions. Forty hour week, salary $60 per week, plus state pension, 1st and 2nd shift positions. Send tape or disc, photo and letter. Contact Bob McNeill, WSSV, Charlotte, S. C.

Chief engineer, Philadelphia. $500 weekly salary plus commission. Experienced engineer necessary. Write Box 287M, BROADCASTING.

Wanted: Engineer with first class license and good experience. Excellent opportunity for man or woman. Top salary. Reply Box 287M, BROADCASTING.

KPET Lamesa, Texas has immediate opening for combination man. All replies considered.

Operator with first class license needed. Good opportunities. Send particulars first letter. WORZ, Orlando, Florida.

Engineer. Must have at least five years experience. We are looking for a capable becoming chief engineer and able handle construction of new 26 watt transmitter and other Allied, Collins equipment. Will pay eight to ten dollars per day, plus overtime rate of pay when construction new installations. Send resume to WORZ, Orlando Florida.

Engineer needed. Send information to Woricz and Company, 790 W. Wisconsin Ave., Milwaukee, Wisconsin.


Help Wanted (Cont'd)

Engineer-announcer first class. $240 a month salary. Time and half paid for R.S.E. Excellent opportunity. Write Box 1047, WCVW, Cleveland, Virginia.

Combination engineer-announcer for south eastern Florida station. Must be on announcing. Send audition and tape, plus 40 for 40 hours. Only experienced man need apply. Radio Station WEBJ, Breese, Alabama.

Chief engineer, 250 watt AM, three kw FM. Give experience and salary in first letter. WJEB, Huntsville, Alabama.

Have immediate opening for first class operator, student announcer with experience. Not necessary. Write WDHL, Olea, New York, for further information.

Wanted: 1st class operator who can announce. WCY, Malone, N. Y.

Announcer with 1st phone, opportunity to go into sales. Reply to Box 304, WWJ, Detroit, Michigan.

Immediate opening for first class li- cense. Good opportunity. Salary $70 to $100 a week daytime. Chief Engineer, WTSB, Columbus, Ohio.

Wanted: One chief engineer, $75 weekly salary, also one first class engineer for transmission work. Write James McNeil, Radio Station WTSB, Lamp- bertville, Ohio.

Engineer or announcer-engineer, im- mediate opening, WVOG, Liberty, N. Y.

Production-Programming, Others

Wanted—Radio, commercial director and time salesman for Pennsylvania station. Good opportunity. Good opportunity for right man. Write to Box 175M, BROADCASTING.

Continuity writer for midwestern full-time network station. Excellent opportunity for man or woman who can put a show together that brings customer results. Full particulars necessary. Send sample copy to Box 282M, BROADCASTING.


Wanted: Copywriter-announcer. Send audition tape, sample copy and photo to Box 257M, WOR, Pocahontas, Arkansas.

Need full time promotion-merchandising-merchandise man for major station, midwestern full-time network. Applicant must possess work- ing knowledge of radio and local advertising, store and stunt promotional media. Work will be challenging and idea- tion required. State full particulars. Send references, salary requirements first letter. WORZ, Orlando, Florida.

Program director with ideas, writing ability and a voice who can handle console. Radio Station WBYS, Canton. Ohio.

Wanted: Experienced woman copywriter as soon as possible. Must be capable of handling and promoting station opera- tion plan. Send sample commercials, advertising and promotion details. WLEC, Sandusky, Ohio.

Opening near future for qualified pro- gram director-chief announcer. Must be capable of handling and ad- ministrative competence. Good voice and ability. Send resumes to Forward full specifications and refer- ences, salary and other data. WORZ, Orlando, Florida.

Television

Technical

Engineer, experienced in radio, licensed to operate television. Send full particulars to Department KUTA, Salt Lake City, Utah. Experience and recommendations necessary. Good opportunity for right man. Pay commensurate with experience. Also for full time, part time and temporary positions. Reminder to radio and television engineers. Send application now. WORZ, Orlando, Florida.
Situations Wanted

**Managerial**


**Professional**

Experienced sportscaster, newsmen, staff announcers. 24, single, draft exempt, college graduate, five years experience in major market. Excellent reference. Box 242M, BROADCASTING.

Experienced sportscaster and honored sportsman. 24, single, draft exempt, college graduate, radio, television, network affiliate. Box 242M, BROADCASTING.

Experienced sports announcer and top morning man wants sports-minded station with potential for growth. Must have man present, employed, or on staff. Apply to: Louis, Box 272M, BROADCASTING.

College grad, 23, seeks first announcing job. Courses announcing, writing, producing, editing. Box 273M, BROADCASTING.

**Commercial**

Sales manager must soon be available from present position. 15 years experience in administration, sales. Box 251M, BROADCASTING.

Hard worker! Look! 100,000 market. 6 stations 3-man staff. Personally present in market. Must have 3-man staff. Box 252M, BROADCASTING.

Successful sales manager, ready to advance to station manager. Over six years experience, all phases station operation. Twenty years experience in management. South coast area desire. Box 253M, BROADCASTING.

General manager—looking for advancement. Can bring wealth of sales ideas, practical experience. Capable of sound profitable operation. Write Box 254M, BROADCASTING.

Station manager. Strong on sales. Matured, experienced. Prefer central states. Box 255M, BROADCASTING.

General, commercial manager. Ten years experience with ideas that have been broadcasted. New market a plus. Now employed but available soon. Box 256M, BROADCASTING.

Manager, salesman: Desire good potential and right percentage agreement. Childless, has the drive to make you money. Box 257M, BROADCASTING.

Manager-sales manager. Strong sales leadership and direction, present sales manager very successful independent in highly competitive, major TV market. Must be a better advertiser to TV incentive must be big. Box 258M, BROADCASTING.

Manager, experienced radio time salesman interested in position as sales manager. Must have at least 3 years in radio. Box 259M, BROADCASTING.

Manager of station, compact, with proven record. Top references. Over 15 years experience in the business. Box 260M, BROADCASTING.

Rack copy editor. Prefer non-metropolitan market northwest or southwest. Box 262M, BROADCASTING.

**Salesman**

Five years experience, top salesman. Strong new sales delivery. Frequently employed. Box 263M, BROADCASTING.

Versatile, experience, draft exempt announcer; commercial, newscast, music, sportscaster. Box 264M, BROADCASTING.

Newscaster, network experience: top agency references. Maintaining higher Hooper than all other newscasters combined. Box 265M, BROADCASTING.

Situations Wanted

**Professional**


**Production/Engineering**

Engineer, (N. Y. state), desires permanent, skilled position. Seven years experience, former executive, car. Box 271M, BROADCASTING.

First phone, two years experience transcribing, broadcasting. Field cordings. Box 272M, BROADCASTING.

Engineer, lst class, single, sober, conscientious, over 25 years experience, well versed in radio and television. Applicant must have initiative and ability is appreciated. Andy W. Rockwell, Feather Rock, Nebraska.


Program-production, Others

BROADCASTING TELECASTING.

Shirtwaist executive with extensive radio and television experience. Must be capable of independent judgment. Well versed in sales tools and knowledge of national markets, looking for position in management or sales capacity in network or less sale station. Box 275M, BROADCASTING.

Secretary, experienced. Well versed in radio and television. Box 276M, BROADCASTING.

**Sales**

Traffic girl or stenographer, 4 years experience, to sell for same. BROADCASTING TELECASTING or call Detroit, WA 822, Pleasant Ridge.

Continuity, traffic women's shows. Presently employed. Excellent references. Box 278M, BROADCASTING.

**Television**

Announcers

TV stations—attention! Give a guy a break! Manager wants original talent. Four years experience, anchoring, producing, producing experience. Single, veteran, 23 years old. Proving himself every day with CBS kilowatt. All replies will be replied to. Box 279M, BROADCASTING.

Program-sports director. Knowledge entire station operation. Conscientious, matured, executive. Box 280M, BROADCASTING.

Traffic girl or stenographer, 4 years experience, to sell for same. BROADCASTING TELECASTING or call Detroit, WA 822, Pleasant Ridge.

Continuity, traffic women's shows. Presently employed. Excellent references. Box 281M, BROADCASTING.

**Technical**

Technician, young man, veteran, wants job as production man. Ten years experience at WSBY-TV. Excellent floor director, capable of entire station operation. Strong, single, licensed, clean, doctor recommended. $1000 plus. Box 282M, BROADCASTING.

Engineer, first phone license. 1 and 5 kW transmitter experience. Graduate SWT-TV New York. Single. Will consider 1st one. Box 283M, BROADCASTING.

Production-Engineering, Others

Fifteen thousand a year man seeks position as program manager. Equipment experience. Formerly with chain station, largest and oldest in midwest. Net radio and television experience. Excellent man, with this strictly television operation at an hourly rate. Phone evidence of the experience you need in your city. Experience necessary, must be present, employed, well known. His name and your address as well as a proven record are all that is necessary. Box 284M, BROADCASTING.

Remote operation experience, as the are familiar with and can be paid for. Box 285M, BROADCASTING.

**Sales**

Traffic girl or stenographer, 4 years experience, to sell for same. BROADCASTING TELECASTING or call Detroit, WA 822, Pleasant Ridge.

Continuity, traffic women's shows. Presently employed. Excellent references. Box 281M, BROADCASTING.

**Equipment, etc.**

Six Western Electric 61A microphones. Factory rebuilt, excellent condition. $150.00 each. Box 243M, BROADCASTING.

Bargain. Three used sure dynamic low impedance microphones. Recently returned factory overhaul. Sealed in original box. Box 265M, BROADCASTING.

**For Sale**

Stations

1900 watts. Rich and rapid growing community. Station needs new owner for $250,000. $250,000 with terms. Box 250M, BROADCASTING.


Equipment, etc.

Frisco sold. 300 feet Andrews guild copper wire; 8, 150-ohm, 10 end, B-type BT1A type BFIA FM transmitter, BMTA Type C-1A, and 1000 watt combo. Box 264M, BROADCASTING.

Frisco sold. 10 kw BTF-10B RCA FM transmitter sells outright. Includes dual channel mixing panel, studio, control board. Box 265M, BROADCASTING.

Well equipped. 5 kw CPJ Packard or General Electric combo. Includes monitor, transmission line monitor, harmonic filter, accessory equipment. Box 257M, BROADCASTING.

Transformers. 2 Collins 6F3 preamps and one 6FM aerial. Healthy sets. Box 256M, BROADCASTING. Complete blueprints and tube records included. Lots of spare equipment used less than two years. Concession C. W. Ellis, 1700 W. BROADWAY, 112 Jackson Street, Dallas, Texas.

For sale—One 169 foot guyed Win- ter-Park mast, some guy cable, 250 feet copper wire. Reasonable price. Box 258M, BROADCASTING.

Ready to ship. You pay freight. $1000. Contact WMGH, Dainage, Calif.

R. E. Kilgore sells new, $1600 model 894 transmitter model 704 receiver with 2 dish type antennas, a complete 400 kw telecasting set with antennas, both sets used only July, 1958. Box 259M, BROADCASTING. Furnished—original value $50000.00. First come, first served at $500.00. F.O.B., East Provi- dence. Carroll Philbrook, 115 Eastern Avenue, Providence, R.I. Telephone East Providence 1-1172.

Wanted to Buy

**Equipment, etc.**

Wanted: 1 kw AM transmitter. Antenna tuning unit, flasher and photoelectric control. Will pay $150.00. Box 260M, BROADCASTING.

Will pay cash for General Electric 50 watt FM transmitter and monitor. WVOG, Jamestown, New York.

Studio console, Gates turntable and RCA 700. Turntable complete. WRPC, Athens, Ga.

Miscellaneous

Attention program packagers, TV and AM stations. Known radio station manager interested in being contacted. Box 261M, BROADCASTING.

Have CP for one thousand watt day- time, 500 watt night. Also, AM 250 watts, Mexico. Hove other business interests and would consider sale of CP with adequate capital. Or might consider sale of CP. Send replies to F. O. P. Box 262M, Los Angeles 10, Calif.

**ENGINEERING SUPERVISOR**

**10 KW • 740 KC**

Must have extensive transmitter and studio experience. Live in Avalon. Population 1800, on Catalina Island, 30 minutes by air from Los Angeles. Salary commensurate with metropolitan L.A. 10 KW scales. Air mail full details.

**K B I G**, 6540 Sunset Boulevard, Hollywood 38, California

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**ATTENTION**

New York, Chicago, Philly, Boston or Los Angeles

Present your clients with a new name, face and selling voice.

If you are in the market for an intelligent **AIR SALESMAN** instead of just a disc-jockey, contact me at once.

Available April 1, 1952. Minimum $35,000 a year. Box 245M, BROADCASTING.

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**TOP MORNING MAN**

CBS Affiliate in mid-west metropolitan area of one quarter million people offers above average opportunity for above average men. Salary and talent arrangements will enable good man to make $600 - $650 monthly.

Please send full particulars and rates to:

BOX 246M, BROADCASTING

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**EXECUTIVE PLACEMENT SERVICE**

for competent managers, commercial managers, program directors, engineers, disc jockeys. Reliable, confidential, nation-wide service.

Send for full information today.

Hamlin S. Frakes

TT & Radio Management Consultants

218 West Washington & D. C.

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**WE WANTED**

**MANAGER**

Outstanding successful manager of small market station is seeking greater opportunity. Constructed present station and made it dominant in it’s community and state. Imaginative sales and programing built this station to present success. Have good job — only interested in real opportunity. College graduate, 14 years experience in broadcasting, present position six years. Some knowledge of TV. Able to accept complete responsibility of operation. For details contact Box 250M, BROADCASTING.

**WANTED TO BUY**

Stations

I’m a bargain hunter!

Want a low power station cheap. Don’t care about previous success or lack of it. South or most preferred. Anywhere considered. What have you got for cash? All replies answered quiet and quick. Individual. Box 204M, BROADCASTING.

**WGY HOLDS BIRTHDAY OPEN HOUSE**

Pioneer Station This Week Marks 30th Year

IT WAS 30 years ago this week that the first of the “W G Y” commercial radio stations took the air and began broadcasting to some 300 amateur radio operators.

The time was 7:47 p.m. on Feb. 20, 1924. Two days later the pioneer station originated its first remote broadcast from the gymnasium of Union College in Schenectady. Later, that summer, Senator Marconi delivered a special address using a Pallophone pickup—a microphone development by General Electric.

That was 30 years ago.

Today (Monday) WGY Schenectady, the GE station, will open its doors and throw out the welcome mat for loyal listeners and numerous celebrities in a week-long open house to commemorate the 30th anniversary.

The actual anniversary date will be Wednesday—mid point in open house week. Special programs, free door prizes, special exhibits and displays will mark the festivities.

Provision has been made for origination of most live broadcasts in WGY’s auditorium Studio A, assuring seating capacity for guests. The lobby will feature a broadcast equipment exhibit. And displays will point up the celebrities who have entertained WGY audiences over the years. A special anniversary program will be aired each evening through Friday.

**IT'S A 1952 FOOL**

**ALL-OPT PROMOTION**

WGY has taken promotional pains to assure fitting celebration of the occasion, utilizing nearly every available advertising media—spots, insert, comic strips, radio cards, newspaper, sales promotion items, and special personalities.

On-the-air advance promotion included transcribed salutes from NBC network stars, local spots and a mention on NBC Big Show yesterday (Sunday). Newspaper advertisements in Schenectady newspapers were inserted last week and will continue throughout the summer.

The managers of at least six nearby cities lent their cooperation as open house drew near. The station sent out invitations to personalities and celebrities throughout the WGY coverage area.

Visitors to the studios will receive gifts and mementos. A special edition of the house organ, Mike and Camera, recounting station’s progress, has been printed.

Among the “firsts” claimed by WGY are broadcast of the first radio drama, The Wolf, as a regular feature on WGY in 1926; inaugral ceremonies of Gov. Alfred Smith of New York, on Jan. 1, 1923; circus from Madison Square Garden, April 10, 1924.

The station’s radio communication between the U. S. and Sydney, Australia, in 1928; three-way radio talks involving Austin, Jaykay and Schenectady, in 1928; and transmission of the voice of GE’s C. D. Wagoner around the world.

**WHDH BASEBALL**

**Draws $140,000 in Accounts**

IN CONNECTION with the airing by WHDH of the complete 1952 schedule of Boston Red Sox baseball games, the station announced last week that it had contracts with a total billing of more than $140,000 with firms which will use the adjacencies and associated sportscasts.

WHDH reported that this is the earliest date on which all programs and availabilities pertinent to baseball have been contracted for, and that it considers it an indication that summer radio advertising could be headed for an all-time high in 1952. WHDH listed accounts as:

Announcements preceding and following ball games have been sold to the Crescent & Care Co., men’s clothing; Koolvent Auto Club; Kasa-nof’s Model Bakery, and Wymans Nurseries. A five-minute sports program has been sold to the AMERI-CO., 106 Brookline Blvd., and to the Noonan Sona, toyliet manufacturers, the station reported. Announcements tomorrow and the sports roundup have been sold to the Boston & Main Railroad. Other accounts signed for related programs or announcements include Community Opticians, the F. B. Washburn Candy Co., the Miller-Woo Sales Co., White Rock Bottling Co. of America, Supreme Wine Co., Hung Food Co., First National Bank of Boston, Chevrolet dealers, Paparella Bros. Inc., E. E. Hanlon, Men’s Shoes and Essex Packing Co.

**KWWO ON AIR**

**Kemp Heads New Outlet**

KWWO Cheyenne, Wyo., new 1 kW outlet affiliated with MBS and the Intermountain Network, was scheduled to begin operation officially last Thursday. President and general manager is William T. Kemp, formerly associated with KVER Albuquerque, N. M.

Frank Toomey, formerly manager of KOVE Lander, Wyo., is the station’s assistant manager.

KWWO transmits to Great Western Sales Co. for fulltime on 1370 kc, is located on West Lincoln Highway 30. Station is represented nationally by Avery-Knodel Inc.

OFFER OF $200,000 by Texas cattleman for purchase of Trigger was rejected by horse’s owner, Roy Rogers, star of NBC radio-TV Roy Rogers Show. Protest letters showing that Trigger also belonged to fans.
FCC Actions
(Continued from page 99)

February 14 Decisions

BY COMMISSION EN BANC

WKRK Pulaski, Tenn.—Granted CP to change from 1900 to 2030 kw, 1 kw fulltime, DA-N; cond.

WMFV (FM) Clingman's Peak, N. C. —Granted CP to change from 0.3 kw to 325 kw.

WWFY-FM Wheeling, W. Va.—Granted CP to change from 1700 to 1240 kw, 1 kw fulltime, DA-N.

WTVB Coldwater, Mich.—Upon petition, removed from hearing, and granted application to change from 315 kw to 105 kw. New kw remain in attendance at WSAI-FM trans., for pending Part 15 application.

KDXY Denison, Tex.—Granted CP, authorizing minor changes in DA-N cond.

Denied Petition

International Brotherhood of Elec.

(Continued from page 99)

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connection with other 1000 kc applications and was the first application of this type, under FCC authority, to be filed for operation in the FM band.


Radio Norwich Inc., Norwich, N. Y., The Montrose Bstg., Corp., Montrose, Pa., and WATM Sayre, Pa.—Designated for consolidated hearings at time and place to be specified by respective order following applications: Radio Norwich, Inc., for new AM station on 570 kc 900 w daytime; The Montrose Bstg. Corp., for new AM station on 950 kc, 1 kw, daytime, and Thompson K. Case for change station WATS on 1740 kc, 1 kw, day, to 950 kc, 1 kw, day.

John Blake and Charles B., Wolfe, Kilenex, Tex., and High Lite Bstg., Co., Kilenex, Tex.—Designated for hearing in consolidated proceeding application of Blake & Wolfe with that of High Lite Bstg., for new AM station 1000 kc, 250 w, daytime, at Kilenex, Tex.

Mid-State Bstg., Co., Chehalis, Wash., and Lerry E. Parsons, Chehalis, Wash.—Designated for hearing in consolidated proceeding application of Parsons with that of Mid-State Bstg., for new AM and that of Parsons, each requiring change station AM station on 1540 kc, 1 kw, daytime.

February 14 Applications: ACCEPTED FOR FILING

Amend Applications
WHUN Huntington, Pa. — CP to change station from WJJS 1500 kc, 1 kw, power increase from 250 w to 1 kw, and change operating hours from full-time to daytime AMENDED to delete request for frequency change and to restore power increase and operating hours and in lieu thereof to specify top loading antenna system.

D. Michael E. San Antonio, Tex.—CP to permit use of dial letters on station WQSO 1380 kc, 5 kw, for daytime, and changed to WCOO 1380 kc, daytime and night in lieu of WQSO 800 kc, 1 kw, AM, and AMENDED to permit use of dial letters on station WQSO.

KBVL-Salt Lake City—CP for permission to change station KBVL from 1910 total, 5 kw, aur., to 4 kw, 2 w aur.

Modification of CP
WELL Canton, Ohio—CP for permission to change station WQSY 1070 kc 1 kw, 10 kw, and AMENDED to permit license transfer to new station.

WOR and WMCA New York—CP for permission to change station WOR from WORB 1500 kc, 25 kw, to WORB 1500 kc, 25 kw, and AMENDED to permit license transfer to new station.

KDFY-FM Dallas—License for CP

WAGA-FM Atlanta—License for CP

KENT-FM Des Moines—License for CP

FCC Actions: (Continued from page 108)

J. R. POPPELE, vice president in charge of engineering, WOR New York, is celebrating his 30th anniversary with the station. Top picture shows him as chief engineer in 1922 at WOR Newark, N. J., shortly after station had received its charter. Lower picture is of 1952 picture of Mr. Poppele in the WOR control room.

Paramount Case: (Continued from page 75)

...Paramount owns 50% of Chromatic.

Mr. Raibourn was asked about Paramount's interest in British-owned Scophony Corp. He replied that during World War II, Scophony set up an American branch half owned by the British company with Paramount at General Precision Laboratory Inc. each owning 25%. Through agreement, Paramount and GPL shared the Western Hemisphere market for the Skiatron system—with Paramount responsible for home TV developments and GPL large screen theatre TV. British company held rights to Eastern Hemisphere.

Scophony system used magnification principle to get large TV pictures. It used what was called a "light perf. ionized ionizing magnification beam" by putting the beam through a liquid-filled tube.

Agreement between the American companies and British began in 1946 under consent decree entered into with the Dept. of Justice. Justice Dept. sued Scophony under the antitrust law.

Uses Coded Cards

Successor company in U. S. is Skiatron Corp., which has been testing a system of subscription TV based on coded cards. Tests have been run over WOR-TV New York and the company has asked motion picture firms to furnish them with film product so it can run a test similar to the one Zenith ran on Phonovision in Chicago early last year. So far it has received only one reproducible card from Paramount and RKO, conditional approvals from United Artists and Republic. Only tentative turndown was from MGM. Other big producers have not answered.

Skiatron has not yet asked FCC to sanction New York consumer tests. Its recent tests over WOR-TV New York and other stations have been under experimental FCC authority and were run after the regular WOR-TV program day ended.

Nor has Skiatron yet gone to the Dept. of Justice. There have been reports to that effect, but they have no basis in fact, it was learned.

Mr. Raibourn spent a good part of his time answering FCC counsel Frederick W. Ford's inferences about the Paramount Television Network.

Kinescope Syndication

This is a kinescope syndication of programs produced at KTTLA (Continued from BROADCASTING). Paramount advertising has been referring to it under the network term and also calling stations which bought the series "affiliates."

Mr. Ford's purpose seemed to be to get Mr. Raibourn to indicate that Paramount intended going into the kinescope business— in opposition to DuMont and the proposed ABC-UPT company.

That Paramount was selling the kines in "blocks" was also brought into the question. T. J. Condon, vice president of Ford's practice and the now illegal practice of "block booking" of motion pictures to exhibitors was apparently Mr. Ford's aim.

Dutch Royal Visit

MORE THAN 600 radio stations are to be serviced with a series of programs in connection with the April visit to Washington of Queen Juliana and Prince Bernhard of The Netherlands, it was announced last week. The four programs in the series include a feature about the royal family, a dramatization of "The Mark of Zoro" the Dutch film based on the sea and two music programs. Reportedly planning to carry programs are MBS, ABC, WOR and in addition, 21 inclusive broadcasts by WNYC and WQXR New York. Further information may be had from Ann Buurman, radio officer, Domestic Broadcasting Div., The Netherlands Information Service, 10 Rockefeller Plaza, New York, 20.

RCA's UHF Ad

IN A FULL page advertisement in the Washington Post last Wednesday, RCA said UHF, the opening of which will mean "more TV channels, more TV stations and more TV programs" to the present or prospective viewer, "added opportunities" to extend TV coverage and increase audience for the broadcaster; would cause "creation of vast new markets" to manufacturers and would "bring to fruition" laboratory experiments, production designing and field tests by scientists and engineers of RCA. Firm announced it will have an RCA "inexpensive" UHF tuner available for sets.
140 stations this year and 190 next year and that materials for building the stations would be available [B&T, Feb. 11]. RCA line ranges from 500-w low band VHF transmitters to 10-kw UHF transmitters. Included are antennas, transmission lines, monitors, control apparatus, etc. Complete line of studio, film and remote equipment is also available (for transmitter costs, see table). Mr. Smith foresaw some problems in constructing full-scale stations due to defense claims on scarce materials but he thought that stations would find ways to use temporary expedients. In discussing costs of VHF operation, C. D. Kentner, transmitting engineer group manager, revealed the following figures: A 2-kw transmitter for Channels 5-8 costs 92 cents per hour to operate; on Channels 7-13, 34 cents. A 10-kw transmitter costs 88 cents per hour for low band operation, $1 for high band operation. A 20/25 kw costs $1.85 per hour to operate on all VHF channels. A 50-kw transmitter costs $4.70 per hour to operate on all VHF bands.

Figures were calculated on a power cost of 1.5 cents per kilowatt-hour and tube life of from 6,000 to 7,000 hours.

New in the station transmitting equipment line were the 1 and 10 kw UHF transmitters and high gain antennas with which stations can get 100 kw of effective radiated power.

Also shown was a new image orthicon camera which was said to give better picture quality than those now in use. Also new is a master monitor, built for simple, small-scale station operation but capable of handling the addition of film, live and remote operations.

An improved film camera, which RCA has been testing at Philadelphia TV stations for the past several months, was also reported.

Ready by late August or early September will be three types of converters for present TV sets, Allen Mills, merchandise manager, Home Instruments Dept., announced. Also available when needed, will be a combination 18-position VHF-UHF converter, he reported.

Three types of converters are: (1) Single-station converter, costing about $10; (2) two-station converter, self-powered, costing about $20-25; (3) full 10-channel UHF converter, self-powered, costing about $50. Single station converter will have to be installed by a serviceman, Mr. Mills explained; set owner will be able to install the other two, he said.

Development of the 16-position tuner adaptable to present RCA set circuits, will permit continued production of VHF sets and, when UHF markets open, the production of combination sets, Mr. Mills said. Each of the sets using the new tuner will be "tailored" locally for each market, he said.

When UHF signals start coming over the air, it will generally be necessary for set owners to have special antennas, C. M. Sinnett, advance development manager, Home Instruments Dept., declared. In some few instances present VHF antennas may turn out to be satisfactory, he said.

The critical aspect of receiving antenna positioning was emphasized by both Mr. Sinnett and Dr. D. W. Petersen of the antenna-transmitter research group, Princeton Labs. They both pointed out that moving the receiving antenna only a few feet may make the difference between no signal and an excellent one. Dr. Petersen addressed the audience on UHF measuring techniques.
WOULD LEAVE INFORMATION PROGRAM AT STATE DEPT.

L. S. INFORMATION Advisory Commission Friday asked Congress to keep this nation's global information program within State Dept. Commission is headed by Erwin Canham, editor, Christian Science Monitor. Other members are Justin Miller, NARTS board chairman; Phillip Reed, board chairman, General Electric Co.; Mark A. May, Yale U., Ben Hibbs, editor, Saturday Evening Post. Commission feels arguments for a separate agency (as Sen. William Benton (D-Conn. proposed) are outweighed by "desirability of retaining a close connection between foreign policy formulation and the administration of the information program."

WHGB REHEARING DENIED

NO CONFLICT exists between its decision in Harrisburg-Lemoyne, Pa., case and Lubbock, Tex., case, FCC announced Friday in denning petition for rehearing filed last October by WHG Harrisburg [B*T, Nov. 12, 1951].

WHGB had denied "arbitrary and capricious" action by the FCC, when it granted WCMB Lemoyne, Pa., permission to change to 1460 kc with 5 kw directional facilities and had denied Harrisburg station same facilities. FCC's decision emphasized that WCMB was independent station, promised more local programming than did ABC-affiliated WHGB. The day later FCC granted ABC-affiliated KFYO Lubbock, Tex., authority to change to 790 kc with 5 kw day, 1 kw night directional, and denied new applicant Lubbock County Broadcasting Co. same facilities. Since two decisions apparently conflicted, WHGB asked for rehearing in light of Texas decision.

Commission, in opinion last Friday, declared that Lubbock decision was based on "preferred standing of an existing station, with a history of meritorious service to the community. . ." It also pointed out that Pennsylvania case was decided on "superior" programming of WCMB. "Each decision is grounded on its facts, and their rulings do not . . . conflict with each other," the Commission said. Chairman Coy and Comr. Jones did not participate.

ABC FIRINGS PROTESTED

RADIO Writers Guild, protesting firing of two ABC Hollywood newsroom writers, last Thursday wired ABC President Robert Kintner that it would file unfair labor practices charges with NRLB unless writers remain on job. Firings occurred Feb. 5. Gulf charges layoffs were reprisal against union now in contract negotiations. ABC executives, admit only "informal negotiations," adding that dismissals are simply departmental revisions in O&O stations.

WGN-TV SIGNS FOR SOX

EXCLUSIVE contract for daytime home games of White Sox during 1952 season signed last week by WGN-TV Chicago. Station also will carry Cub games on exclusive basis. This is fifth consecutive season for White Sox games, first for Cubs.

PEARSON FOR WXWL

WXWL INDIANAPOLIS has named John E. Pearson Co. as its station representative.

BROTHERHOOD WEEK

FULL BROADCASTING participation by both radio and television in Brotherhood Week, sponsored by National Conference of Christians and Jews, and scheduled for Feb. 17-24 observance this year, was assured Friday by Joseph H. McConnell, NBC president and chairman of radio-TV committee for Brotherhood Week. All networks plan brotherhood tributes on many regular and special programs throughout week. In addition, Mr. McConnell said each network will carry 20, 30, 40, 50 and 60-second spots to influence public opinion towards good will and understanding of information among Protestants, Catholics and Jews.

Business Briefly

(Continued from page 5)

noon, early evening time. In television only 50 major stations will be used.

GENERAL MILLS BUYS ABC ★ General Mills, Minneapolis, through Knox-Reeves Inc., same city, to sponsor Whistling Street defense, from 10:26-10:45 a.m. EST, ABC radio, starting March 3. On same date General Mills' Betty Crocker Magazine of the Air moves from 10:30-10:45 a.m. time slot to 4-4:15 p.m., still on ABC radio.

MARFREE NAMED ★ Allied Home Products, Beloit, Wis., last week named Marfree Adv., Chicago, to handle advertising for its cosmetics line which is distributed nationally in supermarkets. Radio will be used. Burton Neuberger, Chicago manager of agency, is account executive.

FCC ON BLACKLISTING

PROTEST by Authors' League of America to FCC about broadcasters who use "political screening" of talent was answered—at least temporarily—in exchange of letters released Friday. Parent union of all writers' guilds had instructed its president, Rex Stout, to ask for FCC hearings on blacklisting, insisting that it was contrary to public interest under which licenses are granted. ALA action [B*T, Jan. 28] was part of turmoil surrounding dismissal of Philip Loeb from The Goldbergs television program.

In reply, FCC Chairman Wayne Coy, Feb. 8, that question was "not properly the subject for a general hearing of the commission" since judgment of talent by station operators falls into scope of day-to-day operations, ceded to licensees by Communications Act.

UCP LAUDS RADIO, TV

RADIO, TV industries were lauded by United Cerebral Palsy for aid given in UCP's 1951 fund campaign. Telephone credited with raising $972,105, since first such effort over WBBR (TV) Chicago in May 1950. Other stations which conducted UCP telethons listed as WJZ-TV New York; WFTL-TV Philadelphia; KGO-TV San Francisco and WLWT (TV) Cincinnati, which staged "pooled" telethon.

PEOPLE . . .

HERBERT BULL to Needham, Louis and Brobyr, Chicago, as TV art director after working at McCann-Erickson, New York, in similar capacity.

GORDON HUGHES, manager of market research for General Mills, will discuss "attitude measurements and the memory factor" at the meeting of American Marketing Assn., Chicago chapter, Feb. 27. Luncheon session is scheduled for noon in the English room of Marshall Field & Co.

MELVIN A. SINGER, Biow Co., N. Y., to Grey Adv., N. Y., on account executive staff.

ALEXANDER KLEIN, Caravel Films, to J. D. Tarcher & Co., N. Y., as director of television and motion pictures.

FRANK KLEIN, formerly on publicity and public relations staff at WFDR-FM New York, to Hoover Manufacturing and Sales Co., N. Y. (Hoover uniforms), as assistant director of sales promotion.

JAMES WEBB YOUNG, consultant on mass media to the Ford Foundation and J. Walter Thompson Co., will speak on "Thoughts on Your Future in Radio & Television" Thursday, Fri-

day at luncheon meeting of the Radio Execu-

tives Club of New York at the Waldorf-Astoria Hotel.


WMEX vs. WHIL PETITION

PETITION for revocation of program authority for WHIL Medically Managed by WMEX Boston two weeks ago (see story, page 34), was denied by FCC Friday. It also denied request for hearing on WHIL's license application. Commission held that no proof was pre-

sented that 25 mv/m contours of both stations overlap, as alleged by Boston station. At same time, Commission pointed out that no protests were made in 1950 when WHIL was granted CP for 1540 kc with 250 w, daytime, nor fol-

lowing two years when amendments were filed and granted. WMEX (on 1510 with 5 kw) claimed that WHIL transmissions were interfer-

eering; WMEX, that FCC rules prohibit two stations less than 40 kc apart if 25 mv/m contours overlap. It has pending in U.S. Court of Appeals petition for review and an action against the Commission's grant of program test authority to WHIL. Court has set case for hearing Feb. 21. Comr. Hennock and Jones dissented from FCC's decision, claiming that program grant should be with-

drawn until question of overlap determined. Comr. Hyde dissented in part, held that hear-

ing should be given on license renewal.

ADDITIONAL WITNESSES

ADDITIONAL witnesses in the theatre TV hearing, scheduled for March 10, were sub-

mitted to the FCC Friday by the Motion Pic-

ture Assn. of America and the National Ex-

hibitors Theatre Television Committee. Among new names submitted (see AT DEAD-

LINE, Jan. 28) are: Gae Sullivan, Theatre Owners of America executive director; Arthur Mayer, Council of Motion Picture Organizations executive v.p.; Cecil B. DeMille, independent producer; Ben Zanes, 20th Century production chief; Frank Freeman, Paramount Pictures production chief; Ronald Reagan, actor and president of Screen Actors Guild; George Murphy, actor and past presi-

dent, SAG.

BROADCASTING • Telecasting
If you're alarmed at the high cost of network productions . . . If you're looking for top talent, low budget productions that can compete with the best on the networks — see what WLW-Television can do for you.

Out of the “high-rent” districts of TV production centers, WLW-Television has a larger talent roster than any other independent TV operation. Here the combined production facilities, personnel and know-how of three television stations—WLW-T, WLW-D, and WLW-C can produce your network show at considerable savings.

Last Summer WLW-TV originated two programs for NBC-TV—“Strawhat Matinee”, a daily hour-long afternoon show, and “Midwestern Hayride”, a Saturday evening hour. Both shows outranked their network competition.

Currently WLW-TV produces six hours of network programming weekly—Ruth Lyons' “50 Club” and the “Breakfast Party”, daily, plus the Saturday noontime “Midwestern Hayride”.

Perhaps WLW-Television has the answer to your problem of high production costs. Why not investigate?
Mr. John A. Kennedy  
Chairman of the Board  
Station KFMB-TV  
San Diego 1, California  

Dear Mr. Kennedy:

The answers to the questions raised in your letter of January 21st are as follows:

(1) I feel that the 1952 estimates of San Diego, to appear in the 1952 Sales Management Survey of Buying Power accurately depict the growth of the area.

(2) Both with respect to population and income, there has been a very appreciable change in the rank of San Diego among the top 35 markets.

(3) The income change credited to the San Diego market in 1951 as opposed to 1950 was the largest accorded to any of the leading 30 metropolitan areas of the nation.

In general, I can say that in the past we have considerably understated the San Diego market, but we now credit it with a billion dollar income, (after income taxes.)

Cordially yours,

Jay M. Gould  
Managing Director

January 21, 1952