In New York, America's richest market, only three TV stations—three high-priced, network stations—draw more nighttime audience than WOR-tv channel 9.

New York's youngest telecaster, WOR-tv, continues to pull the city's fourth largest nighttime audiences...topping a key network station and drawing more viewers than any other independent TV station in New York.*

One channel 9 show, "Trapped," a low-cost, live, mystery drama—draws more New York audience than 46 sponsored nighttime shows aired on 4 network stations! And 28 of these shows are carried nationally. (Telepulse—Jan. 1952)

Everything about channel 9 is bigger and better than ever. Audiences are bigger...power is greater...studios are the best in television. Only rates have remained the same—still the lowest in television.

*Telepulse—Jan. 1952, based on channel 9's nighttime operating hours.
CHECK WLS TODAY FOR
8 Great Selling Opportunities

News—stepped up by two giant political conventions coming up, by a lingering war situation—is more in demand than ever before!

And in the WLS-blanketed Chicago-Midwest, that demand results in larger and larger WLS listening audiences—in two more news broadcasts added to the already fast-selling WLS schedule.

Check today on availabilities adjacent to or within one or more of these WLS newcasts. Some are sold but you’ll find a profitable opening for your product somewhere in these eight great sales opportunities:

Watch for News About "OPERATION GROCER 1952"

CLEAR CHANNEL Home of the NATIONAL Barn Dance
890 Kilocycles, 50,000 Watts, ABC Network—Represented by John Blair & Company
1 Delivers the Most Coverage
Four stations are in the combined market. WSAR is the only 5,000 watt station. All others are 250 watts or less.

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

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

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

WSAR
Fall River-New Bedford
5000 Watts Are Affiliated

Represented Nationally by Headley-Reed Company
J. Gorman Walsh (right), manager of WDEL, receives Marvel Cup Award from Associate Judge of the Supreme Court of Delaware Daniel L. Herrmann, chairman of the board of judges for this year's award.

The Marvel Cup is presented annually to the citizen of Delaware "who has, by selection of his fellow citizens, given outstanding service to the state, the community, society, or his fellow man and has performed something worthy to be remembered."

We are proud of this tribute to our associate, Gorman Walsh. A quotation from the Column of William Penn Frank in the February 4, 1952 issue of the Wilmington Morning News expresses the feelings of all his associates. "...the guy is always working in and for the public interest... There is something very honest about his approach to community problems and his integrity is a shining example for us... He has given both his radio and television station a policy that these media are more than commercial ventures but rather are dedicated to the good and the welfare of the people in the area."

Steinman Stations proudly salute...

J. Gorman Walsh, manager of WDEL, Wilmington, Delaware, winner of the Chamber of Commerce, Delaware, 1951 Josiah Marvel Cup Award

Clair R. McCollough
General Manager
STEINMAN STATIONS

Reprersented by
ROBERT MEEKER ASSOCIATES  Chicago  •  Los Angeles  •  San Francisco  •  New York
RCA SEES VAST FUTURE FOR NEW TRANSISTOR

NEW transistor was scheduled for unveiling today (Monday) by RCA, first disclosure compiled by engineer Robert S. Kerr (D-Okla) his close friend and fellow sooner. Sen. Kerr is owner of KRKM Tulsa, and has application pending for acquisition of control of KOTK Oklahoma City. Sen. Kerr is dark horse in Democratic Presidential sweepstakes, if Truman does not run.

SIDELIGHT In Coy resignation is upsetting of NABRT convention agenda, with ex-Chairman now off Wednesday luncheon billing. NABRT hopes to book new Chairman for spot. Significant to note will be in broadcast field is fact that he advised an NABRT official he probably would attend convention and, if called upon, would make few remarks.

NARTSR beginning to schedule group showings of its new presentation on advantages of national spot broadcasting—radio and television—as an advertising medium, to advertisers and agencies. Preview to some 25 station representatives in New York last week reportedly evoked enthusiastic approval of presentation.

WHEN NEW NARTB TV Review Board holds its organization meeting here next Thursday, one of topics may be proposed revision of code in relation to hard liquor advertising. In order to assure Congress, notably Sen. Johnson's Interstate & Foreign Commerce Committee, that there will be no quick permitting liquor advertising, Review Board may recommend stipulation that no change be made in that provision unless ample notice—possibly six months—is given. Presumably this would assuage fears and soften attitude of Senators on Johnson-Case Bill, which would ban liquor advertising on radio and TV.

SEN. ED C. JOHNSON (D-Col), chairman, Senate Interstate and Foreign Commerce Com.

CLOSING CIRCUIT

LONG-RANGE prognosis: When FCC finally hands its TV allocation (target date still mid-March) line-up could well be 4-2. Expected to dissent: Comr. Robert F. Jones, who has favored complete flexibility on legal grounds (i.e., no city-by-city allocations) and position Friday for early beginning of applications.

CHIPPERHUTTE

In its WHF report, off the NARTS beginning casting of "inadequate" VHF network audience study, by power protesting "inadequate" VHF tube, which in turn makes possible the modern miracles of radio, television and radar, so will this new tool open vast new horizons in the electronics art. He said RCA does not expect transistor to supplant electron tube, predicting market for tubes will increase under full impact of commercial transistors.

He added that transistor will allow development of entirely electronic devices, many of them also requiring tubes. RCA embeds elements of transistor in resin to provide protective case. The RCA point-contact transistor resembles corn kernel. Transistors harness electrons in piece of solid matter whereas tube filaments boil off electrons in vacuum.

BETTER PICTURE TUBES

IMPROVED performance from TV picture tube screens, due principally to development of screen materials with better balanced chemical properties, announced Friday by Radio-TV Picture Tube Div., Sylvania Electric Products Inc. Process being used in all picture tubes produced by Sylvania, to bring greater brightness and to eliminate discoloration during entire tube life. Screens are said to be especially effective when operated with anode voltages lower than 14,000 volts.

WGN-TV RATE BOOST

WGN-TV Chicago ups its basic rates 20% March 1, increasing its Class A hour rate from $1,000 to $1,200. Current rates were effective one year. Station estimates city has 60% TV circulation.

BUSINESS BRIEFLY

L&M PICKS UP OPTION • Liggett & Myers (Fatima cigarettes) understood to have picked up option on NBC radio recorded symphony—midnight to 6 a.m.—being considered by network for all six of its O&O stations. Agency: Cunningham & Walsh, N. Y.

CHAIN BREAKS FOR NABISCO • Nabisco Shredded Wheat contemptual scheduling of chain breaks on CBS Radio stations following its portion of Arthur Godfrey show (Mon. through Fri., 10:45-11 a.m.). McCann-Erickson is agency.

SPOTS FOR LEVER • Lever Bros. (Silver Dust) planning radio spot schedule to start in April with 13 and 26-week contracts. Agency, Sullivan, Staufer, Colwell & Bayles, N. Y.

ALAN YOUNG SHOW • Lever Brothers (Pepsi), N. Y., through McCann-Erickson, N. Y., reportedly interested in Alan Young Show, on CBS-TV but being dropped by present sponsor (Esso). Additionally, Pepsi-Co. said to be considering possible radio-TV spot announcement campaign for this spring in about 150 markets.

AMERICAN TOBACCO OPTION • American Tobacco Co., through BBDO, N. Y., understood to have optioned Wednesday 9:30-10 p.m. period on CBS-TV for next season. Advertiser probably will shift its This Is Your Business into that spot from Sunday 7:30-8 p.m. and put Jack Benny program in Sunday segment, provided comedian willing to do weekly show.

SATURATION CAMPAIGN • For second year Baltimore DeSoto dealers bought saturation campaign, on WBAL Baltimore Feb. 16, to announce 1953 models. Success last year induced dealers to spend 65% of total budget

Exhibitors to Unveil New UHF Gear

NEWEST developments in broadcast and TV transmitting, studio and antenna equipment, including recently perfected UHF gear, to be shown for first time at NABRT convention in Chicago-March 30-April 2.

Manufacturers planning to exhibit many heavy items, including cameras, transmitters and radiators. Show will include Exposition Hall in lower lobby of Conrad Hilton Hotel (ex-Stevens) plus entire fifth floor area.

Feature of 1952 show will be joint NABRT-Broadcast Music Inc. display of Americana. Historical musical documents and signatures of signers of Declaration of Independence and Constitution are included in valuable collection, which will be protected day and night by armed guards. Arrangements for feature made by Carl Haverlin, BMI president, and Robert K. Richards, NABRT public affairs director. Group of manuscripts will include reproduction of original "Star Spangled Banner."

Arrangements for equipment displays are nearly complete, except for Arthur C. Stringer, retained by NABRT as exposition manager. Convention delegates will attend buffet luncheon in Exposition Hall March 31, opening day of formal proceedings.

Representatives and other industry groups will have suites at hotel. List of NABRT associate members who have signed for convention participation follows:


Transcription Co.'s, Program & Film Serv.

for more AT DEADLINE turn page

February 25, 1952 • Page 5
In this Issue—
Appointment of permanent successor to Wayne Cox, who quit FCC chairmanship last Thursday then took job with Time Inc., is up in the air. Vice Chairman Paul A. Walker will take over for time being, but whether he or someone else the permanent appointment isn't settled. If Mr. Walker is moved up, chances are that Robert T. Bartley, nephew of Speaker of the House Sam Rayburn, will be named to the Commissionship that would be vacant. If not, the choice of permanent chairman may lie among three men well known to industry: Philip G. Loucks, attorney and one-time managing director of NAB; Neville Miller, attorney and onetime president of NAB, and J. Leonard Reinsch, managing director of Cox stations. Pages 83, 24, 50, 52.

Two of radio's biggest clients have begun new assaults on radio rates. P&G, that biggest, wants CBS Radio to cut its nighttime rates to daytime levels. General Mills is working up a spot proposal to pay stations half their one-time daytime rates for nighttime spots. Page 85.

Advertisers bought $217 million worth of television time in 1951—140% more than in 1950. A preview of an article that will appear in the TELECASTING YEARBOOK for 1952, out the end of this month. Page 71.

Liberty Broadcasting System claims it was spiked, sue 13 of 16 big-league baseball teams for $12 million damages for violating anti-trust laws. Page 27.

CBS and NBC have revived the big-name talent processing operation of several years ago. The names are the same: Jack Benny, Phil Harris and Red Skelton. In Mr. Harris' case, NBC won out, but Messrs. Benny and Skelton still are being wooed violently by both networks. Page 93.

Industrialists are finding it pays off to solicit the good will of the communities in which their plants are situated, and radio is the instrument that does that job best. Page 26.

When TV comes in the house, does radio go out the window? Definitely not, according to a survey by WSYR-AM-TV Syracuse. TV owners average better than three hours a day listening to radio. Page 85.

Upcoming

(Please see page 4)

Closed Circuit
(Continued from page 5)

mittee, wants that hearing on political broadcasts held. Problem is current wording of committee edg, so Senator should get his way soon enough, one thing which may come up is network policy of demanding paid time by candidates. His speech fortnight ago which criticized networks is tip-off.

NBC'S WNBC and WNBTV (TV) New York planning expansion which will focus on new merchandise and manager position and include addition of two persons each to local radio and TV sales staffs.

PILOT reel, designed to show stations approach Associated Press will use in its planned television news service, is in final stages. Date for preview is expected to be set soon.

EXPECT National Television System Committee to ask FCC, in about month, for permission to run public tests on compatible, all-electronic color TV system. Purpose is to establish evidence against day (April or even later), NTSC seeks FCC consideration. NTSC engineers are determined to run tests long enough to iron out all bugs.

CONCLUSIVE proof TV has not seriously hurt entertainment industries, except during "novelty" period when set in home, is to be shown in extensive study covering last three years. Jerry Jordan, Philadelphia researcher, is author of nearly-complete analysis covering all industries involved, including newspapers and magazines.

DON'T write fins on Hadacol. Several proposals to bring back proprietary product in big way, with radio as main promotion medium, understood to be in works.

AFRA WINS WGN CASE

ARBITRATION board decided in favor of AFRA last week in the long-standing dispute with WGN Inc. about jurisdiction over TV sound effects men. According to AFRA-TV agreement, sound effects men at dual AM-TV operations hold AFRA cards. AFRA charged after its last contract negotiation with WGN-TV that station delegated TV sound effects to members of IATSE.

Exhibitors
(Continued from page 5)
Service Organizations—Keystone Broadcasting System; Standard Rate & Data Service; Broadcast Advertising Bureau; NARTB Station Relations Dept.; Broadcast Music Inc.
News Service—Associated Press.

Service Organizations—Keystone Broadcasting System; Standard Rate & Data Service; Broadcast Advertising Bureau; NARTB Station Relations Dept.; Broadcast Music Inc.
News Service—Associated Press.

for more AT DEADLINE see page 106

Broadcasting • Teletasting
WITHOUT GIMMICKS, GADGETS OR GODFREYS . . .
independent WNEB gets and keeps the audience! These ratings
prove that WNEB, with good programming of music, news and sports,
tops 3 out of 4 competing network stations at night, and delivers
MORE LISTENERS FROM 8 A. M. TO 6 P. M.
THAN 3 OF THESE STATIONS COMBINED!

<table>
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<th>Time</th>
<th>WNEB</th>
<th>Network Station A</th>
<th>Network Station B</th>
<th>Network Station C</th>
<th>Network Station D</th>
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<td>Sunday Afternoons</td>
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<td>29.8</td>
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<td>Evenings</td>
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<td>46.6</td>
<td>13.0</td>
<td>7.4</td>
<td>6.0</td>
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AN OUTSTANDING BUY . . . MADE EVEN BETTER

Once again WNEB will carry the
COMPLETE HOME AND AWAY SCHEDULE
Of New England's favorite baseball team . . .
THE BOSTON RED SOX!

Yes, in Worcester, independent WNEB gives you consistently good rat-
ings! Most important of all, they're ratings you can buy . . . in time
periods that are available to you!
Here's PROOF of pulling power:

**WIBC**—promoted corn picking contest pulls 35,000!

Here's part of the crowd that turned out for the Indiana Mechanical Corn Picking Contest which WIBC conducted at Rushville on October 13th...35,000 people, representing all of Indiana's 92 counties and every adjoining state!

Representatives of every major farm equipment manufacturer were there, too. Said one: "We talked to more prospects in one day than we usually do during a ten-day fair. Sold more merchandise, too!"

Here again is proof that Indiana's first and only 50 KW radio station enjoys top place in the affections of the 1,077,356 radio families in its 0.5 MV contour area, a loyalty won through intelligent programming and a friendly interest in farm affairs.

That's why one minute announcement at 6 A.M. (Nov. 13, 1951) drew 915 pieces of mail for one advertiser. That's why WIBC can help you, too. See your John Blair man immediately!

**JOHN BLAIR & CO.**

National Representatives

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana
Official government figures* show that over the years people have put down on the counter for meat a remarkably constant percentage of the money they have to spend. The average for meat is around 51 per cent of the total. In the boom year of 1929 consumers spent, out of each dollar of spendable income, 53 cents for meat. In the depression year of 1933 this figure was 54 cents. In the prewar year of 1939 it was 5¼ cents. In 1950, the latest year for which figures are available, it was 5½ cents.

During this time, of course, meat prices fluctuated widely...but well in tempo with changes in the level of general prosperity of the country.

**Do Meat Packers' Profits Influence Prices?**

The answer is...they do not. Again, official government figures* (plus a recent Dun and Bradstreet survey) show that out of the average 5¼ cents spent at the store for meat, the retailer uses 1 cent to cover all overhead costs and a modest profit, and pays 4½ cents to the packer for meat.

Of this 4½ cents, the packer pays out 3½ cents for livestock, 19/20ths of a cent for all of his costs of doing business...labor, freight, taxes and many other expenses...and earns 1/20th of a cent as profit. This may be paid to investors for use of their money, or for improvements, or both. The figures include the value of by-products as well as meat.

The profit obtained by meat packers is so small that it has virtually no effect on the price of meat at retail.

As a matter of fact, if packers made no profit at all, consumers would be unable to see any difference in the cost of living—either in good times or bad.


**AMERICAN MEAT INSTITUTE**

*Headquarters, Chicago • Members throughout the U. S.*
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE

Spot
Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.
Like the Mountain Goat...

who leaps from crag to crag, who finds sure footing wherever he goes—is sure-footed Spot radio.

Do you, as an advertiser, want to watch your footwork in certain markets? Want to skip some open crevices, want to scale some craggy peaks? Easy. Just pick out where you want to go with SPOT RADIO.

And, it's easiest of all when you start your picking on peak stations like these.
WE’VE BLAZED THE TRAIL TO 150,000 NORTHEASTERN OHIO HOMES!

FACTS PROVE—over 90% of the 150,000 TV set owners in Toledo and a 10 County area prefer WSPD-TV. This was established by the Research Department of Toledo University in a recent comprehensive area survey. And, 98% of the total sets are in use every evening . . . 50% in the afternoon . . . almost 20% in the morning after only 5 weeks of morning operation. YOU CAN BUY TIME NOW to reach THIS CAPTIVE AUDIENCE in a market over One Billion Dollar Buying Potential. FACTS PROVE—YOUR BEST BUY FOR SPEEDY SALES in Northwestern Ohio is WSPD-TV . . . The Trail Blazer For Your Product.

HARRY W. BENNETT Jr., account executive, Compton Adv., N. Y., to Sherman & Marquette, that city, as vice president and supervisor in charge of Colgate-Palmolive-Peet account.

CHARLES W. HOYT Co., N. Y., announces following staff changes: R. H. DINGWELL named assistant to president succeeding A. W. FARGO Jr., elected vice president. F. J. BECKER elected treasurer.

ROBERT S. AITCHISON, editor of Industrial Marketing magazine, Chicago, has purchased an interest in Shroot Assoc., Chicago agency.

ALEX COLEMAN elected vice president of R. J. Patras, Calkins & Holden, Kansas City, where he is account executive.


GERTRUDE VAN HOYDONCK of J. M. Mathes Inc. to the copy department of N. W. Ayer & Sons, Phila. Mr. Aitchison

M. PATRICK COYLE, director of product and style research at Opinion Research Corp., Princeton, N. J., to Campbell-Ewald Co., N. Y., as vice president in charge of merchandising, research and marketing.

on all accounts

There’s no firmer believer in the axiom that radio is the best advertising medium, from a standpoint of cost-per-thousand contacts and results-per-dollar spent, than William D. Murdock, operator of the Washington advertising agency bearing his name.

He believes this so firmly that he handles nothing but radio and television business and has risen rapidly to a commanding position in the Capital’s radio field.

Mr. Murdock comes naturally by his electronic convictions, having sold radio and TV time in Washington for two decades prior to his entry in the agency side of advertising just a year-and-a-half ago.

One of that rare breed of native Washingtonians (born June 6, 1906), he has never left the city for any length of time and wants to stay there. After graduation from Southeastern U.—in Washington, of course—he went into the banking business, standing in a teller’s cage. In this capacity he came to know one of the bank’s clients, Harry Butcher, then general manager of WJSV (now WTOP) Washington. That’s how he became a salesman at WJSV, working under A. D. Willard Jr., sales manager and later general manager of the then CBS-owned outlet. Along in the early ‘50s, WJSV hired Arthur Godfrey and put him on instead of Bob Trout as a sunrise disc jockey, moving Mr. Trout into news-casting. The idea clicked and Mr. Murdock had no trouble peddling Godfrey spots at 5¢ per: soon selling him out. He handled all of the Godfrey selling until the CBS star left for New York.

When Mr. Willard became WJSV general manager, Mr. Murdock succeeded him as sales manager and assistant general manager. After 12 years at WJSV-WTOP he joined WOL Washington under the Cowles regime as sales manager and assistant general manager. About that time Bamberger interests were preparing to launch WOIC (TV) Washington, later given the call letters WTOP-TV when the station was purchased by the Washington Post and CBS.

Mr. Murdock’s television debut at WOIC offered a challenge to his sales prowess, the station being the fourth and last to open in the

(Continued on page 48)
BERNARD C. DUFFY, president of BBDO, N. Y., appointed chairman of the Greater New York Chapter of the President's Committee of the U. of Notre Dame to act as counsel and advisor to the president of Notre Dame.

FRANK LeCOQ, advertising manager of Pacific Northwest Co., Seattle, do Ruthrauff & Ryan, same city, as account executive.

RICHARD SAUNDERS and THOMAS FORD join Young & Rubicam, N. Y., as producer-director. Mr. Saunders joins agency from CBS Television where he was a director. Prior to his Y&R assignment, Mr. Ford was a director at ABC-TV.


WILLIAM E. SURGNER, former contact man with Geare-Marston Inc., Phila., to Gray & Rogers, same city, in similar capacity.

EDWARD D. CUMMINGS, J. Walter Thompson Co., N. Y., to Robert W. Orr & Assoc., same city, as media director.

ROBERT A. SHIELD, Hawaiian Islands broadcaster, to Woodrum, Carney & Staff, Honolulu, as a director of the company.

ROBERT F. GERBER elected vice president of H. E. Westmoreland Inc., which has re-located at 326 W. Michigan St., Duluth, Minn. WILLIAM R. DAVIS joins the agency as manager of media and promotion departments.

GEORGE SELGRAT to Casler, Hempstead & Hanford, Chicago, as public relations representative.

BRUCE K. STABELFELDT, sales promotion and advertising manager of Edward Valves Inc., East Chicago, Ind., to Waldie & Briggs, Chicago, as member of creative staff.

PEG HARRIS, Botsford, Constantine & Gardner, S. F., to Guild, Bascom & Bonfigli, S. F., as assistant account executive and media head.

NORTON B. JACKSON named director of merchandising for Scheideler, Beck & Werner, N. Y.

HAL STARR, general manager, KFGR Forest Grove, Ore., joins Hal Short & Co., Portland, as account executive.

LEONARD KENT to Needham, Louis & Brorby, Chicago, as chief statistician, same post he had at Alderson & Sessions, Phila.

SAM JONATHAN RIKLIN, account executive with Pithuk Adv., San Antonio, Tex., named one of city's outstanding young men in 1951 by Chamber of Commerce.

FRED H. FIDLER, vice president and Pacific Coast manager of J. Walter Thompson Co., was speaker at San Francisco Fashion Group meeting last week on "Television in the Fashion Field."

NAN MARQUAND, actress and manager of her radio-TV package firm, to William H. Weintraub & Co., N. Y., as production assistant for radio and television. JOE SACCO joins agency as copywriter.

RICHARD I. CLARK, research director, Brisacher, Wheeler & Staff, S. F., promoted to radio-TV buyer. Mr. Clark replaces GARRETT HOLLIHAN, resigned. CHARLES H. ROACH, assistant director of research, named research director.

WILLIAM A. FOXEN, Benton & Bowles, N. Y., named associate account executive.

JERRY SEAMAN, radio executive at Bert S. Gittins Adv., Milwaukee, leaves March 2 for month-long tour of 14 Latin American countries. He will help record interviews for Allis-Chalmers Mfg. Co.'s National Farm and Home Hour on NBC.

WEIGHTMAN Inc., Phila., has announced removal to new offices on the fourth and fifth floors of 1619 Chestnut St.

BROADCASTING • Telecasting

here are the CURRENT FACTS on Western New York radio-ratings

99.3% OF THE TIME there are more listeners, in 16 counties (including Monroe) tuned to WHAM than to any other radio station.*

That means just one thing—more advertising impact... more sales... on WHAM!

Consult HOLLINGBERY regarding availabilities.


The Stromberg-Carlson Station Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

February 25, 1952 • Page 13
THEY'RE TOPS in promoting the farm radio advertiser's products to America's most important consumer . . .
THE FARMER.

Merchandising the farm radio advertiser's product to rural consumers requires special "KNOW HOW." These winning stations in Ralston Purina's Farm Radio Promotion Contest have this know-how. They give the farm advertiser skillful promotion on and off the air . . . the kind that builds sales . . . and makes the cash register ring . . . for the advertiser . . . and the station!

THE PURINA FARM RADIO PROMOTION CONTEST was open to all stations broadcasting a Purina Chows program. Prizes are awarded to stations that did the most consistent, effective and original promotion on Purina radio programs between October 1 and December 15, 1951.

RALSTON PURINA COMPANY
ST. LOUIS 2, MO.
Best Farm Radio Merchandisers

WWBZ — Vineland, New Jersey
Fred Wood, General Manager

WDZ — Decatur, Illinois
Frank Schroeder, General Manager

KDET — Center, Texas
Tom E. Foster, Manager

KTUC — Tucson, Arizona
Lee Little, Manager

WAVU — Albertville, Alabama
Jesse Culp, Farm Agent

HONORABLE MENTIONS:
KOLT — Scottsbluff, Nebraska
WIBW — Topeka, Kansas
KFAB — Omaha, Nebraska
WJAG — Norfolk, Nebraska
WRAG — Carrollton, Alabama
WJAY — Mullins, Alabama
KSFA — Nacogdoches, Texas

Because of the exceptional quality of all entries, the judges' decision was not easy. The judges ask that we congratulate the many other stations entered in the contest.

HELPING RURAL AMERICA PRODUCE MORE . . .
AND LIVE BETTER . . . SINCE 1894
GREENSBORO, NORTH CAROLINA

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

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

—New Business—


CORO FASHION JEWELRY, N. Y., starting TV spot test effective today (Monday) on Dallas and Ft. Worth stations for 12 weeks. All three video outlets in the market will be used, KRRL-TV, WFAA-TV and WBAP-TV. Agency: Wyatt & Schwelb, N. Y.

THOM McCAN (shoes) planning saturation campaign March 30-April 12 in southern markets. Agency: Neff-Rogow, N. Y.

CUNARD STEAMSHIP LINES, N. Y., looking for spot radio availabilities in major markets only. Agency: Cecil & Presbrey, N. Y.


LEASE AMERICAN Corp., N. Y. (Dairy Box Chocolates), has started spring campaign by purchasing participation time in five different TV shows in N. Y. market. Agency: Abbott Kimball Co., N. Y.

QUALITY IMPORTERS announces completion of spring campaign plans for Welch's Wine involving a half million dollars. Agency: Al Paul Lefton Co., N. Y.

SPANDY Inc., West Orange, N. J., starting March 5 will use a TV spot campaign in Philadelphia, Baltimore and Washington. Agency: Lewin Williams & Saylor Inc.

—Network—

PROCTER & GAMBLE Co., Cincinnati, will sponsor Tues. and Thurs. segment of The Egg and I on CBS Television, 12-12:15 p.m. EST, effective Feb. 26. Agency: Compton Adv., N. Y.

COLGATE-PALMOLIVE-Peet Co. to replace Kings Row on NBC radio Mon. through Fri., 11:30-11:45 a.m. EST, with Bob and Ray. Effective date not announced. Agency: William Esty Co., N. Y.

SEARS-ROEBUCK Co., Chicago, sponsoring two shows daily on LBS: March of Time, a news broadcast originating from New York, and a program featuring singer Franklin Kennedy, aired from Dallas. Agency: J. Walter Thompson Co., Chicago.

COLUMBIA RECORDS Inc., N. Y., to sponsor Tues. and Thurs. segment of CBS Television News, 7:30-7:45 p.m. EST on CBS Television. Agency: McCann-Erickson, N. Y.


Agency Appointments

LEMON PRODUCTS Advisory Board, consisting of lemon processors of California, and with advertising appropriation reported as around $300,000 annually, name McCann-Erickson Inc., L. A.


INTERNATIONAL Shoe Co., St. Louis, names Henri, Hurst & McDonald,
The Arkansas Farm Market is RICH and GROWING!

For the first ten months of 1951 Arkansas farmers received $72,440,000.00 MORE from crops and livestock than they did in 1950. The comparative figures show: For livestock, $172,000,000.00 in 1951 against $139,000,000.00 in 1950; for crops, $241,000,000.00 as against $202,000,000.00. This responsive market—able and willing to buy—is best reached by KLRA . . . the radio station with the greatest daytime coverage!

KLRA SELLS THESE PRODUCTS TO ARKANSAS FARMERS

ADKINS-PHELPS SEED COMPANY
ALBERS MILLING COMPANY
ARMOUR & CO.—CLOVERBLOOM 99
ASSOCIATED AUTO COMPANY
BALLARD & BALLARD
CAMERON FEED MILLS
DUTCH O’NEAL MOTORS
ESSO-STANDARD OIL COMPANY
FARMERS INSURANCE GROUP
FARMERS MUTUAL INSURANCE CO.
GOFF WHOLESALE GROCERY COMPANY
HARRIS BUTANE GAS COMPANY
KREY PACKING COMPANY
MAGNOLIA PETROLEUM COMPANY
MATHIESON CHEMICAL COMPANY
MID-STATE TRACTOR COMPANY
MILES LABORATORIES
PAT’S SUPER-MARKET
PHILLIPS PETROLEUM COMPANY
RALSTON-PURINA COMPANY
SAFEWAY STORES, INC.
STALEY MILLING COMPANY
SWIFT & CO.—ALL-SWEET MARGARINE
WRIGHT SERVICE COMPANY

For the Complete KLRA Story Ask any O. L. Taylor Office

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC • CBS RADIO

BROADCASTING • Telecasting
feature of the week

WHEN "Pirate Jose Gasper and his Krewe" sailed into Tampa port, staffmen of WFAL-AM-FM Tampa joined the invaders to give that city the most extensive radio coverage of any special event in Tampa's history.

Six announcers, working with remote control equipment, mobile transmitters, and handie talkies covered every important point of the "invasion" and the entire Gasparilla Carnival held in connection with the Florida West Coast pageant.

Listeners heard Announcer Gordon Solie, dressed as a pirate of yore, talk above the shouts and gunshots of businessmen-turned-pirates as he clung, sometimes precariously, from rigging of one of the pirate ships.

George W. Harvey, WFAL general manager, supervised the station's planning, production and operations for the event.

strictly business

Mr. Solie with handie talkie he used aboard pirate ship.

ARTUR BAGGE

Radio has been hard hit in the household of Arthur Bagge in suburban Wilmette, Ill. That's because Mr. Bagge, a top salesman at Free & Peters' Chicago office, persists in his electrical hobby, and has blown every fuse in the place for the past four weekends.

Nevertheless loyal to the medium which betrayed him, domestically, he sees a bright future for radio even without rose-colored glasses.

In his opinion, rising television costs have shown AM as the most economical method of reaching masses of people, the "sell radio" campaign is starting to pay off, and stations' local programming has been materially strengthened.

He attributes a large part of increased spot billings to advertisers who used TV exclusively last year and are now going back into radio with a good portion of their budgets.

Radio, briefly, "has nothing in common with Old Man Music."

Mr. Bagge has been studying broadcasting's competition professionally for two decades. Before that, as a commercially-minded Delta Sigma Pi at Northwestern U., he majored in commerce and advertising and was business-manager of the Daily Northwestern.

One of two students to be chosen after graduation in 1931 by the Dictaphone Co., he took an intensive sales training course at Bridgeport headquarters and returned to Chicago as a salesman, becoming South Chicago district manager before leaving 2½ years later.

Then A. C. Nielsen beckoned Mr. Bagge to sell his food and drug index, and he beat a path from Cumberland, Md., to Denver and from Minnesota to the Gulf for two years, later working directly with Mr. Nielsen in New York as service executive to national advertiser clients. He next joined the Hearst organization, handling the southwest sales territory for the American Weekly, where he stayed 11 years until joining Free & Peters in 1948.

Although he was hired as co-

(Continued on page 90)
To sell Cereal to inland Californians (and western Nevadans)

...Be on the Beeline

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

THE MOST LISTENERS More audience than the eleven other leading local stations needed to cover inland California and western Nevada.

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

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

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

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

KFBK
Sacramento (ABC)
50,000 watts 1530 kc.

KOH
Kern (NBC)
5000 watts, day; 1000 watts, night 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
3000 watts 580 kc.

A million people listen to the Beeline every day
Takes 7½ sq. ft. of operating floor space—less than half that of most "1-kw’s”

The only "1-kw" with sliding doors—saves over 12½ sq. ft. of operating floor area

Uses only 4 different tube types—less than half the number used by most "1-kw’s”

Easiest to tune—only one tuning control in entire transmitter

Low power consumption (3500 watts input at average program level)

Broadcasting's smallest "1-kw" AM, Type BTA-1M. It is completely self-contained!
Note new sliding door construction.
AGAIN, RCA Broadcast Engineering sets the pace—with a superior “1-kw” that takes less floor space than any 1-kw AM model now available. Operation is reduced virtually to “switching on” and “switching off.” Running expense is next to nothing.

Unlike “warmed over” versions of conventional broadcast transmitters, Type BTA-1M is totally new—from input to output. For example: New type horizontal sliding doors that never extend beyond the cabinet, front or rear—save more than 12½ square feet of operating floor space • One tuning control for the entire transmitter • One power output control • Only 15 tubes used throughout (just 4 types to stock) • The one and only 1-kw AM with an all-aluminum cabinet (transmitter weighs less than half as much as other modern 1-kw’s).

Type BTA-1M is ready for immediate shipment. Ask your RCA Sales Representative for complete details!

New, easy-to-reach vertical control panel. Just slide front door to left 4 inches (to automatic stop point). Transmitter interior not accessible until door is moved further left beyond this stop position—when interlocks and grounding switches function.

Matching cabinet(s) are available to house antenna phasing and branching equipment—If your station operates with a directional array.

Rear sliding door design gives operator more elbow room.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
Bouquets for WITH's emphatic selling!

A Baltimore distributor of home appliances writes: "The brisk movement of our product is attributed to a concentrated series of dealer-sponsored spots on WITH. WITH announcers come in for bouquets for their emphatic selling!"

Yes, local folks know advertising media best. And remember, WITH carries the advertising of more than twice as many local accounts as any other station in town! That's because WITH produces low-cost results.

WITH can do it for you too. Let your Forjoe man give you the whole WITH story.

IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
By SOL TAISHOFF

UNCERTAINTY, unrest and near pandemonium pervaded broadcast circles last weekend with the sudden resignation of FCC Chairman Wayne Coy, effective with the close of business last Thursday.

The resignation came as the FCC was on the last lap of thawing the 41-month-old TV freeze, to establish nationwide allocations and a national policy for television. There was fear that the resignation of the Commission’s “strong man” would result in further delays in processing of the allocations which would bring repercussions from members of Congress, goaded by television-hungry constituencies.

Mr. Coy’s sudden action was taken to permit him to become a “free agent” in negotiating his return to private industry. He left Washington Thursday afternoon—within four hours of his visit with President Truman—for New York, where on Friday he contracted to become the television consultant of Time, Inc. (see adjacent box). He was accompanied by Philip G. Loucks, Washington attorney, former managing director of the NAB and personal friend.

Interim chairmanship of the Commission immediately fell to septuagenarian Vice Chairman Paul A. Walker. It was thought possible that he would be named Mr. Coy’s successor and that a new appointee would be named to the Commission body. The only other Democrat on the FCC, with Mr. Coy’s departure, is Commissioner Frieda B. Hennock. It was doubted whether Mr. Coy recommended her appointment—in fact the opposite was believed likely—because of differences of philosophy. Miss Hennock’s strong advocacy of generous reservations of television facilities for non-commercial educational stations (she seeks 25% as against the roughly 10% earmarked by the FCC), it is believed, would inveigle against her appointment.

Strongly backed for the Coy vacancy to fill a term as Commissioner which runs until June 30, 1958, is Robert T. Bartley, executive assistant to his uncle, House Speaker Sam Rayburn. Mr. Bartley, who knows the radio ropes, is in his 43rd year. He served with the FCC in 1944-1947 as director of its then Telegraph Division. Afterward he became a vice president of the Yankee Network and, in 1943, joined NAB as director of war activities, leaving in 1947 after serving as FM department director. In 1946 he was an unsuccessful applicant for a station in Houston.

Mr. Bartley has been mentioned for Democratic vacancies on the FCC for several years with the strong endorsement of his distinguished uncle. He has also rallied considerable Congressional and broadcaster support.

Other Names Considered
But there were other names before the President. These were for the chairmanship, however, particularly in the light of Mr. Walker’s eligibility for retirement after continuous service on the FCC since its creation in 1934. This list is understood to include:

Mr. Loucks, 52, who served as NAB managing director from 1930 until 1935 and since has been in Washington law practice, Neville Miller, 66, Washington attorney, close friend and protege of Vice President Alben Barkley; former mayor of Louisville, and

(Continued on page 24)

ANNOUNCEMENT will be made soon that former FCC Chairman Wayne Coy has been retained by Time, Inc. as television consultant effective April 1. It is understood the retainer is approximately $25,000.

Mr. Coy will continue to live in Washington and will shuttle between his home and New York.

The arrangement does not preclude his engaging in other activities. It is expected he will acquire an interest in a newspaper in Indiana, his home state, and may also enter other consulting activities.

While no announcement was made, it was learned that Time, Inc. (Time, Life, Fortune) intends filing applications for the maximum number of five television stations in strategic markets. Time, Inc. also may seek to purchase existing broadcast properties. This, presumably, will be Mr. Coy’s principal activity. Mr. Coy is a UHF booster and that may be the Time, Inc. pitch. The Washington law firm of Pierson and Ball has been retained by Time, Inc. to handle its communications affairs.

Mr. Coy, long desirous of re-entering the newspaper field at a partnership or ownership level, is known to be considering a possible connection with the Lafayette (Ind.) Journal & Courier, owned by the family of Henry W. Marshall Jr. This newspaper, with 1,000 circulation, is in Mr. Coy’s home state, where he worked on newspapers and held public office. Mr. Coy also might negotiate for acquisition of an interest in broadcast properties, it is thought.

Mr. Coy did not enter into negotiations with Time, Inc. until Friday morning—following his surprise resignation of the preceding day. He left for New York Thursday afternoon with Philip G. Loucks, Washington attorney and friend. A number of proposals had been under consideration by Mr. Coy, it is understood.

Also see . . .

Editorial—Page 24

Capitol Hill Lauds Coy—page 30

Thursday—When The Seat Wore Through—page 30

Text of President’s Acceptance of Resignation—page 32

Highlights of Mr. Coy’s Government Service—page 32

Biography of interim Chairman Walker—page 32
Walker Fills In
(Continued from page 28)

first paid president of NAB (1938-1946). Understood to have been offered a commissionship, Mr. Miller several months ago expressed an interest in the chairmanship.

Leonard Reinsch, 43, managing director of the Cox radio and television stations; close personal friends of President Truman; radio director of the Democratic National Committee in the 1944 campaign; radio advisor to the President upon his assumption of office in 1945. Speculation arose in this regard three weeks ago when Mr. Reinsch had a long visit with the Chief Executive.

Another name discussed at the White House, was that of Telford Taylor, former general counsel of the FCC (1940-42) who recently became head of the Small Defense Plans Administration. Brig. Gen. Taylor served as chief prosecutor of the Nuremberg trials, and two years ago went into private law practice in New York and Washington. It is understood the President wants to help him at SDP, and that Mr. Taylor, who has retained his law office, intends returning to private practice.

There was talk of the possibility of NARFT Board Chairman and General Counsel Justin Miller being called to the post. This, however, was regarded as a “long shot,” Mr. Miller, whose plan for eventual retirement from NARFT was evolved at the Bandera, Tex. meeting a fortnight ago, had been offered the Attorney-Generalship by President Truman, only to see the project abandoned.

Another constantly recurring name was that of former Senator Frank Graham, North Carolina New Dealer, and former president of the U. of N. C. This also fell in the “dark horse” area.

Mr. Coy’s resignation summary—unusual in government annals—was regarded in keeping with his strict sense of ethics. He told Broadcasting * Telecasting that he asked for forthwith acceptance of his resignation to permit him to negotiate as a “free agent.” He said the “public interest and the private interest might conflict.” This led to the speculation that his planned new employment would place him in the present or potential licensee class and that his desire was to leave the FCC before final approval had been given to the highly controversial TV allocations. It was evident that he did not wish to be confronted later with the charge that there had been any “tailoring” of the allocations in anticipation of his future employment.

In terminating his four years as FCC chairman, Mr. Coy told President Truman that his meager resources are “much too near the vanishing point for comfort.” The President, in his “Dear Wayne” response, cited the “ironic story” of inadequacy of government salaries and paid to Mr. Coy highest tribute for his stewardship on a job which “required the patience of Job and the wisdom of Solomon, as well as judicial balance, tact, discretion, integrity and common sense.” He acclaimed him for a job “well done.” (See text page 48)

It has been an open secret that Mr. Coy contemplated relinquishing the FCC post because of his inability, with a $15,000 salary, to adequately provide for his family. He has one son at Amherst and another in prep school.

Mr. Coy, a specialist of TV from the start of the medium, had been approached several times regarding possible connection with that field through NARFT TV. As recently as a fortnight ago, the question was discussed in preliminary fashion by the NARFT Board of Directors. Action was not taken, however, because of the absence of the session of George B. Storer, president of the Fort Industry Co., who, as chairman of an informal committee, was to have discussed the matter with the board. Mr. Storer was in San Antonio at the time of the nearby Bandera meeting (Feb. 13-14), but

THE TRAGIC STORY OF COY

WAYNE COY’S resignation as chairman of the FCC was typical of the man. He wanted to be a free agent. He had been an outspoken critic of private business without the involvements of holding public office. So he resigned “immediately”—a resignation accepted by President Truman, who, at this late date, would attempt to vote on the allocation, after many months of FCC consideration.

The FCC staff has been working diligently toward final March 16 deadline. It has been a difficult task to get the Commission to pass a resolution for the final allocations. The Commission was thus far side-stepped political thrusts. It can continue to do so.

Most of the freeze-end job has been done. The final vote hasn’t been taken, however. And that is the vote that Mr. Coy felt impelled to avoid before taking private business to private people.

Mr. Coy’s departure gives no succor to the educational TV zealots. He felt there was merit to their cause—to the extent perhaps of 10%, if they could make the final showing. We think he was wrong, but it was his mature judgment.

There’s no doubt that Mr. Coy was a stabilizing influence, particularly during consideration of the TV allocations. He kept things moving. He gave the staff direction. The groundwork is laid. There’s little likelihood of undoing that which has been done.

Mr. Walker’s successor to the chairmanship can be regarded as both automatic and temporary. At 71, he cannot be expected to cope with the rigors of that office for long. He has passed retirement age. It can be expected that he, of his own will, will step aside for a younger man before many months elapse.

If Robert Bartley, Sam Rayburn’s nephew, receives the appointment to the Commission, it will be well received. He does not aspire to the chairmanship. His background equips him for a commissionship. He is young, experienced, a director. He knows radio and he knows government.

Those names mentioned for the “permanent” chairmanship would meet general acclaim. Neville Miller or Leonard Reinsch or Phil Loucks. They are experienced hands in broadcasting. They know the regulatory front—from the other side of the fence. They are dynamic. Any one of them would be a ten-strike.

Mr. Coy left the FCC with Presidential and Congressional acclaim. He remained true to the views of President Truman lamented the inadequacy of government salaries for key men. He called him an “ideal” public servant. He characterized his administration as memorable for efficiency and protection of the public interest.

Hard-bitten Sen. Ed Johnson, chairman of the Senate Committee which sits as the FCC watch-dog, regretted the resignation. He spoke of Mr. Coy’s “form, brightness, his great courage, his refusal to bow to all sorts of pressures.” He knew of his frail health and his obligation to earn more for his family needs.

Those are the words ringing in the ears of former Chairman Coy. Unusual words even for a job well done.

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ASSAULTS on radio's rates at both the national spot and network level were being mounted last week by two of radio's heaviest spenders—Procter & Gamble and General Mills.

This was no surprise, for the timebuyer Procter & Gamble sought to push CBS Radio's nighttime rates down to daytime level, General Mills was pitching a national spot campaign which, though not as large as that in daytime, is going in a quick strip, offers stations one-half their one-time daytime rates as payment for nighttime spots.

The success or failure of the drives could not be foretold late last week. The only thing on which there appeared to be substantial agreement among observers was that if these demands for special concessions are successful, radio rates generally face another downward spiral. There could be no doubt, it was felt, that all advertisers would be benefitted and perhaps gain many more.

The all-radio Affiliates Committee under Paul W. Moroney of WTIC Hartford, formed almost a year ago when the conflicting impending network rate cuts, presumably will consider closely the implications of both the P & G and General Mills meetings at its next meeting. This was set last week, independently of the news of the two moves, for March 10-11 in New York [B & T, Feb. 18].

Resisting P & G Bid
CBS Radio officials were known to be resisting the Procter & Gamble bid, which involves three- across-the-board nighttime shows that last year represented gross billing exceeding $5.8 million in the network. P & G's chief argument was that the shows—Lowell Thomas (6:45-7 p.m.), the Beulah Show (7-7:30 p.m.) and the Tide Show (7:15-7:30 p.m.)—have ratings comparable to P & G's daytime strips on CBS Radio and that consequently the time should be priced equivalently.

Though the preliminary discussions were understood to have included at least a tacit threat by P & G to let the three shows drop at the end of current contracts, CBS Radio authorities took the view that in large part the demands constituted jockeying for the best terms possible, rather than an outright threat. As businessmen, P & G officials as well as other advertisers are inclined to dicker, and in the case of P & G has done so traditionally, it is understood.

Since present contracts extend to June 30, it was pointed out, network and client have at least until May 1 to come to terms.

The General Mills plan, described as an unprecedented venture in summertime spot advertising and said to have been developing over a period of several weeks, reportedly would give the client the equivalent of approximately a 60% discount. Briefly, the plan was said to work thus:

For 13 weeks, from May 4 to Aug. 15, General Mills would buy five spots a day, on perhaps five or six days weekly, with four of the spots to fall in Class A time and the other to be placed at a time when entire families might be expected to be listening. Though four of the five would be in Class A time, stations would have to agree in advance to the same daytime and nighttime rates for each spot.

For example, it was said, on a station having regular rates of $30 for a nighttime spot and $16 for a daytime spot—with minimum discount price of $22.50 and 11.60 respectively—an order of this volume, normally would produce around $101 per day after all regular rate and discounts. Under the General Mills plan, it was estimated, the yield would be nearer $37.50 per day.

But the other advantage the firm has in its preliminary approaches to stations could not be ascertained. It is reported to have met with some turn-downs. The drive apparently is just getting under way. Knox-Reeves Adv., of Minneapolis, reportedly was preparing to put a timebuyer on the road to take the proposition to stations on behalf of its client, which plans the campaign to promote Wheaties.

Presumably this spot campaign will replace the whirlwind summertime network radio drives which General Mills initiated in 1950 [B & T, March 27, 1950]. Lowry Crives, director of radio and TV programming for the company, said plans call for use of probably 40 to 50 markets, with approximately 900 spots per week per market over a period ranging from about May 4 to Aug. 15. In some cases more than one station per market will be used.

As in the case of its big network summer campaigns, the plan has for stations the attraction of coming in a period when schedules normally are slack and revenues down. But veterans stationed there have built up some remembering leaner days when some outlets yielded to the lure of business at cut prices and found themselves faced with serious reclamation from their other advertisers.

Bids For Reduced Rates
Procter & Gamble's bid for reductions in the rates of its nighttime spots on CBS Radio was made in conferences of advertiser and agency officials with President Howard S. Meighan and other key men. According to President Frank Stanton set in parttime.

Apparently none of the other radio networks has been approached by P & G with similar demands, although the nighttime shows are the three on CBS Radio.

With reference to their ratings, advance Nielsen ratings for the week Jan. 6-12 gave Lowell Thomas an average weekly rating of 6.5; the Beulah Show 8.4, and the Tide Show 7.2.

By comparison—and it is comparability of these shows' ratings with those of P & G's nighttime strips that is among the company's arguments for comparable time charges—P & G's daytime programs on CBS Radio had the following ratings:

Rosemary (11:45-noon) 8.2; in the 1-2 p.m. block, Big Stater had 6.8, Ma Perkins 7.0, Young Dr. Malone 5.8, and Guiding Light 7.0; while Perry Mason (2:15-3:30 p.m.) recorded a 7.2 and Brighter Day (2:45-3:5 p.m.) a 6.2.

Among the nighttime strips are Compton Adv. on Lowell Thomas; Dancer-Fitzgerald-Sample on Beulah and Benton & Bowles on The Tide Show.

P & G's and General Mills' moves came only a little less than a year from the time last year's round of reductions in network radio time charges was touched off by CBS Radio's announcement that it would cut rates by that much.

It was not known to what extent, if any, P & G may have been influenced in its present bid by network-affiliate negotiations currently being conducted by NBC radio and CBS Radio—NBC's as yet unsuccessful effort to adjust the network rates of its affiliates according to its basic economic plan, and CBS Radio's renegotiation of affiliation contracts. But if rates were to adjusted, it was obvious from a moment's notice if competitive developments dictate.

While NBC is known to be experiencing difficulty in securing acceptance of its proposed adjustments, CBS Radio officials say they are making satisfactory progress.

Procter & Gamble, year in and year out the top buyer of radio network time, purchased $18,159,696 worth (at gross rates) during 1951, while General Mills was sixth among the top radio network users with purchases totaling $6,490,570 (also at gross rates).

"While these gentlemen have been letting the fat of long, easy radio profits rush to their heads, instead of having a good, blubberly spare shelf around the middles; while they've been trying to bury a 'corps' which actually has more living guts and fibre than some of them; while they've been sitting too fastidiously; while they've been going through the same old stupid mothings as those once indulged in by the people who, a couple of decades ago were killing radio audiences; while the papers and phonograph records; while they've been too preoccupied with wailing because of those that fastened too well; while they've been going on his way, cheerfully en-

SYRACUSE SURVEY
Reaffirms Radio's Position

RADIO listening continues to play a prominent role in the daily life of TV-set owners, averaging 3.07 hours per day per home, according to a separate survey conducted by WSYR-AM-TV Syracuse.

There's only one activity in the TV home that consumes more of the household's time—viewing TV an average of 4.45 hours per day, it was found.

The continued importance of radio listening was found by comparing a period of three months a year ago, when a thousand TV homes had supplied information on radio and TV listening habits.

For one, monboucon, WSYR vice president and general manager as well as NARTB director-elect, decided to make the study to see if competitive sales arguments of other media had won over the radio. Because radio and TV actually are competitors at WSYR, he undertook a documented analysis designed to show the listening picture in the city's 67,000 homes.

Her found after contacting 500 TV homes that radio listening has dropped only 30% in television homes, a proportion vastly different from the claims of many advertising agencies and printed media.

A second survey confirmed results of the first.

These additional results came out of the survey:

- Combined average attention to radio and TV in TV homes is 7.89 hours per day, indicating TV is supplementing rather than replacing radio as a source of information and entertainment.

- There are more radio sets per TV home than non-TV home—2.4 vs. 2.2.

- Two out of three homes in Syracuse have a TV set.

- Average length of time of TV set ownership in a three-year-old TV set is 19 months.

"This analysis demonstrates once again that the only funeral in radio that will occur as a result of television will be the funeral of radio's premature pallbearers," Mr. Vadeboncoeur said.

(Continued on page 38)

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HOW INDUSTRY MAKES FRIENDS BY RADIO

Modern management no longer thinks it wise to not to give a hoot what folks think about the industries in their neighborhoods. In Lawrence, Mass., some enlightened industrialists are using radio to build good will and are finding it pays off in many ways.

By GEO. H. JASPERT
PRESIDENT, WCCM-LAWRENCE, MASS.

HERE at WCCM we are doing something that is benefitting the station, local industry and the community at large. We have also opened up a new source of revenue for our 1 kw independent.

We are inducing Lawrence industry to utilize the facilities of the local radio station to cement a closer bond of understanding and good will between itself and the people of the community.

In other words, we sell a community's respect for industry. We know that many nationally known organizations spend millions annually in pursuit of that intangible known as good will. But only recently has industry become interested in the task of securing the respect and recognition of the local community in which manufacturing plants are located.

And those industries which are using the facilities of WCCM to get their good will message across to the public are enthusiastic over the results.

Here's what A. L. Bolton Jr., treasurer of John W. Bolton & Sons Inc., which makes industrial knives and other machinery for industry, says about the program it sponsors on WCCM:

"... Our seven days a week sports program has repaid us many times in favorable, friendly comment from the people in Greater Lawrence. We don't sell goods to the local consumer; in fact, it is the other way around. We are buying from him his good will for us, through our nearest program on WCCM. And that community good will is something that ranks high with the management at Bolton."

The Merrimac Paper Co., a maker of craft paper for industrial users, presents two newscasts daily on our station. Walter West, assistant to the president of that company, said the other day:

"We are an old established firm in Lawrence, and are proud of the many employees who have been with us for years. We are known to many in our city as a long established industry, but we must remember there are growing generations who don't know anything about Merrimac Paper."

"We don't have anything material to sell the listeners on WCCM. What we seek to do is to retain their respect and their good will and to let them know that this industry in their midst is happy to be a part of Lawrence and happy to be an employer of Lawrence labor."

"We like to think that listeners to our WCCM news say, 'Merrimac Paper is a wonderful concern.'"

Pacific Mills, one of the East's largest textile manufacturing plants, has been using our station as well as WLAW Lawrence for several years. On ours, Pacific sponsors a half-hour of choir music Sunday afternoons. Emil J. Desroches, Pacific Mills' public relations and personnel director, has said:

"We think a great deal of the community where our plant is located, and in sponsoring this church choir program we believe we are making a distinct contribution to the educational and cultural values existing in every community. For this modest effort we have won a favorable response. We like local community radio."

Located in a city which for years has been described as the "Textile Center of the World," WCCM is cognizant of the responsibility it has toward management, labor and the industrial community at large.

Our concern—and we might say, also, our pride—in our community was responsible for our launching early last fall a WCCM public service program which is proving an immense good will builder for the station and the community at large.

The program is titled Greater Lawrence at Work. Presented as a quarter hour Monday through Saturday, this program seeks to keep the people of this industrial community fully informed on the current industrial and employment picture, as well as the trends for the future. We seek to sift fact (Continued on page 34)

ONE of WCCM's industrial sponsors is Pacific Mills Inc., whose personnel director, Emil J. Desroches, is shown signing 52-week renewal contract. At left is Walter West, assistant to the president, Merrimac Paper Co., who signed a similar renewal just before picture was made. Others in picture are Daniel Ruggles III, WCCM commercial manager (second from 1) and George H. Jaspert, WCCM president.

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SUIT $12 million—triple the business damage allegedly suffered through loss of the Game of the Day broadcasts — was filed Thursday against 13 professional baseball teams by Liberty Broadcasting System, President Gordon McLendon announced in New York the same day.

Filed in the U.S. District Court, Northern District of Illinois, Eastern Division, Chicago, the complaint charged violations of antitrust laws by the defendants, who, it was complained, “promulgate rules and regulations to which each and all of them agree, regulating, controlling and suppressing competition in the interstate broadcasting of play-by-play descriptions of professional baseball games both in the major and minor leagues.”

Coincidentally, Mutual on Thursday announced that it had acquired rights from nine major league clubs for its own Game of the Day (story this page).

**Second Largest Network**

Built on successful sports programming to the point where it identifies itself as the second largest radio station network in the country, Liberty will “try to broadcast” its regular baseball schedule again this year, Mr. McLendon said. Only three major league teams have been signed for the Liberty coverage, with Mr. McLendon refusing to list them “for legal reasons.” However, the only major league teams not named defendants are “Cincinnati Reds, Brooklyn Dodgers and Chicago White Sox.”

Name defendants are the Boston Braves, Chicago Cubs, New York Giants, Philadelphia Phillies, Pittsburgh Pirates and St. Louis Cardinals as well as Warren C. Giles, league president, and Ford C. Frick, Commissioner of Baseball. Also the Boston Red Sox, Detroit Tigers, New York Yankees, Philadelphia Athletics, St. Louis Browns, Cleveland Indians and Washington Senators of the American League and William Harridge, American League president.

Albert B. Chandler, former Baseball Commissioner, and George N. Trautman, president of the National Association of Minor League Teams, were listed as co-conspirators but not as defendants.

Asserting that Liberty revenues “are obtained in large part” from “the sale of the broadcast rights of baseball teams,” Mr. McLendon said his network is being forced to discontinue that programming by the 50-mile rule, which he considers an “illegal conspiracy” among the defendants.

**‘Own Private Monopoly’**

Compromise with baseball executives, whom he charged have their “own private monopoly” on America’s pastime, is like “taking aspirin to cure cancer,” the Liberty president stormed, “and our suit is the answer to their unacceptable premise that the public’s right to pleasure belongs to them.”

Examples of what he considered baseball control cited by Mr. McLendon included his inability, after several seasons’ effort, to broadcast a “game of the night” every night and his being restricted, this season, to “only the pitifully inadequate afternoon games authorized by the conspiring dictators of baseball.”

Leagues have refused to allow competing broadcasts of World Series and All-Star Games, he claimed, and have stopped him from rebroadcasting Series games at night.

Fans on the West Coast and in cities like Memphis, Kansas City and New Orleans were deprived of baseball broadcasts until 1950, Mr. McLendon said, while listeners in the Northeast and Midwest are currently “‘illegally deprived’ of hearing either a game of the day or a game of the night in such cities as New York, Boston, Pittsburgh, Philadelphia and Chicago.

Major league clubs and officials even censor what announcers can say and what organizations can be sponsors of baseball broadcasts, he added.

Final listing in his eight-point “partial catalogue of misdeeds” was that baseball executives make their decisions in “star-chamber, secret meetings.”

Charging that Liberty has been unable to sell Game of the Day broadcasts or to obtain stations for its network within league territory—roughly the northeastern states as cut by the Mason-Dixon Line and the Mississippi River—the complaint states: “Liberty has been ready, willing and able to pay more money for broadcasting rights than any other broadcasting station, station or stations have paid . . . but the defendants have repeatedly refused to negotiate with the plaintiff.”

Its loss of good will business and patronage from sponsors, advertised as sponsor of radio stations is evaluated at $4 million, but the network is allowed legally to enter claims for triple the damage. Filed in Chicago on the basis of Liberty offices and a member stations—WCFL—located there, the suit is being handled by Thomas C. McConnell of McConnell, Lutkin & Van Hook, Chicago. Liberty home offices are in Dallas, Tex.

**WORD to NBC**

WORD Spartanburg, S. C., has been signed as an NBC affiliate but will carry ABC as well as NBC shows until completion of its current agreement with ABC on Sept. 15.

Network sources reported last week that the station, operating with 1 kw on 910 kc, is headed by Walter J. Brown, president of Spartan Radiocasting Co., the licensee company. John W. Kirkpatrick is general manager.

**Beer Boosts Religion**

BROTHELDER week gave stations WTJN - AM - FM Jamestown, N. Y., an opportunity to get sponsors for public service minded last week when a priest, a rabbi and a minister were given the time on the air to expound on The Stills Sing, across the board 6-45-7 p.m., show sponsored by Simon Pure beer.

Appealed to by John J. General Manager Si Goldman with the proposal that the time be given for this purpose.

**‘GAME OF THE DAY’**

MBS Signs Nine Teams

NINE major league ball clubs have signed contracts for participation in Mutual’s Game of the Day broadcasts throughout the April 15-Sept. 28 season, according to a network announcement made Thursday.

Contracts have been completed, MBS spokesmen said, with Chicago White Sox, Cleveland Indians, Detroit Tigers, Brooklyn Dodgers, Chicago Cubs, Cincinnati Reds and Philadelphia Phillies in the National League.

Mutual’s statement said negotiations are still in progress with other major league clubs so that the present list “would probably be expanded” before the season opens. Minor leagues, too, will be involved in the seven-times-weekly broadcasts, with their games aired by Mutual on days when there are no major league contests.

Game of the Day is being sponsored over a large list of MBS stations by Falstaff Brewing Co. of St. Louis, and also will be presented as a co-op feature by many additional Mutual affiliates in the baseball field.

A five-minute warm-up before and a five-minute summary after each game broadcast have reportedly been served for Gillette and Camel, respectively, although no official wire had been released by Mutual at week’s end.

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TAYLOR FIRM

Venard, Taylor to Top Posts

ELIvation of Lloyd George Venard to the presidency of the O. L. Taylor Co., radio station representation firm, is being announced today (Monday) by O. L. (Ted) Taylor, who advances from the presidency to the chairmanship of the board of directors.

Mr. Venard has been vice president in the company's New York office for the past two years.

Describing the moves as part of a long-term expansion program, Mr. Taylor expressed the view that "under the intensively competitive situation in radio today, and with the lifting of the freeze sometime soon for TV, it is necessary to expand and intensify our activities."

He said that "the progress we have made in the past two years leads us to believe that we are on the threshold of greater radio volume and that in order to attain that goal radio has to be sold on an aggressive basis. The expansion of TV, of course, has also been borne in mind in this reinforcement of executive personnel." As recent instances of company expansion, Mr. Taylor noted the appointment of Howard B. (Howdee) Meyers, former WMAQ Chicago sales manager as western sales manager in the Chicago office and the additions of Michael Sweeney and Winston Kirby to the sales staff in New York.

Arkansas Meet Set

ARKANSAS Broadcasters Assn. will hold an address by NARTB President Harold E. Fellows at its annual spring meeting in Little Rock, March 17-18. Fred Stevenson, KGRH Fayetteville, will preside over the sessions at the Marion Hotel, Julian Haas, KARK Little Rock, is in charge of meeting arrangements.

RADIO-TELEVISION "SOLD THAT SPOT!"

"Miss Sherwood, WHO SOLD THAT SPOT?"

TWO RADIOS PER HOME

A NATIONAL average of two radio sets per U. S. home was reported Monday by John F. Hardesty, director of local promotion of BAB, in a talk at a dinner given by WTTM Trenton, N.J.

Quoting statistics from a national study which has not yet been released, Mr. Hardesty said that generally "one home in two has a set in the kitchen. Three homes in four have a set in the living room. Three in five have a set in the bedroom, and one home in four has a set in another room. Of all sets in these rooms, 95% are in working order." He said that the complete study will be released in about three weeks.

Dinner Honors WTTM

Occasion for the dinner was to celebrate the winning by WTTM of awards and honorable mentions in the BAB "Radio Gets Results" contest in more categories than any other station entered in the competition.

Guests of honor were the sponsors of award winning WTTM campaigns, S. Carl Mark, general manager and executive vice president of the station, presented plaques to the Trenton Beverage Co. for first prize in the food and drug category and to the Hotel Hildebrandt for third prize in the specialized service category.

Mayor Donal J. Connolly of Trenton lauded WTTM for its leadership in this "challenging period" of the city's growth. "You at WTTM have shown the way" he declared.

Principal speaker at the dinner, Mr. Hardesty warned his audience against taking too seriously reports that radio is dying. He pointed out that during 1951 the American public purchased 9,500,000 new radio sets, compared with 5,162,000 TV sets. And he noted in passing that the United States contains more than 12 million homes which lack bathtubs but have radios.

"The blackest picture I have ever seen painted," he said, "still shows that radio gets at least two hours of listening in homes that have television. Four hours are devoted to radio listening in homes without television. Dinner proceedings were tape recorded and broadcast by WTTM later the same evening.

CREDIT MEETING

Radio-Television to Be Represented

RADIO and television will be represented at the 56th Annual Credit Congress of the National Assn. of Credit Men, May 11-15, in Houston. An all-day workshop meeting will be held by the Adv. Media Credit Group, NACM, of which Arthur E. Gerecke, credit manager, KSD-AM-TV St. Louis, is chairman.

Among other credit managers representing the broadcast media will be Thomas McFarland, WTMJ-AM-TV Milwaukee; Paul F. Benton, KMO Tacoma and Kit Yrama; Harry E. Hul, WWJ-AM-TV Detroit, and C. D. Sherer, KPRC-AM-TV Houston.

McFARLAND BILL

Passage Prospect Brightens

CAPITOL Hill authorities on the McFarland Bill (S 558) have taken on an optimistic note in the past week, with points to early action on the legislation, perhaps this week or next.

A spot check by Broadcasting & Telecasting on the McFarland Bill's progress—-the bill would realign the functions of the FCC by amending the Communications Act—-found these indications:

Chief Chairman Robert Crosser (D-Ohio), of the House Interstate and Foreign Commerce Committee, which is holding executive sessions on the bill, expects action by the committee "within a few days."

The committee has become acquainted with nearly every section of the bill.

Further legislative scheduling by the committee necessitates attention to other legislation on the group's agenda by March 5.

From the various speculative reports taken from Hill sources, here is the way the potential action on the McFarland Bill shapes up:

The bill is expected to be reported out of committee this week or perhaps next week.

It will not be the same McFarland Bill as passed in the Senate. It will be amended and as such will require, after House passage, a Senate call for joint conference—-assuming the Senate will accept the House version. It will be necessary for the conference to thrash the matter out in conference. Of course, if agreement cannot be reached, the bill can lie on the shelf indefinitely.

The deliberations of the House committee on the McFarland Bill have consumed much of the time of the Congressional unit, beginning a year ago. Study was called off by the committee last October as Congress adjourned for the year but was resumed only a few weeks ago.

This is the bill which has been passed in swift repetition by the Senate last year alone.

There was speculation as to how the resignation of Wayne Coy as Chairman of the FCC (see story page 23) may affect the House committee deliberations. The committee, it was understood, was working with the opinions of Mr. Coy in mind. In fact, the members called their offices to tell their Commissioners at least once in their 1951 study to explain aspects of the Communications Act and changes contained in the McFarland Bill.

There are three controversial issues which have served to delay immediate action by the House committee on the sections on renewals, anti-trust, and relationship of staff to the Commissioners.

Thus far, numerous shades of opinion have been registered during the closed sessions. But the consensus is that the committee members are now ready to "buy" a bill.

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BROADCASTING * Telecasting
TWINCE directors will start new terms on the NARF Radio Board at the annual association convention to be held March 31-April 2 at the Conrad Hilton Hotel, Chicago. Five of these directors are currently members and were re-elected at the elections that closed last Tuesday.

Twelve directors continue in office, their terms ending with the 1953 convention. One vacancy exists on the radio board, the directorship for New England (District 1). This vacancy arose recently when Craig Lawrence resigned from WCPG Boston to join CBS. Nominating procedure to fill the post was set in motion last week by C. E. Arney Jr., secretary-treasurer, with mailing of ballot to New England member stations.

The 12 directors elected to two-year terms are:

1. Jack Todd, KAKE Wichita, Kan., elected from field of two to succeed himself, enters second term.
4. Director-at-large, large stations - Paul W. Morency, WTIC Hartford, elected in field of five to succeed William M. Holman, New York, ineligible to run.
5. Director-at-large, medium stations - A. D. Willard Jr., WGAC Augusta, Ga., elected from field of 14 to succeed himself, starts second term.
6. Director-at-large, small stations - Lee W. Jacobs, KBKH Baker, Ore., elected from field of five to succeed vacancy created by Patt McDonald, resigned.
7. Director-at-large, FM stations - Maxie P. Carter, WHICU-PM Ithaca, N. Y., elected from field of seven. He has been elected last year to fill unexpired term of Frank U. Fletcher, then of WARL.

Biographical sketches of seven new radio directors will be carried in NARF convention issue of March 31.

year terms ending in 1954 were:
3. District 6 (Ark., La., Miss., Tenn.) - Henry B. Clay, KWKH Shreveport, La., elected in field of 16 to succeed Harold Wheelahan, WSBM New Orleans.
4. Pratt Replaces Fairbanks
6. District 10 (Ia., Mo., Neb.) - E. K. Hartenbarger, KMCO Kansas City, Mo., Succeeds William B. Quarton, WMT Cedar Rapids, Ia., ineligible to run again because he has served two consecutive terms.

The key directors were Phil Harris, Jack Benny and Red Skelton.

NABC outstanding CBS in the latter's bid for the services of Phil Harris by signing him to a long-term NCB radio and television contract on Thursday. The contract carries for the continuation of the NCB Phil Harris-Alice Faye Show on radio, with the comedian-band leader making 16 of 39 segments each week. The show is a two-year term with a provision for renewal of two years. The famed radio comedian has been a regular with the CBS Network for several years and has received much critical acclaim.

In addition, NBC, which has Red Skelton on TV, is making open advances to return him to that network for radio as well. The booking figures for Mr. Skelton's radio TV services heightened last Wednesday with the sudden appearance in Hollywood of Howard Meighan, CBS Radio president.

The contract for Mr. Harris' radio TV services were concluded by Joseph H. McConnell, NBC president, and John W. Findlater, executive representing Mr. Harris. As part of the $175,000-per-week package, Mr. Harris and his wife, the former Alice Faye, end their current two-year NBC pact with the close of this season.

While details of the contract were not divulged, it was assumed that he would retain the writer-producer team of Ray Singer and Dick Chevillat (each paid $1,000 per week) for both radio and TV formats.

Signing of Mr. Harris thus ended speculation that he would switch to CBS under a long-term radio TV pact. The band-leader-comedian has conferred with CBS Board Chairman W. Allen Paley and other top CBS executives. In the end it was the counter-proposals of Mr. McConnell and other network executives that kept Mr. Harris in the NBC fold.

Skelton, Meighan confer

In the Skelton negotiations, Mr. Meighan conferred with the carrot-topped comedian and A. N. Halberstadt, manager of Procter & Gamble's radio and media division and assistant to Howard J. Morgan, vice president in charge of P&G TV operations, to make the final move in the negotiations. When he sold Amusement Enterprises Inc. to CBS, the report was current that he did not include his own personal services.

Regardless of any move, Mr. Benny is expected to do more TV next season, an idea which he likes. But at the moment he is at an impasse with CBS and his sponsor, Lucky Strike, on future radio plans.

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NBC Signs Harris; Others Vie
Walker Fills in

(continued from page 32)

was stricken with a virus infection and ordered to his Miami home.

While reports of what transpired are meager, it is understood that the man had vacated his post briefly. It is reported that Mr. Coy might have been retained under a 22-year agreement, 12 years of which would bring full pay (presumably $8,000-$10,000) by his top TV post, with the remaining 10 years to be on a consulting basis. The TV board, however, deferred action, pending further consultation.

What effect the resignation will have on the processing of the TV allocation plan was conjectural in view of the suddenness of Mr. Coy's action. The Commission had reached virtually the full stage of the 800-page document, dealing with procedures and principles. It had completed the city-by-city task, having checked all major cities and had established separation standards so that the remaining work on allocations was largely automatic.

It was doubted whether the successor to Mr. Coy as a commissioner would participate in this final stage. It was feared that the task would be shared with the other six members. Promptly following Mr. Coy's visit, the President embarked for a holiday weekend cruise on the Williamsburg.

It was thought that appointment of Mr. Coy's successor as chairman and nomination of a new commissioner would come sometime this week or even later.

Neville Miller left Thursday for his home in the White House announcement—to return this mid-week. His office said the date had been prearranged.

CSM/Logan had not been contacted directly by the White House. Doubt also was expressed that he would accept a commissionership, though he might be enticed into the chairmanship. On the other hand, he has many commitments to clients. But, as has happened in so many cases, a call by the Chief Executive to a government post is difficult for any citizen to resist.

The same situation holds in the case of Mr. Loucks, who is believed to have had the endorsement of President & First Vice President, Demo- crat, Mr. Loucks has practiced law in Washington continuously since his resignation from the NAB in 1935. He was directing head of the association during its formative years. The presidency then was an honorary post filled by active broadcast- ers. Mr. Reinsch, who headquartered in Atlanta, directs the operations of WSB-AM-FM-TV there, WHIO-

HILL LAUDS COY

Following Resignation News

In Informal Request to HST Precedes Coy Surprise

RADIO history was made at break- fast Thursday morning.

While President Harry Truman and FCC Chairman Wayne Coy were dining with several hundred fellow members of the Masonic order, the chairman told the Chief Executive he'd like an appointment later that day.

It was thought familiar, the stop that led a short time later to the resignation of the FCC's directing board. Chairman Coy, seated at the head table as the President relaxed at an annual affair that has been considerable letting down of the Presidential hair.

The breakfast followed normal pattern as Mr. Truman commented on the rigors of government office holding, the same rigors that had convinced Chairman Coy he should be free to look for a job in private industry because the $15,000 FCC salary didn't go very far these days.

In a mellow mood, the President told his lodge brethren at the Statler Hotel that it is the duty of government and military officials to take care of the heart of the American home is carried on in a manner that will get the best results—an all-day and nearly all-night job.

Seated at an hour later—11:15 am—were two members of the unlisted Presidential appointees—Wayne Coy slipped into the Executive Offices by a side door, a trick he learned during World War II while serving as Franklin D. Roosevelt's special assistant.

A lone reporter—representing BROADCASTING • TELECASTING—maintained a vigil just outside the roped-off entrance to the President's private offices. At 11:40 a.m. Chairman Coy emerged from the inner sanctum, leaving this time via an elevator normally used by vis- itors on the publicly-announced White House appointment list.

The chairman was flagged just as his vehicle was about to enter the vehi- table. Two press association watch- dogs joined the conference.

"Are you going to resign?" Chairman Coy was asked.

"Yes, I'm resigning as of the close of business tonight," he said, after a running patter of queries.

"I thought it would be a good thing," he added.

"Why?"

"Well, a lot of licensees think they are getting a license to de- claim against the Commission. I brought my letter of resignation today. I handed it to the President.

"You can quote me on this—the seat in my pants is out. I resigned to negotiate for a job. It's for eco- nomic reasons, mostly. I am free to negotiate in industry."

"Do you know where you're go- ing, Mr. Chairman?" he was asked.

"I don't know where he is going, though he can afford to continue in the government. It costs money to educate kids. I have a boy in college and one in prep school. People in govern- ment have a hard time."

LEADERS in Congress were shocked at Thursday's surprise resignation, as it will fill the suddenly-created vacancy on the FCC.

Several names were mentioned freely by those most interested in the future of the regulatory body—Robert T. Bartley, nephew of influential House Speaker Sam Ray- burn (D-Tex.) and his executive assistant, was prominent in speculation (see story page 23).

Mr. Bartley was about set for a Commission post only last year when it looked as if Comr. Freda B. Hennock would leave the Commission to take a federal district court in New York.

But Miss Hennock's resignation was tied up in the Senate Judiciary Committee and she chose to remain on the Commission.

Questioned about his nephew last week by BROADCASTING • TELECASTING, Speaker Rayburn said:

"I don't know what the Presi- dent's mind is as far as I am concerned, my recommendation for Bartley still stands."

Speaker Rayburn said, however, that he realized the situation has changed since Miss Hennock's resignation and that it was the chair- man of the FCC who now has re- signed.

Speaker Rayburn added that he had not talked to the Presi- dent on the subject and—"otherwise, I decline comment."

As Chairman Robert Crosser suc- ceeds Mr. Coy on the Commission must be submitted to the Senate for confirmation. Committee which will consider the new nomination is the Senate Interstate and For- eign Commerce Committee, of which Sen. Ed. C. Johnson (D-Col.) is chairman.

When Sen. Johnson heard of Chairman Coy's resignation, he took the floor of the Senate early Thursday afternoon to pay him the tribute. Speaker Rayburn and Chairman Coy were often at the opposite sides of the fence in their viewpoints in broadcast matters, each held the other in high regard.

The Senator said:

"I hope this report that Mr. Coy was leaving may prove not to be true. Mr. Coy has made a very wonderful chairman of the Com- mission in a most difficult time.

"His forthrightness, his great courage, his refusal to bow to all sorts of pressures which have been brought to bear on him. One leader whom he has displayed, have been of such an unusual character that it will be truly a very great loss to the country if we lose Mr. Coy give up his position as chairman of the Commission, which deals with all problems having to do with tele- graph, telephone, television, radio and all other similar means of com- munication.

"I know that for a good many months Mr. Coy has been consider- ing retiring from his position be- cause of his poor health, and because of what he feels is his obligation to earn more money for his growing family. So I am not in any way censuring him. He remained on the job, in the true sense of the battle, for a long time, and he has fought a good fight."

Chairman Robert Crosser (D-Ohio) of the House Interstate and Foreign Commerce Committee confirmed by BROADCASTING • TELECASTING, Mr. Coy's announce- ment, said he was "sorry to hear the news."

Rep. Crosser said Mr. Coy was (Continued on page 32)

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BROADCASTING • TELECASTING
ABC Radio gives all sides of the news

On this page are just a few of ABC Radio's celebrated corps of news commentators and reporters. None of these men look alike, and none of them sound alike. They are all sizes and shapes, and they come from all over. Some are soft-spoken, others outspoken. Yet whatever they say, the opinions they express are their own. They interpret the news on ABC as they see it. Their varied ideas, varied backgrounds, varied approaches to the headlines give listeners a completely balanced—and completely honest—coverage of the news.

You see, there are so many more than just two sides to everything. There are more like one hundred and fifty million and two—because there are as many sides to today's news as there are ways of looking at it. Thus, ABC does not censor its newscasters and commentators; instead, the network strives (without bias) to help the public make up its own mind. For the public, this is a very healthy thing. And because the public likes it (and tunes in), it is also a very healthy thing for ABC sponsors and affiliated stations.

ABC Radio
American Broadcasting Company
COY HISTORY

WHEN Albert Wayne Coy was appointed to the Chairmanship of the FCC on Dec. 29, 1947, he was acclaimed as the first Commission chairman to have practical broadcasting experience.

Mr. Coy went to the FCC chairmanship from the post of radio director of the Canton Post's WINX-AM-FM. Before that, he was assistant to Eugene Meyer, then publisher, now chairman of the board of the newspaper.

A native of Indiana, Mr. Coy was appointed to fill the remaining four years of the term of former Chairman Charles R. Denny Jr., now NBC executive vice president. Mr. Coy was reappointed to a full seven year term last year.

Television was the big activity of the FCC during Mr. Coy's tenure as Chairman. Most notable in that time: The freeze was imposed Sept. 30, 1948, and the CBS field sequential color system was adopted as official. When Mr. Coy began his duties, there were 17 TV stations on the air, 77 construction permit holders and 66 applications. As of now, there are 108 stations on the air, no CPs and close to 500 applications pending.

Mr. Coy repeated time after time that he considered that TV would be the dominant medium in broadcasting. During the four years he was Chairman, the Commission established temporary intercity microwave bands for TV stations, established minimum operating hours and forced AT&T to revoke a provision in its intercity TV tariff banning the interconnection of its lines with privately-owned relays.

Among other FCC highlights during Mr. Coy's service as Chairman were: (1) Reorganization of the Commission into bureaus, (2) removal of Richards' and the wartime NARB treaty, (4) reversal of the Mayflower decisions prohibiting editorializing, (5) establishment of a form for application for licenses for applicants who violated antitrust laws, (6) renewal of the license of WBAL Baltimore, the famous Blue Book case, (7) repeal of the Aereo rule which opened sale of stations to all comers, (8) enunciation of a ban on giveaways, suspended pending court decisions, still awaited.

Mr. Coy has been in government service since 1938 when he served as aide to Indiana Gov. Paul V. McNutt and also on several state commissions.

When Gov. McNutt was appointed High Commissioner to the Philippines in 1937, Mr. Coy accompanied him as his assistant. Mr. Coy was assistant administrator of the Federal Security Agency in Washington under Gov. McNutt from 1939 to 1941. He was one of President Roosevelt's "anonymous" assistants from 1941 to 1945 and also served as assistant director of the Bureau of the Budget from 1942 to 1944. He joined the Washington Post in that year.

Before getting into government service, Mr. Coy served as reporter, editor and publisher of several Indiana newspapers.

During his broadcasting days, Mr. Coy served on the board of FM Broadcasters Inc. He was also small stations director on the board of NAB.

He is married to the former Grace Elizabeth Cady. They have two sons, Stephen Cady and Albert Wayne Jr.

Hill Lauds Coy
(Continued from page 98)

a "faithful public servant" and a "conscientious worker." Radio-TV informed spokesmen on Capitol Hill agreed with President Truman that Mr. Coy would be difficult to replace, particularly "at this time." Mr. Coy was re-nominated by the President for the chairmanship last May (BT, May 26, 1951) and was confirmed one month later ([BT], June 18, 1951).

It was pointed out that Congress has no jurisdiction of who is to Chair the FCC. That choice is left up to the President. The Congress—through the Senate's right to confirm—has its primary interest in the Senate, rather than the rank the nominee will hold on the Commission.

THE INTERIM CHAIRMAN

Paul A. Walker Has Served Since FCC Inception

PAUL ATLEE WALKER is the dean of the FCC in point of years served. He was first appointed for a five year term on July 11, 1934—upon creation of the FCC—and has been reappointed three times thereafter.

Only last year, he was officially exempted from the government's compulsory retirement age requirements by Presidential direction. Mr. Walker is 71.

Mr. Walker was graduated from the U. of Chicago in 1909 and the U. of Oklahoma law school in 1912. After private practice in Shawnee, Okla., he was appointed in 1915 to the State Corporation Commission. He served on the Commission for 15 years, as counsel, Commissioner and finally as Chairman.

During his years with the Commission, he represented the State of Oklahoma in rate litigation and proceedings which brought about a reorganization of Oklahoma rates on grain, livestock, petroleum and other important commodities.

While chairman of the Commission, Mr. Walker initiated public utility investigations concerning natural gas, electric light and power, telephone and cotton gin rates.

He was Chairman of the Committee on Cooperation with the Interstate Comerce Commission of the National Assn. of Railroad and Utilities Commissioners from 1925 to 1934. He was also a member of the executive committee and of the committee on legislation.

Mr. Walker served as chairman of the Telephone Division of the FCC before World War II. During that time, he conducted the Commission's investigation into long distance telephone rates, which resulted in a reduction of charges. He has been Vice Chairman of the Commission during the last few years, elected to that post by his fellow Commissioners.

Mr. Walker is married to the former Myra Evelyn Williams. He has four children, Myra Julie, Virginia Jane, Paul Atlee Jr. and Robert Williams.

Names Schullinger

KARL SCHULLINGER, manager of TV-radio production and television supervision, Young & Rubicam, Inc., New York City, is married to a native of Tobacco Co., that city, on March 3 in a newly created position in charge of television and radio activities for an advertising department, headed by Albert B. Stevens.
Washington's
BEST BUY
WWDC
IN THE NATION'S CAPITAL
Sells Goods!

National Representatives:
John Blair and Company
How Industry Makes Friends by Radio
(Continued from page 26)

from rumor and, wherever possible, dispel pessimism and replace it with optimism. To many people who tune in daily, Greater Lawrence at Work has become the barometer of the Lawrence present and the Lawrence future.

Shortly after its inauguration on the air, with William F. Mitten, news editor, as commentator, Greater Lawrence at Work was successful in being the first to break the big news that a new industry—Western Electric—was to locate in Lawrence, employing a thousand persons.

When a segment of the local press published with banner headlines a story that Lawrence was in a bad way industrially, Mr. Mitten went on the air with facts and figures to dispel the statement, to show, to the contrary, that the future could really be bright for this community of nearly 100,000 persons.

Selling Good Will

Aside from Greater Lawrence at Work which is sponsored by public-spirited retail merchants, with no “plugs” in the show other than a public service mention, WCCM has been preparing for some time now regular and special programs by leading manufacturers in the Greater Lawrence area, firms which have nothing to sell locally save the sometimes unpurchasable product of good will.

Industrial concerns which used WCCM for public relations broadcasts during 1951 were American Woolen Co., the Beltflex Co., Champion-International Co., Emerson Manufacturing Co., Tyer Rubber Co., U. S. Bobbin & Shuttle Co., and Watts Regulator Co., in addition to the three already mentioned, John W. Bolton & Sons, Merrimac Paper and Pacific Mills.

On Christmas day, many of our industrial concerns joined together in the presentation of special Christmas programs of fine music and story.

The types of program material selected by industrial time buyers on WCCM vary. Examples are the Pacific Mills sponsorship of choir music; Merrimac Paper’s presentation of news broadcasts, and the whole series of the station’s sports commentator, Ernie Labranche, in a seven days per week program aimed to counteract the cause of schoolboy sports.

Commercial copy on all these programs is designed to build community good will by describing the operations of the plants of the clients and the place these companies strive to fill in the local community. All commercials are delivered in informal, neighbor-to-neighbor style.

We sincerely believe that what we are doing here at WCCM in relation to use of local radio by manufacturers is something that can be duplicated by any other wide awake station in the country.

Personally, I have always been a strong believer that good or bad community attitudes toward a company in its midst have a direct proportion to that company’s participation in community affairs and its conduct of a good community relations program.

I have also believed that there has never been, in the past, a sufficient stress on the importance of public relations through use of local radio by local companies. I believe such use has a double purpose. It not only better the standing of the company in the community, while adding revenue for the local radio station, such as WCCM, whose own future is closely allied with the industrial health of the community, but it also informs local people of the problems of management, its aims and its troubles. Thus, employees, neighbors and friends, yes the whole community, share the spirit of going forward.

I have on my desk a creed in which we at WCCM like to believe, and which, many times, I have also pointed out to prospective industrial executives in our territory, for it also applies to them. It is the sentiment of Louis Lumbard, vice president of the Bank of America. It is this:

Those who identify themselves with the community; who show their concern for the community’s welfare; who make all their actions conform with the community’s interest; who show their friendly interest in the people of the community; who give a hand on community problems and try to make a positive contribution to community welfare—that will tend over a period of time to reap the rewards and benefits which the community has to offer.

Community Awareness

“Those who fail to make themselves a part of the community; who fail to give a hand on community problems; who take something out of a community and put nothing back; who show a lack of concern—or worse, show contempt for the community; or the people of the community: who have no regard for the attitude of the community and furnishing grounds for unfavorable gossip; who violate, oppose or ignore the community interest as determined by the majority in that community—that will tend, over a period of time, to have a malignancy at the hands of that community.”

Lawrence, in the past, has had its share of labor unrest. However, in the years ahead, with the community moving forward toward a program of diversified industry, and retention of its basic textile industry, WCCM hopes to play, with industry, a major role in the building up and the strengthening of the bond between industrial management and the community.

We earnestly believe that the information public relations efforts of local industry and WCCM will achieve the goal our community aims for.

KWTO FIRE

Loss Over $20,000

FIRE of undetermined origin burned down the transmitter house with total loss of transmitter and associated equipment of KWTO Springfield, Mo., in the early hours of the morning of Feb. 21. Station immediately got FCC permission to go back on the air with reduced power and was scheduled to do so Feb. 22. KWTO operates on 560 ke with 5 kw. distant service antenna. It was planning to use a 1 kw transmitter borrowed from the Missouri State Highway Commission.

A new 5 kw transmitter has been ordered from RCA and shipment was promised in a matter of days. Loss will cost the station between $20,000 and $30,000, according to Lester E. Cox, owner of the station, who was in Washington last week. Actual loss was lower, but part covered by insurance reduced the cost to the station to that figure, he said.

ON SUNDAY IN CINCINNATI
THEY LISTEN TO NEWS & MUSIC
See Spreadsheet This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

Page 34 • February 25, 1952
NOW...AND EVERY DAY

WTAD
5000

QUINCY, ILLINOIS

WATTS (NON-DIRECTIONAL)
IN A RADIO-ACTIVE AREA

You reach 'em by radio when you go after buyers in this rich midwestern market. Especially when you use WTAD—No. 1 Hooper-rated station* in the Quincy-Keokuk-Hannibal area. Now, WTAD offers you a daytime coverage greater than ever before! By stepping up its daytime (non-directional) frequency to 5000 watts, WTAD reaches an area where there are twice as many radios... and twice the number of retail sales.

Market Statistics

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WTAD, Quincy, Illinois

920 KC ... 5000 Watts Daytime CBS  1000 Watts Night CBS
affiliated with KGLO, Mason City, Iowa
1300 KC ... 5000 Watts ... CBS

For availabilities write or call Walter J. Rotshchild, Nat'l Sales Mgr., Lee Stellos, Quincy, Ill.
Represented by Weed & Company
Any system of interconnected lines, spread out in the right places, can serve as a net. The bigger it is, and the stronger its mesh, the better a net works.

Of all the nets serving U.S. advertisers, the biggest and strongest is the radio one called Mutual. Here are 550 connection-points in 48 states (nearly double any other net’s) and at each of these points are local-level experts unmatched in ability at catching and holding listeners.

Measured by listeners, the Mutual net is catching a steadily larger share of radio audience than a year ago—day and night, all week long. (N.R.I., Jan.-Nov. ’50 vs. Jan.-Nov. ’51—latest available.)

Measured by advertisers, the Mutual net is the only one to win a gain in radio billings—up 12%, ’51 over ’50.

Measured by competitors, the Mutual pattern is now inspiring imitative efforts by all other radio nets.

Measured any way you please, the Mutual net is ready to help you haul in new profits for ’52. Come aboard with Mister PLUS... and learn how this net can work for you.

**the MUTUAL net**

**of 550 affiliates**
Syracuse Survey

(Continued from page 25)

joying his radio set and, unseen but decisive, pumping life into the old boy faster than the mourners could walk it away.

"When we find that, in our areas, radio listening in television homes averages 3.07 hours a day (day and night, at that) against 4.52 hours of television viewing, it looks as though the wake was put on a little early by radio's mourning sad sacks. When we find that combined radio listening and television viewing adds up to 7.59 hours a day in homes with both television and radio, it looks as though some other time-consuming recreation or occupation is suffering at the hands of television, not just radio alone.

"One of the wisest utterances I've ever heard on the subject of radio and television was made nearly two years ago by one of the wisest old heads in the broadcasting industry, William S. Hedges, NBC vice president. He said, almost exactly this: 'Television will not replace radio. The capacity of the American public to absorb new and additional things which they really desire has never been fully tested.'

"This survey seems to indicate that Bill knew what he was talking about."

In non-TV homes Survey No. 1 showed that in the 270 homes there were 2.1 radio sets on an average, with 4.2 hours of daily radio listening.

In Survey No. 2, 211 non-TV homes were contacted. They averaged 2.11 radio sets and 4.7 hours of radio listening.

The monthly check of Niagara-Mohawk Power Co. in Central New York shows a 71% TV saturation. Weighted against the 67% figure of telephone homes having TV sets, WSYR found that each figure supports the other.

In conducting two separate surveys, under direction of WSYR AM-TV Promotion Manager Caley E. Augustine, the stations completed calls to 763 homes (501 TV homes) in October, 1951, and 704 homes (506 TV homes) in December, 1951. In the October study, the first residence at top of column on each page of the telephone directory was phoned. In the second, the bottom name of each column was called. The calls were placed between 6 p.m. and 8:30 p.m. to insure greatest number of homes being reached with the first call. In all, 1,467 calls were completed, including 986 TV homes.

Calls were made starting on a Monday night and continuing through Friday until all numbers of the sample were called. In the first study, eight refused to answer questions. In the second, 18 refused to answer. Basically both questionnaires were the same except that in the second case interviewers were asked to note the sex of the person giving information as well as the address called. One other question was added in the second study to show what period of the day the listener is tuned in the radio.

The survey data deal only with telephone homes in the city of Syracuse, a city with 80% telephone saturation (50,000 out of 67,000 homes).

CALDWELL MEMORIAL

FCBA Committee Named

ESTABLISHMENT of a memorial honoring the late Louis G. Caldwell will be arranged by a special committee of the Federal Communications Bar Assn., named Thursday by President Arthur W. Scharfled. Mr. Caldwell was a founder and first president of the association.

Appointment of the committee was authorized Jan. 11 at FCBA's annual meeting. Paul M. Segal, formerly assistant general counsel of the old Federal Radio Commission, was named chairman. Other members are Bethuel M. Webster, New York, and Duke M. Patrick, Washington, both former FCC general counsels. The committee is to report recommendations at an early date.

REC, ATS Merger Eyed

ADVISABILITY of a merger of the Radio Executives Club of New York and American Television Society is being studied by committees of both organizations, appointed by the presidents of the two groups. ATS committee includes Caroline Burke, NBC; David Hale Halpern, Owen & Chappell; Don McClure, McCann-Erickson; Jay Benfield, RKOPathe Inc.; Glen Gundell, National Dairy Products Corp. REC committee is composed of William S. Hedges, NBC; Thomas H. Lynch, WMCA New York; Frank Feller, H-R Representatives; Elizabeth Black, Joseph Katz Co.; C. H. Cottington, advertising consultant.

Page 38 * February 25, 1952
FURTHER cutbacks in the allocation of copper and aluminum for radio-TV set manufacturers beginning April 1 were announced by the government last week.

Calculations of these two vital scarce materials was revealed at a news conference presided over last Wednesday by Henry H. Fowler, National Production Authority administrator.

Mr. Fowler cited a "greater uniformity" in allotments among all consumer goods producers, which he said will minimize the danger of disrupted production and provide "a fairer share" to each industry.

On the basis of second-quarter allotments, household radio and television receivers retain their status as essential products in the Class "A" and "B" priorities listings previously announced by NPA. These cutbacks in copper and aluminum—steel allocations will remain substantially the same as during the present quarter—also "reflect the ability of producers to maintain output levels on smaller amounts through conservation or substitution measures," NPA explained. The extent of substitution is indicated by the cutbacks, it was said.

Thus, the goal of four million monochrome TV receivers set by manufacturers for 1952 should be reached with substitutions for copper and aluminum, the agency implied. NPA also had in mind inventories as another factor within the industry.

Allotments for Sets

Household radio receivers and TV sets will receive 30%, 35% and 12.5% of base period usage for copper, brass, copper wire and copper foundry allocations during the second quarter. The base period is either the last half of 1949 or the first half of 1950. Aluminum will be cut to 30% of base. These percentages reflect a 5% drop for copper brass and wire and products and for aluminum off first quarter quotas. Similar second-quarter quotas were set aside for phonograph needle and cutting stylus, TV and automobile antennas (excluding replacements) and commercial recording discs.

Key to this principle of equality is seen in other figures which show that thousands of other manufacturers, who were cut to between 10% and 20% of base usage during the first quarter, were raised to the maximum for copper. Even so, they still will derive less aluminum than radio-TV because they are classified as "less essential or replaceable."

Radio-TV receivers won't be curtailed any further for additional cuts in carbon and alloy steel. NPA has allotted 5% for each of base usage, pointing up reports that steel is becoming more plentiful.

The factor of essential and less essential categories is extremely important, NPA pointed out. To have placed all civilian-type products in the same classification "would have required a still deeper cut in allotments of aluminum and copper to many highly essential industries which have already gone very far in stretching materials," Mr. Fowler explained, adding to radio-TV set makers and other manufacturers.

Moreover, such a course of action would have given some industries an excess of these two materials, in proportion to their steel allotments and available supplies of components, in which the electronics industry is playing a large role.

Allowances will be made, of course, for "exceptional hardships" among producers where shortages of essential consumer items may develop at retail or distributive levels.

Lewis Allen Weiss, former board chairman of MBS and former president of Don Lee Network, is making continuing studies of threatening shortages at these levels as assistant administrator in charge of NPA's Office of Civilian Requirements. Measures are being mapped to avert serious shortages should they develop this spring or summer, Mr. Fowler explained.

Provision to Be Asked

As such situations materialize, Mr. Weiss' office will request NPA industry divisions to set aside larger allotments on an individual footing for each industry.

NPA's equitable distribution policy is designed to "maintain stability of employment and business and meet consumer needs for 'essential products,'" Mr. Fowler asserted.

Earlier, the Defense Production Administration earmarked amounts of vital controlled materials previously held in reserve for the April-June quarter. No quotas were tabbed for set manufacturers, despite the reported over-allocation of aluminum to the military (Closed Circuit, Feb. 18).

Supplemental allotments were made in structural steel for industrial construction and brass and aluminum for consumer goods. The automobile industry was given a million pounds of aluminum. Failure to allow quotas for radio-TV set producers was indicated when NPA's Electronics Division failed to receive extra allocations, either for defense or civilian needs.
Ed. C. Johnson
U.S. Senator from Colorado

"...public service at its best!"

KLZ’s “Let's Talk It Over” series has won many plaudits. But it remained for Senator Ed. C. Johnson, as quoted in the Congressional Record, to call it “public service at its best.”

Designed to keep listeners informed of AM, FM, and TV news and to provide a forum for the discussion of radio station operation, “Let's Talk It Over” is a weekly report by the KLZ manager and department heads. The series is typical of the station's efforts to create new and unusual ways of serving its listeners.

KLZ
5000 WATTS - 560 KC
CBS RADIO

N. Y. NEWSMEN
Form New Organization

RADIO-TV newsmen in New York took first steps Tuesday toward ultimate establishment of a nationwide professional association with election of temporary officers for the new Radio and Television Working Press Assn. of New York Inc.

Chester P. X. Burger of CBS Television news was made temporary chairman at the organizational meeting. Other temporary officers are Fred Dieterich, Telenews Productions, vice chairman; Jack Fern, MBS, secretary; and David B. Tull, CBS-TV news, treasurer.

Although organized only in New York so far, the group is preparing for similar units in other major cities where important radio-TV news bureaus operate. Patterned along the lines of other professional associations and fraternities, the newsmen's group lists its major purpose as promoting and protecting the interest and welfare of radio newsmen, television newsmen and photographers.

A similar group, the Radio-TV Correspondents Assn., has been operating successfully in Washington for some years, being responsible for providing broadcast reporters with the same privileges granted newspaper reporters.

COMMR. WALKER
Commends Radio, TV Public Service

STRONG CASE for the public service record of radio and television broadcasters was made by FCC Comr. Paul A. Walker and John F. Patt, president, Goodwill Stations, last week in talks before the Temple Men's Club of Cleveland.

"By and large it must be said that radio and television stations do a good job in this country," Comr. Walker said in his speech, titled "Broadcasting and Human Relations."

"It is easy to point the finger of criticism and scorn at broadcasters. While, of course, they must accept their share of the responsibility, it is unfair and over-simplifies the problem to put all the blame on them for inferior program service," he said.

Comr. Walker also referred to many letters received by the Commission objecting to crime and horror programs. He also spoke of the lack of religious and educational programs found in checking TV station license renewal applications. The latter was the reason why the FCC put 26 TV stations on temporary license early this month (B&T, Feb. 4).

Mr. Patt, in his remarks, described radio as part of the social cement that binds people together, and said it has enabled one part of the country and one part of the population to understand others, and "now TV will let them see each other."

Whereas, Mr. Patt said that radio and television were primarily instruments of entertainment, he praised serious discussion programs through which knowledge and culture accrue to the listener.

Speaking of serious programs, he said that these programs of talk and discussion deal seriously and directly with most of our human relations questions—not merely of race and religion, but those of family, of school and church, of social and economic welfare, of state and nation, of democracy and foreign ideologies—matters vitally affecting the entire world and its survival."

Action of WHAS-TV Louisville in putting 14 hours of educational activities on camera during last year's American Education Week was commended by Comr. Walker.

He also pointed to the effectiveness of TV's coverage of the Japanese Peace Treaty and the Reau- fauer Crime Hearings. He held out high hopes for the soon-to-be-inaugurated NARTB TV code.

But, it was Comr. Walker's roster of public service network programs that made up the bulk of his speech. These are the programs which the networks listed for him and which he called attention to:

Church of the Air (CBS), Faith in Our Time (MBC), U. of Chicago Round Table (NBC), Town Meeting of the Air (ABC), People's Platform (CBS), American Forum (NBC), Northwestern U. Reviewing Stand (MBS), Meet the Press (NBC-TV), American Youth Forum (NBC-TV), Invitation to Learning (CBS), You and the World (CBS), Art of Living (NBC), National Farm & Home Hour (ABC), College Choral Series (MBS), Negro College Choir (ABC), Johns Hopkins Science Review (DuMont).

KLZ-30 YEARS OF SERVICE

KLZ
5000 WATTS - 560 KC
CBS RADIO

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Page 40 • February 25, 1952
The BIG NEWS in Southern California radio is NEW

K-BIG has radio and advertising people talking because it's the new 10,000-watt station with 50,000-watt coverage.*

THERE'S A REASON!

Tests of K-BIG's service area prove something broadcasters have long known but seldom put to practice... salt water speeds radio waves undiminished over amazingly long distances. Santa Catalina Island, lying 22 miles off the center of Southern California's populous coast, was selected as the transmitter site for K-BIG because it offers a salt water route to the Southland's greatest population centers from Santa Barbara to San Diego.

There's another reason for K-BIG's terrific coverage. The BIG NEWS station employs a costly antenna system which acts as a giant reflector, focusing the signal in the direction that counts... WHERE THE PEOPLE LIVE! This is why K-BIG saturates Los Angeles and penetrates inland to the last outposts of population on the Mojave Desert more than 125 miles to the east.

Add to this sensational coverage a dial position between two major network stations (740 k.c.), and a rate card that is really down-to-earth. It totals up to one of the most outstanding buys in radio today! Write, wire or phone K-BIG for full details.

General Offices:
6540 Sunset Blvd., Hollywood 28, Calif.
STUDIOS in Avalon and Hollywood

*Source on request.
On the dotted line...


C. H. STERRENS signs for Jenkins Music Co. to sponsor E. J.'s Notebook over KFH Wichita. Looking on are: Frank Benedict, KFH sls. rep., and Ethel Jane King, show star.

Frank Ford Jr., com'tl. mgr., KENT Shreveport, La., watches Byron Conn, pres., Davis Drug Co., sign to sponsor A Man and His Magic three times weekly.

Jack Curran (c), Sinclair Refining Co., signs one year pact for three daily five-minute sportscasts over WXYZ Detroit. Watching are: Dan Wattrick (l) WXYZ sports dir., and James G. Riddell, pres., WXYZ Inc.


Bob St. Clair (seated, r) Baltimore Munty TV mgr., sign for WBAL Baltimore time. Witnesses are (l to r) Al Ross, WBAL disc m. e.; Jim Kennedy, WBAL radio sls. mgr. and Al Burks, WBAL sales rep.

On All Accounts
(Continued from page 12)

Washington market. As sales manager he worked under Eugene S. Thomas, now with George F. Hollenbey Co., national representative.

With sale of WOIC, Mr. Murdock contemplated chances to work in New York and Chicago but decided to remain in Washington and open his own agency following conversations with George Burrus, president, and C. R. Sanders, advertising director, of Peoples Drug Stores Inc., fourth largest of the national drug chains.

With the Peoples radio-TV account as a foundation he entered the competitive Washington agency field. The chain had always placed all its advertising direct and still places its own white space. Peoples had used very little radio in more than a decade but under the Murdock guidance the chain is constantly increasing its broadcast time because of the results produced.

In Washington the chain buys a heavy package of radio news, along with a growing amount of television, for the 75 stores in the area. Elsewhere the chain buys spots to promote its prescription service. Last year Peoples filled over 24 million prescriptions—a lot of prescriptions—with the aid of radio promotion.

Close Relationship

Mr. Murdock keeps in close touch with the chain's business, constantly visiting stores in the marketing area extending as far west as Akron. He knows every Peoples manager in the 75 Washington area stores. Right now Peoples is the largest radio and TV user in Washington, he notes.

Other accounts serviced by the agency include Curtis Bros., large Washington furniture store; Crus- tY Pie Co., large bakery; Cannon's, famous steak house; Randall Motors; Anastasia Bank, and Washington Garage Properties, operating 15 garages, parking lots, and bowling alleys.

Mr. Murdock married Ethel Coulter June 5, 1928, which incidentally was his birthday. The Murdocks have one son, Mike, aged 13.

Transistors Used

SUBSTITUTION of transistors for vacuum tubes has proved an important step in development of small, light military communications equipment, the Dept. of the Army announced. Transistors perform many of the functions of tubes, but require no power for heating filaments and thus use less current. Additionally, use of transistors in miniature converters last much longer than vacuum tubes, the Army reported. The Army Signal Corps is responsible for production of transistors, used by the military with its radio-tele- typewriter equipment.

Press, Radio Forum

Hill Debates
Broadcast Procedure Asked
SEN. MARGARET CHASE SMITH (R-Me.), only woman in the U. S. Senate, last Wednesday demanded a Senate Rules subcommittee, of which she is a member, schedule hearings on a proposal that Congressional proceedings be broadcast and telecast.

In urging the hearing, Mrs. Smith reminded the chairman of the subcommittee, Sen. Carl Hayden (D-Ariz.) that “should the Republicans be fortunate enough to win control of the Senate next year," she will assume the sub-committee's chairmanship “and it will be my purpose to press for action by the subcommittee on these matters through their introduction and measurement to the subcommittee on rules.”

Other legislation mentioned by Mrs. Smith was concurrent resolutions to establish rules of procedure in congressional investigations, and to setup procedure where a member of Congress makes derogatory remarks in debate about a citizen.

The measure on broadcasts-telecasts (S Res 108) was introduced by Sen. Alexander Wiley (R-Wis.).

In the industry, meanwhile, Dr. W. R. G. Baker, General Electric Co's vice president and general manager of the Electronics Div. called for the removal of restriction on telecasts and broadcasts of legislative proceedings.

His statement was made on the GE Science Forum on WGY Schenectady's 30th anniversary [B&T, Feb. 18]. Mr. Baker said, “Our electronic age, which broadcast radio ushered in, now has created a means by which the American public may be an interested and informed participant in self-government.”

Exhibit A

ON A TWO-PENNY postal card, WSAT Salisbury, N. C., points out that “post card advertising has doubled in price.” Rates for many other forms of advertising have risen, too, WSAT adds. But, despite WSAT's growth, the stations underscores that “Our rates are still the same!”

Press, Radio Forum
NEW WJZ SHOW GUARANTEES PROMOTION IN SUPERMARKETS

Unprecedented bonus offered to participating sponsors on the WJZ Caravan

NEW YORK.—A new radio show on WJZ offers participating sponsors one of the most remarkable bonuses in radio history: guaranteed, concentrated merchandising for their products in Grand Union supermarkets.

The program, the WJZ Caravan (Monday through Friday, 12:30 to 1 p.m., EST) is a housewife-slanted audience participation show starring John Reed King. A daily half hour of games, quizzes, give-aways and surprises, it is produced in a different Grand Union supermarket in the metropolitan New York-New Jersey area each day.

Strongest selling point for the WJZ Caravan is the joint promotional agreement between WJZ and the Grand Union Company. Intensive week-long merchandising promotions of the sponsor participants' products are conducted each week in the five Grand Union stores from which the program originates during that week.

These special merchandising promotions will consist of:

a) a feature display of each sponsoring product;

b) posting of display material;

c) promotion of the program in Grand Union's newspaper advertising.

The program will be further promoted via WJZ's newspaper advertising and on-the-air promotion. ABC stars will appear at new store openings and other special events.

For complete details, contact your ABC representative immediately.
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## March 1952

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### Listings

- **10-10:30 a.m.** ABC, **1952**: 10-10:30 a.m., Dr. John D. L. & Co.'s Rendezvous
- **10:30-11 a.m.** ABC, **1952**: 10:30-11 a.m., Dr. John D. L. & Co.'s Rendezvous
- **11 a.m.** CBS, **1952**: 11 a.m., To Be Announced
- **11 a.m.** MBS, **1952**: 11 a.m., To Be Announced
- **11 a.m.** NBC, **1952**: 11 a.m., To Be Announced

### Additional Listings

- **11:15 a.m.** ABC, **1952**: 11:15 a.m., The Big News, To Be Announced
- **11:15 a.m.** MBS, **1952**: 11:15 a.m., To Be Announced
- **11:15 a.m.** NBC, **1952**: 11:15 a.m., To Be Announced

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**Broadcasting** The Movement of Radio and Television

*February 25, 1952 Copyright 1952*
Famous stars appear on
The Al Jarvis Show

LOS ANGELES. America's Number One disc jockey, Al Jarvis, is now on KECA with his popular program, every weekday afternoon, 1-2 p.m., and every weekday evening 10:30-11 p.m. In his 19 years as a disc jockey, Jarvis has collected a fabulous library of 15,000 recordings, every possible type of modern music.

In addition to musical variety and in addition to Jarvis himself, there are famous stars of the entertainment world in frequent guest appearances on "The Al Jarvis Show." Jarvis is constantly promoting new talent and has been instrumental in furthering the careers of Benny Goodman, Nat King Cole, Stan Kenton, Frankie Laine and other top stars. He delivers his own commercials and has sold almost every type of product or service in his own unique, persuasive style. For complete details about the hottest salesman in Los Angeles, contact your ABC representative today.

SELLINGEST MAN in Los Angeles Radio, platter man Al Jarvis, has moved to ABC station KECA. Jarvis, radio's pioneer disc jockey, will soon celebrate his 20th anniversary on the air.
RALSTON CONTEST

WIOU, WFBM, WEAM Tops

A HARD-HITTING, well-rounded promotion campaign, which amply succeeded in its goal of increasing store traffic—and sales—for Purina dealers, has had the further result of winning for WIOU Kokomo, Ind., top place in the "Farm Radio Promotion Contest" sponsored last fall by the Chows Division of Ralston Purina Co. Nearly 500 radio stations currently broadcast Purino Chows programs.

Second place honors are shared by WFBM Indianapolis and WEAM Arlington, Va. Other awards for contest excellence go to WWBZ Vineland, N. J.; WZID Decatur, Ill.; KEDT Center, Tex.; RTIC Tucson and WAVU Albertville, Ala.

Honorable mentions are awarded to KOLT Scottsbluff, Neb.; KFAB Omaha; WJAG Norfolk, Neb.; WRAG Canton, Ala.; WJAY Mullins, Ala., and KSFA Nacogdoches, Tex.

Awards, announced today by Gardner Adv., Purina agency, were given for the most consistent, effective and original promotion campaign on a Purina Chows radio program to attract farm listeners and to increase the selling power of the program during the period between Oct. 1 and Dec. 15, 1951."

WIOU Planning

WIOU began its prize-winning campaign at a meeting of John Jeffrey, station manager, and Bob Nance, farm director, with Purina salesmen and dealers to plan promotion and merchandising strategy. Resulting promotion schedule was designed to create interest in the "Mike and Ike" demonstrations—two pigs fed in the store to show how Purina Chows add pounds to pigs and profits for their raisers—and the "body and egg" plan for building sturdier, more productive hens through proper feeding.

To get farm families into the stores to see these demonstrations, WIOU staged a drive that included frequent mailings to dealers and their customers and prospects, publicity in local newspapers, dealer-feeder radio interviews, personal appearances at Purina outlets, counter cards for dealers' stores, contests and parades, all centered on Bob Nance's JOU Farm Service broadcasts, sponsored Monday-through-Friday, 12:30-12:45 p.m., by Purina.

Letter Contest of WFBM

Harry Martin, farm editor of WFBM, added a third dimension to the "Mike and Ike" demonstrations by originating a "Checkerboard Sue" contest in which a registered Poland China gilt was given to the writer of the best letter explaining why he should get the pig. (The name ties in with the checkerboard design that dominates the packages of Purina products.) Radio and TV appearances, newspaper ads and special mailings made "Checkerboard Sue" a porcine celebrity whose personal appearances in dealers' stores boosted store traffic and sales.

Purina sponsors Harry Martin's Hoosier Farm Circle on WFBM each weekday, 12:30-12:45 p.m. Built around Purina's recorded Eddy Arnold Show on WEAM each Saturday, 8:30-9 p.m., this station's promotion featured an amateur singing contest—"Can You Sing Like Eddy Arnold?"—with the winner offered a WEAM contract. Contest and other WEAM promotions were used to focus attention on green-yolk egg demonstrations of Purina dealers, showing the effect of feeding egg content, and succeeded in bringing new customers to Purina dealers.

Eight prizes were offered to stations competing in the contest: A station wagon for the first place winner, Ampex console tape recorders for the second and third place winners, Ekotape recorders to the next five. Actual prizes, however, are being changed to fit the winners' preferences and to give them prizes "they can use" as "decided by the stations themselves," the agency explained.

Contest Judges

Contest judges were Gordon Philpott, vice president in charge of advertising, Ralston Purina Co.; Sol Taishoff, publisher, Telecasting; Phil Alampi, farm director, WJZ New York and past president of the National Assn. of Radio Farm Directors; Norman Glenn, publisher, Sponsor. Maury Malin, Purina advertising manager, and Jack Leach, Purina account executive of Gardner Adv., were judging coordinators.

Discussing the contest, Mr. Malin commented: The biggest thing to come out of the contest is the proof we now have of the tremendous plus-power there is in farm radio when the radio station, our salesmen and retail dealers all work together at the local level. Some of the ideas from these contest entries will be incorporated in our fall 1952 promotion plans."

Mrs. J. J. Porter

MRS. J. J. PORTER, 88, mother of Paul A. Porter, former FCC chairman and now member of Washington law firm of Arnold, Fortas & Porter, died Feb. 17 in her home at Winchester, Ky. Funeral services were held Feb. 19 in Winchester.
RECRUITING

THERE will be no discrimination against radio and television in future disbursement of advertising monies for recruiting programs, NARTB was reassured last Monday at a meeting with Defense Dept. officials.

The conference was called by officials of the Military Personnel Procurement Service, who explained allocations for the current interim program which they announced a fortnight ago.

At the same time, MPPS officials promised a review of the U. S. Army and Air Force recruitment advertising program, which will be distributed to the nation's radio-TV broadcasters by NARTB. The review will be prepared by Col. William Berkeley, chief of the MPPS publicity branch.

Radio is earmarked for 46%—or $111,568—out of a total of $1,109,672 spent or allocated for recruitment since July 1, 1951. About $56,000, is slated to be spent before July 1 on a series of Air Force and Army radio spot announcements (R-T, Feb. 11).

Share will be siphoned off from $550,000 previously held in reserve from 1950-51 funds. Media plans for 1951-52, for which Congress has attached funds, are also under study by Grant Adv., which handles the Army and Air Force accounts. A third allotment now pending Capitol Hill for 1952-53.

Heading the NARTB delegation last Monday was Ralph W. Hardy, government relations director; Howard Bell, television department; Vincent Wasielwski, legal department, and Robert K. Richards, public affairs director. Noting the 46% tabbed for radio from the leftover reserve, Mr. Hardy explained that the actual expenditures represent only a “very small percentage” of total radio-TV advertising. He pointed out that both media contribute gratuitously for such programs. NARTB has requested a breakdown of monies spent in network and spot for fiscal ‘51 and ‘52 amounting to 46%.

NARTB had requested the meeting, one of a series held at the Pentagon, because of legislation adopted by Congress last fall containing a ban on use of radio and TV. Drive for this prohibition was spearheaded by Sen. Joseph O'Mahoney (D-Wyo.), chairman of a Senate Appropriations subcommittee, who later disclaimed any enmity to both media.

Also attending Monday’s meeting, along with NARTB representatives and Col. Berkeley, were Edward Lewis, head of Grant Advertising’s Washington office, and John Ball and John Holt, Grant account executives for the Air Force and Army, respectively; Maj. Frank McWaters, Maj. Karl Zipf and Capt. Herbert Dall'Aqua, aides of the MPPS deputy chief, Col. James H. Banville.

It also was learned last week that military personnel procurement authorities plan to reimburse the recruitment advertising issue on Capitol Hill this Thursday. They are scheduled to appear before a House Appropriations subcommittee in connection with fiscal ’53 monies. Col. Banville will appear.

Another move was afoot to thaw the Congressional freeze on ‘52 expenditures, perhaps in the form of a deficiency appropriation request calling for the resending of language banning use of radio-TV for current funds, it was learned.

The original budget called for $3.1 million for recruiting activities including national and local promotion. A sum of $2.1 million had been tabbed for national advertising, with some $400,000 already spent before the freeze was imposed. A part of this amount was used for radio spot and TV production, it was explained.

Media allocation for remaining $1.7 million of ’52 funds has not yet materialized at Grant Adv. pending Congressional action on the ban. But it was indicated that radio would derive its share, probably for spot broadcasting. Use of network radio will hinge on the tack taken by Congress. TV spots may be utilized, too, but a difficulty here is said to be the lack of availability prime time periods adjacent.

The status of the Defense Dept.’s information or “prestige” programs, which were broadly reappraised in light of the recruitment issue and overall Defense Dept. radio-TV policy, also may be brought up in future budget hearings. Public information activities have been limited to $10.5 million under a proviso attached to budget legislation last year.

Fashion Show Benefit

JUNIOR Women’s Adv. Club of Chicago will sponsor two showings March 13 of “Complete Coverage,” spring fashion show, in auditorium of First National Bank, President Jane Ellen Murray, J. Walter Thompson Co., says showings will raise funds for scholarship awards granted yearly to woman majoring in advertising at U. of Illinois.

New England AFA

COMMUNITY RELATIONS:
THE DISTAFF SIDE

Industry must make friends within the family circle. Radio helps!

When a company makes friends of employees, suppliers, union leaders, and local government officials, it makes an effective start at good community relations.

But only a start!


It's vital, for example, that the families of a company's employees understand its aims, policies, problems.

And the way to reach the most families at the lowest cost... in community relations as in sales relations... is via radio. Radio is the longest-reaching of local media. The most flexible. And it has the largest audience—with more than 90 percent of homes radio-equipped, in almost any given community.

In the Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland (Ore.) areas, Westinghouse stations offer 32 years' experience in helping industry make friends with its neighbors. Their skill and facilities are at the call of industrial management, advertising agencies and public relations counselors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - KYW - KDKA - WOWO - KEX - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
WE ARE SORRY, Atlanta, that we reported Memphis as the largest city in the Vital Inside U.S.A.-rea. (shown below), in our ads last month.

We were, then, you know! But since you moved so fast and took all these neighboring folks into your corporate city limits, we at Memphis are happy to accord you the position due you.

Memphis, which has shown a population of 410,725 since the 1950 census, is now second to your 438,299. We are giving you advance notice, however, Atlanta: By May 1, 1952, estimates for the metropolitan area of Memphis indicate a population of 500,000.

DAVE BAYLOR, vice president and general manager of WJMO, Cleveland, has begun an editorial counterattack against an American Newspaper Publishers Assn. ad campaign designed to show the superiority of newspapers over radio.

At the outset of the air editorial, an announcer introduced Mr. Baylor after this preface: "WJMO, as is the case with most radio stations in the United States, is committed to a policy of neutrality in controversial issues. You as listeners are of course familiar with the stock phrase which goes: 'The views of the speaker are his own and do not represent the opinions of this station.'

"WJMO today makes a departure from that policy, for this is a matter which concerns radio itself. This is a defense of the medium of radio, which is now under direct attack by other media. We feel it is now time to rise to our own defense. So the views of the following do represent the opinion of this station."

Mr. Baylor called listeners' attention to an ANPA ad which implied that newspaper readers lose sleep waiting for the next edition of a newspaper when things of great news or emotional value are happening.

The ad ignored the fact that newspaper readers also are radio listeners and could simply turn on the radio at their elbow to keep abreast with news developments.

With logic as his scalpel, Mr. Baylor dissected the ad. In one paragraph, the ANPA asked: "Why do advertisers spend more of their money in newspapers than in any other form of advertising?" Simply because everybody reads the newspapers everyday. So why advertise to only fractions of the people.

To that Mr. Baylor commented, "Well...first of all, last year, advertisers did not spend more money in newspapers than in any other form of advertising. They spent more in radio and television... But this business of advertising to only fractions of the people... certainly everybody who reads the newspaper doesn't have 12½ hours to do it, and I don't think anybody has. Then it logically follows that nobody reads all the paper. So if nobody reads all the paper, doesn't the advertisement stand a pretty good chance that only a few people will read his ad? Isn't that advertising to fractions of the people?"

Alluding to circulation, Mr. Baylor said, "I'm not sure that many homes read or subscribe to all Cleveland papers, but I do know, and can prove that 98.75% of them can be reached by any one of eight radio stations in Cleveland."

Newspaper 'First' Claims

The ANPA ad stated flatly that only newspapers are first with the most news. Mr. Baylor asked when listeners first heard of the death of King George? He pointed out that if his listeners didn't hear about it over the air, they didn't get the story until the afternoon papers came in, six hours after the death occurred.

In closing, Mr. Baylor observed, "Nowadays when a big event occurs people don't gather in groups and anxiously await the coming of the newspaper. They go to the nearest radio, which can't be more than a few steps away, and listen while they go on about their business.

"I don't think that any of us have lost any sleep lately, at least in the last few years, waiting our nails, waiting for the newspaper to come out to find out what's going on in the world. People just don't live like that anymore, no matter what the American Newspaper Publishers Assn. may want us to believe to the contrary."

The announcer concluded the broadcast by repeating that Mr. Baylor's talk was an editorial and that in the future when such talks are given, they will be so labeled. "This action has been taken by this station," the announcer said, "in the defense of the radio industry in an issue where the effectiveness and influence of radio broadcasting has been brought under what we consider as unjustified criticism."
CAUGHT IN A SQUEEZE...

for the ASSOCIATION OF AMERICAN RAILROADS
How that seedling grew!

From 1,000 watts to 50,000!

From the world's first batteryless radio station to the first most powerful independent station in the British Commonwealth! From a handful of listeners in 1927 to Canada's No.1 Station in Canada's No.1 market... with the only CBS affiliation in that market!

We are proud of this record. We are grateful to all our friends who have helped us make it!

Advertisers and public alike! And on this our twentieth anniversary, we pledge to keep CFRB "Canada's No. 1 Station"... first for service, information and entertainment!

CELEBRATING A QUARTER CENTURY OF BROADCASTING

CFRB TORONTO

Representatives:

United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities Limited

FREEDOM AWARDS

duPont, WPIX (TV) Honored

E. I. duPONT de NEMOURS Co., Wilmington, won first prize in the radio class and WPIX (TV), New York, took top honors in the television category in the Freedoms Foundation Awards announced Friday.

Dr. Robert A. Millikan, physicist, announced the annual award winners in special Washington's Birthday ceremonies at Foundation headquarters at Valley Forge, Pa.

More than 600 American individuals, schools and organizations named in the awards are to share $100,000 for outstanding contributions to freedom during 1951.

The duPont Co. was honored for its "Crestwande of America," documentary-type program aired over NBC, Tuesday 8-8:30 p.m. EST.

WPIX was honored for its special series, Brandung Crime Report, telecast Wednesday, 8:30-9 p.m.

Radio Honor Medal winners were:


TV Honor Medal Awards winners:


In the general category, a second prize was won by the General

AUTO license plate numbers of Charlie Bohn (l), KWK St. Louis staff engineer, corresponds to his "ham's" license obtained as part of the Missouri civil defense programs. Hearing explanation of number is Gil Newcome, KWK performer. Auto plate will easily identify amateur radio operators who have emergency-needed two-way radios.

Electric Co. Lamp Div., Cleveland, for its brochure presentation of expressions on the American way of life. Also in the general category, honor medal awards were won by Charles and Eugene Jones, NBC television cameramen, for their written, photographed and telecast programs on the Korean front, and by the Advertising Council, New York.

IERT ENTRIES

500 Shows Seek Awards

ALMOST 500 shows have been entered by stations and networks in the 16th annual American Exhibition of Educational Radio and Television Programs, which will take place during the annual meeting of the Institute for Education by Radio and Television April 17-20.

Awards of merit, given annually to exhibitors of "outstanding broadcasts for the purposes of stimulating the broadcasting of significant educational programs," will be presented April 14 before the institute convenes at Columbus, Ohio.

Sponsored by Ohio State U., the exhibition features broadcasts from Canadian and U. S. stations and networks and this year for the first time will include local and regional television shows.

Among the entries are 193 programs submitted by individual exhibitors, 90 by commercial stations and networks, 52 by educational institutions and 41 by national and local organizations, according to Dr. I. Keith Tyler of Ohio State U.

Of these, 68 are "cultural" broadcasts, covering art, science, literature and music; 61 concern personal and social problems; 59 are shows concerning public issues, and 52 are "one-time shots."

Cooperative judging centers throughout the country will aid in evaluation of the radio entries, while all video shows will be graded by a committee in Columbus.
In Western Washington, smart time buyers don't want off “the hook”!

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

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

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

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

KJR

A MARSHALL FIELD STATION - AN ABC AFFILIATE

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

Catches the Sound Market
THE LATEST WCKY STORY

Does Your Product Appeal to men? to women?

IN CINCINNATI
YOU CAN REACH THEM BOTH ON
SUNDAY AFTERNOON 12:00 N - 6:00 PM

Per 100 Homes in Cincinnati,

There are*

68 ADULT MALE LISTENERS
81 ADULT FEMALE LISTENERS

* Pulse Nov.-Dec. 51
THE LATEST WCKY STORY

WCKY Reaches More Sunday Afternoon Listeners than any other Cincinnati Station

yes—far more

Sunday 12 Noon to 6:00 PM Share of Audience

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*Nov.-Dec. Pulse 51
**Feb. Pulse 51

Invest Your Advertising Dollars WCKY’s-ly

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

or
C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 261

L.B. Wilson
WCKY
CINCINNATI
Telecomms

IT IS entirely possible that the relative positions of spot and network advertising in television will differ appreciably from those that have obtained.

Indeed it may be possible that television has already arrived at a point where not even the same "spot" and "network" can be used definitively to describe techniques and operations. In no networks, i.e., ABC-TV, CBS Television, DuMont and NBC-TV are engaged in activities that could, within the common meaning of the term, be called spot. And many companies that regard themselves as being in the spot business are actually doing things the networks do.

The differences between radio and television are more sharply seen in the fact that television networks are establishing the syndication operations, the equivalent of which in radio would be transcription syndication enterprises.

It would be confusing even if the problem were not more involved than straightening out the meaning of names. But it goes beyond that.

It goes straight to the foundations of television advertising, which is getting off to a far different start from that of radio. Possibly the most important difference is that when radio began, nobody thought anything about a "live" show amounted to much. In television, the filmed program corresponding to the radio transcription has been standard from the beginning, and promise to occupy even a greater share of program time than it does now.

Another unique thing about TV is that its financial resources grew much faster than its physical facilities, which were limited by the FCC freeze. Even today there are only four networks that have as many stations as there are; there are fewer six-station markets, 11 two-station markets, and 41 that have only one station each.

Naturally, the companies that are primarily interested in spot advertising (station representatives, for instance) make much of the fact that "there is no national" as an instantaneous national coverage in TV. No one network can dependably clear enough stations to provide complete coverage in the markets where TV exists, and, of course, in quite a few parts of the nation there is no TV at all.

These matters were thoroughly discussed by The Katz Agency the weekend of Feb. 16-17 (B&T, Feb. 18) at a meeting of the 19 TV stations Katz represents. There are innumerable questions raised by the Katz executives, but there is no doubt that the spot-network relationship in television needs to be fully examined right now so that both spot and network business may develop soundly—and side by side.

They must not, however, be planned on the basis of the current physical limitations of television. When TV can expand into new localities and multiply in those it now serves, the structure of the medium will not, at present, cramp its business practices. Networks will be able to develop their very essential role of supplying vital program service. The opportunities for vast enlargement of spot availabilities will also be provided.

There will be freer interplay of competition, and with it the spot-network relationship will be resolved.

Tough Job; Tough Board

IT'S ONE thing to produce a code; quite another to enforce it.

Three months ago the NARTB TV board ratified the document that, effective March I, is to guide the destinies and the morality of television advertising. The total was to it.

The final step—designation of a Code Review Board—was taken 10 days ago.

If the NARTB TV board had deliberated directly instead of three monkeys, it might have emerged with a more representative group of exemplarily qualified individuals. Here's the run-down:

John E. Fetzer, chairman. Owner of WKZO-TV, Saginaw, Mich., who built both his AM and TV properties from scratch. War-time assistant of censorship under Byron Price.

John Leonard Reinach, vice chairman. Managing director of the Cox radio-TV properties, who came through the ranks. Former radio director of the Democratic National Committee. Former radio advisor to President Truman.

Mrs. A. Scott Bullitt, owner of KING-TV Seattle. Mother of three children; business woman, philanthropist. Selected in 1945 as Seattle's "First Woman of the Year."

Walter J. Dann, vice president and general manager of WTMJ-TV Milwaukee. Former president of NAB (1930-1931). Sagacious businessman, leader in industry affairs from its beginning. Reputed to be hard-bitten, practical.

Ewell K. Jett, vice president and general manager of WMOR-TV Newark. Naval officer, engineer, administrator. Former chief engineer of FCC and member of Commission (1944-47). Served as interim chairman of FCC.

It was significant that these persons were all first choices. They accepted in the realization that this job, though arduous and thankless, would be done. They get down to work next week.

This is a tough board. It has a tough job. It may be too difficult for a voluntary group of individuals, dispersed geographically. Later, it may be necessary to retain a high level executive to function as "code authority," with broad powers to enforce the code's provisions.

There are those (including ourselves) who are not in full sympathy with the code, feeling that it goes too far in particularizing the "do's" and "don'ts." But there can be none who doubt the need of self-regulation. And we venture that if there had been further delay—say until after the filming of the freeze and the licensing of additional stations—there would have been no voluntary code at all. One would have been crammed down the throats of broadcasters by force of Congressional mandate or FCC direction.

Harvey James Struthers

BOSTON was always in the cards for Harvey James Struthers. General manager of WEEI, Columbia's owned and operated station in the Hub, Mr. Struthers was headed first for Boston and vicinity almost a dozen years ago—as a student. Born and reared in the Midwest, he was preparing to attend the Harvard School of Business Administration when a nonchalant remark by a friend threw him headfirst into radio in Minneapolis.

Mr. Struthers' friend had been offered a job in the sales department of WCCO Minneapolis by Carl Burland, sales manager of the station, who is now director of station administration for CBS Radio in New York, and also Gammons, WCCO general manager, now CBS vice president in charge of its Washington, D.C., office.

But the friend was unable to accept the job and was asked if he knew anyone else who might qualify. "Yes, I know a nice guy," he replied. "He doesn't say a lot so he must be all right. Anyway, you might be able to make something of him."

Harvey Struthers got the job. But although the job was to postpone his introduction to Boston for more than 10 years, it nevertheless led him there in the end.

Last April Mr. Struthers was named by CBS to the managerial post at WEEI, replacing Harold E. Felows who was leaving to become president of the NARTB.

In the long-way-around to New England's competitive capital, Mr. Struthers' ability as a sales and administrative strategist had been well tested in the CBS mill. At 34, he had already cultivated a dozen sales and administrative successes, a background admirably suited for the radio know-how required in one of the strongest TV markets.

Success is an old story to Mr. Struthers. Born in Minneapolis April 8, 1917, he attended John Marshall High School there, where he became president of the senior class. Interested in athletics, he joined the football and basketball teams. In the sports category, too, he reached the top spot when he was selected for the all-city football team.

Radio was a far cry from his thoughts when he entered the U. of Minnesota. There his first years of study were in the traditional "science, literature and the arts." Specializing in law in his last two years, Mr. Struthers graduated

(Continued on page 88)
WOV, New York, started 1952 with the largest January in its history.

Virtually every second of allotted commercial time is being sponsored from early morning to midnight. Keep an eye on WOV for availabilities as they occur. The big swing to independent stations continues in New York and WOV stands out with a consistently growing audience now 39% above two years ago.

P.S. A few choice participations still available on the popular Ralph Cooper show - midnight to three A.M.
ROY W. HALL and BOB McKinsey appointed assistant general manager and production manager respectively at WCCO Minneapolis. Mr. Hall has been with the station as an account executive and Mr. McKinsey has been producer and director at WCCO.


RICHARD C. ELFERS, Los Angeles manager CBS Radio and TV spot sales and TV film sales, to KFAC that city, as account executive. He succeeds STANLEY SPERO who shifts to KMPC Hollywood in similar capacity.

KEITH W. HORTON, commercial manager at WKRT-AM-FM Cortland, N. Y., named assistant sales manager at WENY Elmira, N. Y.

FRANK G. KING, sales manager, KTTV (TV) Hollywood, joins KECA-TV Los Angeles in similar capacity effective March 1.

CLEM LOWDEN, account executive with WBIR Chicago, to sales staff of WCBS New York in same capacity.

JOHN BURNS, former salesman at WGN Chicago, joins ABC same city as network radio salesman.

JIM ROHRS, salesman with John E. Pearson Co., Chicago, to Harrington, Righter & Parsons, same city as account executive.

MIDNIGHT SUN BROADCASTING Co., Anchorage, Alaska, owner and operator of KFAI Anchorage, owns own sales offices in New York at 60 W. 46th St. JAMES C. FLETCHER, eastern sales manager for the company, will head the office and will handle sales for the stations in all states east of the Mississippi.

FRED R. STUBBS, account executive, KSJO San Diego, Calif., shifts to newly established Los Angeles office as resident manager in Subway Terminal Bldg.

AMBROSE DOSKOW and SEYMOUR D. LEWIS of the law firm of

(Continued on page 102)
FOR YOUR INFORMATION:

Modern oilmen have become quite adept in the fine art of wrestling crude oil from the subterranean depths where it has lain secreted in the sands since the days of the dinosaurs.

Make no mistake about it, it is a fine art, for if oilmen were to depend upon natural forces alone we'd never have the abundance of petroleum products and petroleum power that we have today. In the early years of petroleum history, oilmen produced oil the only way they could - by letting natural underground forces push the oil through the sands to the well bottom, where either the pressure or pumps brought it to the surface. When these underground forces were exhausted, production dropped off to a mere trickle, and many of the wells were abandoned. Recovery of oil ranged from 15 to 25 per cent as a rule; occasionally it went as high as 50 per cent.

Today, as much as 80 per cent of the crude oil is being recovered in some fields, and research to boost this percentage higher and higher is going on constantly. Even bacteria are being studied as possible helpers in the constant battle to coax every drop possible from each oil field, old and new. Oilmen are acutely aware of the increasing importance of petroleum in our oil-powered economy, and of the razor-sharp competition within their industry for supplies and markets.

How is this high rate of productivity being accomplished? One method is re-pressuring. Some of the natural gas (which comes up with the oil) is reinjected into the ground to maintain the subterranean pressure. Another is water-flooding, which has brought many old wells back to life and is adding millions of barrels of oil to our reserves and our annual production. In this type of operation, water is pumped into the oil-bearing formations, and this in turn pushes the oil into the well-bottom.

In the last 25 years, more than 1½ billion barrels of oil have been recovered through application of secondary recovery techniques. It has been estimated that there are billions of barrels more in old fields which re-pressuring or methods still to be discovered may make available in the future. This, of course, is in addition to our current proved reserves of roughly 30 billion barrels of liquid petroleum, and new fields yet to be discovered.

No where else in the world is there anything really comparable to the American oil industry. Private management and competitive enterprise made it possible. So long as they continue, we can all rest assured that we'll have an abundance of liquid fuels. For further information about the oil industry or its operations, write to:

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.
You Don’t Have to Know the Language

Blend the King’s English and Quebec French and you’ll have some idea of the so-called “language problem” in Canada.

But, whereas it might have been a problem fifty years ago, today it is not.

1 out of 4 Canadians speak French. And most of the French-speaking Canadians live in the Province of Quebec—one of Canada’s most lucrative markets.

National advertisers take the language difference in stride. Let Canadiens have their own culture, their own literature and their own radio stations paralleling the English. Every advertising agency in Canada, every French radio station, employs the services of experts to translate advertising messages, YOUR messages, from English into French.

But these experts are not mere translators. Their business is to take your message and turn it into colloquial, every-day, idiomatic, SELLING French Canadian. This requires a knowledge not only of the language, but an intimate knowledge of the market. And this sort of translating is being done successfully day over day over every French Canadian Radio Station.

Language differences are no problem to Canadians—nor is media. It’s true to say that the average French Canadian family is Canada’s largest; and an overwhelming number own radios. (94% of all Canadian homes have a radio).

Radio is Quebec’s most welcome salesman. Radio, whether it has a French or English accent, SELLS to Canadians, because

“In Canada you sell ‘em when you tell ‘em!”

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

DOLCIN REPLY
Hits FTC Initial Ruling
DOLCIN Corp., New York, radio and TV spot advertisers for its medicinal preparation, Dolcin, last week struck back at a Federal Trade Commission examiner’s initial ruling against certain Dolcin advertising claims (3*T, Feb. 11) by announcing that “there will be no let-up in Dolcin’s continuing, national advertising.”

The company, noting it already had appealed the ruling to the full commission and asserting it would go from there to the courts if necessary, branded the examiner’s ruling as “characteristic of that type of order frequently issued in proceedings of this character. It is based altogether on testimony—only opinion testimony—of the government’s witnesses in answering questions put to them by government counsel. It ignores entirely the respondent’s evidence and even ignores some of the significant answers, favorable to Dolcin, given by government witnesses to questions put to them on cross-examination.”

Dolcin also asserted it was “denied full opportunity to present its principal evidence” on certain pertinent issues and said it will ask that the record be reopened.

“Dolcin will continue to be marketed as an outstanding drug for relieving arthritic and rheumatic pains and discomfort because its value in this respect has been amply demonstrated,” the company said in its announcement.

AFA Tour
ADVERTISING Federation of America has arranged post-convention vacation trip to Bermuda for delegates to its 46th annual convention to be held in New York June 8-11, C. James Proud, assistant to AFA director, announced. First of its kind since AFA began annual meetings in New York 21 years ago, all-expense tour is available to convention delegates in any of eight “package plan” combinations ranging from six-day trips for $160 to $338 for 12 days. William P. Rolfe Organization, travel agent, 500 Fifth Ave., New York, will handle reservations.

TEXANS VOTE
‘Ike’ Tops KGBS Poll
SOUTH TEXAS citizens favor Gen. Dwight Eisenhower as a Presidential candidate, according to a poll conducted by KGBS Harlingen, Tex., in that state’s Rio Grande Valley area.

KGBS tabulated post card ballots from three counties in the lower Rio Grande, whose citizens are mostly alien to Texas and from just about every state in the union, station reported. Such a poll, KGBS felt, might more truly reflect national opinion than could be gained in any such area anywhere.

Lower Rio Grande is normally a Democratic stronghold, KGBS observed.

Final results showed Gen. Eisenhower with 60% of the votes, Sen. Robert Taft (R-Ohio) with 17%, President Truman and Sen. Estes Kefauver (D-Tenn.) with 6% each. Harold Stassen with 5% and Gov. Earl Warren of California, 4%.

CHICAGO DIRECTORS
Fishburn is Re-Elected
ALAN M. FISHBURN, freelance director, has been re-elected president of the Chicago local of the Radio and Television Directors Guild (.t.v.d.g.) for a two-year term. Serving with him are Dan Schufman, WENR-TV, as vice president, and Louis Perkins, WNR, as secretary-treasurer.

Board members, and the group they represent, include Hooper White, CBS, network radio; Bill Joyce, WLS, independent AM; Dave Brown, NBC network TV; Scott Young, WBKB (TV), independent TV; James Jewell, Jewell Radio and TV Productions, freelance; and Phil Bowman, radio and television director of Young & Rubicam, agency.

National board members are Mr. Fishburn and Grover Allen, WENR-TV. The Chicago local has contracts in effect with NBC-AM-TV, ABC-AM-TV, CBS, WLS and WBBK. Renegotiations for four radio and one television contract will begin shortly as they are due to expire, Mr. Fishburn said.

EDDIE ANDERSON, who portrays Rochester on CBS Radio Jack Benny Program, elected chairman of Los Angeles Negro Shrineer benefit show to be held April 81, proceeds of which go to Shrine associated charities.

FARM STATION?
Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.
Graybar recommends AMPEX
ADVANCED SERIES 400 TAPE RECORDERS

Here are the newest additions to the well-known line of Ampex magnetic tape recording and playback machines:

Model 400-A
-with half-track head

Model 401-A
-with full-track head

Graybar-distributed Ampex units are available in both portable styles or for studio rack-mounted installations. Popularly priced, yet providing complete electronic control of all operations, they offer new highs in both fidelity and economy of operation.

Here are some of the more outstanding features of the new Series 400:

- PUSH BUTTON OPERATION — solenoid-operated mechanisms for all mechanical motions.
- FULL REMOTE CONTROL
- SIMULTANEOUS ERASE RECORD PLAYBACK
- 4 TO 1 SAVINGS IN TAPE COST
- UNIFORM RESPONSE — up to 15,000 cycles per second.
- SELECTIVE TAPE SPEEDS — 15 and 7½ ips with conveniently-located motor-speed change and equalization switches.
- LOW NOISE DISTORTION LEVELS — signal-to-noise ratio over 65 db at either tape speed.
- INSTANTaneous STARTING
- INTERCHANGEABLE TAPES — Ampex-recorded tapes can be played back on any other Ampex (of like speed) without sacrifice of fidelity or timing.

GET ALL THE FACTS on the new Ampex Series 400 recorders
Ask your near-by Graybar Broadcast Equipment Representative.

Now, one reel of tape does the work of four! Ampex Advanced Series 400 recorders offer remarkable tape-saving economies. In the photograph above, you see only four tape reels now needed to record the identical program contained in the sixteen rolls shown on the table — a saving of 75%. Thanks to 15,000 cycle performance at 7½ ips on half the tape width, only Ampex recorders permit such a drastic reduction in tape consumption.

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative. Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following cities:

ATLANTA
E. W. Stone, Cypress 1571
BOSTON
J. P. Lynch, Kenmore 6-4607
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Marzouk, Main 6060
CLEVELAND
A. C. Schwager, Cherry 1-1560
DALLAS
C. C. Ross, Rondoval 6424
DETROIT
F. L. Gundy, Temple 1-5500
HOUSTON
K. T. Ashby, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
J. R. Uhrig, Baltimore 1644
LOS ANGELES
R. L. Thompson, Angelus 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1631
NEW YORK
J. J. Connolly, Excelsior 2-2000
PHILADELPHIA
G. J. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossert, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. O. Morrison, Market 1-1511
SEATTLE
D. L. Craig, Mutual 0123
ST. LOUIS
J. F. Lenhard, Newstead 4700

Broadcasting's Best... Amplifiers • Attenuators • Cabinets • Consoles • Loudspeakers and Accessories • Microphones, Stands, and Accessories • Monitors • Receivers and Accessories • Speech Input Equipment • Test Equipment • Towers (Vertical Radiators) • Tower-Raising Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • Wire and Cable

Manufactured By:... Allen & Hansen • Ampex • Acme • Box-Knee • Bryant • Cannon • Communications Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal • General Cable • General Electric • General Radio • Hubbell • Hugh Lyons • Karp Metal • Macbeth • Malleron • National Electric Products • Presto • Standard Electronics • Trianglar • Webster Electric • Western Electric • Weston • Whitney Blake

Everything Electrical to Keep You ON the AIR... via Graybar

In over 100 principal cities

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Our Respects to
(Continued from page 56)

with a BS degree in law in 1939. It was at this point that he was making plans for graduate work at Harvard, when his friend’s chance words changed his future. The sudden opportunity to enter the radio field and learn it under an Earl Gammons and a Carl Burdick was too appealing, and in January 1940 Mr. Struthers cast his lot with the broadcasting industry.

Quickly Proved Worth
A novice, he quickly proved his worth in selling power that paid off in dollars and cents. Shortly after joining the WCCO sales staff, he astonished Mr. Gammons by asking if the station would accept a night-time half-hour transcribed show. The program, Skippy Hollywood Theatre, sponsored by Skippy Peanut Butter, was one of the first 30-minute recorded shows to be aired in that market.

In the next two years, Mr. Struthers’ law training served him well as he proceeded to make a file of advertising “cases” which invariably turned into station clients. New and renewed accounts climbed and in 1942 Mr. Struthers was appointed acting sales manager of WCCO.

But two years later, a temporary halt came to his radio career. He went into the Navy as an ensign in the communications division, serving in Pacific waters aboard the USS Joseph M. Auman.

Returning to WCCO in April 1946, Mr. Struthers soon picked up where he had left off in the job of building sales. It was a talent that came naturally to him but, not content with traditional approaches, his ever-active mind was constantly on the experimental trail. He developed his own strategy, based on thorough study and knowledge of each advertiser’s product and needs, and individualized programming.

Able to talk the language of his immediate prospect, armed with facts, prepared with concrete ideas for turning the client’s potential customers into real ones, Mr. Struthers’ personalized approach paid dividends with advertisers.

Among the programs he developed and sold was WCCO’s Open House, a Saturday morning half-hour audience participation show. One of the first programs of the Gold Seal Co. (Glass Wax), it proved so successful that its president, Harold Schafer, subsequently turned to wider radio coverage via the CBS network with Arthur Godfrey.

Moves to Chicago
In May 1948, Mr. Struthers transferred to CBS Radio Spot Sales in Chicago where he stayed until August 1950 when he was called to New York as an account executive with CBS Television Spot Sales.

His stay in New York was short-lived, though, for in January of last year he headed for Boston as assistant general manager of WEAI. He replaced Wilbur S. Edwards, who had been named director of KNX and Columbia Pacific Network operations.

Six months later, when Mr. Fellows took over the presidency of NARTB, Mr. Struthers was at the helm of the station.

In the months since then, the characteristics that brought him to the top of the sales ladder in the Midwest have earned for him the same high esteem in the management field in New England. His personalized approach to all with whom he comes in contact—staff, client, agency executive or civic official—fosters a quick response to his own interest, understanding and sincerity.

A successful radio formula, Mr. Struthers believes, depends upon goodwill, good programming, friendliness, hard selling, civic consciousness and the development of well-established personalities. His record, past and present, bears him out, while his own personality—expressed in a warm handshake and ever-ready smile—carries on the WEAI tradition of “the friendly voice of CBS Radio” in Boston.

Mr. Struthers married the former Helen Gould. They have three children: Harvey Jr., 10; Thomas, 8, and Mary, 6. Between his job, family and civic responsibilities, “there’s not much time left for hobbies these days,” he says.

He is a member of Chi Psi fraternity and active in the Radio Executives Club of New England, the Ad Club and the Chamber of Commerce.

WILLIAM A. AYRES
Was Member of FTC
FNEAL services were held last Monday in Washington for William A. Ayres, 84, Federal Trade Commissioner for the past 18 years. Mr. Ayres died of coronary thrombosis in New York Feb. 17. Burial was in Wichita, Kan.

Mr. Ayres served as chairman of the FTC in 1937, 1942 and in 1946. He joined the commission in 1934 after serving 17 years in Congress as a Democratic Representative for the fifth Congressional district of Kansas from 1916 to 1921 and from 1923 to 1934. Previously, he had practiced law in Wichita. In 1928 he was among those nominated for the Presidency but was defeated by the late Gov. Alfred E. Smith of New York.

The death of Mr. Ayres leaves the FTC with four functioning members—Chairman James Mead and Comrs. John Carson, Lowell B. Mason and Stephen Spingarn. No successor was immediately announced.
THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets

THE GEORGIA TRIO

ATLANTA
WAGA
5000w 590kc CBS

MACON
WMAZ
10,000w 940kc CBS

SAVANNAH
WTOC
5000w 1290kc CBS

the TRIO offers advertisers at one low cost:

- concentrated coverage • merchandising assistance • listener loyalty built by local programming • dealer loyalties

. . . IN THREE MAJOR MARKETS

represented individually and as a group by THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

BROADCASTING • Telecasting

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open mike

‘Yearbook’ Readers

EDITOR:

There would be no reason for your knowing the priceless fact that twice in the time I’ve spent in my favorite business, many thousands of eye-tiring effort were devoted to studying trade organs’ annuals in several of the better equipped public libraries.

You may be surprised—maybe you won’t be—to hear that our industry is blessed with the better efforts, the general trend being toward (1) put in endless figures, often of little value; and (2) loose up the make-up with ill-placed advertising.

Fortunately, the YEARBOOK is not guilty on either count. Your advertising lineage is high but extremely well-spaced and not oppressive. Broadcasting • Telecasting can be proud of itself. My humble congratulations.

Lambert B. Beeuwkes
• General Manager
WHEE Boston

EDITOR:

Now that my thumb prints are on practically every page of the new Broadcasting YEARBOOK, I am convinced that it is the best annual put together by you and yours.

Those of us who must keep abreast of the many facets of the broadcasting industry are gratified that we have such a comprehensive reference book always at our fingertips.

Congratulations.

Francis X. Ziaulo
Manager of Press Information
MBS
New York

Naked Facts

EDITOR:

We have received your 1952 YEARBOOK and would like to make the comment that we are disappointed about the cover of this book.

For the first time in many, many years your book has a soft instead of hard cover, and ours is already torn to pieces.

Egmont Sonderling
Manager
WOPA Oak Park, Ill.

[EDITOR’S NOTE: The coated stock used on the YEARBOOK cover was the heaviest we could find in a paper-short market.]

Mr. Sloan’s Other Job

EDITOR:

We were glad to see on page 490 of the 1952 edition of Broadcasting-uing YEARBOOK a listing of the Alfred P. Sloan Awards for Highway Safety. These awards are sponsored by the Alfred P. Sloan Foundation and under an arrangement completed last year are administered by the National Safety Council. Mr. Sloan is, of course, president of the Alfred P. Sloan Foundation, and it is in that capacity, rather than as chairman of General Motors Corp., that he awards the coveted plaques each year for outstanding public service in highway safety by radio and television stations and networks. Would greatly appreciate your filing this information against the time when the next YEARBOOK is prepared, so that the listing may be brought up to date.

John W. Gibbons
Director, Public Relations
Automotive Safety Foundation
Washington, D. C.

[EDITOR’S NOTE: As is unavoidable in compiling such a vast volume of facts as the YEARBOOK, some slips occurred. A list of errata will be published in Broadcasting • Telecasting within a few weeks.]

Editorial Endorsement

EDITOR:

I found your Feb. 4 editorial “Toward a Stronger Voice” constructive and sound. I think it would be well worthwhile to have a joint committee of Congress for psychological warfare which would know all the latest developments and would be in a position to judge the efforts of the program and to criticize whenever is necessary. As you know, the Foreign Relations and Foreign Affairs Committees have advisory groups set up to examine various aspects of foreign policy, including the information program. These members of Congress, however, have many other commitments and responsibilities and cannot be expected to devote a great deal of time to one program. . . .

Edward W. Barrett
Assistant Secretary of State
Washington, D. C.

* * *

Go Roll Your Hooper

EDITOR:

C. E. Hooper’s “closed session” talk to the ad men in Chicago (as reported page 42, Feb. 11 B*T) may have been planned to garner some support of his views in the current rating controversies from among the agency people, but I seriously doubt that it will add any

(Continued on page 68)
FOR ALL FREQUENCIES

Mycalex, the ideal insulation, offers low loss and high dielectric strength. It is impervious to oil or water, free from carbonization, withstands high temperature and humidity. Mycalex remains dimensionally stable permanently and possesses excellent mechanical characteristics. In its present high state of development, Mycalex combines every important insulating advantage — including economy. Mycalex is available in sheets and rods, can be injection or compression molded to close tolerance, is readily machineable, can be tapped, drilled, threaded and ground.

### INJECTION MOLDED GRADES

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<th>MYCALEX 410</th>
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### MACHINABLE GRADES

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<td>Arc Resistance, seconds</td>
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</tbody>
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### LOW-LOSS MINIATURE TUBE SOCKETS

ECONOMICAL — Comparative in cost to ordinary phenolic sockets, but far superior electrically. Dimensional accuracy unexcelled.

AVAILABLE IN TWO GRADES — Mycalex 410 fully approved as Grade L-4B under National Military Establishment Specification JAN-L-12 "Insulating Materials, Ceramics, Radio, Class L." Mycalex 410X offers lower cost with insulating properties exceeding those of general purpose phenolics. Both Mycalex 410 and 410X Tube Sockets are supplied in 7 pin, 9 pin and subminiature. All are precision molded for highest accuracy.

**MYCALEX Corporation of America**

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N. J.
Open Mike

(Continued from page 61)

friends or influence any people favorably among broadcasters in the industry which accounts for a great share of Mr. Hooper's worldly goods today.

In challenging radio's tendency to "reverse the trend and substitute total circulation for individual ratings" and in urging agency men to "transfer the burden of report costs to the stations, where it rightfully belongs," Mr. Hooper makes it quite clear that he has joined forces with those who insist on a totally unfair evaluation of radio in comparison to other media.

Mr. Hooper should know that the "reversal of trend" he so deplores has been brought about by the utterly incongruous methods by which some agencies make media comparisons. The unquestioning acceptance of gross circulation figures of newspapers and other printed media by these agencies, while at the same time demanding a highly definitive type of data from radio (based on program popularity ratings) has been most unfair to radio.

As to the costs, I take issue with his statement that "traditional media has paid for its own research." Radio has alone faced up to its responsibilities in this respect. How many newspapers in the nation will furnish a readership study for their clients? Most such studies have been obtained at the advertiser's expense, when the client began to wonder how

Radio Advertisers Buy
Printers' Ink Article

Check list for salesmen gets wide distribution

Ever since we published our December 28 issue, we've been getting hundreds of requests from national, regional and local radio advertisers for reprints of our article "100 Checking Points for Salesmen." (In fact, as of today, more than 9,000 reprints have already been bought—and the orders are still coming in!)

Many radio executives, who read Printers' Ink regularly to get the advertiser's viewpoint, have also purchased copies of this article.

There are two reasons for this:

One is that "100 Checking Points for Salesmen" is a marketing classic. It was first produced some 23 years ago by the late Mike Wilson of the then Blackman Company (now Compton Advertising Agency). Since then, thousands of reprints have been distributed and hundreds of companies have made it the subject of sales conventions and round-table discussions. And it's just as valuable today.

The other reason is that 1952 seems to be a year of bare-handed selling for radio, as well as for your advertisers.

As you make your sales plans for the months ahead, you will find it worthwhile to have this check-list handy both for yourself and for your associates. It packs a lot of common sense into a small space. And it sells for just 25¢ (Cash with order, please).

Our editors publish material like this throughout the year, because we read—advertising, management, sales and agency executives—are keenly interested in everything that will help them advertise and sell better.

That's why everything we publish is from the advertiser's viewpoint. (Which makes Printers' Ink, we think, a good place to sell radio advertising.)

Suggestion: Have your secretary send us your 25¢ today. We will rush your copy of "100 Checking Points for Salesmen" to you by return mail. This will do two things for you: it will give you information that you can use throughout the year; and it will give you a sample of the kind of material Printers' Ink publishes that radio advertisers tell us they want.

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago · Pasadena · Atlanta · Boston · London

Handy Ad

Many people really saw his advertisement, rather than how many copies of the paper were delivered on the day in question.

The ratings services have been useful instruments and radio has repeatedly proved its worth by this method (while earning a tidy sum for Mr. Hooper in the process).

However, it's high time that radio either insists on the same qualitative analysis of its competitors or else goes to an admittedly rough appraisal of the quantitative or gross circulation type of measurement, which seems to be acceptable from competing media.

The most that can be said for our use of the ratings method is that we have forged a beautiful set of weapons with which to cut each other's throats within the industry. Should we not drop our intramural battles long enough to recognize that our real competition, the printed media, is handing us a whipping, while we prove that we have more listeners than stations A, B, Q and Y combined? And are they using our own figures to do it?

"Just think how little you actually get in radio circulation," the seller of black and white space tells the buyer. "Why even the top programs of the nation are heard by fewer than 25% of the people. The broadcasters admit that."

What he fails to say is that the readership studies of metropolitan newspapers show many sizable ads with readership so low as to be impossible to measure. Or that a 25% readership rating is also considered to be very high....

Ray Howell
President
KFXJ Grand Junction, Col.

Hot Copy

EDITOR:
I always knew that Broadcast-
ning·Telecasting was the hottest thing in trade papers, but until my copy of Feb. 18 arrived "smoldering" and burnt through in three spots I never had actual proof. I can't get the entire gist of all the stories so please send me another copy.

Hil F. Best
Radio Station Representative
Detroit

[EDITOR'S NOTE: All pages of Broadcast-
ning·Telecasting are offset press printed. If you do not want the smoldering effects, the scorched pages in Mr. Best's copy must have passed too long on the fire.]

Radio's Good Manners

EDITOR:
There is no question but that broadcasting stations [in Canada] handled the announcement of the death of His Majesty with extreme good taste, dignity and respect.

I am quite certain we will find no other organization in the dissemination of news and informa-
tion field took similar steps...

Newspapers exploited the passing of the King by simply sending more advertising to all their customers and some who are not regular customers, expressing condolences, and thus profiting from His Majesty's death.

The way the broadcast industry behaved deserves notice and commendation. All stations cancelled all commercials and regular programs for at least a 24-hour period following the announcement.

Appropriate dignified music was substituted. In the case of some stations carried this policy on for 48 hours. On the day of the funeral, which was a day of national mourning, all stations again cancelled their commercial and regular programs for a period running between 12 and 24 hours, depending upon local circumstances.

T. Allard
General Manager
Canadian Assn. of Broadcasters
Ottawa

Protest Protested

EDITOR:
This is in reply to your Feb. 11 article contributed by one of our ex-employees. It is not our intention or desire to try our case through the press, suffice it to say that the article is far from factual.

If you know where any combine can be found who can perform the duties outlined in the last paragraph of your last page (page 48) the radio industry can certainly use them. Common sense rejects such ludicrous ravings. (See next to last paragraph of Feb. 11 article.)

Gilbert M. Hutchison
General Manager
WBIG Greensboro, N. C.

[EDITOR'S NOTE: This is an "article" to which Mr. Hutchison objects was a letter in OPEN MIKE from Frank M. Lockey Jr., who described himself as a WBIG announcer-disc jockey. Mr. Lockey protested an earlier story in Radio regarding a labor dispute at the station.]

Dimes March On

EDITOR:
The 1952 March of Dimes campaign in Lexington, Ky., exceeded its goal of $48,000 by $17,136, or more than 35%.

This happy result was made possible because of the whole-hearted cooperation of the radio stations of Lexington, WLAP, WLX, WLEX and WLVK. Henry Allin, program director of WLAP, was the chairman of our radio department and much of the success of our radio effort is due to him.

The stations here contributed most of their public service spot time to the March of Dimes. One particular feature of our campaign, the solicitation and sale of 16,028 pounds of tobacco, which was contributed over 5,000 farmers and which sold for $9,567.40, would not have been pos-
COAL PRODUCTION INCREASE OF 24 MILLION TONS—FORECAST FOR ’52.
Secretary of the Interior Oscar L. Chapman recently forecast that 1952’s coal production will reach 600 million tons—up 24 million tons from 1951’s output. Major markets with expanding needs that require the increase are: exports, steel, and electric utilities.

SINCE 1900—TWENTY-THREE BILLION TONS OF BITUMINOUS COAL!
America’s bituminous coal industry recently produced its 23rd billionth ton of coal since 1900. This tonnage, produced in 52 years, is greater than the total all-time production of Great Britain—and Great Britain is now in her seventh century of coal mining! This production represents less than 5% of America’s known recoverable coal reserves.

A BILLION TONS OF COAL PER YEAR BY 1975?
The nation’s energy load has increased four-fold in the past 50 years—and is likely to at least double within the next 25. New industries will be created, present ones expanded. To meet such a demand would call for production of a billion tons of coal a year. In that case, the coal industry will require some 600 million tons of new capacity within the next 25 years. This will involve the commitment of several billions of dollars of new venture capital. More billions will be invested in the development of an important new fuels industry, the production of synthetic liquid fuels from coal.

SHOW TO FEATURE MINING MACHINERY WORTH MILLIONS OF DOLLARS.
Many of the tools that contribute to America’s superiority in the production of coal will be on display May 14th, 15th and 16th in Bluefield, W. Va., during the Southern Appalachian Industrial Exhibit. This show will feature millions of dollars worth of mining equipment which, coupled with the engineering genius of the bituminous coal industry, has given this country a per-man-day production capacity three times greater than that of any other nation.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.
HOW TO GET OFF THE "STRANGER LIST" IN THE Quint-City Area

Bendix Aviation Corporation opened its pioneer Central plant in Davenport, December 4, 1950. Eight months later, Bendix began series of two 1-minute announcements daily, object-7000 employees. Announcements are taped recorded statements by firm employees who tell of advantages they find in working for Bendix. Even in this area of 52,000 industrial employees, the schedule played a part in helping increase Bendix employment from 250 in December 1950 to 1,100 in December 1951. It is doing an even bigger job—an outstanding public relations job—in ACQUAINTING PEOPLE OF THE QUINT-CITY AREA WITH NEWCOMER TO AREA'S BIG INDUSTRIAL FAMILY.

Says John J. Sullivan, plant director of industrial relations, "Thanks to WOC schedule, this locality quickly learned of our work and workers. The WOC announcements took us off the stranger list in a minimum of time ... and they continue to build prestige for us as a proud member of the community.

If your product or service is a stranger to Quint-City area—nation's 71st largest retail market—WOC can give it a quick and profitable introduction. Get the facts from your F & P man—or get in touch with us direct.
FEBRUARY 25, 1952

TELECASTING

FATTENING DIET FOR LEAN TV BUDGETS

IN THIS ISSUE:

TV Time in '51: $217 Millions
Page 71

TV Construction Cost Breakdown
Page 73

Viewing Habits In Milwaukee
Page 78

Latest Set Count By Markets
Page 78

in our 7th year

Du Mont's lower time costs
Du Mont's lower program costs
Du Mont's lower facility charges
Du Mont's lower production costs
Du Mont's ability to clear stations
Du Mont's pre-built audiences

See how the Du Mont Television Network will stretch your television budget — and your sales — further than you ever thought possible.

Advertisers who find Television Valuable in Selling...

.... Use Du Mont for Value in Television

515 Madison Ave., New York 22, N. Y., MU 8-2600 - A Division of the Allen B. Du Mont Laboratories, Inc.
Anyone for football...?

Everyone is for football. That's why football is definitely for anyone with anything to sell...and this is definitely the time to do something about it. ★ So get set now to make your play for faster sales, bigger audiences with All American Game of the Week... exclusive films of 1952 games between standout teams like these: Army, Michigan, Notre Dame, Navy, Ohio State, Illinois, California, U.S.C., Washington, Alabama, Tulane, Kentucky, Texas, S.M.U., Baylor, Indiana, Michigan State, Northwestern, Oklahoma, Nebraska, Stanford, U.C.L.A., Columbia, Yale, and others. Exclusive? Absolutely. Only Sportsvision can film these games for you. 30-minute wrap-ups of the greatest inter-collegiate football contests for 1952... every play covered by four cameras to catch all of the color, all of the rock-and-sock action with close-up intensity. ★ Here is the package All American Game of the Week will deliver to you with hot-off-the-gridiron speed... next season's eleven top football games plus the Season's Highlights in Review, and a Rose Bowl Preview. 13 solid weeks to sell solidly for you.

★ For full information on All American Game of the Week, including a print of a typical All American film by Sportsvision, write, wire or call our nearest sales office: Sunset at Van Ness, Hollywood 28, HO 9-6369. 25 Vanderbilt Avenue, New York 17, MU 6-7543. 612 Michigan Avenue, Chicago 11, MI 2-5231.

Consolidated Television Sales

a division of Consolidated Television Productions, Inc.
U.S. ADVERTISERS spent $217 million on television time in 1951, a whopping gain of nearly 140% over their TV time buying in 1950. The 1951 estimates of television time sales will appear in the 1962 Telecasting YEARBOOK, the first such basic source work published by Broadcasting Publications Inc. exclusively for television. The Telecasting YEARBOOK will go into the mails late this month.

Time sales estimates that will be published in the YEARBOOK are based on a formula which has been used with marked accuracy for 14 years in computing annual figures for radio and television. These figures represent receipts from sale of time after deductions for frequency or promotional discounts but before deductions of commissions for agencies or national sales representatives. They do not include the enormous, but immeasurable, amounts spent for television talent and production, which, if added on, would probably make the total TV advertising bill more than double the time sales volume.

The fantastic growth of television in the past three years is shown by the chart on this page. Volume has shot from $27.5 million in 1949 to $90.4 million in 1950 to $217 million in 1951.

Where is the money coming from? By far the biggest part in 1951 came from network advertisers who spent $101,111,000, a 189.5% increase over network expenditures in 1950.

Spots Run Second

Next biggest spenders were national and regional spot advertisers who anted up $58.2 million in 1951, 132.6% over 1950 spot levels.

Local advertisers were third, with $57.7 million expenditures, a 90% increase over the year before. At this stage of TV development the pattern of spending differs sharply from those obtaining in the older, more stable medium—radio. As shown in the 1952 Broadcasting YEARBOOK, now in the hands of subscribers, local advertisers are radio's biggest customers, spot buyers are second in volume and network advertisers third.

With the vast increase in total business in 1951, most TV operations were believed to have shown a profit. Although official statistics on this subject are not yet available for 1951, it was learned by Broadcasting that Telecasting last week that a preliminary screening of annual reports for 1951 at the FCC indicated that very few TV stations lost money.

The 1951 record on profit and loss was a distinct improvement over 1950. That year, when 106 stations were splitting up the total pot of $90.4 million, 53 of them made profits and the other 53 suffered losses. In 1951, with 108 stations dividing the $217 million business—only two more stations than in 1950—virtually all of them, save a few in the big, multiple-station markets, got into the black.

Spot Problems

The Katz Agency, which represents more TV outlets than any other firm in the country, called together top management of its stations for a Chicago meeting concerned with overall TV problems and for the debut of its "all-industry" presentation favoring spot TV programming over network shows [R*T, Feb. 19].

Formal discussion meetings Feb. 16 and 17 were closed to the press and detailed opinions of individual station representatives or of general discussions were not available. Katz spokesmen, however, said there was no "sharp disagreement" on any issue, although several points on the agenda are considered controversial in the trade.

The first of two unanimous recommendations was "that the greater flexibility of spot advertising be extended by encouraging the dual sponsorship of programs." Station men thought this would tend to draw into the entertainment fold more advertisers with medium and small budgets. They did not, however, condone the proposed practice of double sponsorship on commercials. The system of shared sponsorship which they approved would, for example, permit two national clients to split costs on a half-hour show, or to share it on an alternate basis.

Katz spokesmen denied reports circulated prior to the meeting that there would be a flare-up of dispute about double-spotting, saying the subject was not even introduced.

Protection for the advertiser on time slots and rate changes was sought by the group on the recommendation of the Katz Agency, which meets with TV outlets.

February 25, 1952 • Page 71
CATHOLIC TV VIEW

Positive Approach Urged

"IT IS EASY to tell what is wrong with the TV general and with Catholic TV in particular," the Rev. Edwin B. Broderick, director of radio and TV communications, Archdiocese of New York, told church members last week, stressing, "In TV we Catholics are swift to protest but reluctant to praise."

He suggested that when viewers see "a decent, wholesome program" they are sometimes too appreciative not to the sponsor, the artists and the producing agent. Examples of worthwhile productions, listed by the priest in his message in The Catholic News, include the Goodyear Tire Co.'s Greatest Story Ever Told, Fred Waring's Columbus Day and Christmas programs, Gian Carlo Minotti's NBC-TV opera Christmas Eve and Christmas telecasts—including high mass from St. Patrick's Cathedral—via DuMont, ABC-TV, DuMont. On the estimated million persons who saw the latter, Father Broderick grieved that only 10 wrote letters of appreciation.

Regrettting that church members fail to comment as often as they condemn, he warned, "This negative monitoring will rapidly create the impression, particularly in the trade, that such a protestating attitude is the Catholic contribution to television."

Because the turnover of video programs is too rapid, the Church has not been able to draw up a list as it has for the movies, he explained, adding, "we expectantly await the March 1 enforcement of the industry's new code when any objectionable material becomes inexcusable on any score." Admitting that "it requires neither creative imagination nor literary artistry to describe colorfully the immorality depicted on television," Father Broderick anticipated the DuMont telecast of Bishop Fulton J. Sheen's 'Is Life Worth Living' as a "spiritual airwick to the video atmosphere."

TV FILM SERIES

Is Revealed by CIO

NATIONAL headquarters of the CIO is collaborating with its Political Action Committee on a series of 13 TV films, pointing up current issues, for use by local video stations in key cities.

These films, in preparation, will be sold to local CIO councils, which in turn will offer them to stations as public service features, or buy time for televising the programs.

No starting date has been set for opening of the 15-minute programs, which will deal with economic and social benefits for labor, and also to the outcome of the coming election campaign. Henry J. Kaufman & Assoc., Washington advertising agency, is handling the account.

AFRA-TYA MERGER

Referendum Being Taken

NEW CONSTITUTION for proposed merger of Television Authority and American Federation of Radio Artists was being submitted for membership vote of both unions in a national referendum last week.

The new organization would be known as the American Federation of Television & Radio Artists—APTRA.

AFRA's constitution already has been formalized by TVA-APTRA committees in Hollywood, Chicago and New York. July 1 was set as the deadline for any five-branch merger as proposed at the last convention [BT, Dec. 17, 1951], of Actors Equity, Chorus Equity, AFRA, American Guild of Variety Artists and American Guild of Music Artists.

Claude McCue, AFRA western regional director, said that creation of APTRA would in no way jeopardize the five branch mergers.

SCENE of this get-together is a KTLA (TV) Hollywood sales luncheon in New York attended by executives of Paramount Television Productions Inc. (KTLA) and Paul H. Raymer Co., KTLA representative. L to r: Ralph McElinnie, TV director of Raymer; Paul Raymer, president of national representative firm; Pernell Schwartz, Paramount Television Productions; Klaus Landsberg, head of KTLA Hollywood operations, and Fred Brokaw, Rayner executive vice president.

EDUCATIONAL NETWORK

Demos. Urge Endorsement

AN APPEAL to the New York State legislature to endorse the State Board of Regents' proposal for a state-wide network of 11 educational television stations was issued last week by leaders of the legislature's minority Democratic Party.

The attitude of some Republican leaders—that action should await a final FCC decision on the reservation of channels for educational, or commercial stations—left doubt that the legislative body would act promptly, however.

KLAC-Leases Films

KLAC-TV Hollywood has leased 30 feature films from Motion Pictures for Television Corp. for $88,000 with permission to show each film eight times over a one-year period. None William Wilder productions are included in the deal.

LIVE SPOTS ARE WNBQ (TV) INNOVATION

Special 'Five for Price of One' Introduction Used

LIVE television spots went on the air Monday at NBC's WNBQ (TV) Chicago and almost half the availabilities were sold in the first two days.

The station, in a unique scheduling venture, is airing live 20 and 10-second station breaks from sign-on until 5 p.m. five days weekly. Twenty-second spots are spotted from sign-on until 1 p.m., followed by 10-second commercials until 5 p.m.

To introduce the new technique, the station is offering until April 1 a special rate of "five for the price of one." The rate card price of $145 for one station break will buy for the advertiser a five-a-week spot strip. Twelve of the 20 potential spot strips had been sold by late Tuesday afternoon, with Pepsi-Cola the first buyer.

A sponsor, buying the station break at 8 a.m. gets the strip at that time each day. The live spot can handle from 35 to 40 words in 20 seconds, and is adaptable to only smaller products. An automobile, for example, would be shown on a slide with cuts to a live announcer. The 20-second spot cost $72.50, but is not available in the specially-priced package.

Harry Kopf, vice president and general manager of the NBC Central Division, said the system might be extended later to other time periods. The objective is to "personalize the sales message and the station alike, two highly desirable goals not always achieved by the slide or film method. The value to clients of a visual, personalized product demonstration cannot be understated," he said.

The plan, developed in only one week, was based on a suggestion of TV Program Manager George Heinemann. Details were agreed upon during a conference with Charles R. Dunn, executive vice president of NBC, and James Gaines, vice president of the NBC owned and operated stations department.

Orders Rate Increases

RATE increases for four of its five owned-and-operated television stations were ordered last week by ABC. Effective March 1, the Class A hourly rates of WJZ-TV New York will go from $4,000 to $4,250; WXYZ-TV Detroit, from $1,500 to $1,600; WENR-TV Chicago, from $2,000 to $2,200, and KGO-TV San Francisco from $850 to $1,000. Charges will go up proportionately for other stations.

On the other ABC-owned station, KECA-TV Los Angeles, rates remain unchanged. For Class A time, the rate is $2,000 per hour.

Seeks 'Smith' Segment

ANSON Inc., New York (men's jewelry), through Grey Advertising, same city, is negotiating with NBC-TV for possible sponsorship of the 8:30-9 p.m. segment of NBC-TV's Wednesday evening Kate Smith Hour, which is being dropped by Norge refrigerators.

Names Schooler

DAVID SCHOOLER, formerly of DuMont TV Network, has been named to the new post of TV sales executive at distributors Radio-Television Tentatives, film distribution firm headed by Sol and Irr Lesser. Before his DuMont association, Mr. Schooler was with Warner Bros.

NCAA PLANS

Industry Meeting to Hear

TENTATIVE plans of the National Collegiate Athletic Assn.'s TV Committee for "controlled" telecasts of college football games next fall will be made known Tuesday at a meeting of the Committee with representatives of the television industry.

The industry group's own views and suggestions for handling the limited TV football coverage during the second year of the NCAA experiment also will be presented. Officials of all four TV networks, some advertiser and agency representatives and representatives of the film field are expected to attend the session, to be held in New York at the Biltmore Hotel starting at 10 a.m.

Afterward, the NCAA group will meet with the TV representatives individually, to listen to specific proposals.

Westinghouse Electric Corp., which sponsored the NCAA football telecasts via NBC-TV last fall, is expected to be among the advertisers present at the meeting, along with representatives of ABC-TV, CBS-TV, DuMont and NBC-TV.

NCAA's TV Committee is headed by Robert A. Hall, Yale athletic director. The TV Committee's tentative plans were formulated during sessions last June and late Ago [BT, Feb. 18].
CONSTRUCTION COSTS

AVERAGE cost of building a TV station in 11 representative cities was $405,000, according to a study made by the Washington engineering firm of Kear & Kennedy. Study was based on reports from 16 stations filing license applications.

Where stations did not construct their own buildings, or had, or had no extensive alteration costs, the average cost comes down to $430,000.

The engineering firm made the study to have figures on hand for clients who labored under the impression that construction costs could be as low as most proposals.

Figures from the license files included costs on the following items: Transmitter (all 5 kw), antennas, monitors, studio equipment, land, building, miscellaneous.

Stations Are Itemized

Stations itemized from license files were:

- WATF-TV Norfolk; WBAL-TV and WAAM TV Baltimore; WMAL-TV and WTOP-TV Washington; WOC-TV Davenport, Iowa; WHBF-TV Rock Island, Ill.; WBNS-TV Columbus, Ohio; KMTV TV (4) and WOOW-Omaha; WDFN-TV Kansas City; WMIR-TV Jacksonville; WOIT-TV Ames (Des Moines); WFBS-TV Indianapolis; KROG TV (The Table).

In working up the study, the engineering firm also made up a list of estimates on construction costs made by 15 applicants in eight representative markets (TV and non-7TV served). Based on figures in applications, average construction costs come out to $385,000. Average where stations are not planning to construct their own buildings comes out to $395,000.

Construction estimates were obtained from applications for: Oklahoma City; Fargo, N. D.; Lincoln, Neb.; Columbus, Ohio; Waco, Tex.; Las Vegas, Nev.; Miami Beach; Fort Worth, Tex.; Waterloo, Iowa (see Table II).

Comparisons of the estimates and actual construction costs between some of the sample cities show the divergence between them. For example, Ohio State University

.. figures it can build a noncommercial TV station without any land costs for $150,000. It cost the Columbus Dispatch $956,500 to build its WBNS-TV. Columbus ranks No. 32 in the list of U.S. metropolitan districts according to the Census Bureau’s 1961 report.

Applicants for Oklahoma City estimate construction costs between $150,000 (for Oklahoma TV Corp., with a 1,500-ft. antenna) to a low of $45,200 (for Mid-South Television Co., with leased land and building). In comparableJacksonville (WTVJ) TV, cost $264,500, but even though it owned its own land, Oklahoma City ranks 83d and Jacksonville 56th in metropolitan districts.

Fort Worth applicant estimates building costs will be $378,500 with land leased. KMTV Omaha cost $340,630 to build, also on leased land. Forth Worth is 46th in rank; Omaha, 45th.

- Table I

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<thead>
<tr>
<th>Location &amp; Station</th>
<th>Transmitter Power</th>
<th>Antenna Height</th>
<th>Transmitter Cost</th>
<th>Antenna Cost</th>
<th>Studio Equipment Cost</th>
<th>Other Costs</th>
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- Two Carry On

CORPORAL'S GUARD carried on FCC activities last week, as Commissioners' comings and goings were topped by resignation of Chairman Coy at close of business Thursday. Mr. Coy made two speeches in Indiana last Monday, returned to Washington late Tuesday. Chairman Walker made a speech in Cleveland on Wednesday, returned to Washington the following Wednesday, working left Tuesday to attend the funeral of his uncle in Maine, was not due back in D. C. until early this week. Commissioner Woods left Wednesday to attend Canadian-U. S. Great Lakes shipping treaty in Ottawa, went on to New York for Saturday night's dinner of the Veteran Wireless Operators Assn. Comm. Jones (Miss.) left Wednesday and Thursday. Comm. Hyde and Hennock were on deck during the week.

POST-THAW POLICY

FCC to Mull This Week

PROCEDURES to be followed after the TV freeze is ended are scheduled to be taken up by the FCC this week, when it meets to consider last major problem in ending three-and-a-half-year-old TV freeze. FCC did not meet on TV allocations last week (see box).

Major procedural policies that the Commission must establish include (1) how to handle applications—frequency-by-frequency, all together if for the same city, or separately by MHz blocks; (2) how long the "grace" period should be following the end-of-freeze decision for filing of new applications and dispositions of old applications, perhaps 60 or 90 days; (3) whether it should be a hard-and-fast rule to start processing applications for cities with no TV service first, then those with no TV stations of their own and finally those with one station, then two, three, etc.

Handling of TV applications on a frequency-by-frequency basis is believed to be highly regarded by most of FCC staff and Commissioners. However, proponents of "all in one pot" idea, which hears blessing of Federal Communications Bar Assn., has considerable following.

Whether Commission will choose 60 or 90 days for waiting period after final decision is issued cannot be ascertained. Consulting engineers and many attorneys are pressing for a 90-day stretch before FCC begins processing applications.

Most everyone expects that the Commission will adopt a policy of making grants in uncontested markets without too much stress on whether city has TV service or not. However, in establishing a schedule for hearings, sentiment has always seemed to be favor the non-TV area and those less now TV-served.

Commission has concluded its review of the city-by-city allocations, it is learned, although it did not take up each individual city of the close of 1,250 communities for which channels are being assigned. Every major city was checked, however, and the pattern for the country established thereafter.

Report runs 800 mimeographed pages, it was rumored, but staff is trying to prune it. Rules, standards and allocations will run about 75 pages, it was said, with the remainder of the 725 pages devoted to the FCC's "case" for the decision and legal answers to those of the 1,500 odd comments filed during the "paper" hearings last fall whose recommendations are not being followed.

Fears that lack of Commission meetings on the allocations during last week foreshadowed delay in getting out final report were deprecated by legal and commissioners and staff members alike. Hiatus in meetings actually gave staff more time to work uninterrupted on the report, it was pointed out.

BROADCASTING * Telecasting

February 25, 1952 * Page 23
Easter Telecast

SUSQUEHANNA Wast Co., New York (Ship 'n Shore Blouses), through Mervin & Jesse Levine, that city, is first advertiser to sign for sponsorship of CBS-TV's coverage of New York's Easter parade. Susquehana will sponsor first half-hour of program which will be on the network 1-2 p.m. EST, April 13.

EMPLOYMENT of Screen Writer Guild members in TV and documentary fields have increased approximately 90% over that of a year ago, according to tabulation released in mid-February. Figures show that 125 writers were employed in these fields on Jan. 15 last compared with 61 as of Dec. 4, 1950.

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Amateur Division

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Television Facilities

Division

Renewal & Transfer Division

Rules & Standards

Library Division

Field Operating Division

Field Engineering & Monitoring Bureau

Engineering Division

Inspection & Enforcement

Monitoring Division

Field Operating Division

The seal; prints;...20-20, 100-100.

The open line...advertising.

The seal;...advertising.

The open line...advertising.

The seal;...advertising.

Must Pay One Month

Subscriptions must be accompanied by one month's fee. In station promotion material for the press, the board specifies, stories must not imply that the seal was granted because of a given program. This is a fee for use of programs, but only because of overall programming standards.

The fact that a network has subscribed to the seal does not give a station any right to use the seal on a local basis though it may be shown as part of network programming.
See Initial Ruling in August

MOST Paramount stars may appear on TV, Paramount explained last week. But, Y. Frank Freeman, Paramount vice president in charge of Hollywood production, revealed during last week's FCC hearing of Paramount's quest to hold broadcast licenses. Others have varying degrees of freedom to appear on TV, he said. However, "term" contract players—new, young performers being groomed for star roles—have no rights to appear in any entertainment medium without express permission of Paramount executives.

Free to appear on TV are the following stars:

- Bing Crosby and Bob Hope, "with limitations" (not defined);
- Rosemary Clooney, Ethel Fleming, Joan Fontaine, Paulette Goddard, Paul Henreid, Edith Head, Elia Kazan, Charlie Lorre, except during motion picture production;
- Albert DeSylva, Alain Delon, Joseph Cotten, Barbara Stanwyck, except during motion picture production; and
- Robert Colbert, except during motion picture production.

Among the obstacles to free use of motion picture features in TV are union contracts which have special repayment provisions in them if Hollywood "product" is shown over the air, he said. He referred to the 1946 contract with the American Federation of Musicians, which was renewed earlier this year, and to negotiations now underway with the Screen Actors Guild, which contains similar provisions.

All the Hollywood guilds, he said, are trying to get repayment rights incorporated in labor contracts with the producers, he said.

There is no policy against letting film technicians work for TV stations, he said, but none of the top workers want to. TV's scale of wages is too low, he said. He pointed out that a Hollywood motion picture cameraman gets a minimum of $425 per week, while TV's minimum scale is $140 per week.

Among other points made by Mr. Freeman were the following: (1) Average cost of a Paramount feature in 1951 was $1,350,000. (2) Movie goers are today more selective than ever before, therefore Paramount is making more "B" pictures. (3) Scheduling for 1952 is 24 "A" pictures, of which 14 will be in color. (4) Paramount paid ASCAP $115,000 in 1950-51 year.

Bulk of Mr. Keough's testimony dealt with the history of Paramount Pictures, its organization, trade practices, contracts and antitrust suit. The testimony was considered significant because he is senior official (except for Board Chairman Adolph Zukor) in terms of merger wadings. FCC Petitioning. He has been in an executive position since 1919.

Part of his exhaustive testimony concerned the retransmission of Paramount Pictures over the years. As of the end of 1951, there were 141 cases pending against the company, he said, which damages claim $292,842,834.

On Thursday, FCC associate counsel Max D. Paglin began cross-examining Mr. Keough.

DuMont's Merger Positions

Subsidiary issue came up last week when DuMont in this case. Question arose whether DuMont should be permitted to participate in the ABC-UPN merger portion of the hearings. Attorneys argued that the case was not a "merger" but a "merger" and that DuMont was not listed as a party. DuMont argued that it was a party to the merger proceedings. FCC Petitioner Examiner Leo Reznick called for DuMont to file briefs by Feb. 26 defining its interests in the merger. Opposing attorneys will submit rebuttal briefs.

Earlier in the week, the FCC Broadcast Bureau filed an opposition to the DuMont petition asking that it be severed from the Paramount hearing [AT DEADLINE, Feb. 11]. Broadcast Bureau said that the record was not yet complete on three out of the eight DuMont directors (the Paramount directors), that there was no prejudice against immediate action, and that the Commission counsel could not prepare proposed findings on the Paramount-DuMont control question unless the rest of the hearing was halted—"neither logical nor desirable."

Sylvania Awards

SYLVANIA Television Awards for creative technique and public service, instituted last year, will be presented again in 1952, Don Mitchell, president of Sylvania Electric Products, announced Tuesday, Deems Taylor, chairman of last year's committee of judges, will again head a group representing the fields of entertainment, sports, public service, and arts and sciences.

February 25, 1952
TV TRANSMITTERS
500 WATTS TO 20 KILOWATTS
HIGH and LOW BAND

—FEATURING FOR THE FIRST TIME, EXPANDABLE
ADD-A-UNIT DESIGN!

STANDARD'S exclusive ADD-A-UNIT feature enables you to start operation at minimum cost and later ADD-A-UNIT to increase your power. These high power ADD-A-UNIT Amplifiers can also be added to existing station equipment regardless of type.

The basic unit in the S-E ADD-A-UNIT transmitter is a 500 watt visual-aural unit. This is a complete, self-contained transmitter. Additional amplifiers are available as shown in the diagram to provide complete transmitters of 5, 10 or 20 KW output. These amplifiers may be installed initially or at such time as increased power is granted by the FCC.

"A CLAUDE NEON, INC. PRODUCT"
STANDARD ELECTRONICS
285-295 EMMETT STREET, NEWARK 5, NEW JERSEY
SAVINGS ARE TREMENDOUS WITH THESE NEW STANDARD ELECTRONICS TV TRANSMITTERS

because extreme flexibility is achieved by adding amplification to the basic 500 watt transmitter for power outputs to 20 KW

because a complete station package can be supplied to put you on the air quickly

**Greater Flexibility**
ADD-A-UNIT design offers additional advantage in adapting the transmitter, which is completely self-contained, to any station layout whether in a straight line "U" or "U" arrangement.

**Lower Tube Costs**
In addition to lower installation, operating and maintenance costs, additional savings are realized in tube replacement. Aging tubes, incapable of supplying adequate power in the visual section are interchangeable to the aural section where power requirements are considerably less. This similarity in the tube line-up also reduces your investment in spares to meet FCC requirements.

<table>
<thead>
<tr>
<th>COMPARATIVE ADVANTAGES OF THE NEW STANDARD TV TRANSMITTER BASED ON 5 KW OUTPUT</th>
<th>STANDARD ELECTRONICS</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approx. cost - 1 Set of tubes</td>
<td>$1400</td>
<td>$1500</td>
<td>$1600</td>
<td>$1700</td>
<td>$3000</td>
</tr>
<tr>
<td>Approx. power consmp. (aver. pk.)</td>
<td>15KW</td>
<td>18KW</td>
<td>25KW</td>
<td>23KW</td>
<td>25KW</td>
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<tr>
<td>Similarity of tube line-up, aural and visual</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>Physical length</td>
<td>178 in.</td>
<td>180 in.</td>
<td>199 in.</td>
<td>215 in.</td>
<td>208 in.</td>
</tr>
<tr>
<td>Self-contained, both bands</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Air cooled, both bands</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Factory adjusted side band filter</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>Ability to use driver as stand by transmitter</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
</tbody>
</table>

*Includes side band filter

**Want to get on the air quicker? S-E MINIMUM-STATION PACKAGE**

A COMPLETE PACKAGE is supplied by Standard Electronics to which you can ADD-A-UNIT later to increase power... and at relatively low cost.

Distributed in the U. S. by GRAYBAR ELECTRIC COMPANY
Distributed Overseas by WESTREX CORPORATION
Distributed in Canada by NORTHERN ELECTRIC COMPANY

WRITE FOR BULLETIN TTS-61 TODAY!

CORPORATION
Despite national ratings which placed Red Skelton and Milton Berle at the top of TV ratings, a greater percentage of Milwaukee televiewers turned their dials to Fireside Theatre and to You Bet Your Life, starring Groucho Marx.

This tabulation applies to the week of Feb. 1-7 during which WTMJ-TV Milwaukee made an extensive coincidental telephone survey.

Fireside Theatre drew a rating of 72.8 and Groucho Marx a rating of 70.2. Milton Berle on Texaco Star Theatre was a magnet for a 65.3 rating with Red Skelton rating a listing of 63.5.

Walter J. Damm, vice president and general manager of The Journal Co., licensee of WTMJ-AM-TV, said that, “With only one television station in Wisconsin, we really didn’t have to spend $5,000 to make this survey.

Like Shooting Ducks

“It’s something like the lone hunter faced with a flock of sitting ducks: What’s to be got—he gets.”

Nevertheless, Mr. Damm commented, “We wanted to find out just how big our ‘bag’ really is.” Thus, the survey was made.

In Milwaukee County served by WTMJ-TV, the total TV set installations as of Feb. 1 was shown to be 207,640 (out of 267,100 homes). Outside Milwaukee County, there are an additional 105,744 sets dependent upon WTMJ-TV for service.

A total of 41,886 phone calls were attempted and 30,546 completed. It seemed logical to WTMJ surveys that the phones phoned but not reached, many might be viewing a set outside their home.

“The mistake made in radio surveys,” Mr. Damm said, “in which it is assumed that if the telephone was not answered that a family was not listening to the radio, must not be made in television. Everyone today recognizes radio’s mistake in connection with automobile radios and other out-of-home radio listening. So far as is known, no survey has ever been made to measure the size of the television audience outside the home and WTMJ-TV is seriously considering a study of this kind in the near future.”

Mr. Damm stated, “I am going to send a copy to every television station in the country with the suggestion that they consider doing what the newspapers are doing in connection with the Consumer Analysis which The Journal Co. originated many years ago.

For the past several years,” Mr. Damm continued, “an increasing number of newspapers have made this survey based on mutually agreed-upon questionnaires and they have then gotten out a consolidated issue covering all towns.

“Maybe the time has come,” he observed, “when the television stations ought to take the bull by the horns and do their own job of research.”

‘Talent Scouts’ Tops February Trendex

HEADING the list of top 10 Trendex ratings for the sponsored network TV shows for month of February is CBS-TV’s Talent Scouts. Full list is as follows:

1. Talent Scouts
2. Love Lucy
3. Star Theatre (Barrie)
4. Red Skelton Show
5. Godfrey’s Friends
6. Your Show of Shows
7. Fireside Theatre
8. Man Against Crime
9. You Bet Your Life
10. Robert Montgomery

These ratings are based on the one live broadcast during the week Feb. 1-7.

Camera Process May Alter Movie Technique

NEW camera process which may change the movie photographic technique has been developed by Camera Vision Productions, Beverly Hills.

It utilizes the conventional camera in conjunction with an electronic camera similar to that used in TV, according to Arthur Lyons, company president. Combination (Continued on page 105)

Weekly Television Summary—February 25, 1952—Telecasting Survey
50,000 watts of radiated power from a 1,062-foot tower over channel 2 produced this remarkable coverage pattern for WSB-TV.

Four programs produced 7,346 pieces of unsolicited mail from the shaded counties in December. This does not represent the total mail pull for that month. These thousands came for Peachtree Cowboys, Come Into the Kitchen, Santa Claus and Strictly for the Girls, each a WSB staff-produced show. We do not know the actual “count” on the entire WSB-TV audience. We do know that it is BIG—and growing BIGGER by the minute. Today, WSB-TV offers you the biggest dollar’s worth in Southern television history.

wsb-tv
Atlanta, Georgia

World’s tallest TV tower
50,000 watts, channel 2.
Represented by Petry
Two television film producers are planning to shoot series of television film programs in the Scandinavian countries this summer and fall.

Scandinavian - American Television Co., Beverly Hills, will film a half-hour series, Hans Christian Andersen Tales, in Denmark. Malvin Wald, writer, has gained the cooperation of the Royal Danish Government, Andersen Society and Museum, and will incorporate the Royal Danish Theatre, Ballet and Symphony Orchestra in the films. Actor Georg Pierssen, Danish-American film director, will direct the programs.

Karl E. Moseby, company vice president and executive producer, plans completion of the first 15 films by July.


Trans Videa Productions, Inc., Hollywood, has been formed by John Van Geldern as president and executive producer and Sam Mandel as vice president and secretary. The first television film series, to be filmed in color, is Let's Take a Closer Look, 13 five-minute programs based on the fact that objects are not always what they seem to be at first glance. The company is signing and developing its own group of stock players from which to draw for future series.

Hal Roach Productions, Culver City, starting first of projected 13 half-hour film series, My Little Margie, next week. Charles Farrell and Mona Freeman will star as father and daughter in the domestic comedy format. Frank Fox is the writer.

On the 1952 schedule is The Dramatic Hour, 13 half-hour films divided into four separate parts and similar in format to Children's Hour. Mr. Roach is negotiating with film stars Barbara Stanwyck and Montgomery Clift for leading roles.

Snader Productions Inc., Beverly Hills, with Robert Snader and Bernard Brodie in charge of production, form new department to produce and finance half-hour television films. The primary interest is in dramatic and adventure series and packages with names. Three series are planned.

Pathoscope Productions, New York, television, industrial, educational and government film producers, opening Midwest office at 2350 Euclid Ave., Cleveland, to be headed by Robert Polatek, formerly associated with film and TV producer at Fuller & Smith & Ross advertising agency, New York.


Sarra Inc., Chicago, is producing a series of "spring is on the way" television films for Cargill Inc., Minneapolis, and Green Treet Cargill lawn seed through Bruce B. Brewer & Co., Kansas City.

Sarra also is handling the filming of Poof commercials for Jules Montenier Inc., Chicago, through Earl Ludgin agency, Chicago. They are used on What's My Line, CBS-TV, with Stopee deodorant spots.

Gabriel Moulin Studios, San Francisco, opens special television film creative department to assist Northern California advertising agencies in production of commercials. Don Briese, formerly with Edwards Agency, Los Angeles, and Charles L. Bayers, motion picture director for Gabriel Moulin, will head the department.

Southwest Film Productions, in collaboration with the Advertising Art Studios and Aylin Advertising Agency, all of Houston, completed Houston's first animated sound-on-film television spot fortnight ago. Spot was done for Weldon Cafe-

dia, Houston, and is scheduled on KPRC-TV.

Art Directors Club of Los Angeles during its seventh annual exhibition of West Coast advertising art, for the first time presented a medal award for the best television commercial film and honored was Ted Parmelee, art director for TV commercial film produced by United Television Productions of America for U.S. Navy. Trio also won Certificate of Merit award.

Olio Video Television Productions Inc., New York, has released three of its recently acquired films for use on TV: Great Guy with James Cagney, Knickerbocker Holiday with Nelson Eddy and Shelly Winters, and Man Who Lost Himself with Brian Aherne and Kay Francis. Olio Video also has completed editing 29 feature films and 37 westerns to meet half-hour TV program requirements.


People

George Ellis, general sales manager of Ziv Radio-TV Productions, joins Jerry Fairbanks Productions, New York, as manager of recently expanded sales office.

Arnie Kaplan, account executive for KPI Hollywood, to Screen Gems Inc. Hollywood, as Western sales representative.

Jerry Abbott joins the sales staff in the TV department of King Studios, Chicago.

William J. Dolley joins Academy Film Productions, Chicago, as director of sales. He has been a radio and television salesman for 20 years.

Phildan TV Productions, Hollywood, signs Jo Graham, dialogue and test director; Edward Illou, production designer; Ray Scott, production and construction supervisor, and Alfred Detamore, supervising editor, for 15 half-hour TV film series based on Ernest Haycox stories.
More people watch **WPTZ** than any other Philadelphia TV station*

*Not our estimate but ARB figures for the entire year of 1951

**WPTZ**

NBC TV-AFFILIATE

Write 1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-2244 or NBC Spot Sales
TELEVISION'S camera world may become the future stamping grounds of Congressional investigators, much in the way the Hollywood movie studio has become the concern of the House Un-American Activities Committee.

This was the implication given in the committee's annual report released Feb. 17 and in subsequent clarification to BROADCASTING • TELECASTING by a committee staff investigator.

What the committee fears most, according to both the report and the spokesman, is a large-scale exodus of Communists and fellow travelers from the motion picture industry to television.

The warning to television moguls was received with a polite and studied quiet with the exception of comment from two West Coast TV executives.

Harry S. Ackerman, vice president in charge of network programs, CBS Television, Hollywood, said the industry is "as clean as a whistle." He pointed out that the network has a loyalty questionnaire which prospective employees are required to sign. Also quoted was Klaus Landsberg, vice president and general manager, KTLA (TV) Los Angeles (Paramount Television Productions Inc.).

Landsberg quoted that the very nature of the industry acts as a safeguard against infiltration.

While pin-pointing the TV industry as possessing the next avenue for Communist infiltration, the committee sharply scolded the Hollywood movie industry, charging that it has failed to rid itself of Communists. The report stated:

The committee had assumed that its 1947 hearings had served to minimize the power of the Communist Party among the devotees of the silver screen. However, it was found during the course of the 1951 hearings that actually the 1947 hearings had not lessened the extent of Communist infiltration in Hollywood and had not prevented the flow of money from Communists and fellow travelers employed in the industry to the Communist Party. The influence of the party in the Screen Writers Guild, however, was severely curtailed as a result of the hearings held by the committee during the year 1947.

Portion of the report aimed at creating awareness in the TV industry, as a committee staff member phrased it, follows:

It must be remembered... that the American public also has an investment in Hollywood for, prior to the advent of television, the American public relied almost solely upon Hollywood motion pictures for visual, dramatic presentation. It must be realized that moving pictures have a tremendous potential to influence the audience which views them.

Because of the vast new potentialities of television it seems logical that Hollywood motion pictures are possibleavenues for Communist influence in the future be presented on a large scale to millions of viewers.

The committee hopes that its investigations and the recent waves of criticism, will be a spur to the industry to follow a course of action to prevent a large-scale future Communist infiltration of the television industry. It is long past the time when it is merely enough to prevent Communists from becoming members of the Screen Writers Guild. The committee believes there must be a greater effort made to prevent a Communist influence in Hollywood media, particularly television and motion pictures.

The committee realizes that the vast majority of entertainers and workers in the entertainment field are patriotic and loyal Americans, but the flow of money to Communists coffers which comes from those who are disloyal must be stopped.

The report contained the first exclusive reference to the TV industry since the committee's formation on Capitol Hill.

The first Hollywood probe began in 1945 with subsequent hearings in Hollywood and in Washington in 1947 and in 1951. The committee indicated that it did not consider the Hollywood investigation at an end.

It was emphasized that radio was not ignored by the committee, that television was cited because of its adjacency in providing entertainment, hiring of talent, writers, producers and even technicians. The word of caution holds for the radio industry as well, the committee spokesman said.

The report drew strong criticism from Eric Johnson, president of the Motion Picture Assn. of America, who said it did not contain a "shred of evidence that Communists ever succeeded in influencing the content of a single motion picture made by any of our members.... The committee knows that leaders of the industry voluntarily agreed in a statement of policy in 1947 that they would not knowingly employ Communists. This policy has been adhered to unswervingly."

Accusing the committee of making a "misleading and unfair" report on Communist influence in Hollywood, Mr. Johnson said by failing to mention movie industry policing, "the committee has done tremendous disservice" to the movie industry.

Rita Halle Wile

RITA HALLE WILE, wife of Frederic William Wile Jr., vice president and director of NBC-TV network production, died last Wednesday in New York Hospital after a short illness. She was a native of New York. Survivors include Mr. Wile; a son, Frederic W. Wile Jr.; a daughter, Miss Halle Wile; her mother, Mrs. Rita S. Kleeman of New York, and two brothers, Louis J. Halle Jr. of Washington and Roger Halle of New York.
"... KPIX, for its overpowering effort to please!"

... writes Mrs. Donald D. Poff,
425 Franklin Street
San Francisco, California

The "effort to please" has been characteristic of KPIX, San Francisco's pioneer television station, from its very first day.

It's a successful effort, too! Speaking for thousands and thousands of viewers, Mrs. Poff writes, "in staying close to Channel 5, I see great humor, great drama, great stars, great shows. As a housewife, I particularly enjoy the variety of your daytime programs. In the evening, the rest of my family joins me on Channel 5. KPIX is tops!"

Such viewer-loyalty offers a special sponsor-value worth looking into with your Katz man.
COLOR RESEARCH

ALTHOUGH the government has banned commercial color TV production, General Electric Corp. has encountered no problem involving transfer of engineers from color research to defense and civilian projects.

This was revealed following a news conference held by the company in Washington last Tuesday on the role of subcontracting in the defense effort. GE officials estimated that about 60% of the firm's engineering personnel had been utilized on military programs before the ban. Since then, perhaps another 15% have been diverted to defense work. This contrasts with reports that at least one company reassigned 40 or 50 engineers from color TV to other work.

The question was posed in connection with the possibility that the National Production Authority may lift its color television equipment ban if manpower and materials problems can be resolved to the government's satisfaction [B&T, Feb. 18].

GE officials noted that a great bulk of the firm's engineering personnel has been involved in defense research and development projects for the past five or six years. The freeze did not affect the appreciable number of technicians, they said. Color TV research and development is not prohibited by the order.

Some engineers have continued on color video research in connection with the company's work on the RCA and National Television System Committee systems, it was pointed out. If NPA were to lift the prohibition, General Electric would, of course, be forced to concentrate more heavily on color research for competitive reasons. The same situation would obtain in the event that color equipment is mass-produced.

One factor in the engineering question lies not only in the usage of so-called "project" engineers as such but in the lack of trained personnel to instruct other technical help in all TV developments.

Much of the engineering personnel which has concentrated on color TV also has interchanged coast-to-coast microwave system.

Jack Burrell, KNBH engineer, was presented an "Emmy" award for perfecting a mobile camera unit which can operate for distances up to a quarter-mile from a remote truck without use of cables or wires of any kind.

Out-of-town "Emmy" recipients expressed appreciation to ATAS via long-distance telephone, with congratulatory being picked up by KECA-TV which telecast the evening's event locally. More than 600 persons attended the awards dinner. Mike Stoney, KNBH executive producer, in conclusion of the awards presentation, he formally turned over the gavel to Hal Roach Jr., film producer, installing him as president for 1952.

COLOR RESEARCH

No Engineer Problem—GE

From Bob to Harry

GIVE President Truman my very best love," Sen. Robert Taft told the four Voice of Democracy winners last Tuesday just before their White House visit. The picture was a matchless one, said Dwight Clark Jr., Fort Collins, Colo., the lucky one to repeat the GOP candidate's words to the President. He drew this reply, "Oh, Bob Taft and I get along all right. I call him Bob and he calls me Harry. I don't know why, but he's on the wrong side of the fence." (See main VOD story and photo page 89).

FREEZE END

Mid-March, Say

HOPE that the TV freeze may be ended by "around the middle next month" was expressed by Chairman Wayne Coy in speeches last week prior to resignation. Mr. Coy addressed the Fort Wayne Rotary Club at the Muncie YMCA Chamber of Commerce on Feb. 18. He gave almost identical talks on the subject of TV to both groups.

Following mid-March freeze-end [BST, Feb. 18] Mr. Coy estimated that the Commission could start processing TV applications around May 18 or June 18 and that there would be about 10 to 20 new TV stations on the air this year.

He included a 60 to 90-day waiting period after the freeze ends for the filing of new applications and the revision of the old ones in his estimate.

In discussing color, Mr. Coy pointed out that the CBS freeze was ended because that network did not need the use of the disc. He said that present work on the development of a tri-color tube was "particularly significant for this system could be used by the CBS system and thus do away with its mechanical aspect.

Since no successful compatible color system was demonstrated during the hearing, Mr. Coy said, although everyone agreed it was most desirable to have a compatible color system, the fact "that this industry is not fair to deprive 40,000,000 American families of the opportunity to have color simply because they do not wish to pay for the privilege of the 9000 to 10,000 at that time might have to spend some money in adapting their receivers."

UHF IN PHILA.

Asking by Westinghouse

FIRST application for a UHF television station in a major city by a major network owner was filed last Thursday with the FCC.

Westinghouse Radio Stations Inc. filed for UHF Ch. 17 in Philadelphia with ERP of 200 kw with usual applications. The application was pointed out that there are now more than one million VHF receivers in Philadelphia. Expenses for the first year of operation were estimated at $440,000.

Westinghouse listed construction cost of the 200-kw station at $468,000.


Last week a total of five television applications were received by the FCC (see "The Commission"

WASHINGTON: Westinghouse filing brings the number of UHF applications to almost 30.

BROADCASTING • Telecasting

Page 84 • February 25, 1952
The Alan Young Show
CBS Television Network
Starring Alan Young with
guests William Perlberg and
George Seaton of Para-
mount Pictures, producers of
"Aaron Slick from Pumpkin
Creek." Color by Techni-
color.

"In 98% of all U.S. Television Stations"

There are many good reasons why Houston-Fearless
television camera pedestals and dollies are standard
equipment in a vast majority of television stations. They
are skillfully designed to give complete mobility to the
camera, engineered to withstand constant usage, and built
to give dependable performance at all times.

They embody 26 years of leadership in manufacturing
camera and film processing equipment for the motion
picture studios of Hollywood and throughout the World.
You can rely on Houston-Fearless for quality and
dependability.

Write for catalog on television equipment.

The Houston Fearless
Corporation

- DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
- COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11801 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"
FROM front, bottom, clockwise: Daniel Denenholz, Katz, New York; Tom Harker, Fort Industry Co. and WAGA-TV Atlanta; P. A. Sugg, WKY-TV Oklahoma City; Harry Lipson, WJBK-TV Detroit; Allen L. Haid, WSPD-TV Toledo; Thomas J. Flanagan, Katz, Kansas City; Hoyt Andres, WKY-TV; Gerald H. Gunst, Katz, Chicago, and Walker Long, WSAZ-TV Huntington.

**Spot Problems**

(Continued from page 71)

mendation of The Katz Agency. It was agreed, also unanimously, "that, consistent with current contractual obligations, all advertisers should have equal opportunity to the use of their facilities and that national spot advertisers be protected against preemption up to 52 weeks."

Katz men recommended that as far as possible, stations try to protect advertisers against rate changes for a 12-month period, the custom in radio, instead of for six months as practiced in TV.

**Rate Changes Protested**

Agencies and their clients have long protested the frequent rate changes in TV because they upset scheduled budget allocations. Most stations, however, have upheld their rates with consistent increases in circulation. The plan to offer a set rate for a firm 52-week contract would be more feasible for stations without "levelled off" circulation where set penetration is about 50 per cent. This condition applies to about 11 of the Katz stations.

Because of the "multiplicity of rating services and the great variation in their findings," the station

FROM the back (l), clockwise: Philip G. Lasky, KPIX (TV) San Francisco; Margarite Alcott, Katz, New York; George W. Brett, Katz, New York; Ernest A. Long, WMAR (TV) Baltimore; Edward Cudel, Katz, New York; Lou Simon, KPIX San Francisco; David Lundy, KLAC-TV Los Angeles.


committee in letters to the NARTB, the ARA, AAA and the National Assn of Radio and Television Station Representatives. The meeting began officially Saturday with a morning session, alt-though early-comers attended a cocktail party Friday evening. Saturday agenda of luncheon, dinner and talks was followed by a Sunday morning business meeting and luncheon. The conference took place at the Edgewater Beach Hotel.

**AD 'INFLUENCE'**

Cited in OSU Survey

TELEVISION advertising has a "marked influence" on the purchase of specific commodities by all income groups, and advertisers should sponsor more research to discover the local impact of their sales messages.

These conclusions were reached by an Ohio State U. faculty member on the basis of a survey conducted in the Columbus area. Dr. Kenneth Dameron, OSU commerce college faculty staffman, claims that TV is a factor "influencing the purchase of consumer goods and especially products new and different to a given family." He recorded a 76.8% among TV families which conceded they were influenced by video advertising.

The percentages varied from 100% for upper middle income groups to 78.3% for families in the low income strata.

Other factors brought out in the study touched on (1) location of TV sets in the home and relation of set location to daytime viewing; (2) housework carried on while viewing daytime fare, and (3) possible increase in daytime viewing in relation to type of program and influence on evening televiewing.
N.Y. COLOR TESTS

Set March 24. Include UHF COLOR television in the UHF as well as the VHF bands will be demonstrated as part of the next formal test of the "composite" compatible color TV system being developed through the National Television System Committee, it was learned last week.

This test is tentatively scheduled for the week of March 24 in New York, using the experimental VHF color facilities of RCA-NBC's WNBT (TV) New York and a UHF test transmitter of Allen R. DuMont Labs.

Plans for the dual compatible color tests were disclosed last week, following preliminary field tests of the NTSC-developed color system on Philco Corp's VHF facilities in Philadelphia (WPITZ) the week before.

The Philadelphia tests, it was reported, led to a postponement of approximately one month in the New York VHF tests which had been scheduled earlier for this week (B&T, Feb. 11). The delay, it was said, was designed to permit further work to clear up certain equipment defects.

Overall, the Philadelphia tests were said to have been satisfactory. NTSC members said their prior work had shown definitely the type of transmitted signal desired for compatible color, but that in the Philadelphia tests they lacked the monitoring scheme which would show definitely that the signal being transmitted was precisely the one desired. They expect to develop a sure-fire monitoring plan within the next few weeks.

A number of different makes of receivers were used in the Philadelphia transmissions and committeemen reported that a majority received the color signal so satisfactorily that there was no doubt that the composite, compatible color system would prove successful.

FCC, which more than a year ago approved the CBS non-compatible system over RCA's compatible technique, was invited to witness the tests in Philadelphia but decided, in view of its current workload, to wait for more formal tests at which data are collected "for the record," according to NTSC representatives.

In addition to VHF color transmissions via WNBT's experimental facilities, the tests of the composite system during the week of March 24 will include color transmissions via experimental facilities which DuMont set up at 516 Madison Ave., New York, following the transfer of the DuMont-WABD (TV) New York operations from that site to the Empire State Bldg. tower.

This UHF operation is at 708-714 mc and the color tests have been conducted by DuMont and the Hazeltine Electronics Corp. for approximately five hours a day, five days a week, since late last year. Results thus far have been described as "good."

EAST-WEST RELAY

More Channels Planned AUTHORITY to increase the video transmission facilities between Chicago and San Francisco to provide a total of five full-time TV channels—three westbound, two eastbound—was requested Tuesday by the Long Lines Dept. of AT&T in an application filed with the FCC.

Present facilities include two channels, one in each direction, between Chicago and San Francisco, with an additional west-bound channel in service between Chicago and Omaha. Of the three proposed new channels, for westbound program transmission from Chicago to San Francisco, is planned to begin operating late this year (but not in time for the political conventions in July. These will be sent from Chicago to the West Coast over a single TV channel, pooled to the video networks).

The other two channels—one westbound from Omaha to San Francisco, the other eastbound from San Francisco to Chicago—are scheduled for service starting next year. The projected additions to the present intercity video program transmission facilities will involve some 6,000 channel miles of radio relay connections, the telephone company said, noting that its TV service has grown from 476 channel miles in 1946 to about 24,000 miles at present, of which roughly 10,000 miles are coaxial cable, 14,000 radio relay.

New Bolling Show

A NEW television show is being packaged by the George Bolling Co., New York, station representatives, called Pulitzer Prize Winners Panel and featuring a group of Pulitzer journalists discussing special and news events with guests, it was reported last week. The program is priced at $5,500 per week for the half-hour. It is being offered to advertisers and agencies.

**Floating Action! for all TV Cameras**

**"BALANCED" TV TRIPOD**

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

CAMERA EQUIPMENT CO.

February 25, 1952 • Page 87
Open Mike
(Continued from page 86)

Flawless
EDITOR:

Our engineers and announcers make daily discrepancy reports which generally are quite routine. The other day I noticed one by Don Barber which speaks for itself.

M. N. Babcock
Commercial Manager
WGBS Miami, Fla.

Say You ‘Heard’ It
EDITOR:

As the manager of a daytimer, I have an opportunity to shop the dial. But regardless of the network or the syndicated producer of drama programs, they have a sin in common.

Invariably their characters read their news out of the newspapers. We’re doing a very good job of selling our competition. I hope some of the writers, directors and producers of our good, nighttime shows read this. Perhaps some of their characters will "hear" the news instead of waiting till the next day to ‘read’ it.

Arden Booth
KLWN Lawrence, Kan.

Plenty to Say
EDITOR:

Many thanks from all of us for the fact-upon-fact stories and the hard-hitting editorials about radio circulation.

As to your fine editorial in the Feb. 18 issue which asks the question: "Now about radio. Did any station or network bother to tell its audience that there are 165,000,000 radio sets in America—as against the 54,000,000 total circulation of the dailies?"

You can bet that WERI had plenty to say about it. . . . WERI used the information in a news story on regular newscasts, for it certainly is legitimate news, and good news. . . . We also use the figures as the basis for a series of hard-hitting promotional spots which are scheduled in top time spots.

Brud Warren
Promotion Director
WERI Westbury, R. I.
Feted in D.C., Williamsburg

CHRISTMAS ADS

Improve standards in pre-Christmas radio and television advertising were noticed by the Better Business Bureau of New York City in its annual report last week. The report considered consumer complaints caused by questionable commercials.

In previous years, complaints of misrepresentation, delayed or damaged delivery, and inability to obtain cash refunds were reported to the bureau “by the hundreds” after radio and television commercials had made special pre-Christmas offers, primarily for tree ornaments and toys.

To prevent a repetition of possibly fraudulent Christmas advertising during 1951, the bureau alerted station owners and worked with them to provide information on business backgrounds and reputations of prospective advertisers. Shopping services designed to investigate special offers, also were provided to station managers who questioned proposed advertising.

Results, according to the BBB yearly report, were that consumer complaints were “greatly reduced.”

Whereas numerous advertisers each had provoked scores of complaints the previous year, during 1951 there was only one radio-TV sponsor against whom as many as 10 complaints were received, it was reported.

In Wisconsin...
You Can't Complete Your Coverage Without

WKTY
Ask Weed and Company

WKTY PROMOTES!

In 1951 WKTY programs and advertisers received more than 4,500 inches of display space in La Crosse and area newspapers.

Studios & studios slightly over 2,000 advertising inches......Station C radio

Only on WKTY do advertisers enjoy this pre- national advantage, with Western Wisconsin's largest daily newspaper and area weekly!

And only on WKTY can advertisers complete their Wisconsin coverage picture!

LA CROSSE, WIS.
580 kc
1,000 w
plus ABC

A LEE Radio Station

<table>
<thead>
<tr>
<th>WKTY PROMOTES!</th>
</tr>
</thead>
<tbody>
<tr>
<td>In La Crosse</td>
</tr>
<tr>
<td>Can't Complete Your Coverage Without</td>
</tr>
<tr>
<td>WKTY</td>
</tr>
<tr>
<td>Ask Weed and Company</td>
</tr>
<tr>
<td>WKTY ratings are UP 204% in two years!</td>
</tr>
</tbody>
</table>

BROADCASTING • Telecasting
TAX RELIEF

DPA Modifies Provisions

A REVISED procedure governing rapid tax writeoffs for new or expanded plant construction contemplated by electronics and other manufacturers has been laid down by the government.

Regulations for issuance of tax certificates have been modified by the Defense Production Administration to require manufacturers to obtain construction clearance before they start building or expansion. Certain DPA-issuance provisions will apply to all construction started after March 1.

The electronics industry, as one of the bulwarks of defense production, registered $186 million worth of tax writeoffs up to last Dec. 1. For those who took advantage of this amortization, the revised regulation will mean new procedures to follow. For others who expanded their facilities without benefit of certificates, clearance on future construction will be necessary.

Tax regulations have no tangible effect on radio-TV broadcasters who intend to build or remodel facilities. They are not eligible for benefits.

"The increasingly tight supply of critical materials," according to AR. F. King, DPA deputy administrator, "has necessitated making a much closer examination of new industrial expansions by DPA, particularly where accelerated tax amortization is requested. Furthermore, examination of these expansion projects before construction begins is the sensible method by which the tax amortization program can be properly used to carry out plant dispersion maneuver and anti-monopoly policies."

Under new regulations DPA will make certain determinations as to (1) the shortage of facilities and (2) essentiality of the product involved.

These determinations, DPA said, will mean decisions prior to any plant construction or installations costing $100,000 after March 1. Commencement of any projects before issuance of tax writeoffs will bar a manufacturer from receiving the benefits. Projects under $100,000 may be started without DPA clearance.

Other factors to be taken into consideration include type of business, amount of materials, product involved, extent of risk assumed and compliance with dispersion and maneuver policies of the government.

Newsprint Aid

OVER 800 of the nearly 10,000 county newspaper weeklies in the U. S. will be able to continue publication this year because of the efforts of 15 larger dailies, NPA reported. Larger publishers were induced by the agency to divert amounts of newsprint to smaller publications to avert suspension of these operations. NPA's action in this crisis was praised by the National Editorial Assn. of weekly newspapers.

NATIONAL NIELSEN RATINGS

TOP RADIO PROGRAMS

(Total U. S. Area, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)

REGULAR WEEK, JANUARY 6-12, 1952

<table>
<thead>
<tr>
<th>Program</th>
<th>Current Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amos 'n' Andy (CBS)</td>
<td>72.0</td>
</tr>
<tr>
<td>Jack Benny (CBS)</td>
<td>62.0</td>
</tr>
<tr>
<td>Red Skelton Show (NBC)</td>
<td>61.0</td>
</tr>
<tr>
<td>Charlie McCarthy Show (CBS)</td>
<td>60.0</td>
</tr>
<tr>
<td>Walter Winchell (ABC)</td>
<td>59.0</td>
</tr>
<tr>
<td>Our Miss Brooks (CBS)</td>
<td>58.0</td>
</tr>
<tr>
<td>Our Gang (NBC)</td>
<td>57.0</td>
</tr>
<tr>
<td>Suspense (CBS)</td>
<td>56.0</td>
</tr>
<tr>
<td>People Are Funny (CBS)</td>
<td>55.0</td>
</tr>
<tr>
<td>Dragnet (NBC)</td>
<td>54.0</td>
</tr>
<tr>
<td>Suspense, Multi-Weekly (Average for all programs)</td>
<td>43.0</td>
</tr>
<tr>
<td>Jack Benny (CBS)</td>
<td>77.0</td>
</tr>
<tr>
<td>Howdy, Pardner (ABC)</td>
<td>76.0</td>
</tr>
<tr>
<td>Mr. Peabody's Family (NBC)</td>
<td>70.0</td>
</tr>
<tr>
<td>10 O'clock (Average for all programs)</td>
<td>55.0</td>
</tr>
<tr>
<td>11 O'clock (Average for all programs)</td>
<td>50.0</td>
</tr>
</tbody>
</table>

OPS SERIES HIT

GOP Complains on Bill

SEGMENTS of GOP's anti-inflation campaign involving the services of radio, TV and other talent enlisted for a series of radio programs were under GOP fire on Capitol Hill last week.

The attack was led by Sen. Styles Bridges (R.-N. H.), Senate minority leader, and Sen. Homer Ferguson (R-Mich.), who questioned the propriety of such a campaign on the grounds that it would constitute a subversion of price controls. Current control law expires June 30, it was noted.

The radio series was announced by OPS a fortnight prior to programs, "Stars for Defense," will be made available without charge to radio stations throughout the country desiring to use them [B*T, Feb. 18].

Citing the nation's inflated budget, Sen. Bridges described these plans as "a new low in the activities of OPS" and charged that the agency is utilizing "the services of movie stars from Hollywood and fan dancers to popularize the OPS." He promised to take the matter up in House hearings and with Price Stabilizer Ellis Arnall.

The Senate Minority Leader also quoted on the floor a newspaper account of the proposed radio series. A Chicago Tribune article noted that "because the FCC regulations required the nation's radio stations to devote certain percentage of their broadcast period to public service programs, the OPS propaganda shows have been widely used so far by radio stations... The theme, 'Fight inflation with price controls,' has been interpreted as a public-service topic..."

Lapine Appointed

THOMAS H. LAPINE, vice president in charge of radio and television networks of McCann-Erickson, New York, has been named chairman of the board of directors of the network, which serves as the public relations arm of the American Cancer Society's 1952 cancer crusade.

Stanford U. Meet

FIFTH annual meeting will be held by Western Radio and Television Conference in San Francisco at Stanford U., Feb. 28, 29 and March 1. Lectures and discussion will concern relationship of radio and TV with education.

BOARD of directors of Magno Vox Co., Fort Wayne, Ind., has declared quarterly dividend of 25% on Class A preferred stock.
ENTIONS

Final Details Studied

For involving the instan
certain working facilities
to TV networks at the
conventions this summer
brashed out at an industry
this Wednesday.

Although the networks
should shoulder the
load as recommended by the
democratic and Republican Na
tional Committees emerges as per
haps the only stumbling block to
complete agreement between the
broadcast industry and political
party officials.

Despite the present impasse, the
consensus in industry and political
circles was that an understand
would be reached to the satisfac
tion of both sides. The national party
groups have hinged acceptance of
sponsored coverage of the two con
ventions on the principle that the
networks should sustain installa
tion costs.

A code prescribing certain
standards of practice which the net
works must meet also hangs fire,
though the cost issue is not a direct
factor here [B&T, Feb. 11].

This year's conventions pose new
problems, it is conceded. In pre
vious campaigns the parties sup
plied and constructed working
space and studio facilities for
broadcasters on a comparable basis
with other media.

Both committees take the stand
that networks stand to profit by
selling coverage and printed media
offer no comparable problems rela
ting to studio facilities.

From a practical standpoint, in
dustry does not contest this argu
ment. Most of the radio-TV net
works figure to sell coverage. But
the networks point out that, theoreti
cally at least, this would work a hardship for any network
which failed to sell its coverage
and had to carry convention pro
ceedings sustaining as public
service.

It also is the networks' conten
tion that since space and facilities
are given to press associations,
newspapers and other groups like

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW-
5000 WATT OUTPUT!

JOS. W. EED & CO.
350 Madison Ave., New York,
Can Tell You More About

CHNS

MALFAX

NOVA SCOTIA

BROADCASTING • Telecasting

WESTERN UNION they should be
made available free to radio and
TV broadcasters.

The national committees re
portedly reject this argument
throughout. Other concerns for con
testing media are nominal, they ex
plain, and printed copy is not fol
lowed with paid advertisements.

Both committees are now weigh
ing in space and time requirements
against available footage in the Inter
national Amphitheatre, Chi
cago—convention site for the Re
publicans beginning July 7 and the
Democrats July 21. They will con
sult with networks shortly.

Network facility planning is being
coordinated by Thomas Veicota,
ABC vice president in charge of
public events.

RWG GETS STRIKE RIGHT

But Not Considering Action

AN "enabling motion" to strike
when ready was granted Radio
Writers Guild by its parent body,
Authors League of America, at
its annual meeting of latter
week. If approved by a 2-to-1
vote, should RWG need to employ it in current attempts to negotiate
new contracts for staff writers with
major networks.

RWG seeks parity for writers in
Los Angeles and Chicago, who, they
contend, are doing same work as
New Yorkers but getting less pay
for it. Union also seeks national
contracts, rather than the purely
local pacts previously signed with
broadcasters, and commercial pools
to benefit writers on non-sponsored
news programs. Negotiations with
the networks recently were stopped
but not broken off, when broadcast-
ers refused to recognize the union
request.

It was understood late last week
that RWG, even though equipped
with the enabling motion, is not seri
ously considering a strike.

Burn Returns

COL. WALTER P. BURN, cartogra
pher for the broadcast industry,
has returned from a tour of West
European capitals. Col. Burn is
well known for his work on the an
nual BROADCASTING • Telecasting
map and for the creation of over 400
individual station maps and
numerous network and market
studies. His tour included visits to
Paris, Amsterdam, Brussels, Frank
fort, Heidelberg, Zurich Venice
and Trieste.

Miss Schaefer Promoted

WINIFRED SCHAEFFER, supervi
sor of publicity for WNBC-AM
New York, has been promoted
to advertising and promotion de
partment of the station, General
Manager Ted Cott announced
Thursday. Assuming her new
post, Miss Schaefer will be in charge of
promotion and also will be assigned
to special projects. She is being
succeeded as supervisor of pub
licity by Philip Dean, who has been
handling exploitation for the NBC
Network Press Dept.

N. Y. DEFENSE

Stations Expand Time

SKYWAVE monitoring system, in
which at least one major station in
each defense area has been asked to
stay on air all night, caused
some schedule reshuffling in New
York last week as more stations
announced plans to meet around
the clock needs for civilian defense.

Monitoring system, requested
by FCC of 50 kw stations [B&T,
Feb. 4], had already been met by
NEW, which has broadcast music
and news 24 hours daily for years.
WOR joined the all-night lineup
Monday by airing The Jack O'Reilly
Show, a disc jockey program, from
1:53 a.m. Monday, thus filling
New York airwaves at all times.

WNBC's recently instituted all
night classical music series is not
broadcast. WJZ, usually silent
between 4-5:45 a.m., also announced
last week that 24-hour broadcast-
ing would begin March 7. WCBS,
at week's end, was still operating
with a 1:05 a.m. signoff. No other
New York stations were affected by
the FCC suggestion.

Although civilian defense of
icials, during an emergency, can
order all stations off the air and
designate one to continue broad-
casting directives to the populace,
skywave monitoring was identified
as a necessary precaution to as
sure that at least one major sta
tion would always be in operation
and available for emergency use.

ABC SESSION

Set Before NARTB Meet

A MEETING of ABC's Stations
Advisory Committee with top of
icials of the network will be held
in Chicago on March 30 preceding the
opening of the annual convention
of NARTB, officials announced last
week.

ABC President Robert E. Kintner
will head the network's delegation
at both the convention and the SAC
meeting. The latter will be held at
the Ambassador East Hotel.

ABC's convention headquarters
will be in the Hotel Conrad Hilton,
convention site.

Network officials slated to be on
hand for the SAC session will include
Ernest J. Jahnke Jr., vice presi
dent for the radio network, and
William Wylie, director of the radio
stations department. SAC mem
bers scheduled to attend:

Roger W. Clipp, WFIL Philadelphia,
representing Dist. 1; J. P. Williams,
WING Dayton, Dist. 2; Verl Brafton,
WKFY Lancaster, Dist. 3; T. L.
Larsen, KRMD Shreveport, Dist. 4;
Harold V. Hough, WHAP Fort Worth,
Dist. 5; Frank G. Carman, KUZA Salt
Lake City, Dist. 6; J. Archie Morton,
KJKK Seattle, Dist. 7; and James W.
Hicks, WCOS Columbia, B. C., Dist. 8.

For the SAC-NARTB convention,
other ABC executives slated to attend are Alexander Strenich Jr., vice president for the television
network; Leonard Reeg, vice presi
dent in charge of radio programs,
and Richard E. Hart, manager of the
television stations department. ABC
vice will be represented by James A.
Mahoney, Ralph Hatcher and Earl
Mullin, radio station department; and
Joseph Merkle, Donald B. Shaw Jr.
and Matthew Raylan, television sta
ions department.

ABC SESSION

WINWS 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—
other reason why:

1010 WINS!

BUY WINS...IT SELLS!

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

CROSLEY
BROADCASTING CORPORATION

February 25, 1952 • Page 91
**RADIO TOTALS IN OTHER COUNTRIES**

U. S. Is Shown as Leading Set Supplier

GREAT BRITAIN has a total of 12.6 million radio receivers compared to 13.5 million households, while France has a total of 15.5 million sets and 12.5 million households, according to a study of foreign radio set ownership and set exports compiled by the National Production Authority. The U. S. is leading exporter of receivers, the report indicated.

Only a few countries indicated more sets in use than households. These included: Canada, 5.6 million sets; 3.5 million households; Denmark, 3.1 million sets, 1.2 million households; Norway, 5.1 million sets, 560,000 households; Tanger, 40,000 sets, 35,400 households; Union of South Africa, 700,000 sets, 597,000 households; Australia, 2.3 million sets, 2 million households, and New Zealand, 657,000 sets, 495,000 households.

Exports of radio receiving sets from the United States from January-September 1951 amounted to $41,239,005, approximately a 103% increase over the $20,406,183 reported for the first nine months of 1950.

These figures were released in a foreign radio survey by Mrs. E. S. Little of the Foreign Section, Electronics Div. of N. P. A. The survey covered 96 countries and reportedly includes the latest information on sets in use in relation to the number of households.

The U. S. was indicated more frequently than any other country as the principal source of supply (57 countries supplied this information), the report stated, adding that the U. S. is chief supplier for 39 countries.

Second in supplying sets (home, auto and portable) is the United Kingdom, which was listed as chief supplier in 14 countries. Others were listed as, The Netherlands, 9; France, 5; and Belgium-Luxembourg, 3.

The following table gives set totals as compared to number of households as of 1951 or 1950 except for Peru, Spain and Burma where figures are listed, and China, where the latest tabulation is for 1948.

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Sets in Use</th>
<th>Number of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>1,375,350</td>
<td>7,271,300</td>
</tr>
<tr>
<td>Belgium</td>
<td>1,754,441</td>
<td>7,321,000</td>
</tr>
<tr>
<td>Czechoslovakia</td>
<td>4,260,000</td>
<td>8,380,000</td>
</tr>
<tr>
<td>Denmark</td>
<td>1,527,350</td>
<td>11,373,000</td>
</tr>
<tr>
<td>Finland</td>
<td>1,947,715</td>
<td>17,150,000</td>
</tr>
<tr>
<td>Germany</td>
<td>7,647,567</td>
<td>34,047,000</td>
</tr>
<tr>
<td>Greece</td>
<td>1,972,670</td>
<td>2,056,000</td>
</tr>
<tr>
<td>Hungary</td>
<td>1,160,000</td>
<td>5,720,000</td>
</tr>
<tr>
<td>Italy</td>
<td>4,399,150</td>
<td>7,062,000</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>1,500</td>
<td>1,500</td>
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<tr>
<td>Malaya</td>
<td>1,100</td>
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<tr>
<td>Netherlands</td>
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<tr>
<td>Norway</td>
<td>1,113</td>
<td>1,113</td>
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<td>Portugal</td>
<td>2,301</td>
<td>2,301</td>
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<tr>
<td>Romania</td>
<td>4,187,667</td>
<td>4,187,667</td>
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<tr>
<td>Spain</td>
<td>2,250</td>
<td>2,250</td>
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<tr>
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**SOUTHWEST VIRGINIA'S RADIO STATION**

They that has... GITS!

There's an extra punch in your advertising dollar on WDBJ! To demonstrate, look at these Promotion figures for the Fall Campaign (Oct. 14-Dec. 31):

- **Newspaper Ad Lineage:** 25,746
- **Newspaper Publicity Lineage:** 5,070
- **Announcements and Trailers:** 2,505
- **Downtown Display Windows:** 13

Plus “Drug Briefs” and “Grocery Briefs” monthly to the drug and grocery retailer, dealer cards, letters and miscellaneous services on special specific occasions!

**FARM RESEARCH**

KEX Surveys Dairymen

OVER 67% of dairymen polled in western Oregon and Washington have radios in their barns and over half the house radios on farms are in use before 7 a.m., according to a “Farm Opinion Survey” research conducted by KEX Portland.

Questionnaires were mailed to 900 dairymen requesting information on radio listening and farm work habits. Station received 16% return covering every county in western Oregon and five counties in western Washington over a 400-mile area.

Other results: (1) Over 90% of the dairymen are up before 6:30 a.m.; (2) 70% of the farms start milking before 6:30 a.m.; (3) 24% tune to KEX for morning listening.
AUTHORITY to pay $560,288 in extraordinary legal fees from $12 1/4 million estate left by the late Thomas S. Lee was requested by Los Angeles Public Administrator Ben H. Brown when he filed his third accounting of stewardship in Superior Court last Monday.

In charge of the estate, following death of the former owner of Don Lee Broadcasting System on Jan. 13, 1960, Mr. Brown asked authority to pay his own legal advisors, headed by County Counsel Harold W. Kennedy, $40,000, this to go into the county treasury. Another fee of $46,000 was requested for Walter L. Nosaman and Joseph D. Brady, associated with the county counsel's office in legal problems arising from administration.

A $50,563 fee is asked for Raymond G. Wright, Seattle attorney. He represented R. D. Merrill, Seattle lumberman, on marriage of Tommy Lee, who received the entire $12 1/4 million estate under a 1934 will to divide as he saw fit.

Mr. Brown further requested permission to pay two law firms, Robert P. Jennings & Frank E. Belcher and Alfred Wright & LeRoy A. Garrett, a total of $124,725. Messers. Wright and Garrett originally represented Mrs. Nora A. Pate, maternal aunt of Mr. Lee, in her contest of the will which was recently settled.

Permission also was asked by Mr. Brown to take $40,000 for his own office in extraordinary fees. This sum is to go into the county treasury. Request for authority to pay $30,500 to several auditors, tax counselors and investment counselors employed by estate is made.

Accounting disclosed that the public administrator still has in his possession for later distribution $6,329,203, mostly in cash.

KBIG Avalon, Calif., is incorporating policy of 2% cash discount for immediate payment of bills into its rate structure, recommended by both American Assn. of Advertising Agencies and Southern California Adv. Agencies Assn. Station is fourth in Los Angeles County to adopt policy.

ON SUNDAY IN CINCINNATI
THEY LISTEN TO NEWS & MUSIC
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
30,000 WATTS OF SELLING POWER

NEW BUSINESS
(Continued from page 16)

Chicago, to handle advertising for its Trim Tred women's line, product of Roberts, Johnson & Rand Div.

LIQUINET Corp., Chicago (hair preparation), names Arthur R. Mogge Agency same city. EDWARD J. LUNDIS is account executive.

MILADY FOODS Co., Brooklyn, N. Y. (frozen foods), appoints Kastor, Farrell, Chesley & Cliford, N. Y.


La CROSSE BREWERIES, La Crosse, Wis., names H. M. Gross Adv., Chicago.

LIQUID VENEER CORP., Buffalo, N. Y., appoints Ellis Adv., same city to direct advertising of its new product, Kleensweet, a household deodorizer, and Little Pete, a dispenser attachment. MAXWELL E. ELLIS is the account executive.

NUCLEAR RESEARCH CORP., Phila., has appointed Lavenson Bureau, same city.


GENERAL COPPER & BRASS Co., Phila., to Ullman Organization. J. MACK NEVERGOL, vice president of Ullman, will handle account.

FLOATING VOA Ceremonies Postponed
CEREMONIES planned for the dedication of the Coast Guard Courier as America's first seagoing radio-armed vessel yesterday (Sunday) were postponed because of technical difficulties.

The dedication was to have been held in Washington, D. C., in connection with the Voice of America's 10th anniversary today (Monday). President Truman and members of Congress and various government agencies and departments were to have attended (B*T, Feb. 18).

A technical disruption, requiring replacement of a major piece of equipment in the transmitter-laden vessel, led to the postponement. The trouble arose after the Courier was commissioned Feb. 8. Thus, the ship was unable to proceed to Washington on schedule. Ceremonies will be rescheduled sometime after March 1, it was explained by the State Dept.

Attending the commissioning ceremonies, along with members of Congress, were Howland Sargeant, newly-appointed Assistant Secretary of State for Public Affairs; Edward W. Barrett, who retired from that post; Dr. Wilson Compton, administrator, International Information Administration, and George Harrison, chief engineer for the Voice of America.

The ship, to be equipped with 150 kw medium wave and 35 kw short wave transmitters, will depart on a shakedown cruise after the Washington ceremonies.

BLACKLISTING Not FCC's Province—Coy
ALTHOUGH FCC Chairman Wayne Coy told the Authors League of America that an FCC hearing on the blacklisting of performers and writers was "not properly the subject for a general hearing of the Commission" (B*T, Feb. 18) he did invite "specific information which might establish that a licensee has surrendered responsibility for the operation of his station."

"You may therefore desire," he concluded his Feb. 8 letter to Rex Stout, ALA president, "to bring any fact which you may have relating to specific stations and licensees to the attention of the Commission, so that it can be ascertained whether any matters within the jurisdiction of the Commission are involved." These would be considered at station license renewal time, he indicated.

Mr. Coy's response was to a request from the ALA for a hearing on the subject of blacklisting (B*T, Feb. 7) that followed the dropping of Philip Loeb from the cast of The Goldbergs television program said to stem from Mr. Loeb's listing in Red Channels (B*T, Jan. 26).

BUILDING has started for one-story transmitter house for new 1 kw French-language station at Saskatoon, owned by radio-Fraisier-Nord Ltd. Building will cost about $40,000.

KROD, El Paso WINS TWO 1951 AWARDS
FOR OUTSTANDING SPONSOR PROMOTION AND MERCHANDISING.

KROD won the first Nutrena Mail Pull Contest in competition with top stations everywhere.

Red Foley AWARD
KROD also won first prize among the 50 stations carrying the "Red" Foley Show for Jewel Shortening. The prize was awarded for the best job of promotion. These awards prove that KROD "gets the job done." It can do it for YOU too.

KROD USES THESE DEALER-AIDS
Billboards
Dealer letters
Courtesy announcements
Newspaper ads
Dealer calls
Posters
Car and bus cards

KROD, El Paso Wins Two 1951 Awards

BROADCASTING • Telecasting

February 25, 1952 • Page 93
NEW WBS SERIES
Raymond Massey Signed

WORLD Broadcasting System, New York, producer of transcribed library features, last week announced signing of actor Raymond Massey to star in World's devotional radio services, Chapel by the Sidew of the Road.

Series, which will be released March 24, as a 15-minute daily series for local sponsorship, will feature a Bible reading and "thought for the day" by Mr. Massey, as well as hymns by the Chapel Singers and organ solos by Wilson Ames and James Peterson.

Before the release date, World's 876 affiliates will be supplied with complete client presentation kits including promotional material and audition discs. Series will be furnished to stations as part of their regular weekly service. Signing of Mr. Massey follows World's recent announcement that transcribed Go- to Church messages by 10 of the nation's leading spiritual leaders have been distributed to WBS affiliated stations.

Kittrell to Katz
DAVID KITTRELL, director of media research for Crook Adv., Dallas, for 3½ years, has joined The Katz Agency, national station representative, as a member of the sales staff of the Dallas office.

STORM SERVICE
Radio Gives Coverage

WASHINGTON went all out in its efforts to cover the news and render service during the snow storm which swept the New England area Feb. 17-18, according to reports received by Baseball AM-FM Lewiston, Me., to devote the full broadcast day to assisting in the emergency. Approximately 2,500 calls for help were reportedly received at the station. Remote broadcasts from the city's police and fire departments kept the public informed on storm happenings.

WGY OPEN HOUSE
Sets Off Celebration

WGY Schenectady started a week-long celebration of its 30th anniversary last Monday with a station open house [F.T., Feb. 18].

In spite of a 16-inch snowfall which had closed schools in the area, 20 guests were waiting at the door when WGY opened at 5:45 a.m., and about 500 more visitors arrived within the next several hours, officials reported.

One couple among the early arrivals brought along a radio set they had used to receive the first WGY broadcast, Feb. 20, 1922. They said that during the debut program, they had put the earphones of their radio to the mouth-piece of their telephone so the local telephone operator could plug in every phone in the local exchange, thus transmitting the program to all village residents via a party line. The radio-telephone hookup made, the visitors contended, the first WGY program a network broadcast.

Coyle Moves to C-E

M. PATRICK COYLE, director of product and style research, Opinion Research Corp., Princeton, N.J., has joined Campbell-Ewald, Detroit, as vice president in charge of research marketing and merchandising.

Four Join NARTB

FOUR radio stations applied last week for active membership in NARTB. They were KCRS Midland, Tex.; KXOA Sacramento, Calif.; WKLY LaCrosse, Wis., and WVOK Birmingham, Ala. William L. Stubblefield, NARTB station relations director, and William K. Treynor, assistant director, returned last week to NARTB headquarters after tours through the West, Southwest and South. AM membership of NARTB is now around the 970 mark. [F.T., Feb. 18, 1952].
TOBEY VIEWS

BROADCASTERS better watch it. If they shout loud enough against the anti-liquor advertising-over-the-airwaves bill, they may find Congress going after beer advertising.

That's Sen. Charles W. Tobey (R-N.H.) talking. It is the Sen. Tobey who pointed the finger at many a willing witness before the Kefauver Crime Committee and who delivered sermons at the committee's bench which made him, along with Sen. Estes Kefauver (D-Tenn.), a household TV star throughout the country.

Sen. Tobey, in an exclusive interview with BROADCASTING • TELECASTING last week, let his hair down on the pending liquor advertising measure (S 2444) [B-T, Jan. 21, et seq.].

At the mention of the liquor bill, the Senator's ire, which has helped to give him the lustre of a campaigning Congressman on Capitol Hill, came to the surface.

Sen. Tobey in no uncertain terms said he was for the bill, wanted to see it pass and would vote for it in committee.

In other radio-TV matters, Sen. Tobey was less certain. But of one thing his surmise stands. As ranking Republican member of the Senate Interstate & Foreign Commerce Committee, Sen. Tobey is a seatol for the public interest. In fact, he said, his Senate record is pointed that way—in the interest of the public.

Top Minority Member

Sen. Tobey is not only the top minority member of the Senate committee which concerns itself with the legislative wheel spinning for-or-against the radio-television industry, but is also the logical successor to the chairmanship of the powerful committee, should the Senate have a Republican majority after the November elections.

Dopestepr on Capital Hill and in the columnist-commentator circle find it difficult to believe the Senate will go TOP. But anything can happen in Congress.

Thus, said Sen. Tobey, should the Senate come into the Republican fold, he would direct the committee agenda "in the public interest."

The New Hampshire legislator has his ideas about witnesses who shy before the TV camera and the radio microbe. To the recalcitrants' objections to the broadcast media on grounds of incrimination or violation of Constitutional rights, Sen. Tobey has this to say, in the tradition of Henry Ford's few-word description:

"It's the bunk!"

Sen. Tobey said, "Why can't all of the public attend an open hearing? That's bunk."

The author of the recently published book, The Return to Morality, the Senator has no knowledge of immorality in the FCC. He said he does not know of any improper influence having been brought to bear within the agency's offices.

But, he reminds, the appointment of Newbold Morris by President Truman to head a corruption-busting squad in Washington is excellent. The Senator said he knows Mr. Morris and expected to confer with him quite soon.

Radio Agreement

AN AGREEMENT between the U. S. and Canada for promotion of safety on the Great Lakes by means of radio was signed for this country at Ottawa last Thursday by FCC Commr. E. M. Webster and Stanley Woodward, American ambassador to Canada. Agreement provides for authorized use of radiotelephony as a means of communicating distress signals for Great Lakes shipping on 2182 kc and continuance of other frequencies.

NEWSPRINT

'Temporary Easing' Cited

NEWSPRINT figured in a series of collateral developments at government level last week, with the usual ominous overtones for printed media advertising budget.

Sen. Wyslewski told a House Interstate & Foreign Commerce subcommittee investigating the newspaper shortage that there has been a "temporary easing" of critical scarcities but that world demand will exceed supply for at least another year. The prediction was given by J. N. Macy, director of NPA’s Printing & Publishing division, last Monday.

Following day, Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, revealed that another price boost on newspaper in imminent. This report has been widely circulated among U. S. newspaper publishers. Chairman Celler also asked Attorney General J. Howard McGrath to probe practices of newspaper producers at the plant level.

Officials of the Justice Dept. countered Wednesday that the U. S. government is without authority to launch an "effective" anti-trust inquiry. About 90% of newspaper used in the U. S. is produced in Canada, out of the American government’s jurisdictional realm.

Mr. Macy said newspaper supplies will be larger this year for publishers, but spot shortages will continue.
WOR New York, 50-kw clear channel station which started as a 250-watt outlet in Newark, N. J., and took a full-page newspaper ad when it first announced its history,arith of the station.

Aside from salutes by programs of MBS, which WOR helped to organize in 1983, the station devoted much of its regular programming to reminiscence, starting at sign-on with the playing of the record WOR used to commence operations on Feb. 22, 1922—Al Jolson singing “April Showers.”

In one of the morning features, Vice President R. Poppele, who observed his own 30th anniversary with WOR on Feb. 15 (Bet. Feb. 18), appeared on the John B. Gambling Musical Clock program to broadcast an open letter of thanks to listeners in some 14 states for loyalty to the station. Later, during the Barbara Welles Show, the first microphone used by WOR was put into use for a few seconds.

A newscast prepared as though the day were Feb. 22, 1922, was presented by Dan McCullough. WOR described itself as the first station to present regularly scheduled news broadcasts. Lyle Van’s News on the Hudson Side included a short history of the station.

WOR started with a staff of five in a makeshift studio behind the sport goods and radio parts department of Bamberger Co.’s department store in Newark. During 1927 its power was boosted to 5 kw; in the same year, it began a two-year tenure as New York's only station of the WBS network. The boost to its present 50 kw power came in 1935. Only a few weeks ago, R. H. Macy & Co.—owner of the station for 22 years—merged its WOR radio and TV interests with those of General Tire & Rubber Co.

WOR received its first grant for a TV station in 1941. Though the war prevented construction, the station did produce TV programs on a regular schedule over WABD.

We get along with our advertisers so well only because we get along with our listeners so well.

We have very little turnover in either. Our advertisers stay on and on because they have the proof that our listeners do the same—and you know what they say about repetition.

Ask McGillvra (Chi. or N. Y.)
To Show You Some of These Proofs
Or Let Us!

WJPG
THE RADIO SERVICE OF THE GREEN BAY PRESS GAZETTE
GREEN BAY, WIS.

WOR's 30th Birthday Celebration

Anniversary Theme Injected Throughout Feb. 22 Schedule

Mr. Poppele (r) explains the station's first microphone to Miss Welles, as Mr. Seebach looks on.

Canadian Meet

Probes Rating Disparity

CIVIL DEFENSE, rating polls and a number of internal problems were main subjects on the agenda of the annual meeting of the British Columbia Assn. of Broadcasters, held at the Hotel Vancouver, Feb. 10-11. F. H. Elphicke, manager of CKWX Vancouver, was re-elected president of the BCAB.

The association asked national rating organizations to discuss with the Canadian Assn. of Broadcasters the disparity of ratings for the province of British Columbia.

The disparity arose in ratings received by the Penn-McLeod & Assoc. Ltd., and Elliott Haynes Ltd., Canadian survey organizations. According to reports, contradictory facts are being published by the two companies which tend to weaken the confidence of advertising executives and timebuyers in ratings.

George C. Chandler, manager of CJOR Vancouver, submitted a request to Jim Allard, general manager of the Canadian Assn. of Broadcasters, suggesting letters he sent to Penn McLeod & Assoc. as well as Elliott Haynes Ltd. explaining the broadcasters’ stand. A request will be made of the companies to make available work sheets used in the compilation of their ratings and information on the methods used in selecting samples.

On civil defense, plans on progress for the Pacific coast radio industry were discussed at a closed session, and a resolution was passed urging the Canadian government to let broadcasters know what part they are to play in the civil defense picture. BCC members heard reports from Mr. Allard and Pat Freeman of the CBB on copyright problems and radio sales promotion plans.

Commends MBS Show

MBS's True Detective Mysteries, which last week by FBI Chief J. Edgar Hoover as directly responsible for the capture of one of the nation’s "most wanted" criminals. The line-up feature of the Jan. 6 program (Sunday, 5:30-6 p.m. EST) described Harry Burton, wanted in Los Angeles for armed robbery in which one person was killed. A listener in Cody, Wyo., suggested the look-for man might be working there as an automobile salesman, which led to Mr. Burton's arrest in Cody shortly after. He was the sixth person apprehended as a result of the radio series.
**SHARP ADVERTISING**

**KRINKLE** cut cake and cheese slicers have been distributed by WIBW Topkea, Kan., to encourage advertisers "to get a larger portion of the home market" by using the station as an advertising medium. Copy on the folder cites examples of WIBW's selling power.

**VOTERS GET PREVIEW**

CANDIDATES for important city, county and state offices will be presented by WTMJ-TV Milwaukee in a series of five Voters' Guide programs. Shows will afford the voting public an opportunity to see its future leaders. Time will be divided equally among all participants.

**COMIC PROMOTION**

ACCORDION promotion piece plugging "Zanies From Boston," better known as Bob and Ray, participants in a disc show of the same name, has been sent out to advertisers. Copy consists of favorable comments made on the comic team by John Crosby, New York Herald-Tribune radio-TV critic. Appropriate pictures of Bob and Ray are matched with the copy. Large lettering on the reverse side instructs the interested buyer to contact an NBC-TV sales representative for sponsorship details.

**FREE PARKING TICKETS**

PARKING tickets with no fines involved are being distributed by WIMA Lima, Ohio. Idea was originated to promote the Easter Straker program heard daily over the station and sponsored by a local supermarket. "Parking tickets" were tagged to cars using the store's parking lot, during a two week period, suggesting the shopper tune in the show.

**KIDS TAKE OVER CHILDREN** were let loose in the kitchen when Kiddies' Kitchen was premiered over WBAL-TV Baltimore on Feb. 16. Show features two youngsters from 4 to 12 equipped with pint sized cooking utensils who prepare simple dishes such as breakfast for mother or an afternoon snack. Mary Landis, star of the station's In the Kitchen, instructs and interviews the junior chefs.

**FULL HOUSE SELL OUT on time availability** has been announced by WOV New York in current piece of promotion. Copy relates that every second of allotted commercial time from 6 a.m. till midnight is being sponsored. Station's growing audience is reported 39% above what it was two years ago.

**RADIO'S PULL PEOPLE still listen to radio, according to Lincoln-Rochester Trust Co., Rochester, N.Y., which offered a free booklet, 1,000 Household Hints, on a regular broadcast aired over WHAM there. The offer was repeated on two subsequent programs and then hastily withdrawn. 24,000 people streamed into the bank in a three day period and walked off with the bank's complete booklet supply.

**AFFILIATION PLUGGED STREET banners flew in the entire business section of Springfield, III., announcing the affiliation of WMAY there with NBC on Feb. 1. In addition to the thoroughfare promotion, movie trailers were shown in three city theatres to announce the NBC service. The Illinois State Journal and the Register devoted six pages to the station on the occasion.

**DON'T PUT IT OFF LEFT-OVER 1951 calendars are utilized in promotion stunt by KCBS San Francisco. Calendars were mailed to trade with accompanying letter from Arthur Hull Hayes, KCBS general manager, informing recipient: "This free calendar is for all of those would-be advertisers who intended to do something 'a little later on' in 1951. While they were waiting, 1,000,000 families in the San Francisco Area: Ate, Drank, Smoked, Shaved ... ." Letter concludes that it's too late to do anything in 1951 but those million families are still being reached in 1952 by KCBS.

**BOOST LOCAL SHOPPING BUSINESS men in Worcester, Mass., are enthusiastic about the response to WTAG's "Shop in Worcester" campaign. All station personalities cut 20-second and one-minute announcements for use throughout the day plaguing their city as the shopping and fashion center for the Central New England area. Copy is tailored to the personality. Retailers help the station by keeping writers informed on commercial problems and projects.

**ON THEIR TOES**

 alert coverage of a Feb. 7 gun battle by WBAP-TV Ft. Worth, Tex., newsmen turned a local story into one of national significance. Station photographers arrived at the scene of the shooting and filmed the story. Motion picture footage was flown to NBC New York for use the following day on NBC-TV Camel News Caravan.

**FAIR EXCHANGE**

AS A special service to its advertisers, WPIL Philadelphia, has effected a merchandising exchange with Food Fair Stores providing for point-of-sales displays of sponsors' products in retail outlets serving more than 500,000 customers per week. Under terms of the pact, the food chain agrees to provide weekly shelf extender displays for products of WPIL advertisers in 36 Food Fair stores in the station's coverage area.

**NEW AUTORS**

**LANG-WORTH FEATURE PROGRAMS, INC.**

Executive Director

113 W. 32nd St., New York 18, N.Y.

Facilities, Color Programs at Local Station Cost

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TOWERS VISITS U.S.
To Discuss Program Plans

HARRY ALAN TOWERS, head of Towers of London, England, which is said to sell 90% of all American transcribed radio programs outside of the U.S., is in New York to negotiate with the four networks for his Noel Coward Show and with Offical Films on a "Television Deal."

In addition, Mr. Towers, whose company is the sole distributor of the MGM Theatre series outside of the U.S., is meeting with the American executives of the company. Latter series has been sold to General Motors in Australia.

Mr. Towers originally came to America about six years ago to acquire "American-know-how" of transcribed radio programs and to apply it to the international field, he said. After a successful study of American methods he returned to England to start Towers of London. Currently, his list of sponsored shows reads like a "Who's Who" of American advertisers.

On Radio Luxembourg, Lever Bros. sponsors the half-hour Gracie Fields Show, a Towers package, and Carter's Pills sponsors Reflections. In South Africa, General Foods underwrites a children's show, Don Dare, transmitted by Towers, and in Australia, Wrigley chewing gum sponsors the Gracie Fields program, General Motors has bought the MGM Theatre series.

February 18 Applications...TO ACCEPT FOR FILING

TKAR Boston, Co., Phoenix, Ariz.—Request change of frequency for new TV station from Ch. 4 (166-72 Mc) to Ch. 3 (152 Mc) and change power from ERP 15.3 kw VSWR, 1.75 kw avg., to 100 kw VSWR, 50 kw pwr. change, ant., etc.

AM—1300 kc

KDDK Clinton, N. Y.—Request CP to change frequency from 1350 kc to 1350 kc.

Amend Application

WLAGE-AM La Grange, Ill.—Request change of frequency in ERP from 1.3 mc to 4.4 kc, ant. height above ground from 120 ft. to 134 ft., to ERP 2.5 kc, ant. height above terrain 140 ft., etc.

License for CP

KABB Aberdeen, S. D.—License for CP, as mod., authorizing new AM station.

WINR Birmingham, N. Y.—License for CP, as mod., authorizing frequency change, power increase, new DA-DN, chan., tras., location, etc.

WHK Cleveland—License for CP authorizing changes in DA-N and utilize new FM supporting tower for non-directional daytime operation.

Modification of CP

WBAM Montgomery, Ala.—Mod. CP, as mod., authorizing frequency change, power increase, new DA-DN, chan., tras., location, etc.

WHTF Detroit—License for CP to change frequency in ERP from 1.3 mc to 4.4 kc, ant. height above ground from 120 ft. to 134 ft., to ERP 2.5 kc, ant. height above terrain 140 ft., etc.

License for CP

WBAM Montgomery, Ala.—Mod. CP for ERP as mod., authorizing frequency change, power increase, new DA-DN, chan., tras., location, etc.

February 19 Decisions...BY THE SECRETARY

Granted License

WDLA Milwaukee, Wis.—Granted license new AM station: 1270 kc, 1 kw directional.

K-GW-AM Portland—Granted license new FM station: 100.3 mc (Ch. 282), 3 kw.

KUW-AM Seattle—Granted license new non-directional FM station: 90.5 mc (Ch. 213), 3.4 kw, ant. 100 ft.

WATV-AM New Orleans, La.—Granted license covering changes in FM station 95.3 mc (Ch. 220), 1 kw, ant. 280 ft.

Licensed CP

KVAS Astoria, Ore.—Granted CP to change trans. location.

Granted Modification

KCAM Clarksville, Tex.—Granted modification for additional ant., trans., and main studio locations.

Change Name

KAAW Lake Charles, La.—KWSL Int. granted modified license of name to change to RACK.

AM—950

6 p.m. Sign Off

KRRB Creston, Iowa—Granted authority to sign off at 6 p.m. CP during months of March through September.

Extend Completion Date

Following granted CP. CP for extension of completion dates:

WLIR Little Falls, N. Y.—to two months from date of grant, also to change ant. U, anaconda.

Grant petition for extension of one month to Atlanta to March 13.

WBAL-TV Baltimore to May 1.

KSBF San Bruno, Calif., to August 15.

WCCO Minneapolis to June 21.

WNRW Warsaw, Ind., to March 31.

WBOC Westmoreland, San. Co., to June 1.

ACTIONS ON MOTIONS

By Commissioner Rod H. Ryde

Chief, FCC Broadcast Bureau—Granted petition for extension of time to Feb. 26, to file exceptions to revision of station decision re application of WQAM Scranton, Pa.

WRRW, Chester, W. Va.—Granted petition for extensions of time to Feb.

FCC actions

FEBRUARY IS THROUGH FEBRUARY 21

CP-construction permit

DA-directive action

ERP-effective radiated power

STL-studio-transmitter link

synch. amp.-synchronous amplifier

vis.-visual

un.-unlimited

STA-special temporary authorization

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications. (See page 108.)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-7250

AM • FM • TV

COMPLETE INSTALLATIONS

TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night

JACKSON 3902

4020 Box 7037
Kansas City, Mo.

DAVID & BARBEAU
TELEVISION PROFESSIONAL CONSULTANTS
STATION PLANNING AND OVER ALL GUIDANCE
P.O. Box 8016
SCHOFIELD, WIS.
February 20 Applications...

ACCEP TED FOR FILING

TV-Ch. 13

WAFM-TV Birmingham—To increase ERP from 25 kw to 25 kw, to 300 kw, to 300 kw. 100 kw, AM-1370 kc.

WMOD Moundsville, W. Va.—To change frequency from 1470 kc to 1370 kc.

License for CP

WTVM (TV) Miami—License for CP, as mod., authorizing new FM station.

WCBM Lemoyne, Pa.—License for CP, as mod., authorizing new TV station, as well as changes proposed in pending applications.

KYWD Cheyenne, Wyo.—License for CP, as mod., authorizing new AM station.

A 43-year background—Established 1956

PAUL GODLEY CO.

Upper Montclair, N. J.

Member AFCCE

There is no substitute for experience

GILLET & BERGQUIST

992 NATL. PRESS BLDG. NA. 3373

WASHINGTON, D. C.

Member AFCCE

Craven, Lohes & Culver

MUNSEY BUILDING DISTRICT 8215

WASHINGTON 4, D. C.

Member AFCCE

E. C. PAGE

CONSULTING RADIO ENGINEERS

BOND BLDG. EXECUTIVE 5670

WASHINGTON 6, D. C.

Member AFCCE

William L. Foss, Inc.

Formerly Colton & Foss, Inc.

927 15th St., N. W. REPUBLIC 3883

WASHINGTON, D. C.

Lynne C. Smey

"Registered Professional Engineer"

1311 G ST., N. W. EX. 8073

Washington 5, D. C.

Robert L. Hammett

CONSULTING RADIO ENGINEER

220 BANKERS INVESTMENT BLDG.

SAN FRANCISCO 2, CALIFORNIA

SWITZER 1-7545

28 to file exceptions to initial decision re its application and that of WGEV Charleston, W. Va.

By Hearing Examiner Leo Resnick

WDX Jackson, Miss.—Granted petition for continuance of hearing from March 17 to April 21 re its application and that of WQGG Clintonville, Ga., and for continuance of taking of depositions to March 31, authorized for Starkville, Miss., March 29, for Raymond, Miss., and March 31, for Jackson, Miss.

By Hearing Examiner Fanney N. Litvin

The Toledo Blade Co., Toledo, Ohio—Granted petition for an extension of time from Feb. 18 to close of business March 3 for all parties to file proposed findings of fact and conclusions re its application.

February 25, 1952 • Page 99
Help Wanted

Arizona, Phoenix. Station is expanding its operations in area invited from experienced personnel, living within 50 miles. Experienced announcer, reporters, writers, news anchors. Full time. Television sales. Mail resume to Box 280M, BROADCASTING.

Help Wanted (Cont')

BROADCASTING, 670 National Press Bldg, Washington, D. C.

Applications: If interested in any of the positions, please submit resume, photos, etc. Send to box numbers as sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their return or their employment.

Help Wanted

No charge for blind box number. Send box replies to BROADCASTING, 670 National Press Bldg, Washington, D. C.

Talented. Experienced announcer, background and reference, radio or television, immediate opening for an experienced time salesman, part-time position, 4:30 to 8:30, 5 days a week, plus overtime as required. Salary plus commission. Reply Box 280M, BROADCASTING.

Salesmen

Excellent opportunity for good salesman around 29 for 5 wk independence. Must be available to travel. Starting salary $85.00. Apply Manager, KTFY, Brownfield, Texas.

Situations Wanted

Salesman, Excellent opportunity for good salesman around 29 for 5 wk independence. Must be available to travel. Starting salary $85.00. Apply Manager, KTFY, Brownfield, Texas.

Help Wanted

Anchorage, Alaska. Popular station is looking for a permanent newsapep/producer. Excellent opportunity for experienced announcer with first class experience. Starting salary $600.00 per week. Apply Manager, KTFY, Brownfield, Texas.

Help Wanted (Cont')

Anchorage, Alaska. Popular station is looking for a permanent newsapep/producer. Excellent opportunity for experienced announcer with first class experience. Starting salary $600.00 per week. Apply Manager, KTFY, Brownfield, Texas.

Managerial

General manager for major eastern market independent station. Good plus incentive plan. Send complete letter. Box 280M, BROADCASTING.

Salesmen

Commercial salesmen in large midwestern city. Immediate opening for an experienced time salesman, part-time position, 4:30 to 8:30, 5 days a week, plus overtime as required. Salary plus commission. Reply Box 280M, BROADCASTING.

Salesmen

Excellent opportunity for experienced salesman or saleslady in New Orleans. Must have at least 5 yr experience in advertising sales. Must have at least 5 yr proven sales record. Do not apply if you can't sell. Position is permanent. Reply Box 280M, BROADCASTING.

Pittsburgh. Excellent opportunity for experienced salesman or saleslady in Pittsburgh. Must have at least 5 yr experience in advertising sales. Must have at least 5 yr proven sales record. Do not apply if you can't sell. Position is permanent. Reply Box 280M, BROADCASTING.

Sony. Salesman or saleswoman, combination man. Must be interested in advertising. Must have ability to sell. Send resume to Box 312M, BROADCASTING.

Midwest CBS affiliate looking for an experienced time salesman. Good opportunity for an experienced salesman, part-time position, 4:30 to 8:30, 5 days a week, plus overtime as required. Salary plus commission. Reply Box 280M, BROADCASTING.

Salesmen

Excellent opportunity for experienced salesman or saleslady in New Orleans. Must have at least 5 yr experience in advertising sales. Must have at least 5 yr proven sales record. Do not apply if you can't sell. Position is permanent. Reply Box 280M, BROADCASTING.

Commercial salesmen 250 watt daytime station. Must have experience. Write fully experienced, references. WEAK, Greens, S. Dak.

Salesman professional combination program director; 20% commission on all sales plus salary. Can easily earn $85.00 to $100.00 weekly. WRKU, Cullman, Alabama.

Announcer

$85.00 per week for good announcer at mid-west station. Good market. Contact Bob Leming, KCAP, Helena, Montana.

Assistant Art Director

Good announcer with first phone, permanent position. Good market, Pennsylvania independent daytime. Seventy-five dollars for forty-four hours. Must have experience, photo, disc or seven one half inch recordings. First reply by June 20th.

Play-by-play sportscaster. Top sports station in the nation marketing both major and minor league baseball, football, college basketball, hockey, etc. Highly paid, on the air. Live and reconstruction. First phone immediate. Must have a good personality and want to win. For this unusual opportunity with the most progressive station in the country, stand out, audition and full particulars. Box 280M, BROADCASTING.

Technical

First class engineer. No experience required. Virginia network station. Box 280K, BROADCASTING.

Radio station in expanding city of the southeast has openings in engineering, announcing, and sales. Great opportunity for growth. Experienced announcer-engineer wanted. Reply Box 325M, BROADCASTING.

Help Wanted

Wanted: Announcer-sellerman for progressive ABC station. Top market in the Rockies. Send tape or recorded reference. Send letter. Box 293M, BROADCASTING.

Wanted: Experienced announcer-engineer with background and reference. Announcing ability, permanent importance. Important opportunity. Send photograph and disc first reply. Box 294M, BROADCASTING.

Combination announcer/engineer licensed Michigan fulltime. 560 week. Box 295M, BROADCASTING.

Wanted: Experienced announcer-engineer with background and reference. Announcing ability, permanent importance. Important opportunity. Send photograph and disc first reply. Box 294M, BROADCASTING.

Wanted: Experienced announcer-engineer with background and reference. Announcing ability, permanent importance. Important opportunity. Send photograph and disc first reply. Box 294M, BROADCASTING.

First class announcer-engineer. Small station in the heart of the Mississippi cotton belt. Must have at least 5 years present location. Send resume and experience to Chief Engineer, KSUM, Winfield, Kansas.

Engineer, first phone, salesman, combo, salary plus commission, New York network. Consistent improvement capable of rapid advancement. Box 296M, BROADCASTING.

Immediate opportunity for first phone engineer. AM-NBCABC affiliate in the Rockies. Experience necessary. Send resume and reference, including background and reference information first letter. Box 297M, BROADCASTING.

590$ week Wisconsin NBC affiliate needs first phone man, no experience required. Also qualified man willing to work studio control while studying for license. Box 298M, BROADCASTING.

Transmitter-engineering. Permanent position with progressive Kansas station. Experience desirable but not required. Write Box 299M, BROADCASTING.

Immediate opening for first class operator. Experience not necessary but desirable. Must be a good type writer, sober and dependable. Length of working hours vary. Forty hour week, 40 plus overtime, one and one-half for overtime. 250 watt fulltime independent station. Send application with reference to Chief Engineer, Radio Station WJER, Dover, Ohio.

Chief engineer, combo work. Send references and experience information to KSBE, Downtown, California.

Operator with first class license needed. No experience necessary. KTAL, Texas.

Engineer, must have at least five years experience and be capable of becoming chief engineer and able handle construction, transmitter, and Audio control. Send recent photogram, 200 watt AM-FM transmitter, and weekly, spot notice in wireless, with one and one-half for overtime. 250 watt fulltime independent station. Send application with reference to Chief Engineer, Radio Station WJER, Dover, Ohio.

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Transmitter-engineering. Permanent position with progressive Kansas station. Experience desirable but not required. Write Box 299M, BROADCASTING.
Situated Wanted (Cont'd)

Announcers

Announcer-salaries. Full-time or part-time hours, educational background, experience. Good talkers, good casual. WANTED: Experienced announcer, Southern California, for daytime on small station. Box 254, BROADCASTING.

Preschool teaching, Dyersburg, Tenn. Or similar position with experience. Box 242, BROADCASTING.

College grad, 25, seeks first announcing job. Course in broadcasting and public relations. Good writer, good public speaker. Box 251, BROADCASTING.

Short on experience. Long on ability, attitude. Photo. Box 239, BROADCASTING.

Sports network experience during play-by-play hours, basketball. Network references. Box 233, BROADCASTING.


Former professional baseball player available now for play-for-play this season. Twelve years radio experience at all phases. Good football, basketball. Combination. Box 301, BROADCASTING.

Sports announcer—10 successful seasons broadcasting college football, basketball, boxing, wrestling, horse racing, tennis during play-by-play and off-broadcast special events. Record and references excellent. Box 309, BROADCASTING.


Announcer. 10 years experience in networks. Excellent refer- ences. Box 235, BROADCASTING.

Baseball announcer available for coming season. Outstanding record. Tons in other sport phases. 10 years experience. Highest references. Box 232, BROADCASTING.

Best known as Detroit’s TV play-by-play man. Experienced. Experienced and get your chance. Box 300, BROADCASTING.

BROADCASTING.

Production-Programming, Others

Writer, currently with top 50,000 watt station. Two years top network shows: variety, documentary, music, comedy, some TV. Vet., 33, married, college graduate with above average earnings. Can spark your set-up with more listeners and sales, with new hard-hitting, concise formula. Box 356, BROADCASTING.

Program director. Excellent sports background. College graduate. Microwave. Box 270, BROADCASTING.

P.O. with proven record available April. Experienced major markets all phases. Indel. Net. Wake-up, night air work. Box 344, BROADCASTING.

Television

Salesmen

Technician, young man, veteran, one year with WSYR-TV. Wants job in TV sales, promotion. Excellent references. Box 310, BROADCASTING. TELECASTING.

Production-Programming, Others

Exceptional young woman managing editor highly successful in TV, radio. Bachelor of Science. Must have previous experience. Paper wants to switch creative talents from stage to TV. Indispensible asset or news operation or continuity. Excellent references. Box 321, BROADCASTING.

RADIO STATION

LUK Y TELEVISION STATION

ADVERTISING AGENCY

AS IT'S-

(CHECK ONE)

1. I have been contacted with an advertisement on radio, television or any other medium that is similar to the one that I am considering.

2. I have been contacted by someone who is interested in purchasing an advertising agency.

3. I have been contacted by someone who is interested in purchasing a radio or television station.

Yes—

YOU COULD BE THE LUKY RADIO OR TELEVISION STATION OR ADVERTISING AGENCY TO MAKE SUCH AN ANNOUNCEMENT — AND WHILE OUR HERO'S NAME ISN'T JOHN MOORE—SUCH AN ANNOUNCEMENT WOULD MEAN JUST THAT AND MANY MORE THINGS TO YOUR ORGANIZATION.

TO BE READY TO CONSIDER ANY AND ALL OFFERS AND PROPOSITIONS FOR YOUR BROADCASTING TELEVISION OPERATIONS. حوالي 43,000 YEARS young.—IRISH AN- CESTRY.—RED HAIR.—22 YEARS EXPERIENCE—EXPERIENCE AND BACKGROUND IN ALL PHASES OF THE BROADCASTING-TELEVISION INDUSTRY—16 YEARS WITH NATIONAL NET- WORKS—AD AGENCY.—RADIO.—TELE- VISION—RECORDING—PUBLIC SERVICE— AND GOVERNMENT EXECUTIVES THRU- OUT THE NATION—PRESENTLY VARY BUSY BUT AVAILABLE FOR SENSIBLE REASONS FOR WANTING TO MAKE A CHANGE. THIS IS STRICTLY CONFIDENTIAL INFORMATION. I WILL BE DELIGHTED TO DISCUSS ANY SINCERE OFFER. SO—DON'T WALK YOUR NEAREST METHOD OF COMMUNICATION.

ADDRESS: BOX 400, BROADCASTING-TELECASTING

Situated Wanted (Cont'd)

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TO BE READY TO CONSIDER ANY AND ALL OFFERS AND PROPOSITIONS FOR YOUR BROADCASTING TELEVISION OPERATIONS. حوالي 43,000 YEARS young.—IRISH AN- CESTRY.—RED HAIR.—22 YEARS EXPERIENCE—EXPERIENCE AND BACKGROUND IN ALL PHASES OF THE BROADCASTING-TELEVISION INDUSTRY—16 YEARS WITH NATIONAL NET- WORKS—AD AGENCY.—RADIO.—TELE- VISION—RECORDING—PUBLIC SERVICE— AND GOVERNMENT EXECUTIVES THRU- OUT THE NATION—PRESENTLY VARY BUSY BUT AVAILABLE FOR SENSIBLE REASONS FOR WANTING TO MAKE A CHANGE. THIS IS STRICTLY CONFIDENTIAL INFORMATION. I WILL BE DELIGHTED TO DISCUSS ANY SINCERE OFFER. SO—DON’T WALK YOUR NEAREST METHOD OF COMMUNICATION.

ADDRESS: BOX 400, BROADCASTING-TELECASTING
Executive Placement Service

We have selected General, Commercial and Program Managers; Chief Engineers, Salesmen, and other specialists. Delays are costly; tell us your needs today.

Howard S. Faller
TV & Radio Management Consultants
720 Bond Bldg., Washington, D. C.

Executive Ability—

13 years management network regional stations
20-year successful industry reputation
Currently employed but ambitious for greater potential

Will Be at NABTE Convention

Suggestions welcome
 Replies confidential

Box 234M, Broadcasting

For Sale

Equipment, etc.

Executive Placement Service

2 of every 3

PERSONNEL ORDERS

for ENGINEERS

(First Phone)
Write for Placement Forms

Edward C. Lobdell Associates
11 East 48th St., New York 17, N. Y.

Army Show

WHAS Turns Away Crowds

WHAS-AM-TV Louisville turned away more people than it entertained in the Jefferson County Armory fortighthe in 1952 proving that radio can do a good job of promoting itself—and television as well.

The station attracted 18,500 people to the armory, but only 6,500 got in to see WHAS' Old Kentucky Barn Dance, WHAS-TV's Havilgt Hoedown and a new line of Ford automobiles which were on display. It was the largest gathering since the Hadacol show.

Entertainers spent an hour during the Ford display signing autographs of an audience that began thronging to the armory long before opening time.

Crowds continued to gather even after the radio show ended. As a result, several members of the radio cast, along with Vice President Vic Sholis and Sales Director Neil Cline, had difficulty regaining entrance.

Announcers

Managerial

EXECUTIVE ABILITY—

13 years management network regional stations
20-year successful industry reputation
Currently employed but ambitious for greater potential

WILL BE AT NABTE CONVENTION

Suggestions welcome
 Replies confidential

Box 234M, Broadcasting

For Sale

5 kW AM model 255-61 Western Electric Transmitter in good operating condition.

KHQ
Spokane
Washington

Front Office

(Continued from page 58)

Rosenblum, Goldmark, Colin & Kaye, N. Y., named partners in the firm.

ROY M. FLYNN, director of technical and engineering developments at KRLD-AM-FM-TV Dallas, appointed station manager of KRLD-TV.

RICHARD WALSH, director of sales-publicity-sports, KGER Long Beach, Calif., to KFI Los Angeles as account executive.


H. D. NEUWIRTH, sales and advertising manager of Self Winding Clock Co., N. Y., to sales staff of WGMG New York.

FRED A. PALMER, radio consultant, Worthington, Ohio, will conduct a radio sales training clinic today (Monday) for salesmen from four western states at the Los Angeles' Biltmore Hotel.

TONY MOE, sales promotion manager for KNXT (TV) Los Angeles, appointed account executive.

ROBERT L. HAMMETT, partner in the firm of A. EARL CULLUM Jr., Dallas, Texas, announces opening of his office as consulting radio engineer at 230 Bankers Investment Bldg., San Francisco.

LEN ADAMS, advertising department of the Cleveland News and SALLY PRICE, Sun Press, Shaker Heights, Ohio, to WSRS Cleveland as account executives.

RALPH KLEIN, WICC Bridgeport, Conn., and GRAEME DAWSON of the West Hartford News, to WDRC Hartford, Conn., as account executives.

PERSONNEL . . .

KEN CARTER, general manager of WAAM (TV) Baltimore, presented with a special award for the station's "humanitarian service to community and nation" on behalf of 1952 March of Dimes. Citation was presented by George L. Radcliffe, Maryland state chairman for the drive.

ELIAS I. GODOFSKY, late president and general manager of WHLI Hempstead, L. I., honored with a posthumous brotherhood award Feb. 17 by the Brotherhood Committee of Hempstead.

WALTER HASE, station manager of WDRC Hartford, Conn., named head of speakers' bureau for the city's 1982 Red Cross drive.

BOB BLUM, sales manager of KEEN San Jose, Calif., elected president San Jose Little League Baseball.

WORTH KRAMER, vice president of WJR Detroit, directed radio activity for the city's Brotherhood Week Feb. 17-24 sponsored by the Detroit Round Table of the National Conference of Christians and Jews.

GEORGE COMTE, assistant to the station manager, WTMJ-AM-TV Milwaukee, placed on active duty for two weeks as a major in the Army Reserve to attend an economic mobilization course in Milwaukee.

FINLAY MacDONALD, manager of CJCH Halifax, elected president of Maritime Asn. of Broadcasters at annual meeting.

Mich. CD Network

MICHIGAN civil defense officials are working on a plan to enlarge the Michigan Conservation Dept.'s radio network to be used to disseminate air raid warnings instead of the state police network, which would be overloaded in the event of a disaster. Brig. Gen. Lester J. Maitland, defense director said $112,783 would be spent on the project. The finance committee of the State Administrative Board recommended turning over to Gen. Maitland $56,501 of a $170,000 appropriation to match an equal amount of federal funds to improve the network.

Italian Coverage

WOV New York, bi-lingual independent, has announced it will again have on-spot translations into Italian of U. S. Presidential conventions. Station, which plans broadcasts as public service for Italian-speaking New Yorkers, invited fellow broadcasters in Foreign Language Quality Network to share in coverage for commercial broadcast if they choose.

FIRST annual winter festival sponsored by WQAR Cleveland last week attracted 1,600 youngsters and collected donations for the city's Heart Society Fund. Show consisted of 25 silver skates races and seven figure skating acts.

California

$20,000.00

An attractive small city operation that offers ideal living and working conditions. Located in a rich agricultural and lumbering area. Most of fixed assets are rented.

Appraisals * Negotiations * Financing

BLACK-BURNHAM-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.  CHICAGO  SAN FRANCISCO

James W. Blackburn  Ray V. Hamilton  Lester M. Smith
Washington Bldg. Tribune Tower  321 Montgomery St.
Delaware 1-9782  1-6545  2-2477

East Central

$65,000.00

A fulltime network station operating very profitably with no local competition. City retail sales in excess of $20,000,000. Favorable financing arranged.

Broadcasting  Telecasting

Page 102  February 25, 1952
**FCC roundup**

**New Grants, Transfers, Changes, Applications**

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<th>On Air</th>
<th>Licensed</th>
<th>Cps</th>
<th>Pending Hearing</th>
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</thead>
<tbody>
<tr>
<td>WBCO</td>
<td>2332</td>
<td>2316</td>
<td>97</td>
<td>317</td>
</tr>
<tr>
<td>WTVL</td>
<td>104</td>
<td>93</td>
<td>15</td>
<td>497</td>
</tr>
</tbody>
</table>

*(See Also Actions of the FCC, page 99)*

- **box score**
- **SUMMARY THROUGH FEBRUARY 21**

**FCC Actions**

*(Continued from page 99)*

**February 21 Applications**

**ACCEPTED FOR FILING**

- License for CP
- License for CP, as mod., authorizing new FM station

**Modification of CP**

- WCEN Mt. Pleasant, Mich.-Mod. CP as mod., authorized, authorizing power increase, DA-N, change in operating hours, as mod., authorized, increasing the max. expected oper. value and for concept of operation.

**Allocation Supplement**

- Broadcasting *Telecasting* will publish in complete text the FINAL TELEVISION ALLOCATIONS REPORT. Subscribers will receive the supplement without charge, but copies will be available, as long as the supply lasts, at $8 each.

**So you never knew**

**WASHINGTON**

**had hayseed?**

If you have never heard of Eddy Arnold, Cactus Matt, Pete Casell, Lilly and Curley, Don Owens, or Zeb Turner, you have been living on Madison Avenue too long! These Western-hillbilly recording stars have made WEAM the most popular independent station for miles around the Nation's Capital. Thank you, Purina, for proving our point with your award.

Advertisers interested in hitching a profitable ride on our haywagon, call Don Cooke or us.

**WEAM**

**THE WASHINGTON AREA'S MOST POWERFUL INDEPENDENT**

*See the RALSTON PURINA spread on pages 14-15, this issue.*

**Hamer Honored**

**Given Silver Medal**

**SILVER medal for "service of unselfish value to the U. S. League of Commerce" was presented Tuesday by Secretary of Commerce Charles Sawyer to Robert C. Hamer, chief of the Quality of Equipment Program for 1962 for Doughboy,*" the Census Bureau's Population & Housing Division.

The award was based on "very valuable contributions to the technical aspects of the 1950 Census of Population Housing and outstanding leadership in the field training census."
CROSLEY’S 30 YEARS

FROM 50 w to 50,000; from a
squeaky radio station in its
founder’s living room to a mammoth lay-
out of radio-television operations.
That’s the 30-year record that
Crosley Broadcasting Corp. will
celebrate beginning March 1.
It will be the 30th birthday of
WLW Cincinnati and the fourth
anniversary of its sister station,
WLWT (TV).

The events will be marked by
special broadcasts and other fea-
tures, touched off by a simulcast
March 1 over which Dave Garro-
way will preside as master of cere-
monies. Some of the many stars
who got their starts at WLW
will be on hand to share the celebra-
tion.

It may be as a preparatory
school for radio’s big-time that
WLW is most outstanding. WLW
graduates today are at work at
major networks and advertising
agencies. Some are star talent; others
are production executives.

The latest to jump from WLW
to national prominence are Ro-
semary Clooney and Doris Day.
Before them were such entertainers
as the Mills Brothers, Fats Waller,
the Ink Spots, Smilin’ Ed Mc-
Connell, Jane Froman and Jack
Bench.

Ed Byron, who produces Mr. Dis-
trict Attorney
learned radio at WLW. So did
Jack Zeller, di-
rector of NBC’s
Cavalcade of
America, Harry Holcomb producer,
and Burt Furer, musical director,
of NBC’s ‘Curtain Time, Norman
Corwin headed WLW’s newsroom
in 1936 before he became one of
the most noted writers in radio.

For 15 of WLW’s 30 years,
Crosley Broadcasting has been in
the administrative hands of James
D. Shouse, now chairman of the
board, and Robert E. Dunville, now
president.

Both are industry leaders and
have pioneered in many develop-
ments of profound influence in
broadcasting.

Aside from its reputation as a
“cradle of the stars,” the station
has figured prominently in the
development of both business and
technical progress. Its merchan-
dising system, among the most vig-
orous in radio, was evolved before
most radio stations paid much at-
tention to that activity. Its tech-
nical advances have taken it into
the area of super-power, where it
operated until the FCC cut out such
facilities in 1939.

WLW went on the air March 2,
1922. A few months later, the sta-

tion went to 500 w.

In 1925 it began operating with a
5 kw transmitter and with that be-
came the most powerful regularly
operated station in the world at
that time.

In October, 1928, the medium-
wave WLW began 50 kw transmis-
sions on the 700 kc clear channel
that meanwhile had been granted
by the Federal Radio Commission.

It was five and a half years later—May 2, 1934—that the station
went on the air with 500 kw, broad-
casting from an antenna tower 831
feet tall.

Super-power was discontinued in
1939, and the station went back to
its present 50 kw. In the 40’s, Cros-
ley constructed three shortwave
transmitters at Bethany, Ohio,
with a forest of 80 antenna poles,
biggest layout of its kind. These
facilities now are used by the gov-
ernment in its world-wide broad-
casting.

Crosley Corp., to which the com-
pany’s name has been changed
from Crosley Radio Corp. in 1939,
became a subsidiary of Avco Mfg.
Co. in 1945. The next year the
broadcasting division became a
separate entity, the Crosley Broad-
casting Corp.

WLW broadcast with super-power of 500 kw from 1931 to 1939. Here
Mr. Crosley breaks ground for the 831-ft. tower from which station
airs this awesome signal. After tower was built, President Roosevelt
pushed button that put new facilities on air.

In 1937 WLW established Everybody’s Farm. James D. Shouse, Crosley
Broadcasting Corp. board chairman (second from r), was interviewed
on program dedicating farm, from which nearly 4,000 broadcasts have
now been made.

Birthday Celebrations

Red Barber, now sports counsellor
to CBS Radio and Television, is
one of many of today’s stars who
get start at WLW. Here he broad-
casts 1936 game of Cincinnati Reds.

Mr. Dunville

Mr. Dunville
KGO-AM-TV POSTS
Francis, McCarthy Named
NEW station managers were named last week for KGO and KGO-TV in San Francisco.

Vincent Francis, sales manager of KGO-TV, was promoted to station manager for the television operation, and C. L. McCarthy, former vice president and general manager of KQW (now KCBS) San Francisco, was appointed manager of the AM operation.

On the Grubb, recently named an ABC vice president, will remain as general manager of the combined AM-TV operations.

David Sacks, sales representative for KGO-TV, was promoted to San Francisco manager of spot sales for ABC-TV.

The appointments were announced Thursday by William Phillipson, president of ABC's western division. The appointments, he said, are in line with ABC's policy of placing greater and individual emphasis on AM and TV.

Telestatus
(Continued from page 78)

of the two permits a large screen view of the action on a set and a change in focus of the camera while in operation.

The system of continuous focusing is designed to eliminate halts of production to change focal settings of a camera. The large screen viewing is to aid in lighting and to pick out flaws in the picture while it is being photographed, Mr. Lyons said.

Two complete mobile units have been readied and will be available to studios within a few weeks on a rental basis, it was said. They were constructed under the supervision of Jack Strauss, vice president and chief engineer.

Godfrey Takes Top Spot
In Nielsen January Report

NIELSEN-TV-RATING PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREA

<table>
<thead>
<tr>
<th>Program</th>
<th>Percent of TV Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>56.5</td>
</tr>
<tr>
<td>2</td>
<td>52.6</td>
</tr>
<tr>
<td>3</td>
<td>48.8</td>
</tr>
<tr>
<td>4</td>
<td>46.8</td>
</tr>
</tbody>
</table>

HOWLAND H. SARGEANT was confirmed by the Senate last Wednesday as Assistant Secretary of State for Public Affairs, succeeding Edward W. Barrett, with policy responsibility for America's shortwave radio arm abroad.

Mr. Sargeant will concentrate on top-level decisions involving the Voice of America and other activities of the newly-created International Information Administration.

Dr. Wilson Compton, former president of Washington State College (KWSG Pullman, Wash.), already has assumed responsibility for operational functions. Poy D. Kohler, chief, International Broadcasting Division (VOA), becomes assistant administrator for International Broadcasting Services, newly designated, reporting to Dr. Compton.

Dr. Compton is expected to make other appointments when he returns for which last week overrode a suspension that took him to U. S. information centers in Europe.

The establishment of the IIA [BT, 1/28, 1/29] conforms substantially to recommendations offered by the U. S. Advisory Commission on Information, which favors a semi-autonomous agency functioning under an administrator.

In its latest report submitted to Congress Feb. 15, the commission recognized also "that there are again with management personnel in the engineer jobs. The following morning management agreed to recognize the union as bargaining agent and the strike was called off. BEW, meanwhile, settled out another contract negotiations peacefully in San Francisco-Oakland last week. Contracts for wage increases were signed by KYA and KJBS San Francisco and KROW and KLX Oakland.

At KJBS the engineer-combination men won $10 weekly raises, bringing their scale to $118. KYA and KROW won $7.50 weekly raises, bringing the KYA scale (for 5 kw station) to $112.50 and the KROW scale (1 kw) station to $105. KLX engineers also got a $7.50 weekly increase and management agreed that when the station goes from its present 1 kw to 5 kw power, as planned, the engineers' scale would automatically be raised to the prevailing level for that power.

However, the increases at all stations will not be granted in lump sum but must come as cost-of-living raises based on bi-weekly Bureau of Labor Statistics index. Thus the engineers will receive less than half of their increase immediately. The current index allows them only a 2.5% increase, which is retroactive to November 1. On May 1 they will be eligible for a second increase, equal to the cost of living rise but not exceeding the total of the wage increases agreed to in negotiations. The union also won health and welfare insurance benefits, the premium to be paid by the stations.

ANA MEETING
Radio Rates Not Involved
ASSN. of National Advertisers' spring meeting will be held March 19-21 in the Hot Springs, Va., ANA President Paul B. West announced last week.

The program, being drawn up by a committee under E. G. Gerbic, vice president of Johnson & Johnson, does not at this point include plans for formal discussion of the controversial radio rate question, spokesmen said. They deemed it unlikely that this issue—which ANA touched off and has helped to keep afame by issuance of "studies" maintaining that radio time values have been reduced by the growth of TV—would occupy a major spot on the agenda.

ANA's Radio-TV Committee, currently headed by Walter Lanta of the National Broadcasting Co. man who took an extensive review of radio time costs since the issuance of the last study several months ago, spokesmen reported.

SARGEANT O.K.'D
Senate Approves Nomination
F. W. Compton is expected to take the program out of the State Dept. altogether. But these arguments, the group held, "have not been decisive," and against the desirability of retaining a close connection between foreign policy formulation and the administration of the information program.

"Readership" AD
BAB Issues Sales Guide
RADIO time salesmen—who daily are faced with the necessity of explaining to confused clients the difference between the total circulation figures so glibly tossed about by space salesmen and the individual program ratings by which radio audiences are measured—this week joining in an industrywide chorus of thanks to Broadcast Advertising Bureau.

In an attractive, easy-to-understand book of only 16 pages, titled "A Guide for Radio Salesmen to Newspaper Advertising Readership," BAB presents a dramatic comparison between what radio talks about—"The net audience it delivers to advertisers, the audience of a specific program or the number of families tuned to a special radio program—"Very rarely, BAB points out, do newspapers mention "their only approximation of radio's net audience figures—the readership percentages developed by the Continue Reading and the Starch Reports."

These surveys, BAB reports in a series of red and gray pie charts, show that among admitted "readers"—with average of 46% of men and 42% of women "readers" do not see any national advertising; 56% of men and 62% of women "readers" do not see any classified advertising; 56% of men and 12% of women "readers" do not see any department store advertising; 58% of men and 49% of women do not see any amusement advertising.

"Half or nearly half of the readers of our newspapers do see a single headline, illustration, caption or word of many of these major advertising classifications," BAB declares.

Final page of the book is a seven-page list of data for radio salesmen, detailing the ways in which they can most effectively make use of this information in their own sales presentations.

*Copyright 1952 by A. C. Nielsen Co.*

**When We BMI It's Yours**

Another BMI "Pin Up" Hit—Published by Goday

**BERMUDA**

On Records: The Bell Sisters—Vic. 20-4422; Ray Anthony—Cap. 1956; Roberts Lee—Ice...
IRE CELEBRATES 40TH ANNIVERSARY

CELEBRATING completion of 40 years since its founding in 1912, Institute of Radio Engineer- 
ners announces "40 Years thats the Pace", 1912 to 1952" as theme of annual convention, 
to be held in New York next week (March 3-6). Some 27,500 engineers from all parts of 
the world expected to attend the 42 technical sessions covering more than 200 technical papers and 14 symposia offer 
much of interest to broadcast engineers. Agenda includes, for example, six sessions de- 
voted to television, including Tuesday evening panel discussion of NEST color standards and 
Thursday afternoon session on problems of constructing TV stations and converting the- 
aters to use as TV studios. Also scheduled are two sessions on receivers and one on small 
UHF electron tubes.

Social events of four-day meeting include "get together" cocktail party Monday, Presi- 
dent's luncheon Tuesday and annual banquet on Wednesday. Dr. W. G. Baker, General 
Electric Co. vice president, will be guest speaker at Tuesday luncheon. Charles E. 
Wilson, U. S. Director of Defense Mobilization, will speak on In Strenght Is Peace at banquet.

BRIEF ARGUES TRANSITCASTS ARE UNCONSTITUTIONAL

TRANSITCASTING conflicts with First and Fifth Amendments, is therefore a situation 
that transit radio crusaders Franklin S. Pollak and Guy Martin argue in 56-page brie-
filed with Supreme Court today. Su-
preme Court is scheduled to hear oral argu- 
ment March 6. Pollak is expected to have 
far-reaching effects on specialized forms of FM broadcasting.

Single ultimate question raised by case is, according to Attorneys David W. O'Brien District of Co-
lumbia Public Utilities Commission may 
prove and uphold requirement of monopoly transit company in Washington that all bus and 
street car passengers be subjected to broadcasts of one radio station.

Questions raised in brief, filed by Washing- 
ton attorneys Paul M. Segal, John W. Willis 
and Charles L. Black Jr., are these: (1) Do 
broadcasts deprive objecting riders of free use of their faculties and of their time and atten-
tion in violation of Fifth Amendment? (2) Do 
broadcasts violate First Amendment by force-
fully compelling objecting riders to listen to speech they do not want to hear, make them unable to listen 
to speech they wish to hear or words they wish to read, make it difficult or impossible for 
objecting riders to speak to others.

Both attorneys cite in citation-full brief are fol- 
lowing:

By depriving them (objecting riders) of the free-
dom to use their faculties as they choose, it [the broadcast] violates their liberty. By taking 
their attention and the full use of their time, it 
takes property away from them, which may be weighed against the rights of the 
objecting passengers.

Capital Transit and Transit Radio have done more than insert a foot in the door; with the aid of the 
Government, they have effectively driven the rider 
to take first chance.
STONEWALL JACKSON: strategist

As long as Stonewall Jackson is remembered stories will be told of his amazing exploits. For example, how he outfoxed and defeated 50,000 troops with one-third that number in the Shenandoah Valley of Virginia; how he saved Richmond from capture; how he made a bonfire of General Pope's two mile supply train that was seen all the way to Washington.

Stonewall Jackson, Virginian and strategist, would have enjoyed the opportunity of capturing whole populations of Virginia in another way. Havens & Martin Stations, First Stations of Virginia, command a hold on viewers and listeners of the Dominion State that is readily capturable by you, Mr. National Advertiser. John Blair & Company will tell you how.

WMBG AM WCOD FM

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company

WTVR TV

FIRST STATIONS OF VIRGINIA
Each radio home in WJR's coverage area spends almost $1,000 a year on food!

- Population: 12,601,300, 8.3% of National Total
- Radio Homes: 3,784,170, 8.1%
- Food Sales: $3,266,766,000, 9.4%

Get your share of the tremendous food sales in the Michigan-Great Lakes area. Pre-sell these radio families on your products... by using WJR, the station with the greatest coverage in this area.

For specific success stories in this large food market, write WJR or see your Edward Petry representative today.

Remember... millions buy WJR-advertised products!