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

The following chart graphically illustrates why it is no longer valid to assume a single, "family radio" within the house—a premise on which much radio audience research has heretofore been based.

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

(Top figures based on all homes interviewed; other figures based on radio homes only.)

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

In addition, the 1951 Survey shows that 88.2% of all Iowa families own automobiles, of which 62.7% have radios. Iowans also own thousands of other "non-home sets"—in barns (14.6% of Iowa barn owners have barn radios) and in trucks (9.7% of all Iowa's family-owned trucks have radios, according to the 1940 Survey).

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

KRLD-TV
(January 1952 Videodex)

KRLD-TV, exclusive outlet for the great Columbia Television Network for Dallas and Fort Worth, has taken over...

FIRST PLACE
Among the three television stations serving the Dallas-Fort Worth viewing area.

FIRST: In picture and audio signal established by county dealer survey (750 dealers in north Texas area).

FIRST: In power and coverage... Texas' highest powered TV station with the favorable low channel 4.

FIRST: 6 out of 10 of television's nighttime, class A time shows.

FIRST: More local and regional advertisers during October, November and December... Rorabough.

in other words, KRLD-TV is just plain FIRST in the SOUTH'S LARGEST METROPOLITAN MARKET!
The 1951 Iowa Radio Audience Survey discloses that radio-set ownership in Iowa is at a startling all-time high. Multiple-set homes are now in the majority in Iowa, whereas in 1940 less than one home in five had two or more sets!

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

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NOW FOR WHAS — RADIO . . .

Aggressive and experienced national representation by an organization devoted to selling radio—exclusively.

HENRY I. CHRISTAL CO.
NEW YORK • CHICAGO

ASSOCIATED WITH
THE COURIER-JOURNAL — LOUISVILLE TIMES

VICTOR A. SHOLIS, Director  NEIL D. CLINE, Sales Director
363 years ago there occurred a tragic event in English history. The colorful Mary, Queen of Scots was involved in a false plot to displace Elizabeth as the English Queen. Against her will, Elizabeth was compelled to have Mary beheaded for having plotted treason against the throne of England.

Below is portrayed the sorrowful fate of Mary as she is led to her execution at the Castle of Fotheringay. She died nobly as a martyr of the Scottish people.

363 year experience in Radio Advertising...
Giving us an average of 15 years per man, with every man thoroughly versed in selling the National and Sectional markets...
Available to you! Our wealth of Radio knowledge in every Radio market, plus continual close contact with Advertisers and their Agencies, by men who are specialists in selling a single medium-RADIO SPOT TIME...
Contact your nearest HEADLEY-REED Sales Representative (listed here-with) and watch your sales curve propel upward.
of the highest rated Night-time TELEVISION programs on any one Dallas or Fort Worth station are on

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in other words, KRLD-TV is just plain FIRST
in the SOUTH'S LARGEST METROPOLITAN MARKET!

The Market Twins
DALLAS and FT. WORTH

The Media Twins
KRLD and KRLD-TV

This is why

KRLD-TV
CHANNEL 4, DALLAS

is your best buy

PROGRAMS IN DALLAS AND FT. WORTH

The Branham Company, Exclusive Representative

EXCLUSIVE OUTLET FOR CBS

John W. Runyon, President
Clyde W. Rembert, Managing Director
HOUSE UNIT OKAYS PROGRAMMING STUDY

HOUSE Rules Committee Friday cleared resolution calling for radio and TV programming study by select 15-man committee. Bill, introduced Feb. 7 [B+T, Feb. 11] would direct committee to see which radio-TV programs contain "immoral or otherwise offensive matter." If House okays, Speaker will appoint group.

SMITH APPOINTMENT

CARLETON D. SMITH, NBC vice president in charge of station relations, to be director of operations for NBC owned and operated stations division [B+T, March 17], effective April 14, was announced Friday. April 14 is date Harry Bannister, WWJ Detroit, joins NBC in post generally conceded to be head of station relations. In O&O division Mr. Smith will serve under James M. Gaines, vice president in charge, who said appointment was part of general plan to strengthen and expand division's operations.

PETE R PETERSON KEYSTONE V.P.

EDWIN R. PETERSON, salesman for Keystone Broadcasting System, Chicago, elected a vice president of the network, and will handle much of the work done by Naylor Rogers, executive vice president who died recently. Mr. Peterson was on the network sales staff at ABC Chicago seven years, and managed Mutual's Detroit office before joining Keystone in 1949. William Bayer named West Coast sales representative.

DURHAM RESIGNS HOOPER

GEORGE T. DURHAM, account executive on advertiser subscribers to Hoopertings, formerly media director of Lever Bros. and for time chairman of ANA Radio-TV Committee, resigning from C. E. Hooper Inc. effective Tuesday (April 1).

WPJB NAMES TAYLOR

WPJB Providence, R. I., Providence Journal-Bulletin station and ABC outlet, names O. L. Taylor Co. as national representative, effective Tuesday (April 1).

COMMISSIONERS AT NARTB

FCC COMMISSIONERS who are attending the NARTB convention in Chicago this week are Chairman Paul A. Walker, and Comrs. Rosel H. Hyde and Robert T. Bartley. Chairman Walker is scheduled to address the NARTB luncheon meeting April 2. Comrs. George E. Sterling, Edward M. Webster, Robert F. Jones and Frieda B. Hennock plan to remain in Washington.

ARMOUR TO EXPAND

Armour Co.'s newest product, Suds (detergent), which has been testing campaign in Dallas, is expected to expand shortly to compete nationally with other detergents. Tide and Surf. Sud is handled by Foote, Cone & Belding, Chicago.

BLOCK EXPANDING

Block Drug Co., Jersey City, through Cecil & Presbrey, N. Y., has added chlorophyl to its Ammunition tooth paste and currently is testing product in few selected markets. If successful, account will go national with radio spots. Mr. M. and two other products, Polident and Pyco-pay (toothbrush) start TV spot campaign in three major markets on May 1 for 13 weeks.

FIFTH QUARTER HOUR

Green Giant peas, through Leo Burnett, Chicago, under-stood to be interested in picking up a fifth quarter-hour of network programming on CBS Radio and CBS-TV, while Pillsbury Mills continues sponsoring all four other days (see story page 29).

SHAVING CREAM RADIO

Colgate-Palmolive-Peet (shaving cream), through Ted Bates, N. Y., in addition to its network shows, buying radio advertising in April, using morning and night minutes and chain breaks to appeal to male audience.

CONVENTION REGISTRATION MAY HIT 3,000

TOTAL ATTENDANCE 3,000 at NARTB Chicago convention indicated Friday as advance registrations reached 1,200 mark, just shy of 1951 figure according to Secretary-Treasurer C. E. Arney Jr. Actual attendance at joint management engineering meetings, which start Monday (today), usually runs about 1,500 over advance registration, he said. Sale of banquet tickets reached 1276 Friday.

LBS-WOPA SETTLEMENT

OUT OF COURT agreement expected this week by Liberty Broadcasting System and WOPA Oak Park, Ill., after month of informal negotiations. Station charges violation of its affiliation contract [B+T, Feb. 25, March 10, March 24], but will drop its legal action if its terms agreed to. Both parties, during hearings last week before representative of federal judge, Chicago, agreed to keep complete contents of the settlement secret.

FINK TO PHILCO

DONALD G. FINK, editor of Electronics magazine, June 1 joins Philco Corp., Philadelphia, as co-director of research-operations, William Balderston, Philco president, announced today (March 31). Mr. Fink served on National Television Systems Committee which recommended present black and white standards to FCC, Radio Technical Planning Board, Joint Technical Advisory Committee and present National Television Systems Committee.
ABC ANNUAL stockholders meeting, to be held April 8 at 2 p.m. in network's headquarters in New York's RCA Bldg., will elect eight directors "to serve until the next annual meeting and until their successors shall be elected and qualified, or until the merger of the corporation with United Paramount Theatres . . . whichever shall first occur," according to proxy statements sent to stockholders. ABC proposes to increase its board, including Board Chairman Edward J. Noble, President Robert E. Kintner, Vice Presidents Earl E. Anderson, Robert H. Hinckley and C. Nicholas Friaz; Alger B. Chapman, member of law firm of Chapman, Bryson, Walah & McConnell; Franklin S. Wood, of law firm of Hawkins, Delafeld & Wood; Owen D. Young, honorary board chairman, General Electric Co.; Mr. Noble holds 901,667 shares of ABC stock (185.3% of outstanding shares) not includine 17,500 shares held by member of his family and 46,600 shares owned by Edward John Noble Foundation, according to proxy statement.

BMM TV CLINICS

BMM will hold series of three regular television clinics patterned after radio clinic series started three years ago. Two-day workshop sessions will include speakers from all levels of the television industry. First clinic will be May 19-20 in New York, second May 22-23 in Chicago and third May 26-27 in Hollywood. Series of radio clinics, with three to five going on simultaneously in different parts of the U.S. and Canada, starts April 24. Topics for discussion at TV clinics based on questionnaire survey of video stations, according to President Carl Haverlin.

VOICE APPROPRIATION

HOUSE Appropriations Committee Friday clipped $48,361,500 from Administration's request of $266,056,510 for State Department. State Department had asked for $36,727,086 for construction of nine broadcasting "projects." Committee eliminated two of them, both "double shortwave plants." Included in seven projects to be completed are two "vagabond" projects involving shipborne high-powered radio-relay bases. Other five will be located overseas.

THEY'LL SCRATCH AGAIN

FOURTH annual "Scratch" of the NARTB (NAB) Flea Circus, comprising ex-executives along with representatives of firms regularly making the circuit, will be held Tuesday, April 1, at 6 p.m. in the Conrad Hilton Hotel. Mr. Miller was president from 1938 to 1944 and is self-appointed president of National Assm. of the Alumni of NARTB (NAB) Flea Circus. A separate Flea Circus convention had been planned, he said, but the idea was dropped to avoid conflict with the national political conventions.

In this Issue—

Where's the money coming from to support a nationwide system of television? Some answers are suggested in the special economic study in this issue. It's a thorough presentation by the Broadcasters' Research Assn. of facts which can help broadcasters analyze their business and figure out their future. See "Business Barometer," beginning on Page 92.

30th convention of NARTB opens today at the Conrad Hilton Hotel, Chicago (Page 97). There's a jammed agenda (Page 98) containing workshop sessions on a variety of subjects intended to help make radio and TV more efficient advertising media. Organically within NARTB an unusual spirit of unity prevails. But not everything in Chicago will be rosy. One big problem, how to maintain network radio rates, will be the focal point of a special meeting of the Affiliates Committee this afternoon at 4 p.m. It's a problem that is made the more acute by recent attempts by major advertisers to poke new holes in network rate cards (Page 99). Though nowhere to be found on the general convention agenda, the network problem is bound to dominate the Hilton's corridors.

Are radio networks in their present form obsolete? This challenging question is raised in a special editorial. Page 97.

BAB promises to unveil half a dozen new member services at its sales session this afternoon in Chicago. Page 81.

There are hints that the Civil Aeronautics Administration may throw a monkey wrench in some telecasters' plans to build tall antenna towers. Here's a report of a hitherto unreported meeting on the subject attended by officials of the Air Transport Assn. and the CAA. Page 141.

Seven big spending advertisers make major radio-TV moves in week. Page 89.

A veteran engineer, Raymond M. Wilmotte, in a special article, wonders whether UHF really will work on a practical basis. He doesn't think it promises to be as good as the FCC and some other engineers think it will be. Page 146.

ABC, in next three weeks, will open $3 million worth of new radio studios in New York, Los Angeles and Chicago. Page 179.

Upcoming


April 4-6: American Women in Radio & Television, second national convention, Statler Hotel, Detroit.

(Other Upcomings page 148)

because of stunning 72 to 22 vote at Boca Raton last November.

OPT-HEARD complaints about optical standards of TV film may bring revival of former NARTB Recording Standards Committee during convention.

WHEN TV ALLOCATIONS finally are handed down, there will be much travail, it's expected, over education reservations far beyond number of non-commercial stations that conceivably will be built. One anomalous situation, it's understood, is reservation of educational VHF for both Denver and Boulder, Col., about 50 miles distant. There are other instances where small towns are given reservations because they are "educational centers."

WONDEROUS MAN is Senator "Big Ed" Johnson (D-Col.), given to lambasting FCC for its shortcomings, his appearance before Senate Appropriations Subcommittee 10 days ago was in support of restoration of two million dollar nicked from proposed 1953 fiscal year appropriation by House. His argument that it would be non-recurring expense to take care of television allocations and that senators would hear from their constituents if allocations shrink up, was devastating. Thus if FCC gets money back, it will largely be because of Sen. Johnson's thrust.

AGENCY choice to guide Democratic advertising fortunes through '52 political campaign is now on the desk of Frank E. McKinney, national committee chairman. Announcement expected today. Following presentations by half dozen agencies. It's understood competition now is reduced to two.

IT NOW develops that Elliott Roosevelt's Cuban plans [CLOSED CIRCUIT, March 24] encompass not only acquisition of RHC Cadena Azul, looking toward TV network operation, but also setting up of TV receiver factory to market sets at $79.50.

WHAT WILL happen to 38 domestic stations (22 owned, 16 leased from private broad casters) when Voice of America completes plans for four new one-megawatt (1 million watts) outlets in U.S.? That's problem perplexing new International Information Administration. New stations (two under construction, two on blueprint) would have more power than all 38 in operation now.

EDWARD STANLEY, manager of public affairs and education of NBC radio network, looking for replacement for Margaret Cuthbert, network's producer of public affairs programs. Miss Cuthbert resigning this summer, but will probably continue as consultant to NBC.

DUANE JONES COMPLAINT

FOR THIRD TIME, complaint of Duane Jones, head of Duane Jones Co., against nine former employees has been sustained. Latest edit re fusing the new complaint was handed down by N. Y. Supreme Court Justice Ernest E. I. Hammer on Thursday. Suit expected to come to trial in late spring. Also named in complaint are Manhattan Soap Co. and Frank G. Burke Jr., vice president and director of that company. Mr. Jones' former employees are now part of Scheidler, Beck and Werner agency, which services Manhattan Soap account.
THERE'S NOTHING BETTER THAN...

FIRST PLACE!

HOOPER PROVES IT!

The above charts show the Omaha, Council Bluffs Hooper Share-of-audience for 8 A.M. — 6 P.M., Monday through Saturday, from October, 1951, through January, 1952.

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday!
- Largest share of audience, both morning and afternoon, of any independent station in all America! (Hooper, Nov.-Dec., 1951).

Represented Nationally By

The Bolling Co.

"Americas' Most Listened-To Independent Station"
Official NARTB Convention Agenda

MONDAY, MARCH 31

10:00 a.m. South Ballroom

TELEVISION BUSINESS SESSION

Section I

Introduction: Judge Justin Miller, NARTB Chairman of Panel and General Counsel.

Presiding: Robert D. Sweazy, General Manager, WBBB-TV, New Orleans, Chairman of the NARTB Television Panel.

Report: Thad H. Brown, Jr., Director of Television and Counsel to the Television Board.

Section II

ELECTION OF TV BOARD MEMBERS

10:00 a.m. Private Dining Room 2

FM BUSINESS SESSION

Presiding: Ben Stroese, General Manager, WCBS-AM-FM New York, Chairman of the NARTB FM Committee.

THE NARTB-RTMA FM PROMOTION PLAN

What It Meant to the Broadcaster in North Carolina. E. P. Aune, General Manager, WBBS-FM Burlington.


What It Meant to the Broadcaster in the District of Columbia. David S. Gross, Owner, WASH.

What It Meant to the Manufacturer. David Grigsby, Advertising Manager, Zondervan Radio Corp. (Chairman, RTMA's Special FM Committee).

Herbert Guelin Jr., Advertising Manager, RCA Victor Division.

Henry Oronotl, Advertising Director, Radio-TV, Crosby Division, Acme Manufacturing Corp.

What It Meant to the Distributor. Joe L. Pleasant, Vice President (Sales), Alison-Erin Co., Charlotte, N.C.

What It Meant to the Dealer. William Hills, Managing Director, Electric Institute of Washington, D.C.

Where Do We Go From Here? A Proposal and Open Discussion.

Address: Give David Back His SlingShot.

J. H. Smith Jr., Director of FM, NBC.

FM Miscellany: General Discussion and Question Period.

12 Noon Exposition Hall

ROLLING TWENTIES BUFFET

A quick trip back to the early twenties when NARTB was born.

1:45 p.m. Grand Ballroom

CALL TO ORDER

James D. Shouse, Chairman of the Board, Crosley Broadcasting Corp., Chairman of the 1952 Convention Committee.

Harold E. Fellows, President, NARTB.

2:00 p.m.

Broadcast Advertising Bureau Inc. TUESDAY, APRIL 1

10:00 a.m. Grand Ballroom

GENERAL SESSION

"Signs of the Times"

Introduction: Mr. Fellows.

Presiding: Judge Justin Miller, Chairman of the Board, Special Presentation to the Broadcasting Industry: Daggett Harvey, Chairman, Chicago Counsel on Foreign Relations.

Address:

What's Ahead in Business? James D. Shouse

Address:


12:30 p.m. Grand Ballroom

LUNCHEON

Presiding: Judge Miller.

1:30 p.m.

SPECIAL PRESENTATION—Honoring the Founders of NARTB.

1:40 p.m.

ADDRESS

Harold E. Fellows, President, NARTB.

SESSIONS

2:30-4:00 p.m.

South Ballroom

MERCHANDISING—THE WAY TO MORE BUSINESS

Keynote:

G. Richard Shaffie, Vice President-General Manager, WRB Columbia, S.C.

Panel:

Lester W. Lindow, General Manager, WFMF, Mich.

F. C. Sowell, General Manager, WLAC Nashville, Tenn.

Jack Zinselmeier, Director of Merchandising, WLW and WLWT (TV) Cincinnati.

2:30-4:00 p.m. Upper Tower Room

POLITICS AND BROADCASTING IN '52

Keynote:

Clair K. McCollough, President, WGL and WGLA-TV Lancaster, Pa.

Panel:

Mr. McCollough.

Kenneth Fry, Radio-Television Director, Democratic National Committee.

Edward T. Dill, Radio-Television Director, Republican National Committee.

Sig Mickelson (CBS-TV), Chairman, Television Political Conventions Coverage Committee.

William McAndrew (NBC), Chairman, Radio Political Conventions Coverage Committee.

NARTB Staff Representatives: Ralph W. Hardy, Director of Government Relations.

Robert K. Richards, Director of Public Affairs.

4:00-5:30 p.m. Small Ballroom

MANAGEMENT—IS YOURS GOOD?

Keynote:

C. L. (Chet) Thomas, General Manager, KXON St. Louis.

Panel:

Mr. Thomas.

Simon Goldman, General Manager, WJTV-Jamesown, N. Y.

Leicie C. Johnson, General Manager, WHIP Rock Island, Ill.

William B. McGrath, Managing Director, WHDH Boston.

Robert T. Mason, President-General Manager, WMNR Marion, O.

NARTB Staff Representative:

Richard P. Doherty, Director of Employee-Employer Relations.

4:00-5:30 p.m. Upper Tower Room

AUDIENCE PROMOTION—A TALE OF THREE CITIES

Keynote:

Lee Little, General Manager, KUTC Tucson, Arizona.

STATEMENT BY HAROLD E. FELLows, PRESIDENT, NARTB

THIS 1952 convention is a very special one—for it marks 30 years of continued expansion of our association. Out of the dream of a handful of broadcasters who gathered together in 1923 has grown the National Assn. of Radio and Television Broadcasters, encompassing all facets of the nation's broadcasters —AM, FM, TV—in one strong, unified organization.

NARTB's responsibility as the representative of the entire broadcasting industry is reflected in this year's convention agenda. A majority of the sessions have been built around subjects of interest to each of the broadcasting media. Again, this year, most of the meetings will be at the workshop level, with outstanding speakers participating.


For me personally, this convention also has a special meaning—my first as NARTB president. Most of you are old friends from my days as a practicing broadcastor, or we have met during the series of district meetings. To all of you, let me say "thanks" for your splendid cooperation during the past year and extend a hearty welcome to our annual meeting.

Mr. Fellows.
The BEST BUY in Recorders!

PROTECTS YOUR COMMERCIALS WITH PRECISION TIMING

- SAVES LABOR WITH REMOTE CONTROL
- SAVES MONEY BY STAYING ON THE JOB
- SAVES TAPE WITH 15,000 cps AT 7½ ips

AMPEx
AMPEx ELECTRIC CORPORATION
Redwood City, California

Advanced Series 400-A

Write for Bulletin A-211
Wind
Best
Chicago
Buy
 Entire Year 1951
7 Days a Week—6 A.M.—Midnight

Share of Audience

Base "A" HR. Rate

NET A
27.6%
$1100

NET B
15.7%
$900

WIND 13.0%
$250

NET C
10.2%
$900

NET D
9.5%
$900

IND B
8.1%
$338

IND C
5.9%
$300

IND D
3.0%
$240

Sources: Pulse of Chicago, 1951; SRDS

"The Most Homes Per Dollar Station"

400 N. Michigan Ave., Chicago 11, Illinois
AM Radio Sales Co., Representative

Robt. Meeker & Assoc.
West Coast Representatives
Advertisers who participate in The Yankee Network News Service have one idea in common — they want their broadcasts inside each local area ... from home-town station to home-town audience. For maximum local effectiveness these advertisers go Yankee.

**GO HOME-TOWN WITH YANKEE NETWORK NEWS SERVICE**

COLGATE-PALMOLIVE-PEET CO.  
FIRST NATIONAL STORES, INC.  
GROVETON PAPER PRODUCTS  
R. M. HOLLINGSHEAD CORP.  
KRUEGER BREWING CO.  
NATIONAL BISCUIT CO.  
PENICK & FORD, LTD.  
SEECK & KADE, INC.  
KIWI POLISH CO., LTD.  
MEGOWEN EDUCATOR CO.  
THE S.O.S. COMPANY

Go Yankee with the Yankee Network News Service  
8 A.M.  9 A.M.  1 P.M.  6 P.M.  11 P.M.  
A crowning achievement in home town acceptance

**THE YANKEE NETWORK**

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Wow! ZIV's new sensation

Irene Dunne and Fred MacMurray
Together, in the Gay, New, Exciting Comedy-Adventure

"Bright Star"

Five distinct identifications for you
Including three full-length selling commercials!

With Harry Von Zell \* An all star supporting cast

Sparkling scripts and production \* Brilliant musical scores and direction

It's a riot of newspaper feudin', fussin' and fun!

Never before has a new show caused so much excitement!

He's a reporter who hates bosses. She's an editor who hates reporters. It's action, it's excitement, it's fun for the entire family!
SHOW IS THE INDUSTRY!

Stations are wiring for these two great Hollywood stars!

Agencies are phoning for this great audience-building hit!

Sponsors are grabbing for the top show in their market!

Dictate a wire before your market is gone!

Frederic W. Ziv Company
Radio Productions
1529 Madison Road • Cincinnati 6, Ohio
New York
Hollywood
AND STILL GOING STRONG!

- Write, Wire or Phone Your JOHN BLAIR Man!

Shell Oil Company has sponsored "Shell News" twice daily over WDSU.

Shell has just renewed its contract for another 52 week schedule. We are proud of the confidence placed in our station by this sponsor...since WDSU is the sole radio salesman for Shell in the New Orleans market.

This is but another example of WDSU's effectiveness in producing results for sponsors in the "Billion Dollar New Orleans Market." We're doing it daily for our present sponsors...and we would like the opportunity to show what WDSU can do for you.

SPOT

VETO SPRAY DEODORANT lining up availabilities for 25-week radio spot campaign to begin April 7. Agency: Sherman & Marquette, N. Y.

GENERAL FOODS Co. planning radio campaign for Minute Rice using six or seven stations starting April 1 for 9 to 13 weeks. GP, for Cornfetti, also to use daytime minutes and breaks for nine weeks commencing April 7. Agency: Young & Rubicam, N. Y.

JULIUS CARLEBACH ART AND ANTIQUES GALLERY, N. Y., to sponsor radio and TV sports on several New York stations in promotion campaign extending through June 30. Gallery also will participate in sponsoring art program now being prepared for radio and ultimately for TV. Agency: Richard H. Roffman Assoc., N. Y.

LINEN THREAD Co., Paterson, N. J., using test spots on two Gulf Coast and two East Coast radio stations to appeal to commercial fishermen. Company is considering expansion to Great Lakes and Atlantic Seaboard if test is successful. Agency: Fuller & Smith & Ross, N. Y.

PALM BEACH Co., Cincinnati (Palm Beach and Springweave men's suit), has started saturation campaign in Cincinnati on WLWT (TV) for 13 weeks. Other cities will be Houston, St. Louis, New Haven and Philadelphia. Company also stepped up spot campaign in New Orleans which began March 3 with 100 spots weekly for 15 weeks on WSBM, WNOE, WDSU and WBOK. Agency: Ruthrauff & Ryan, Chicago.

NETWORK

PAL BLADE Co., N. Y., renews Rod and Gun Club of the Air, Thurs. 9-9:30 p.m. EST, on MBS. Agency: Al Paul Lefton Co., N. Y.

GOODYEAR TIRE & RUBBER Co., Akron, to sponsor Greatest Story Ever Told on CBS-TV network for three Sundays during Columbia Workshop time spot, 4-4:30 p.m. EST commencing April 27. Company sponsors radio version on ABC with occasional simulcast. Agency: Young & Rubicam, N. Y.

Hazel Bishop Inc., N. Y. (cosmetics), signs for NBC-TV, Wed. 9-9:30 p.m., and is cancelling alternate week sponsorship of Cameo Theatre, NBC-TV, Sun. 10-10:30 p.m., with Regent Cigarettes. Drama show planned for Wed. slot. Agency for Hazel Bishop: Raymond Spector Co., N. Y. Agency for Regent: Hilton & Riggo, N. Y.

AGENCY APPOINTMENTS


REE-SEAL Co., L. A. (closures for home freezers), names Rockett-Lauritzen, that city. Radio and TV are being used.

ERIE STEEL Co. appoints Advertising Assoc., Phila.

ACE PRODUCTS Co., Chalfont, Pa. (stainless steel kitchen tools), names Fien & Schurin, Phila.

LEIPHEIMER TEXTILES, Phila., appoints Aitkin-Kynett Adv., that city.

G. E. APPLIANCE DEALERS. L. A. (home freezers), appoints Ross, Gardner & White Adv., that city. TV is being used.


MEISTER Co., L. A. (sewing machines), names Vick Knight Inc., Hollywood. Radio and TV will be used.

CARYL RICHARDS Inc., Brooklyn, N. Y. (beauty products), names Gibraltar Adv., N. Y., to handle advertising, including radio and television.

AD PEOPLE

CURTIS A. PRINGLE, special representative in S. C. Johnson & Son Inc.'s international division (wax manufacturers), elected director-president of company's Brazilian subsidiary, Companhia Johnson. EDGAR J. MITCHELL, chief accountant of Companhia Johnson, elected director-treasurer and DR. LINCOLN M. DA MATTOES named director-secretary.

RAYMOND J. LAHVIC, Phenix Fabriette Co., to Fairmont Foods Co., Omaha, as advertising and publicity manager.
Jack Clifton thought he was going to have a rather quiet little party with a group of his faithful fans to celebrate the first anniversary of "Clifton's House Party" (1:30-3:30 across the board). He issued the invitation on the air and was mobbed. When the afternoon for the occasion arrived, the hall was SRO and the house party developed into a full-scale soiree.

**CHIEF SAYS:**

Clifton not only draws 'em, but sells 'em on WJW. Ask for available spots today.

Cleveland's top personalities **SELL for YOU** on WJW!
HERE ARE THE FACTS
ON THE UNMEASURED
PLUS FACTOR*
IN RADIO

*THE AMERICAN AUTOMOBILE
NEW AUTO RADIO STUDY, BIGGEST EVER MADE, SHOWS 83% OF CARS HAVE RADIOS

Survey of 51,084 cars points to huge unmeasured potential audience

What is the accepted factor in measuring media coverage? Circulation. You pay on the basis of measured figures. But...when you buy radio, you get a huge, unmeasured audience.

You get auto radio audience. Important because it is big. Vital because it is adult. Sales-productive because it is—of necessity—attentive to your sales message.

The significance of this revealing auto radio study is far-reaching. It stresses a big plus factor in the value of radio. It adds further proof that radio is the “budget buy!”

Passenger Car Registrations in U. S.

Totals 42,846,000

83% of the passenger cars surveyed have radios. Using this percentage as a national yardstick—35,362,000 American autos are equipped with radios! And this figure does not include other radio-equipped vehicles such as trucks, taxis, buses.

AUTO RADIO CIRCULATION IS...

BIG: The average number of passengers per car in the survey is 1.8—twice as many listeners as there are cars.

ADULT: All drivers in the test area are sixteen years of age or older. Most urban regions use this age as the minimum requirement for licensed driving.

WE WILL BE GLAD TO SEND YOU A COPY OF THIS STUDY, IF YOU REQUEST IT ON YOUR BUSINESS LETTERHEAD.

EDWARD PETRY & CO., INC.
488 MADISON AVE., NEW YORK 22, N. Y. MU 8-0200

CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS
NO ONE to rest on his laurels, Harold Simonds, local sales manager of WFIL Philadelphia, celebrated his 30th anniversary with the station March 17 by signing two more top accounts, both for 29 weeks.

One of them, placed through J. Cunningham Cox Agency, calls for a saturation spot announcement campaign for Stroehman Bros., baking firm. The other is for a series of spots for Dalsimer Shoes, represented by Charles Cassidy Adv.

Said to be Philadelphia's oldest radio man in point of service, Mr. Simonds seems to possess the enviable knack of signing up long-term accounts. Just a short time ago, Foster, Miller & Bierly, tire distributor, renewed its sponsorship of a daily morning newscast, thus continuing a station-client relationship which began more than nine years ago. Cahill Adv. handles the account.

Another evidently satisfied WFIL account serviced by Mr. Simonds is Hardwick & Magee, rug and furniture store, whose morning news programs have been a Monday-through-Saturday feature for 10 years. Firm is represented by Peigenvaun Agency.

In celebration of Mr. Simonds' 30th anniversary, a party was tendered by Roger W. Clipp, WFIL general manager. Agency executives and station personnel signed a large card bearing Mr. Simonds' likeness and he received as a gift from WFIL a week's cruise to Nassau, for himself and his wife.

The WFIL local sales manager goes all the way back to 1931 in recalling his first commercial account as a salesman for the original WFI, forerunner of the present WFIL. This sale followed nine years as singer, announcer and script writer. That first account was Fritz & LaRue, rug firm. From then on his sales acumen sharpened.

In 1947, for instance, he was salesman for six dairy accounts carried by WFIL simultaneously.

During his long radio career, Mr. Simonds has been a successful newscaster and sports commentator as well as salesman, singer and announcer. In 1933 he inaugurated 20th Century Highlights, Past and Present, a news program sponsored continuously for three years.

From 1938 to 1943 he was WFIL's sportscaster and, except for brief periods, his show was sponsored throughout the time.

He became fulltime salesman in 1944 and in early 1960 he was promoted to his present position.
WVOK COVERS ALABAMA

Keyed Programming On 50 KW Birmingham Independent Results In Vast Rural And Industrial Listening Audience

Specific Programming Produces Top Disc Jockey

WVOK has carefully screened and trained its announcers so that warm, friendly informality is part and parcel of every program. Every WVOK announcer is a disc jockey, every announcer is a personality. Their personalized selling by air has resulted in stories such as the Blackburn Syrup Story. In one year, WVOK advertising elevated Blackburn sales from one truck load a month in Alabama, one of the top statewide sellers with a fleet ofucks serving the state several times per week, to more than the 1952 Mercury came in a WVOK campaign relieved Dexter Lincoln Mercury of seven 1951 Mercuries in one day.

Rural And Industrial Listeners Say WVOK’s The Best Deal On The Dial

The tremendous audience that daily tunes to WVOK is not the result of chance. Rather, it’s a direct reaction to the type of programs WVOK constantly plans and uniformly broadcasts day after day.

Listeners know the type of program they can expect from WVOK. It’s the type their specific listening preference indicates. Rural and industrial area listeners prefer folk music, both hill and valley. And that’s the kind of program WVOK has offered throughout the day.

WVOK Coverage Area Blankets Alabama

The map which you see to the left, reflects the actual mail by counties, pulled in recent contest, story for which you will find below.

With its 50,000 watt coverage, WVOK is truly Alabama’s station. Its .5 millivolt line extends deep into Mississippi and Georgia, as well as covering Alabama, itself, intensively. And today this coverage means something to you, for the State of Alabama represents a buying potential of nearly 2 billion dollars, according to 1951 SALES MANAGEMENT estimates.

WVOK Proves Listening Popularity By Outpulling 20 Mid-South Stations in Recent Contest

Recently, the makers of Garrett Snuff had a contest on the “Juniper Junction Varieties” radio show, heard over WVOK at 12:45 to 1:00 p.m. Listeners were asked to suggest a name for a foundling girl, developed in the continuity of the program.

Of the 20 stations carrying this contest, WVOK ranked first in mail pull.

This is particularly impressive, in view of the fact that among the 20 were more than five 50 kw clear channel stations, including affiliates of every major network.

This is but typical of the many mail-pulling success stories on our records.

And where there’s mail, there are listeners.

IF YOU’RE INTERESTED IN BUYING LISTENERS AT THE LOWEST COST PER THOUSAND, contact the nearest office of Radio Representatives, Inc., or the Sales Department of WVOK, Birmingham.
and, as for RESULTS—here's what WPRO did for a PUBLIC SERVICE organization:

Hal James, vice president of radio and television, Ellington & Co., New York, is a philosophy major whose major philosophy is "Do it well.”

Actor, producer, agency executive and station owner, Mr. James has rarely been far from the first rank in any project he has undertaken.

A graduate of the U. of Chicago and Reed College, his first industry job in 1924 was as a researcher with J. Walter Thompson Co. in Chicago. One year later, he moved to Needham, Lewis & Brohrer to serve on the production staff of the Fibber McGee show.

He next moved to New York to pursue a career as an actor. There he acted with the celebrated Group Theatre and appeared in a Warner Brothers and a Paramount film before journeying upstate to participate in the Mohawk Drama Festival at Union College, Schenectady, where he performed in many of the classics.

In December of 1937, he returned to New York joining Compton Adv. as program supervisor. He worked on such shows as Against the Storm, Life Can Be Beautiful, baseball broadcasts, Wheatsena Playhouse and Small Town.

He remained with Compton until the spring of 1943 when he moved to the H. W. Kastor agency as director of radio, supervising Abe’s Irish Rose and Time View the News.

In 1944 he joined Ellington & Co. as director of radio and TV principally for the Dick Tracy show. Last fall he was named vice president of the firm. Currently, Ellington & Co. handles Cities Service Co.’s Band of America on NBC radio and Celanese Theatre on ABC-TV.

Mr. James is also one of the four New York radio men who along with 34 other veterans from Rochester, N. Y., applied for and now own the Veterans Broadcasting Co., WVEI Rochester. Mr. James is still a stockholder and director of the firm, which status he describes as a "dream come through.”

The Jameses—she is the former Florence Speri, one-time casting director at Compton—have been married for the past 13½ years. They have three children: Michael (10); Beau, 8, and Melody, 5½ years old. The family lives in Westport Conn.

His hobbies, in which he rarely has time to indulge, are horseback and golf, as well as deep sea fishing.
GRAYSON LATHROP, Kenyon & Eckhardt, N. Y., named vice president.


JANE ANDERSON joins TV department of Smith, Taylor & Jenkins, Pittsburgh.


JOAN HOFFMAN, copy chief, Carson-Roberts Inc., L. A., to Stiller-Rouse & Assoc., that city, as account executive.

ROBERT G. CRiAR, Maxon Inc., N. Y., to Kenyon & Eckhardt, same city, as program supervisor and commercial producer in radio-TV department.

IRVING GOULD, Leonard Fellman & Assoc., Phila., to Lavenson Bureau of Adv., that city, as art director.

MRS. ROBERT B. CARLSON, Ruthrauff & Ryan, Chicago, to copy staff of Erwin, Wasey & Co., L. A.

NEIL O'BRIEN, Kenyon & Eckhardt, N. Y., to Lennen & Mitchell, same city, in radio and television copy department.

ELAINE REED appointed radio-TV director and account executive of Reily, Brown & Willard, Boston.

DICK BEYER, freelance art director, joins Grant Adv., N. Y., in same capacity.

ROBERT TAYLOR, art director, N. W. Ayer & Son, Chicago, to J. Walter Thompson Co., that city, in same capacity.

GLENN Adv., Fort Worth, Tex., relocates at 600 Bailey Ave., that city.

ABNER H. HARRIS, Ideas Adv., N. Y., to Arthur B. Kaplan Co., that city, as general manager.

PAUL RICKER to E. H. Brown Adv. Co., Chicago, as member of agricultural research staff.

G. S. BOND and THOMAS J. HARRIS have formed Harris & Bond Inc., Chicago. Mr. Harris retired from Hamilton Adv., same city, last Dec. Mr. Bond is former executive vice president of Hamilton.

RICHARD J. KRENEX to McCann-Erickson, Chicago, as sales promotion manager. He is former advertising manager of Mickel-Berry Food Products.

CAKE EATERS at the celebration marking the fifth anniversary of WPTZ (TV) Philadelphia's Television Kitchen, sponsored by Philadelphia Electric Co., are (l to r): George E. Whitwell, vice president in charge of sales for the utilit; Florence Hanford, Philadelphia Electric home economist who conducts program, and Ernest B. Loveman, vice president-general manager of WPTZ. Reddi-Kilawatt helps Miss Hanford serve birthday cake. Television Kitchen, seen 2-2:30 p.m. Saturday, pulls as many as 6,000 requests for recipes with single announcement.

WMAL-TV offers an unbeatable combination for attracting and SELLING the D. C. TV audience . . . the family audience with $2,000 more per annum to spend than the national average. Dominant in local live originations, WMAL-TV assures PEAK RETURNS from its choice availabilities.

Call or Wire the KATZ AGENCY, Inc.

WMAL WMAL-TV WMAL-FM

The Evening Star Stations, Washington, D. C.

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Magnify your sales... sell the rich Flint Market

The largest General Motors Plant City in the U.S.—home of Buick, AC; with huge Chevrolet, Fisher Body, and duPont plants—home of Auto Workers and Mechanics, the highest-paid workers in the world—that's Flint! And big defense contracts mean a magnified, expanding economy. Leading the way in Flint is WFDF, Flint's first station,* whose advertisers took the lion's share of over $300,000,000 in retail sales last year. Sell the Rich Flint Market for sure — over WFDF.

*See your Hooper!

910 Kilocycles
WFDF FLINT MICH.
BASIC AMERICAN BROADCASTING COMPANY

One of America's Pioneer stations—now in our 30th year! Associated with WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville.

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Page 22 • March 31, 1952
RADIO-TELEVISION-FREQUENCY MODULATION

ALIVE to our Community Responsibilities

ALERT to new opportunities for Service to Advertisers

Town Crier of the Northwest  MINNEAPOLIS-ST. PAUL

RADIO . . . ABC  •  TELEVISION . . . ABC, CBS, DUMONT  •  FREE & PETERS, Representatives

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"
NOW! READY TO MAKE HAY AND MONEY FOR WORLD-AFFILIATES!

SPARKLING
JUDY CANOVA

Invites you to
"COUNTRY FAIR"
A FUN-FILLED HALF-HOUR MUSICAL-VARIETY SHOW!

With An All-Star Cast... Country Music and Folk Songs... Prize Winning Recipes, Homespun Philosophies and Humorous Stories!

TWO, NEW, TIMELY MONEY-MAKERS!

"GET A HIT"
a series of half-hour programs featuring local scores and predictions by a local personality... in addition to thrilling and memorable highlights of past and present baseball seasons.

"THE PEOPLE CHOOSE"
a thrilling series of 13 half-hour programs preceding the national conventions in July... recreating great presidential campaigns of the past.

AT THE N.A.R.T.B. CONVENTION... WORLD POINT
Prize-winning RECIPES
By Judy herself... recipes that will make your mouth water... favorite dishes that please her maw and paw and fatten up the hands around the place.

MUSIC
By Zab Carver and his Country Cut-ups, the Cass County Boys, the Midway Serenaders, Jimmy Atkins and his boys... all swinging away with hoe-down and square dance numbers to set feet a-dancin'!

HEART-WARMING, APPEALING SINGING
By Cindy Lou Walker, Ernest Tubb, the Fontane Sisters, the Jubilaires, Terrell Lee... all in a variety of tuneful, tearful, winsome songs and novelties!

Home spun, humorous PHILOSOPHIES AND STORIES
By Judy on such subjects as romance, happiness, music, marriage and many others... anecdotes about the country folks in her large, flourishing family!

Another Smashing Saleable First!
A Festival of Fun for Everyone!

Save Money! Make Money With WORLD... the only all-purpose LOCAL SALES SERVICE
Offering Local Personality Shows, Signatures and Production Aids, Dramatic and Musical Features, Commercial Messages in the same style and character of the midway Barker!
Calling all Scotch time buyers!

It’s smart to be thrifty these days—especially with advertising money. That’s why time buyers who watch every penny go for WITH in Baltimore!

Every dollar you spend on WITH does a big, big job. At WITH’s low rates . . . with WITH’s big audience . . . you get more buying listeners-per-dollar than from any other TV or radio station in town.

Here’s proof: WITH regularly carries the advertising of twice as many local merchants as any other station in town. For just one good reason—WITH produces low-cost results! Get the whole WITH story from your Forjoe man today!

WITH IN BALTIMORE

TOM TINSLEY, PRESIDENT—REPRESENTED BY FORJEO AND COMPANY
By J. FRANK BEATTY

THE 30th annual convention of NARTB, opening formally Monday, March 31, at the Conrad Hilton Hotel, Chicago, will concentrate on ways of making broadcasting and telecasting more efficient and advertising media. The annual Engineering Conference runs concurrently with the management program (see engineering agenda page 38).

For the first time in years the convention program starts its annual internal feud within the NARTB. Completely reorganized last year as President Harold E. Fellows assumed direction, the association enters its annual convention week in a spirit of organizational unity.

Every facet of broadcast and telecast advertising and programming will be explored in a series of workshops meetings starting this (Monday) morning and continuing through Wednesday evening. Major speeches will be delivered by FCC Chairman Paul Walker, his first since assuming the chairmanship and coming on the eve of the TV thaw; Mr. Fellows, and Henry H. Fowler, administrator, National Production Authority.

The usual series of side meetings ranged from weekend committee sessions to the Radio Pioneers Dinner Tuesday evening. Two portions of the agenda will focus on the job of maintaining radio’s position in the media world. They are the Broadcast Advertising Bureau two-hour meeting, starting tomorrow at 2 p.m., and the all-radio Affiliates Committee meeting that follows immediately at 4 p.m. (see separate BAB program story page 31).

BAB will unveil a half-dozen new services for broadcasters, according to President William B. Ryan. The Affiliates Committee, formed at the 1951 convention, will hear a report on committee proposals to meet the problem of rate setting by major advertisers. The committee also has called on affiliates to keep a strong bargaining position with their networks in regard to rates.

The range of topics to be discussed includes discussions on critical materials, politics and broadcasting, management, FM programming, TV operations, audience promotion and the TV Code.

A high spot of the final program Wednesday afternoon will be a debate between two outstanding jurists on the question of broadcast and telecast pickups of Congressional hearings and judicial proceedings. Debaters will be James M. Landis, in favor of radio-TV coverage, with Louisa Waldman taking the negative side.

Judge Justin Miller, NARTB board chairman and general counsel, will give the introductory address at the television business meeting at 10 a.m. Monday. Robert D. Swezey, WDSU-TV New Orleans, chairman of the NARTB Board of Directors, will follow him and present Thad H. Brown Jr., NARTB TV director-counsel, who will report on NARTB work.

Concurrently an FM business meeting will be held with Ben Strouse, WWDC-FM Washington, presiding as chairman of the NARTB FM Committee and FM director-at-large.

Latest Advances Shown

The displays of equipment and radio-TV services are found in Exhibition Hall, in the lower lobby of the Conrad Hilton, and in fifth floor sample rooms. Special interest has developed in the transcription and program services due to expansion of this phase of programming during a period of network rate adjustments. A number of new types of equipment, including UHF gear and Klystron tubes, will be shown to broadcasters and telecasters for the first time. BMI and NARTB are staging a joint exhibit of rare historical documents. This display is found in the lower lobby.

Feature of the lower lobby exhibits will be a Roaring Twenties Buffet scheduled Monday noon. Carrying out the 30-year convention theme will be a special presentation to NARTB (NAB) founders scheduled at the Tuesday luncheon.

Final details of convention planning were completed last week by the special NARTB board committee of which James D. Shouse, WLW Cincinnati, is chairman. Other committee members are: Merrill Lindsay, WSOY Decatur, Ill.; George B. Storer, Fort Industries stations, and Harold Wheelahan, WSMB New Orleans.

Robert K. Brown, NARTB public affairs director, is in charge of convention programming. C. E. Arney Jr., secretary-treasurer, is handling overall convention arrangements. Registration is in charge of William L. Walker, NARTB auditor.

Thirteen directors start new terms on the NARTB Radio Board with the 1955 convention. The entire Television Board expires as the convention opens, with a new board to be elected this (Monday)

(Continued on page 174)

The Network Problem

EVENTS during the past year—notably since the 1951 NARTB convention—make it crystal clear that organic changes are occurring in our broadcast economy. These events now add up to the stunning report for the year:

Is the network, as we have known it, becoming obsolete?

This applies equally to radio and to television, for television picks up precisely where radio left off. Efforts to seal off one medium from the other are futile. The economic lines were clearly drawn. Without the network, radio’s growth would have been stunted. Today radio stands in the forefront of media. In a few short years it achieved the prestige and force that entailed generations for other arts and industries. The press, for example.

The first network (NBC) was created to develop a market for radio receivers. Programs had to originate in talent centers.

Readings were of poor quality and carried a stigma. Good programming entailed use of wire loops for simultaneous release.

The original network concept was to provide commercial and sustaining programs of high quality and in balance. It was a good deal for network and affiliate. Of radio, David Sarnoff once said: “The lowest man cannot buy for himself the poorest man gets free by radio.”

So without the network radio in this country might have gone the way of the so-called British system of government monopoly. Radio developed dramatically—except in one sphere—rate-making. Rates didn’t keep pace with circulation. The medium didn’t know its own strength. National non - network (spot) emerged following network. Local business was always there. But network dominated.

Then came the new era. Television, after a false commercial start in 1953, thunders into the advertising scene after V-J Day (it is now showing first signs of softness at the network level, due primarily to difficulties in station clearance—this itself symptomatic of the new approach to networks). The disequilibrium effect spread to all media, but radio, which hadn’t tended to its rate structure, caught it first and hardest—again at the network level, as national spot and local business continued to hold up.

Meanwhile, there were other evolutionary changes that preceded the TV era. Networks engaged in a brutal talent war. The quality of transcriptions improved. Networks, which abhorred recorded programs, began to use transcriptions. Came tape. Programming syndicates emerged, retaining top talent. The “recorded” stigma vanished. The network co-op proved a new and profitable innovation.

The business of network operation became more and more expensive. Talent wars led to

(Continued on page 28)

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The Network Problem  
(Continued from page 27)

coalesced rate wars. The networks no longer make any pretense of applying that equitable balance between high-class sustaining and commercial programs, except in the public service field, where constant improvement is evidenced. Hence, the more and more toward spot and local business—the latter the potent bread-winner for many. The networks are hard put to make network operations, per se, pay off; they claim their major earnings are from owned-and-operated stations.

When advertisers began to beat the drums for rate "adjustments" a couple of years ago, the first real discord developed. It continues today; will not issue until NARTB. All sorts of packages are conjured up, i.e., the General Mills effort to buy saturation campaigns at about 27% of card. So far it appears it isn't getting far with top stations in major markets. It may be signing stations, but not nearly as many top stations as it wants. General Mills, an anchor account, has made millions for Wheaties and other products through judicious use of network buying. It will continue to buy at card rates if top stations hold fast.

Deals breed more deals. If it's done in networking, it spreads to spot. One big representative, it's reported, offered a national network account nighttime at daytime rates, with guaranteed clearance.

So the complexion of the business is changing. The old-line network method of doing business is evaporating. More and more the trend is toward "ad hoc" networks, tailored to fit the advertiser's requirements. "Ad hoc" means "for this case alone"; "special." The day may not be distant when the network, for a fee, will provide something analogous to press association service—i.e., a radio or television pickup of a presidential address, or other special event. Or it will sell syndicated services tailored "ad hoc" to fit the advertiser's distribution and pocketbook.

In TV, perhaps, it already is going that way. NBC and CBS have set up film syndicates to supplement network operation. Ziv, United Television Programs, are in the field, as are others. Top executives predict that perhaps 80% of TV programming eventually will be on film, on the ground that it's better, destined to be cheaper, and provides market selectivity and simultaneous transmission without regard to time zones.

Costs augur that way too. Leased lines for a given network rate for 18 hours a day run $1 million a year. The equivalent TV network would cost $12 million for cables or micro-wave relay.

Important in this over-all picture is ultimate network ownership. ABC-United Paramount leads the way with its planned fusion, now in tortuous hearings before the FCC. Public policy questions are drawn into this proceeding, but few doubt eventual approval. ABC hopes it can serve the ordeal of waiting for the FCC to act. Once the merger is approved, it may be only a question of time before other movie production or exhibition companies conceive to buy into or develop other radio-TV operations. There is an evident mutuality of interest. Competition may make it attractive both ways.

Out of this mosaic of events, one reaches the inescapable conclusion that the broadcast media are in the throes of an economic revolution. There will always be the case and do half the business than to sell at what the traffic will bear, and cut rates or add discounts whenever a bargain-hunting advertiser threatens to pull out.

Broadcasters, in both radio and TV, must deal with realities. The emotion over television gradually is disappearing. It's a medium that's here to stay. Radio is here to stay, without the necessity of resorting to gimmicks and schemes which destroy the sanctity of the rate-card.

There has never been a time when the need for business statesmanship was more evident. There'll be plenty of opportunity to display it in Chicago this week.

DRY BILL DEAD

Vote of 7 to 6 Kills Bill

A SUDDEN death was voted the Johnson-Case "dry" bill to bar liquor advertising from radio and television last Wednesday by the full Senate Interim Foreign Commerce Committee [B&i, March 24].

Vote in closed session was 7 to 6 against a motion to report the bill (S 2444) to the Senate floor. There is no possibility that the issue can be revived in the upper chamber unless a new measure is introduced. Alarmed as a so-called "preventive" measure, the Johnson-Case bill was regarded in broadcast circles as discriminatory and as a first step by the "drys" to wage a new campaign to bar all alcoholic beverage advertising from the airwaves.

It was the first bill of its kind to have been introduced in the Congress. Heretofore, similar measures had been proposed to place a ban on beer and wine in addition to liquor in all interstate advertising.

NARTB President Harold E. Fellows, who had testified against the bill, expressed "satisfaction" that S 2444 was defeated. Mr. Fellows noted the bill was "unnecessary, highly discriminatory to the broadcast media and tended to confuse the various government bodies concerned with the regulation of broadcasting."

Mr. Fellows added that its passage could have encouraged other special interest groups to press for restrictive legislation against the advertising of other products and that "broadcasters are fully cognizant of the problem and of their own responsibilities, ban the advertising of distilled spirits over both radio and television."

Co-authors of the bill were the committee's chairman, Sen. Ed C. Johnson (D-Col.) and Sen. Francis Case (R-S.D.).

The measure was introduced in the Senate early in the session [B&T, Jan. 21 et seq.]. Printings of the hearings were made available to committee members early in March and Senator Johnson immediately scheduled the bill on the commerce group's agenda.

During extensive hearings on the bill earlier in the year [B&T, Feb. 11, 1951 et seq.], representatives of broadcasters, advertisers and beer, wine and liquor companies attacked the measure.

High interest had been expressed in the bill because of its coincidence with a national election year.

JAS. McCONNELL  
Is Named Blair V.P.

JAMES V. McCONNELL, resigning as director of NBC National Spot Sales (B&i, March 24), will join John Blair & Co May 1 as vice president. Chairman John Blair is to announce today (Monday).

His principal responsibility, Mr. Blair said, will be to work with radio station managers owned by John Blair & Co. and also the television stations represented by Blair-TV, on all operational policies and matters dealing with national selling.

With NBC for approximately 21 years and identified for most of that time with spot sales operations, Mr. McConnell is credited with developing the first spot rate card used by an NBC-owned station and playing key role in behalf of simplified spot rate structures.

Blair spokesmen also noted that he had "pioneered the adoption of workable operational standards at the spot sales level and was largely responsible for the creation of the original NBC policy statements."

For many years he served on the NARTB Sales Manager's Executive Committee before joining NBC, he had several years' experience in various agencies.

Addition of Mr. McConnell was described by Mr. Blair as another in the continuing expansion of the Blair organization, which has included New York, Chicago, Dallas, Detroit and Los Angeles.
radio-TV Spurt Seen

MINDFUL of what happened just a year ago when the rate "adjustment" controversy was kicked off at the NARTB convention, the alt-weekly radio camp at General Am-

MADISON "The Buleah Show and The Tide Show, now heard in successive quarters from 6:45 to 7:30 p.m. and representing, in 1951, $3.5 million in gross billings for the network.

When P&G officials will make up their minds was unpredictable, though it was known they hope this will be possible. Deadline, however, does not fall until June 1, since present contracts ex-

MADISON Ave. Still Jittery

one-half the one-time day rate could not be exactly determined.

There were reports that General Mills' agency on the over-$250,000 ABC Radio spot bought in Minneapolis, was encountering resist ance among most major stations except for some outlets owned by their parent companies. The agency was understood to have put two men on the road to sell the plan to stations.

It was reported, but not confirmed, that ABC was accepting the offer for some of its owned stations.

It was known that CBS Radio had been approached, but an official said the situation apparently remained unchanged from earlier this month when it was reported that CBS Radio insisted that General Mills meet the terms of the special "Summer Saturation" spot announce-

This CBS Radio plan, for its O&O stations offers the usual discount on minimum commitments plus a 16 1/4% discount if the advertiser uses a minimum of 500 spot announcements per station during the summer. In other markets apparently had not responded to this.

Officials of the NBC-Owned-and-Operated Stations Department said they had rejected the General Mills plan for reasons "unknown."
STATEMENT BY JUDGE JUSTIN MILLER, BOARD CHAIRMAN AND GENERAL COUNSEL, NARTB

THE GROWTH of the broadcasting industry is often termed phenomenal but there is one thing which has kept pace with this growth. That is the pressures which confront it from every side in its day to day operations.

Today those pressures are at a peak—pending legislation which chips at radio’s freedom; hundreds of regulations involving demands; minority group criticism—demanding constant vigilance to maintain a free, aggressive, prosperous system of broadcasting in America.

All of this emphasizes the necessity for a strong National Assn. of Radio and Television Broadcasters. As a member recently wrote us: “It is only through such an association that constructive governmental relations, international agreements, and many other similar activities, can be conducted. These things we cannot adequately do for ourselves.”

To maintain this strong association we must all work in close harmony. Each year our national convention provides the opportunity for members to become personally acquainted and to exchange ideas.

This year’s convention program features discussions of the most pressing problems for the entire industry and brings us top level people in broadcasting, industry and government.

I join with President Fellows in expressing appreciation to the members for their cooperation and in welcoming all to this 30th annual convention.

Judge MILLER
Detailed plans for BAB's sales session opening the NABT Convention in Chicago this afternoon (Monday) were announced last week by Frederick P. Wil- liam B. Ryan, who said a half-dozen new member services would be unveiled.

Open to both members and non-members of BAB, the meeting tarts at 2 p.m. in the Conrad Hilton's Grand Ballroom with JRTB President Harold E. Fel- crey and Convention Chairman James D. Housée, of Rosely Broadcasting Corp., slated o be on hand to open the convention officially.

The session will be a series of talks by "three-minute men" who will outline briefly their approaches to specific sales problems. Bab include Elmer W. Asarnow, WJRT Detroit; Bert Bank, WTBG Tuscaloosa, Ala.; William J. Edwards, WNKX Saginaw, Mich.; Simon Fieldman, WBBM Chicago; V. R. Jameson, WTTG Washington; F. Fuller F. Haas, KARK Little Rock; George J. Higgins, WMB Kansas City; David Kimble, WBBM Chicago; Winfield Leigh- ton, WSNY Schenectady; Daniel C. Park, WIRE Indianapolis; S. John Schile, KUTA Salt Lake City; C. H. Simpson, WKBW St. Mary's, Ohio; William Sullivan, WNAX Yankton, S.D.

BAB officials participating in the session will include retiring Board Chairman Edgar Kobak, who is scheduled to introduce his successor; President Ryan; Vice President Kevin B. Sweeney, and Local Promotion Director John F. Hane.

Although no official announce- ment has been made, Charles C. Caley, WMBD Peoria, has been nominated to succeed Mr. Kobak in the board chairmanship (CLOSED CIRCUIT, March 24).

In addition to outlining new service projects, the bureau officials will present a review of BAB as an independent operation during the past year. Several entertainment features also are planned.

Exhibit Plans

Apart from the sales sessions, BAB will maintain an exhibit in Exhibition Hall and also will have a fifth-floor suite throughout the convention, while a number of board members' advisory committee meetings are on the agenda (B* T, March 24).

A luncheon for the advisory com- mittee on promotion, headed by Dr. Willard H. Head of WCAC Philadelphia, and on research, under Robert E. Dunville, WLVW Cincinnati, was scheduled yesterday for the Finance committee under Mr. Caley was to convene yesterday preceding a board ses- sion directed by Mr. Kobak. State membership promotion chairmen, presiding officers of WJRT Columbus, Ga., hold a breakfast meeting this morning.

BAB personnel on hand to coun- sel broadcasters on specific sales problems include retail specialist Robert J. Steinel; National Promotion Man Franklin H. Peck, and Production Manager William L. Morison in addition to Messrs. Ryan, Sweeney and Hardesty.

FAMILY INCOME

Census Reports Rise

AVERAGE (median) income of families in the United States rose a $3,300 in 1950, or $200 higher than 1949, according to the U. S. Census Bureau. Since prices rose only slightly from 1949 to 1950, the in- crease in income probably repre- sented a significant increase in purchasing power for the average family, Roy V. Peet, Director of the Census Bureau.

Families headed by farmers made the largest relative gains, their income rising on the average about 40% (from $1,400 in 1949 to $2,100 in 1950). Average income of nonagricultural families showed a much smaller increase. A reduc- tion was found in the relative dif- ference between income of whites and nonwhites during the past decade. In 1950 the average wage or salary income of white families was about twice that of nonwhite families.

About two-fifths of all U. S. families had two or more earners in 1950. Half the families in which the wife had her own income, had incomes of $4,000 or more whereas only a third of families in which the wife did not work had this much income. Total U. S. population as of Feb. 1, 1951, was estimated by the bureau at 155,997,000.

CBS SALARIES

Given in Stockholders Report

CBS during 1951 paid its directors and officers an aggregate of $1,107,- 152 in salaries, $29,000 in directors' fees, $242,873 in bonuses and shares of stock. A total of $30,900 was paid under pension and insurance plans $177,405, according to a proxy statement sent CBS stockholders with a notice of the corporation's annual meeting April 17 at company's headquarters in New York.

Itemized list of payments to di- rectors and officers for 1951 shows more than $25,000 by CBS shows that Frank Stanton, CBS president, received $100,000 in salary and $51,597 in bonuses or profits, with $13,914 in other benefits. Stanton made $25,000.

Other Payments

David H. Cogan, president of CBS-Columbia Inc., CBS set-manu- facturing subsidiary, also acquired last June, was paid $26,923 in salar- ies and profits, $10,216 as pension money and a pension contribution of $1,138. James B. Conkling, presi- dent of Columbia Records Inc., received salaries and profits of $45,833 and a bonus of $10,000.

Annual meeting will act on the election of seven class A directors and eight class B directors, with an eighth class A director perhaps nominated and elected in the meeting or perhaps elected by the board at some subsequent date, the proxy statement reports. All direc- tors are elected to serve for one-year terms.

For class A directors, CBS nominees are Benjamin H. L. Kogan, E. H. Ream; Prescott S. Bush, partner of Biddle & Bush (investment bankers); H. W. Bush, executive vice president of Detroit Edison Co.; J. A. W. Bebele, partner of W. E. Hutton & Co. (investment bankers); Samuel Paley, retired, and Dorsey Richardson, vice president of Leham Corp. (Investment company).

CBS nominees for class B directors are: Frederick L. Chapman, partner of Sullivan & Josephson (investment bankers); Ralph F. Colvin, member of Committee of 100 (investment bankers); Allen W. Colle, vice president of Morgan, Colle & Kaye; Leon Levy, personal in- vocations; T. S. Miller, Mont- Roy, and Cogan. All nominees of both groups are expected to be elected.

Class A stockholders vote cumulatively. Class B shares do not have cumula- tive voting power.

Annual meeting will also elect in- dependent public accounting firm, with Hyman, Ross Bro's, & Montgomery as the official nominees, to serve as auditors.
Radio and television are part of the larger economy of total advertising, and advertising is part of the enormously larger economy of the whole U.S. The individual broadcaster, operating a single station in his hometown, may not often think of himself as belonging importantly to an economic system that is measured in the hundreds of billions of dollars. But he is as much a part of it as any other businessman, big or little, and to administer his property intelligently, however modest its productivity and size, he must understand something about the major economic currents which move across all the U.S., tugging at every businessman.

Particularly for broadcasters, this is a time when the fullest knowledge of their enterprise is an inescapable necessity. The fundamental structures of their business are beginning to change, in response to forces that must be understood to be coped with. It is to assist this understanding that BROADCASTING • TELECASTING presents, beginning on this page, an economic study that seeks, in four stages, to assess the position of radio and television in today's advertising world.

The series begins with an article that relates advertising and the principal media with the general economy. A second article, beginning on page 34, traces the spending patterns of the biggest advertisers in network radio, network television and competitive media. A third, on page 35, deals with the record of another phase of broadcasting—spot. And the fourth, on page 36, analyzes local advertising. The purpose here is to examine the whole and then dissect its parts, to find out how radio and television have moved in relation to the main currents of U.S. advertising and then to study the push and pull of interior tides within radio and television. The series is called a Business Barometer.

At the moment, as may be noticed in the picture above, the needle points to "fair."

ON THE EVE of the lifting of the television freeze, the biggest question facing broadcasters was whether they were among the chosen few already in TV, aspire to be among the thousand or so who will eventually be granted TV stations, or plan to stick with radio indefinitely—

Where's the money coming from to support a truly nationwide television scene?

The question is one of moment to those who are or hope to be in television exclusively, because their success or failure depends upon the direction, and to those in joint radio-TV operation or radio alone, because some analysts have been predicting that television can advance only at the expense of radio.

If it is true of most big questions, this one is not accompanied by an easy answer. The best that can be done is to tackle the question from many approaches in hope of finding partial answers along the way.

One approach is to plot the recent trends of advertising spending in relation to the whole U.S. economy, to try to see whether total advertising volume can be expected to expand enough to accommodate the expensive new medium of television without cannibalizing older media. A good measurement to use to represent the state of the U.S. economy is the annual rate of total personal disposable income, the money people in the U.S. have to spend (or save) after they have paid their taxes. Disposable income is regarded by economists as the best index to total sales potential.

Advertising, since World War II, has expanded faster than the general economy. In 1946 total advertising expenditures were $3.36 billion, about 2.1% of the $168 billion disposable income that year. In 1961 advertising volume reached $6.65 billion, climbing up to 2.9% of the total disposable income ($222.8 billion). It would make the answers to the basic questions come more easily if it could be assumed that the 1946-51 trend—i.e., advertising volume increasing at a greater rate than the disposable income—would indefinitely continue. Unhappily, a look back into pre-World War II years shows that in relation to the national economy advertising was a most as big as then as it is now.

In 1940, advertising volume was $2.08 billion, a lot less than the $6.55 billion of 1961. But income then was much smaller too. In 1940 advertising volume was 2.5% of national income, the same ratio that existed in 1949 and 1950 and on one-tenth of a percentage point behind the ratio of 1961.

The war years raised high advertising spending, compared with the rise in disposable income. The scarcity of consumer goods and the influx of ready money made it unnecessary to support sales by advertising campaigns. As a result U.S. income raced ahead of advertising volume.

In 1946, the first postwar year advertising expenditures had sagged so much below the ratio curve of the total economy that they were only 2.1% of disposable income. It was not until 1949 that advertising expansion caught up with the advance of income level.

At this point, you might well ask: Is it possible to set aside a plan that could be described as "normal," as a base against which measure present trends? If "normal" can be applied, it probably can't, because 1940 is a reusable choice to start figuring from. By that year the depression was over. Employment had risen to 45 million and unemployment had dropped to around 8 million.

The next year, 1941, marked

(Continued on page 178)

WHERE'S THE MONEY COMING FROM?

TOTAL ADVERTISING KEEPS UP WITH TOTAL ECONOMY

The chart at right shows the year-by-year relationship of advertising volume to total personal disposable income, a good measurement of maximum potential U.S. sales. Except for the World War II period (1941-46), total advertising expenditures have swung between 2.5% and 2.9% of total income, in the past five years rising faster than income.

Page 32 • March 31, 1952
BUT SOME MEDIA LAG BEHIND THE GENERAL ADVANCE

Though total advertising has kept pace with economic expansion, expenditures in radio, newspapers, magazines have not. Individually, those media have fallen behind the rate of advance of disposable income. After reaching peak of 0.34% of income in 1949, radio slipped to 0.31% in 1951, its 1940 level. Newspapers, up to 1% of national income in 1949, were down to 0.38% in 1951, below their 1.1% 1940 ratio. Magazines rose to 0.39% in 1947, but since have fallen off to 0.25% in 1951. Only TV shows gains, and big ones.

DOLLAR VOLUME OF ALL MEDIA HAS BEEN EXPANDING

In terms of dollars, all media seem to be doing well. Radio has boomed from $235 million in 1940 to $690 million in 1951; newspapers from $815 million in 1940 to $2.22 billion in 1951; magazines from $197 million in 1940 to $502 million in 1951. The only one to suffer any setback in dollar expansion along the way was magazines which had $512 million in 1948 and $492 million in 1949, but recovered more than lost ground in 1950 with expenditures of $514 million. TV’s dollar volume was $63 million in 1949, $185 million in 1950, $484 million in 1951. Though not shown on chart at right, total advertising expenditures have more than tripled since 1940. Year by year, the total volume has run: 1940: $2.08 billion; 1941: $2.23 billion; 1946: $3.26 billion; 1947: $4.26 billion; 1948: $4.86 billion; 1949: $5.20 billion; 1950: $5.69 billion; 1951: $6.55 billion.

BUT ALL EXCEPT TV TRAIL TOTAL ADVERTISING RISE

Looked at another way, radio, newspapers, magazines fare differently. In proportion to total advertising expenditures all three have been falling off. As they diminish in ratio to the advance of total advertising volume, TV shoots up like a comet: 1.2% of total advertising in 1949, 3.3% in 1950, 7.4% in 1951. What has happened is that the rate of expansion of radio, newspapers, magazines has been perceptibly arrested in the past two years in comparison with expansion rate of either total income or total advertising, while TV’s rapid growth outstripped all other economic trends.
Here are specific case histories of budget allocations in network radio, network television, newspapers and magazines by 100 leading advertisers in 1946 (postwar but pre-TV), 1949 and 1950. Though it's impossible to draw black-and-white generalities from these computations, some conclusions are indicated: In many instances TV advertisers are companies whose total advertising budgets are on an upward curve, and those who have stayed away from TV are more apt to be advertisers who are putting a brake on all their advertising spending. Perhaps it could be said that in general it's the expanding businesses that are venturing into TV (as well as increasing their total appropriations).

### How Leaders Play Their Blue Chips

**The Advertiser** who goes into television is more likely to increase his expenditures for other major advertising media—and less likely to curtail them—than the advertiser who does not add TV to his media list.

That conclusion, somewhat at variance with the popular notion that the revenue of TV networks and stations is largely taken from funds previously appropriated for use in other media, comes from an analysis of the time and space purchases of the top 100 national advertisers, ranked by their gross expenditures in network radio, network television, magazines and newspapers during the years 1946 (postwar but pre-TV), 1949 and 1950, and in network radio-TV and magazines during 1951.

Newspaper advertising figures for individual advertisers for 1951 are not available.

A word of warning is necessary so that it may be clearly understood that these figures are limited and that therefore any conclusions drawn from them must also be limited.

The use of radio and television as national spot media entails large expenditures by many of these leading advertisers. But there is no record of these sums comparable to the records of advertising on the radio and TV networks and in magazines kept by Publishers Information Bureau or to the reports of national advertisers' purchases of newspaper space published by the Bureau of Advertising of American Newspaper Publishers Assn.

Even with this limitation, however, the changes in appropriations for newspapers, magazines and network radio made by the country's largest advertisers following the advent of television as a major national medium are significant and worthy of study. Table I (this page) lists the 100 top users of the combined media in each of the following years: 1946, 1949 and 1950 (years for which records of all are complete). To report on the top 100 for each of the three years, it was necessary to include a total of 137 in the total tabulation. The list is arranged by product groups rather than by rank so that competitive comparisons may be made more easily.

In presenting this compilation, **Broadcasting** appends some analyses and makes some conclusions as to their significance. These interpretations, however, are only a beginning, a mere surface-scratching of a field of information that deserves more exhaustive analyses by broadcasters.

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**Table I**

<table>
<thead>
<tr>
<th>APPAREL</th>
<th>AUTOMOTIVE</th>
<th>ELECTRIC AUTO-LITE CO.</th>
<th>FORD MOTOR CO.</th>
<th>GENERAL MOTORS CORP.</th>
<th>B. F. GOODRICH CO.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1946</strong></td>
<td><strong>1946</strong></td>
<td><strong>1946</strong></td>
<td><strong>1946</strong></td>
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<td><strong>1951</strong></td>
<td><strong>1951</strong></td>
</tr>
</tbody>
</table>

**Where Top Advertising Budgets Go**

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**Continued on page 64**
As a technique of using radio and television, spot broadcasting is taking a bigger and bigger share of national advertising appropriations. Unfortunately there is no way to estimate how much has been spent on spot by the 100 leading advertisers whose gross billings in network radio and television are reported in Table I of the article beginning on the preceding page. But it is possible to figure out spot expenditures by product groups. This record of spending shows that no matter what other media adjustments they’ve made, more and more advertisers are turning to the pin-point selectivity of spot broadcasting.

Spots and Soaps Products with 10.8% of the total revenue or $14,503,475 were second in importance in 1951. In 1950 this classification was third in importance, ranking behind Drugs and Remedies, as it did in 1949. This increase in the importance of spot advertising by the larger soap manufacturers was believed to be due in part to changes within the industry, the introduction of new brands in various parts of the country and the intense competition between the soaps and synthetic detergents.

The dollar figure for the Drugs and Remedies spot classification in 1951 was estimated at $13,832,018. In 1950, this classification was 9.6% of the total spent for all spot and the dollar figure was $11,557,052 while in 1949 it was $12,096,000.

The Beer, Wine and Liquor classification has shown one of the largest increases during the past three years of any of the important spot radio advertisers. In 1949, when this classification used only 3.3% of the total revenue for spot, beer and wine advertisers (the liquor advertising figure is very nominal) spent $3,696,000. In 1951 these advertisers spent $10,071,858 or 7.5% of the total. The 1950 figure was $6,013,901 or 5.1% of the total.

This steady increase in the use of radio by beer and wine distributors has been caused both by increased advertising by some of the “old line” brewers with national distribution and by the expansion to regional and national advertising and distribution by some of the smaller firms.

Fifth place among spot advertisers in 1951 was taken by the

(Continued on page 68)

### Ten Product Groups that Spent Most on Spot Radio in 1951

<table>
<thead>
<tr>
<th>Product Group</th>
<th>1951 Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sales</td>
<td>$134,291,439</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>21,755,213</td>
</tr>
<tr>
<td>Soaps, Cleansers</td>
<td>14,503,475</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>10,071,858</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>9,668,984</td>
</tr>
<tr>
<td>Automotive</td>
<td>7,117,446</td>
</tr>
<tr>
<td>Gasoline</td>
<td>6,043,115</td>
</tr>
<tr>
<td>Agriculture</td>
<td>5,908,823</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>5,103,075</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>4,297,326</td>
</tr>
<tr>
<td>Jewelry</td>
<td>4,297,326</td>
</tr>
<tr>
<td>Toiletries</td>
<td>4,297,326</td>
</tr>
</tbody>
</table>
Ten Business Groups that Spent Most on Local Radio in 1951

<table>
<thead>
<tr>
<th>TOTAL SALES</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autos</td>
<td>32,068,305</td>
</tr>
<tr>
<td>Department Stores</td>
<td>13,512,625</td>
</tr>
<tr>
<td>Home Appliances</td>
<td>12,173,373</td>
</tr>
<tr>
<td>Beer, Soft Drinks</td>
<td>11,783,261</td>
</tr>
<tr>
<td>Furniture Stores</td>
<td>10,675,652</td>
</tr>
<tr>
<td>Food &amp; Groceries</td>
<td>9,587,522</td>
</tr>
<tr>
<td>Banks</td>
<td>8,451,615</td>
</tr>
<tr>
<td>Hardware, Feed</td>
<td>8,187,652</td>
</tr>
<tr>
<td>Lumber, Building</td>
<td>8,187,652</td>
</tr>
<tr>
<td>Men’s Furnishings</td>
<td>8,187,652</td>
</tr>
</tbody>
</table>

GO DOWN THE BLOCK TO FIND BIG MONEY

Automotive retailing—including cars, accessories, repairs and gasoline—continued far ahead of other lines of business in 1961 as a source of local advertising income for radio stations (see table). A steady increase in this advertising occurred during 1949, 1950 and 1951 in line with the general growth in income during the three years, according to a Broadcasting & Telecasting Trends survey of broadcast stations.

Total local advertising of broadcasters rose from $182,144,800 in 1949 to $227,434,786 in 1950 and to $239,734,488 in 1951.

Local advertising revenue of television stations nearly doubled from 1950 to 1951, according to a Trends survey covering television stations, with the department-dry goods store bracket as best revenue source in 1951 (see table). Local}

Radio business-producer in 1951 was the home appliance and repair category. The 8.6% share of this source was matched by 8.6% in 1950 and the figure exceeded the 1949 ratio of 6.8%.

In fourth place last year was the beer-soft drink group with 7.8%, about the same ratio maintained in 1949 and 1950. The furniture store classification produced 6.5% of local revenue last year, quite a drop from the 8.2% in 1950 and down slightly from 6.9% in 1949.

Food and groceries accounted for 6.1% of local radio dollars last year, off a bit from the 6.4% in 1950 but above the 6.0% in 1949. Bright spot in local radio income is the bank-building and loan-insurance group which has risen slightly from 6.0% in 1949 to 6.5% in 1950 and 7.9% in 1951. Dairy products, while well down the list, show a similar upward trend, as does the hardware - feed - farm supplies bracket.

On the basis of questionnaires sent to a cross section of TV stations, department and dry goods stores accounted for 15.4% of local revenues in 1951, running well ahead of beer and soft drinks, ranking second with 12.6%. In 1950, the store bracket brought in just 12.7% of local revenue, a healthy increase in a class that radio has never properly developed.

Top local revenue category in 1950, on the other hand, was home appliances and repair, amounting to 14.4% of the total for that year. Out of the 22 principal classifications. Ranking second that year was the beer bracket with 12.9% of the total.

Though TV sets and service comprised the outstanding phase of the home appliance and repair business in 1950 and 1951, that field only; rated third in 1961 as a source of local business for TV stations amounting to 10.4% of the total compared to the 14.4% in 1951 when it ranked first.

In 1951, banks, building and loan and insurance rated fourth as a local advertising source, amounting to 9.8%, or a dollar volume of $5,654,698. This category ranked only sixth in 1950, being 9.7% of the total or $2,947,568.

The automotive group supplies 9.7% of local revenue in 1961, at retaining fifth place. In 1950, on the other hand, automotive and furniture retailing were tied for fourth place with 10.0%.

(Continued on page 88)
LIBERTY Broadcasting System, with 498 affiliates, last week took its first step toward revamping its sales organization by reducing the cost of operating its New York sales office, President Gordon McLeod told Broadcasting & Telecasting.

The step is designed to bring about economies and is in no way a indication the network plans to curtail its operations or suspend, he said.

Liberty is “making money and wants to make more money,” Mr. McLeod explained, adding, “Don’t be too surprised if Liberty is the only AM network now making a profit.”

Coming Season’s Baseball

With opening of the major league season imminent, he said, Liberty “positively will carry a full schedule of baseball games in 1952.” The network has carried a baseball game every day since March 8. It is negotiating with all major league clubs and is understood to have signed some contracts.

Mr. McLendon said the network does not plan to abandon its $12 million suit against 13 major league baseball clubs. The suit was filed in U. S. District Court, Chicago, Feb. 21 [BWT, Feb. 25]. Liberty bargains business damage suffered through loss of baseball broadcast rights as a result of a purported monopoly operated by club owners. Clubs not named in the suit are Chicago White Sox, St. Louis Cardinals and Brooklyn Dodgers.

“Rumors that Liberty would not broadcast baseball in 1952 started last winter,” Mr. McLeod said. We started the game of the day in 1948, keeping five networks with the game to help pay for rights. The idea was copied by other networks. Five years ago we started the idea of charging affiliates a fee. All networks now do that.

“We started piping football Saturday afternoons for cooperative sponsorship. That, too, was copied by other networks. All networks are taking tips from us. They’re all turning around now and going into the program business, tapping local sources of revenue.”

Describing the New York change, Mr. McLendon said the former operation was not realistic. “We were spending more money in New York than sales results justified,” he said. “We will re-staff the office on a more economical basis, using the savings in Dallas where more than 90% of our sales are made.

Formed in 1948

Since Liberty was formed March 21, 1948, Mr. McLendon said, “never a day has passed without a rumor that we are going out of business. A man can’t change personnel without starting a rumor. It looks to me as though other networks have enough problems of their own without getting into the rumor business.”

Liberty’s current sponsors include such national advertisers as Sears Roebuck, two 15-minute series, five-weekly, on 184 stations;

Bob J., a department store copy writer specializing in writing for radio. His question is, “Do I write ‘come down’ or do I write ‘go down’ to the store?”

“If I write ‘come down’ don’t people realize the announcer is at the radio studios, many blocks from my store? If I write ‘go down’ don’t people resent being told to do something?”

On the surface it may seem there is very little difference between “come” and “go”—that the two are interchangeable. But there are several areas worth exploring, which suggest the former rather than the latter.

Primarily, Bob J., and all other radio copy writers, must remember the announcer is a salesman for the advertiser. He must envision the man at the microphone as a special salesperson, talking to many customers at once. Thus, in his role as a special store sales representative, he is in a position to invite listeners to his store.

The invitation can be phrased, “come down today,” or even more specifically, “come down this afternoon,” or “come down this evening,” or “first thing tomorrow morning.” And a friendly invitation is far more palatable than the brusque order, sending someone to go somewhere.

From the radio station’s point of view, isn’t a personal invitation such as “come down” dangerous? Isn’t the announcer trying himself too closely with one advertiser when, later during his announcing shift, he’s bound to deliver a commercial for a competitor?

We believe the answer is “no.” At no time does the announcer say, “I want you to come down.” It is simply a special sales representative speaking for an advertiser and inviting you, the customer.

Then, too, listeners understand radio is an advertising medium. They fully realize radio offers information on various kinds of products and services—many of which are directly competitive.

If one station could not deliver a complete picture of messages at different hours without having listeners misunderstand, radio advertising would not have grown as consistently as it has.

Then, too, the average listener cannot remember whether the voice now reading the commercial for Frank Abel’s Clothing Store is the same voice that read a competing sales message for Park’s or Gimbels or Bonwit Teller only an hour before. In most stations, the policy of scheduling competing announcements as far apart as possible also helps this situation.

After writing each commercial, check to make certain you have included a final action paragraph, and check to see you continue to maintain it’s an invitation to action, rather than a hard command, which may carry with it the seeds of resentment.
in caused by minor departures from theoretically perfect amplitude and phase distribution, in practical
methods, line matching and automatic
in caused by minor departures from theoretically perfect amplitude and phase distribution, in practical
in caused by minor departures from theoretically perfect amplitude and phase distribution, in practical
To an advertiser

who prefers to captivate audiences

There are no captive radio audiences in Iowa. Every set has a dial. The dials work, the radios work, and any listener is free to free lance. Apart from the totalitarian implications of the word (no self-respecting Iowan—that's the same as saying no Iowan—would sit still for being a captive anything) we figure an audience earned on program merit is more healthy for business.

Being on WMT, CBS outlet in Eastern Iowa, is like occupying a choice location on Main Street. Twenty-three of the top twenty-nine programs are on CBS. There's great customer traffic—great opportunity to reach more than 300,000 radio families in WMTland. They're captivated by programming—CBS and local. For full details, trap a Katz Agency rep (they capture easy).

CEDAR RAPIDS

WMT

5,000 WATTS  600 KC  BASIC CBS RADIO NETWORK
YOU CAN DO BETTER WITH SPOT...
A BETTER APPROACH TO TELEVISION ADVERTISING

...is a new presentation which should be seen by every advertiser and agency with a stake in television.

This new Katz presentation, widely reported by the trade press, discusses network and Spot Program television...explains when and why one or the other is indicated. It is a realistic, up-to-date description of an approach to television that is already producing results—for less TV dollars.

It tells a story that's important to every one concerned with the use of television to sell goods—advertising and sales directors as well as media, program, account and plans board executives. The complete story can be told in less than 40 minutes. But the ideas in it will be talked about in your shop long after the presentation is over.

If you would like a private showing at your office, please let us know, and we'll schedule a convenient appointment.

MUCH BETTER

THE KATZ AGENCY, INC.

NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE • NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT
LATEST DEVELOPMENTS in broadcast and television equipment and related principles are featured in the annual exhibits shown at the NARTB Chicago convention.

While manufacturers of heavy equipment have placed more emphasis than ever on their TV transmitters and related gear, the number and quality of transcription, program and other services equal any past convention. If anything, the firms catering to broadcast stations have surpassed the features shown in former convention shows.

Heavy equipment is centered in the exhibition hall in the lower lobby of the Conrad Hilton Hotel. Here, too, is located the official NARTB registration booth for the two separate management and engineering conferences.

The sample (fifth) floor of the Conrad Hilton is taken over entirely by exhibitors of services and lighter equipment. These displays are decorated in many cases with unusual treatment. The rooms are set up for informal conferences and entertainment. Many exhibitors have novelties for visitors.

The lower lobby has a striking booth operated jointly by NARTB and Broadcast Music Inc., industriously owned copyright organization. The booth has a historical motif. It has many historic documents depicting key events in American history along with a number of famous music manuscripts from the BMI archives.

An electronic fair is found in the lower lobby, with millions of dollars in equipment installed for convention delegates.

A tour around the basement is really a tour around the electronic world. Several television stations are in actual operation, including related control rooms, control panels and similar items. The exhibition is one of the nation’s largest technical exhibits. Arrangements are under direction of Arthur C. Stringer, who serves as exhibit consultant to NARTB. Only NARTB associate members are permitted to display their products and services.

As usual, some of the exhibitors spread their activity beyond their booths and display rooms by means of promotional gimmicks such as canes and—of course—the usual scantily-clad models handing out room keys and brochures.

Herewith are summaries of individual exhibits in exhibition hall as well as in the fifth floor sample rooms and other reception rooms:

**Exhibition Hall**

**ANDREW CORP.**

ANDREW Corp. exhibits its line of general antenna and transmission line products, with the central attraction of the display the new skew antenna which the company says is based on a new and radical principle developed by its research center. The principle provides for mounting of the antenna on the sides of large buildings, thus eliminating need for a tower on top. Other antennas on display are the multi-TV television transmitting antenna and the multi-FM transmitting antenna. In addition, Andrew shows its TV transmission line and waveguides and mounting accessories as well as dehydrating and pressurizing equipment.

Convention representatives include Jack Estelle, assistant sales manager; Karl Sterne, eastern district manager; Henry Miller, sales engineer; Joe Moynihan, sales engineer; C. Russell Cox, vice president, and Jack Brown, chief engineer.

**BROADCAST MUSIC INC.**

HIGHLIGHTS of BMI's 12th year, with songs and services performed for licenses, are found in the lower lobby booth. A miniature Music Hall theatre is the setting for BMI exhibits and have become major hits with attention directed to artists who helped make these hits.

Special attention is given the display of BMI's program on behalf of concert music and the progress of Young Composers Radio Awards, a project conducted by BMI in cooperation with state broadcasters associations and educational music organizations. An other display deal with series of BMI Program Clinics.

Spectacular attention-getter is a historical feature known as Freedom Hall, arranged and presented by BMI in cooperation with NARTB. It includes a rare collection of autographs of signers of the Declaration of Independence signers of the Constitution an a collection of tickets from the United States from the Fomenta. L. LeBold collection.

Also in Freedom Hall is a collection of American Musicans from the BMI archives, containing the original manuscripts of many of the nation's traditional and historic music treasures.

BMI representatives at the convention are Carl Haverlin, president; Sydney M. Kaye, vice chairman of the board and general counsel; Robert J. Burton, vice president in charge of publisher relations; Roy Harlow, vice president in charge of station services, Charles A. Wall, vice president in charge of finance; Glenn Dolher, director, station relations; Jean Gehringer, vice president in charge of foreign music; Harry Somervell, vice president in charge of non-broadcast licensing; M. E. Tomkina, president, Associated Mue Publishers (wholly-owned subsidiary of BMI); Ralph Wentworth, James L. Cox, Al Martin, Lin Pa tee, Ken Sparron, Dorsey Oving Burt Squire, Ray Reiter, Russ Sanjek, Robert L. Fuller, Mildred Chetkin, Jane Carroll and M. I. Shapiro.

**FIFTH FLOOR**

Granberry Electric Co. 542A-544A

Keystone Broadcasting System 515A-517A

Long-Worth Feature Programs Inc. 512A

Magnecon Inc. 526-524A

Musicolor Inc. 560

Presto Recorded Corp. 509

RCA Recorded Program Services 512-513

SESAC 557A-556A

Sport 

Snader Telecasting Sales Inc. 504A-505A-507A

Stencill-Hoffman Corp. 561

Standard Radio Transcription Services Inc. 591

Standard Rate & Data 530A

Teletron Corp. Transcription Inc.

Winchagar Corp. 592A

World Broadcasting System 500-501-501A

Fredric W. Ziv Co. 500-501A

**RECEPTION ROOMS**

**CENTURY LIGHTING INC.**

The Century Lighting booth in the exhibit hall contains displays of switchboards, lighting equipment (Continued on page 119)
FACTS you should know about Ohio's $2½ billion "backbone" market...

- Its 2,973,200 people live in 75 of Ohio's 88 counties having less than 100,000 population.
- 74% of this "backbone" population—or 2,212,659 people—live within WRFD's primary coverage area.
- This is a bigger market than all of Cuyahoga County (Cleveland), Lucas County (Toledo) and Montgomery County (Dayton) combined.
- Its people have $2,549,370,000 to spend—retail sales amount to $1,838,140,000.
- Included in this "backbone" market are 141,397 farm families with nearly a billion dollars to spend. They travel only 5.5 miles, on the average, to the nearest trading center.
- 49% (estimated) of households in this "backbone" market do not own TV sets.

...and how to reach all of it at low cost on WRFD

- WRFD's primary signal area covers 74 of Ohio's 88 counties. Its secondary signal reaches all 88 counties plus parts of Michigan, Indiana, Kentucky, West Virginia and Pennsylvania.
- WRFD's programming to the "town and country" type of market attracts wide following—57% of farm families listen to WRFD.
- Latest Neilson reports show a total of 395,000 families listen to WRFD each week.
- In order to buy the same "backbone" market coverage reached by WRFD, as many as 25 local stations would be necessary.

Radio Station WRFD
Worthington, Ohio

I'd like to know more about Ohio's $2½ billion "backbone" market. Please send me complete market data on WRFD prepared by A. C. Neilson Jr.

Name:
Firm:
Address:
City_________________________________ State__________

March 31, 1952 • Page 43
The Thesaurus will open sponsors' doors with The Freddy a quarter hour featuring Merv Griffin
his singing saxophone
of radio sales magic that sells for you!

... the same famous "Freddy Martin Show" that has built loyal radio audiences for, and made happy sponsors of, Campbell Soup, RCA Victor, American Oil, Lady Esther, Maybelline, Elizabeth Arden and Coca-Cola!

... the same famous "Freddy Martin Show" that is paying off for advertisers on television today

... the same versatile showmanship that has captivated the listening public through the years!

NOW, this same famous "Freddy Martin Show"—newly transcribed with current tunes added—is yours to build audiences... to win permanent sponsorship for your station. Here is truly big-name value that years of contact with the public has created. It's top-flight entertainment, all wrapped up in a quarter-hour program to sell time and make talent fees for you!

THE LIBRARY THAT PAYS ITs OWN WAY WITH EASY-TO-SELL SHOWS:

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

AND MANY, MANY MORE!

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

YOUR KEY WILL UNLOCK ROOM 512 (NARTB)...

... and the secret to having your "steak" and eating it, too!

THE NEW ERA IN Thesaurus recorded program services

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

PHONE OR WRITE TODAY FOR THESAURUS BROCHURE!
EXECUTIVE STAFF AT NARTB HEADQUARTERS

JUSTIN MILLER
WHEN the history of radio and TV in the mid-century period is written, a prominent place will be reserved for Judge Miller—jurist, teacher, administrator, lawyer and authority on Constitutional law. For seven years Judge Miller has led the industry's battle to obtain freedom of speech paralleling that enjoyed by printed media.

His ingratiating smile and his occasionally caustic tongue are wide, known in government and industry. From 1945 to mid-1961 he was NARTB's president, resigning a federal appellate judgeship to accept the post. Last year he was honored with NARTB's board chairmanship, a newly-created position.

Last November Judge Miller was named chairman of the Salary Stabilization Board, the government agency extending wage stabilization policies into the field of salaried personnel. He is dividing his time between NARTB, where he also is general counsel, and the SSB.

***

HAROLD E. FELLOWS
THE MAN who directs the operation of NARTB, with its far-flung activities on behalf of broadcast and TV stations, is Harold Fellows, now nearing the end of his first year as president. He took office last June 4 as the selection of a committee that had combed the nation for the best man to run the association.

A long background as a professional entertainer goes with Mr. Fellows' 19-year administrative career with CBS at WEEI Boston. At the first plunk of a guitar after sundown, he'll set up an impromptu barber-shop quartet. A dozen times a day he's likely to point up a policy or dramatize a situation by recalling a highly apropos story from his big collection.

At NARTB he has shown a tremendous capacity for hard work and achievement. He has an uncanny memory and often will surprise, and sometimes embarrass, an NARTB department head by recalling details of a conference held months ago.

***

C. E. ARNEY JR.
BROADCAST problems have been dumped into "Beet" Arney's lap more years than most NARTB members can remember. Actually he's just been at the association 12 years but it probably seems longer to the secretary-treasurer when he looks back at the conventions and district meetings he has arranged, to say nothing of a few hundred committee sessions.

As secretary-treasurer of NARTB Mr. Arney is custodian of finances, keeper of the budget, manager of all conventions and meetings, supervisor of the by-laws and director of most of the business projects that require budgeting.

After graduating from U. of Washington with a law degree in 1918, he spent three years in the office of the U. S. Attorney General in the Nation's Capital. After that he did organization work in the Northwest until 1932 when he joined KOL Seattle as commentator and legislative specialist, later becoming public relations director of KOMO-KJR Seattle.

***

ROBERT K. RICHARDS
EXACTLY five years ago Robert K. Richards took over direction of the association's public relations. Believing that some of the best public relations are strictly private, he is credited with one of the best jobs of any publicist in American industry. Three years ago the title was changed to director of public affairs in keeping with the broad scope of the position.

Major achievement was development of the Voice of Democracy Contest, with a million high school students competing annually for scholarships. Radio - Television Mfrs. Assn. and U. S. Junior Chamber of Commerce share in the project.

Mr. Richards is an Ohio State U. graduate. He entered radio at WHKC Columbus (then WAIU), reaching WSPD Toledo by way of WJR Detroit and WCPO Cincinnati. In 1914 J. Harold Ryan stepped into the Office of Censorship as assistant director and put Mr. Richards in charge of radio. He left that office in 1940 to become editorial director of Broadcasting - Telecasting, moving to the old NAB in April, 1947.

***

RICHARD P. DOHERTY
CHARLES H. TOWER
THERE'S no busier office at NARTB headquarters than the Employee-Employer Relations Dept. where Richard P. Doherty and his assistant, Charles H. Tower, can generally be found with a phone in each hand and one or two others jingling on the desk.

Mr. Doherty has been at NARTB over six years, having previously taught economics at Boston U. In Boston he was a key figure in developing cooperation between management and labor. A few weeks ago he attended the International Labor Organization meeting in Switzerland as a delegate representing American management. He has been a member of the Wage Stabilization Board since last May 8.

Mr. Tower has been at NARTB since February 1949, also coming (Continued on page 116)
In 1951 - WPAT INCREASED ITS NET BUSINESS BY 48.4% OVER 1950!

and still climbing....

In 1952 - WPAT INCREASED ITS NET JAN-FEB. BUSINESS 73.2% OVER 1951!

IF YOU ARE NOT WITH US MAYBE YOU SHOULD BE.

WRITE OR PHONE FOR DETAILS

5000 WATTS

930 KC

SERVING METROPOLITAN NEW YORK and NEW JERSEY 24 HOURS DAILY.
ENDORSEMENT of policy to establish broadcasting as a form of publishing under the laws of Canada, plans to establish a directorate of research within the broadcasting and advertising industry and discussions on station management and selling featured the 27th annual meeting of the Canadian Assn. of Broadcasters at Toronto March 24-27.

Numerous internal association business problems ranging from use of editorials to non-promotional factual rate cards, from unattended transmitter operation to applications for television stations, were discussed at closed business sessions.

Malcolm Neill, CFNB Fredericton, and F. H. Elphicke, CKWX Vancouver, were re-elected chairman and vice-chairman respectively of the CAB board of directors. Other directors elected by various regional associations for 1952-53 period were Gordon Love, CHCH Hamilton; H. C. Black, CKBD Prince Albert; William Squires, CKRC Winnipeg; Ralph Snegrove, CKBB Barrie; Arthur DuPont, TBR Montreal; Ken Schol, CHML Hamilton; Ken LePage, CHRC Quebec; Dr. Charles Rout, CHNC New Carlisle, and Fiplay MacDonald, CJCH Halifax.

Chief 600 members of the broadcasting industry in Canada and the U. S. attended the four-day session of the CAB at the Royal York Hotel, Toronto.

In welcoming the delegates, Malcolm Neill, CAB chairman and manager of CFNB Fredericton, N. B., stated that the future of radio looks bright, that business is good and shows prospects of becoming even better.

He reviewed the activities of one of the most important years in the CAB's history and told CAB delegates that a committee had met with Canada's Prime Minister, Louis St. Laurent, to inform him of the views of the Canadian broadcasting industry. He also reviewed the Massey Royal Commission report in which a minority report recommended a separate regulatory body for broadcasting, a prime aim of the CAB.

Neill's Welcome

Mr. Neill welcomed four new members to the association and the attendance of a number of American broadcasters, including Judge Justin Miller of NARTB. He paid special tribute to the presentations made by CAB General Manager Jim Allard before the Canadian Parliamentary Radio Committee at Ottawa.

Mr. Neill pointed to the lack of TV stations in Canada and said Canadian broadcasters had applied for some time for licenses for stations which could be built without expense to the taxpayer.

He stated "a completely unrealis-tic and not unjustified national policy has rendered it impossible for in-

dividual private companies to obtain licenses."

He urged broadcasters "to inform the Canadian people through our own facilities just why it is that there is no television and that private radio can and will provide television at no cost to the taxpayer if the government can be persuaded to abandon its present unwarranted and completely unjustified policy of discrimination against a large segment of our population."

"Under the present completely inadequate plan for television development two stations are presently under construction, one in Montreal and one in Toronto. They are now tentatively scheduled to commence operations in August. Several million dollars of tax money contributed by all Canadians is being spent on these two stations to provide the people of Montreal and Toronto alone with a nebulous television service."

John Sheridan, executive secretary of the Canadian Chamber of Commerce, Toronto, told broadcasters in the opening morning session that his organization backed the CAB on the need for a separate regulatory body for broadcasting and that TV development should not be confined to any governmental agency or corpora-

tion, but should be developed as freely and rapidly as possible by private capital. He pointed to the need for a strong trade association which would govern the industry voluntarily, rather than through government regulation.

A business session followed during which principles of recording two-way telephone conversations for broadcasting purposes were discussed by representatives of the Canadian Telephone Assn. The entire subject which only concerns a minority of Canadian broadcasters at present, is to be studied from a standpoint of possible libel suits.

A number of resolutions of the CAB Sales Advisory Committee were discussed dealing with technical problems of contracts and mail order business.

The first Monday afternoon session featured Adam Young Jr., New York; Philip Merriman, WICC Bridgeport, and Jack Blick, CJOB Winnipeg, who told of various methods which can be used to develop new business.

Programming Ideas

Mr. Merriman dealt with development of local news services, for new broadcasts, programs for teenagers, special sports broadcasts and news commentaries. He stated these would help stations become more important in their communities and urged station managers to take part in all civic activities as a means of building more business for the local station.

Mr. Blick gave specific instances of how his 250 watt station is selling new accounts and increasing present accounts.

Mr. Young told Canadian station owners that their rates were too low and that they should develop special campaigns for specific industries by going direct to the men who make decisions on the advertising budgets of companies and industries.

Second session Monday afternoon dealt with training of salesmen. Wallace R. Farr, Manufacturers Life Insurance Co., Toronto, stated radio should study sales techniques used by other businesses selling "intangibles" as radio does and apply them with profit to their own business.

Maurice Mitchell, Associated Program Service, New York, stated "there is no sales force in radio that cannot be trained to do better." He urged station manager and sales managers to train their staffs for maximum effectiveness to train salesmen to produce income for their stations, to produce professional salesmen and to educate salesmen in the problems of their customers as an aid to selling their stations.

William Guild, CJOC Lethbridge at the annual dinner on March 2 was presented the John J. Gill Memorial Award, the second year it has been presented. CJOC won the award for its community services, which included raising funds for a central meeting place for the local boy scouts.

Eighty-six per cent of all Canadian broadcasting stations on the air are now members of the Bureau of Broadcast Measurement, Charles R. Vint, president of BBM, Toronto, reported at the eighth annual meeting held in conjunction with the CAB convention on Tuesday morning. He stated that 100,000 ballot had been sent out for 1952 survey which will be ready this summer as soon as census figures of radio homes by counties are available from the Dominion Bureau of Statistics, based on the 1951 Canadian census.

The meeting elected three directors to BBM for three year period: F. J. Otterbein, General Foods Ltd, Toronto, representing advertisers; G. C. Hammond, Cockfield Brow

(Continued on page 187)
KFWB
- LOS ANGELES -

is pleased to announce the appointment of

THE BRANHAM COMPANY

as its exclusive national representative

CHICAGO NEW YORK LOS ANGELES SAN FRANCISCO DETROIT
ST. LOUIS DALLAS ATLANTA CHARLOTTE MEMPHIS

For twenty-six years KFWB has been the outstanding independent in Southern California . . . outstanding in music, news and sports . . . outstanding in special features and public service.

KFWB will continue to be your outstanding buy.

FOR AVAILABILITIES AND FURTHER DETAILS ABOUT KFWB
CALL OR WRITE YOUR NEAREST BRANHAM MAN TODAY

KFWB
980 kc
5000 w
ONE OF THE OLDEST RADIO STATIONS IN THE NATION...26 YEARS ON THE AIR, WITH ONE OF THE FINEST RECORDS OF PUBLIC SERVICE!
Open Door Policy:
Mutual's Mister PLUS is more proficient than ever before at the job of opening doors...to U.S. homes where buying decisions are made... and to U.S. offices where selling decisions are made. He opens the family door with better shows on nearly twice as many stations as any other network—and wins a larger audience-share than ever (NRI, full-year, '51 vs. '50). He opens the office door with new ways to use the sellingest medium of all—and wins the only gain in client billings in all network radio (PIB, full-year, '51 vs. '50). A tap on our door can open doors-by-the-million for you!

The MUTUAL Network of 550 Affiliates
THE SECOND annual meeting of NARTB, the expanded successor to NAB, rounds out a year of good work. If "well begun is half done," broadcasters must be taking pride in the way that their new organization is taking hold.

Agency people send their best wishes for a successful convention and they will be following the proceedings with interest.

We salute Hal Fellows; also those responsible for the new NARTB TV Code; also the NARTB Committee on Standardization, working with our AAAA Committee on Radio and Television Broadcasting on the new spot contract form for television; also Bill Ryan and the reactivated BAB; also our good friends in broadcasting everywhere.

The extent of agency interest in television is shown by our own AAAA annual meeting in April, when for the first time we're devoting an entire business session to television. The topics show the kind of things we're concerned about:

"Television As of Now": An evaluation of the present status of television and the post-freeze outlook, with special emphasis on costs.

"Television Rating Services": A critical analysis by well-qualified research people of the differences and deficiencies.


And "How to Write Television Commercials, or the Mystery of the Barn Door Wipe," with kinescope and other examples.

This reflects a healthy interest by agency people in learning how to do a better job with this complex new medium.

At the same time, radio seems to be enjoying a steady advance in its position; the NFL, for example, has increased its contract with commercial media. Among them are: (1) The lack of any machinery to investigate and report upon agencies, (2) the apathy on the part of so many independent broadcasters toward the 2% credit safeguard, (3) the loose collection practices, (4) the resulting high credit losses, (5) the instance of discriminatory rate practices and (6) the lack of use for the contract for spot radio broadcasting. It is quite a list, but not impossible if we work hard on the problems together.

Even if "well begun is half done," there is still a lot to do.

HORAN BILL

Hardy Sees Crosser

THERE may be some action in the House on the measure to clarify the political broadcast issue—that is, if the House Interstate & Foreign Commerce Committee can squeeze it into its current workload.

This was the indication that Rep. Robert Crosser (D-Ohio), chairman of the commerce group, gave Ralph Hardy, NARTB government relations director, in a meeting on Capitol Hill. Mr. Hardy discussed the Horan bill (HR 7609) with Chairman Crosser, who reportedly indicated he favored quick study of the bill sponsored by Rep. Walt Horan (R-Wash.).

However, Chairman Crosser noted the heavy workload his committee is trying to keep at the present time. The Horan bill would amend Sec. 315 of the Communications Act to define a legally qualified candidate, the process to follow for a person speaking on behalf of a candidate and what the broadcaster liability would be.

It is understood that the Senate Interstate & Foreign Commerce Committee would give the bill, if cleared through the House, a quick sendoff in an attempt to get the legislation through Congress before adjournment and in time to become effective in this election year.

At the same time, NARTB is mailing copies of the Horan to all NARTB members and Mr. Hardy is putting NARTB's position on the matter in letters to members of the House committee.

"Uncle Dave" Macon

"UNCLE DAVE" MACON, 81, veteran entertainer on the Grand Ole Opry program that originates from WSM Nashville, died March 22 in a Murfreesboro, Tenn., hospital. He was one of the first entertainers on the show and made his last appearance March 1. He is survived by seven sons.

PRESTON NAMED

In ABC Realignment

AS PART of revised engineering and general services activities of ABC, John G. Preston, network chief allocations engineer, last week was appointed director of engineering facilities and general services, Ben Frank Marx, ABC vice president in charge of engineering, announced Tuesday.

Network's decision to set up the new division under Mr. Preston's direction was made as a result of a "lengthy study" of expansion, necessitating assignment of new responsibilities, spokesman stated.

Under new system, Mr. Preston will direct activities of allocations and facilities engineering divisions building maintenance and operation, purchasing and telephone services, plus central typing, mail and messenger, guest relations and staging divisions. Latter category was formerly under supervision of ABC's television program department.

In broadcasting since 1930, Mr. Preston resigned as chief of the station engineering department hearing section of the FCC to join ABC in 1946.

An associate member of the Institute of Radio Engineers and Association for Communication Consulting Engineers, Mr. Preston has served on FCC-industry engineering committees as well as committees of the then-NAB, TB, and on panels of the National Television Systems Committee. He was also a member of U. S. delegation to the 1947 North American Regional Federal Communications Agreement meeting in Havana.

WESTINGHOUSE PLANS

Production to Expand 50%

UNDER current expansion program, production facilities at Westinghouse Electric Corp. will reach 50% of their peak three years, Westinghouse President Gwilym Price told the Boston Chamber of Commerce.

Mr. Price said that around $30 million will be invested for new plants and facilities, with sites ye undetermined. Designation of site will hinge on the tax situation, he added. Tax structures of both Massachusetts and Pennsylvanian discriminate against business firms, Mr. Price told the chamber.

AMA Student Meet

MORE than 400 students from 2 universities and colleges are ex pected to attend the second annual Metropolitan Student Marketing Convention, sponsored by the New York chapter of American Marketing Assn. Morning and afternoon sessions will be held April 4 a Columbia U., New York. John M. Fox, president, Minute Maid Corp., will address the morning session. Clancy Isaacs, president, Tricella Corp., is the afternoon speaker. Conference fee is 75 cents.
What happens to radio when TV becomes nationwide following the freeze?

On the Basis of What Happened in Syracuse...

IT WILL BE GOOD, MR. LONG!

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate surveys of television homes show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the results:

<table>
<thead>
<tr>
<th>Survey</th>
<th>Date</th>
<th>Number of Homes Called</th>
<th>Number of TV Homes</th>
<th>TV Homes Only, Average Hours per Day</th>
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</thead>
<tbody>
<tr>
<td>No. 1</td>
<td>Oct. '51</td>
<td>763</td>
<td>493</td>
<td>2.90 4.50</td>
</tr>
<tr>
<td>No. 2</td>
<td>Dec. '51</td>
<td>704</td>
<td>493</td>
<td>3.24 4.76</td>
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<tr>
<td>Combined</td>
<td></td>
<td>1467</td>
<td>986</td>
<td>3.07 4.52</td>
</tr>
</tbody>
</table>

The Survey Also Showed:
1. An average of 2.4 radios per TV home.
2. 61 radios purchased after the homes had television.
3. Average of 4.4 hours per day of radio listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

The combined radio-listening and TV-viewing time of 7.59 hours per day proves that TV has not replaced radio—merely supplements it as a source of information and entertainment.

Another Significant Fact... WSYR BLANKETS RICH CENTRAL NEW YORK

WSYR ACUSE 570 KC

NBC Affiliate. WSYR-AM-FM-TV... the Only Complete Broadcast Institution in Central New York. Headley-Reed, National Representative.
Question: Why do you prefer

Edward J. Hirshberg, President, WEDO, McClellanport, Pa.
"Because AP news is the most saleable item we have. Sustaining newscasts on WEDO are non-existent."

Glenn S. Shaw, Manager, KLX, Oakland, Cal.
"Because AP news is a top factor in making KLX the most listened-to independent in America's No. 7 market."

Richman Lewin, General Manager, KTRE, Lufkin, Tex.
"Because AP news is the biggest single money maker KTRE has. The service more than pays for itself."

Lewis E. Carter, Jr., Program Director, WHWS, Rutland, Vt.
"Because no other feature sells as well as AP news. We even get fan mail on it."

T. Frank Smith, President, KRIS, Corpus Christi, Tex.
"Because listeners have a whole-hearted respect for our AP newscasts. AP is one of our best revenue producers year in and year out. Sponsors call it 'asset' and 'finest investment.'"

G. LaVerne Flambe, Executive Vice-President, WQWA, Moline, Ill.
"Because AP newscasts are a sellout on this station! They place us head and shoulders above our competition."

B. J. McElligott, General Manager, KSDN, Aberdeen, S. D.
"Because AP news is a great service to KSDN's vast rural audience. AP news programs are top money-getters on this station."

"Because at WBRR there are more sponsored programs using AP news than any other program type, including music. Our highest audience ratings are achieved with AP news."

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER"
AP NEWS?

J. T. Snowden, Jr.,
General Manager
WCPS, Tarboro, N. C.

"Because our success is due largely to well-written, well-prepared AP news copy. AP is as valuable to us as our right arm!"

Jack MacKenzie,
General Manager
WMOU, Berlin, N. H.

"Because our AP news programs are among the greatest audience-pullers, as sales of newscasts show! AP more than pays for itself!"

Orville F. Burda,
General Manager
KDIX, Dickinson, N. D.

"Because sponsors of AP newscasts get the kind of results that mean automatic renewals year after year! One sponsor says it's the equivalent of ten salesmen in the field."

John M. Snyder,
Managing Director
WFBG, Altoona, Pa.

"Because AP service is tops for good programming and easy sales. It always gives us top ratings."

Associated Press...constantly on the job with
- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers...more than 100,000 men and women contributing daily.

Success is measured in RESULTS...RESULTS that evidence profit! That's why Associated Press news is a valued asset for so many stations and sponsors. AP's fast, adept, superlative news coverage produces major audiences...avid followers of the news...responsive to the sponsor's message.

For complete information on how you can achieve results with AP news...contact your AP Field Representative...or WRITE...
MEMBERSHIP

MEMBERSHIP of NARTB totaled 1,506 as of March 1, compared to 1,446 a year ago, according to the annual convention report of Secretary-Treasurer C. E. Arney Jr.

The membership consists of 973 AM stations of the 2,410 licensed or holding construction permits, or 40% of the total; 370 FM stations of 650, or 57%; 83 of 108 TV stations, or 77%. In all, NARTB has 1,426 member stations out of 3,268, or 45% of the total.

Last year NARTB had 959 AM stations (41%), 374 FM stations (55%) and 43 TV stations (39%). There are 74 associate members compared to 70 a year ago. In addition two radio networks are members along with all four TV networks.

NARTB membership is strongest in the affiliate station category, with 769 of 1,650 network affiliates, or 48%, belonging to the association.

Among non-affiliates, 237 out of 992 are members, or 27%.

NBC Affiliates Highest

NBC's affiliates have the highest NARTB membership percentage, 66%, compared to CBS, 65%; ABC, 59%; MBS, 44%; Liberty, 31%; District 4 (Va., D. C., N. C., S. C. Md. in part) continues to have the most members of the 17 U. S. areas, with 154 stations enrolled. Ranking second is District 3 (Pa., Md., W. Va., Del.) with 139 members; District 6 (Ark., La., Miss., Tenn.) is third with 111 members.

In a statement of income and expenses for the period March 1, 1951, to Feb. 29, 1952, Mr. Arney reported income totaling $777,786 and expenses of $508,467, or 66.79% less than income. The receipts consisted of $527,821 due from memberships, $1,173 from engineering handbooks, $32,367 from pamphlets and $14,883 miscellaneous.

Expenses consisted of $306,704 salaries, $151,128 general and office expense, $2,637 committee expense, $41,068 travel, $5,310 contingent.

Break down the balance sheet by television income and expense. Mr. Arney showed $103,675 due from TV memberships, $4,275 subscriptions to TV publications and $241 miscellaneous, a total TV income of $108,019. TV expenses consisted of salaries $26,347, committee $744, travel $1,108, general and office $60,747 and contingent $4,494, or total expense of $88,906. This showed expenses ran $24,227 less than income in the TV part of the association.

The balance sheet includes a liability item of $3,721 due to Broadcast Advertising Bureau in uncalled dues.

NIELSEN, NOTARO

Merger Talks Continue

NEGOTIATIONS between A. C. Nielsen Co. and Michael Notaro, librarian of Standard Audit and Measurement Co., toward merger of the two audience rating services are continuing, according to a statement released by A. C. Nielsen last week.

The statement was made after an earlier announcement by Kenneth Baker, Standard president, that the A. C. Nielsen Co. proposals had been rejected (B&T, March 24).

The statement from Mr. Nielsen follows:

The fact of the matter is that negotiations between A. C. Nielsen Co. and Michael Notaro, owner of Standard Audit and Measurement Services Inc., are continuing very actively. However, it would be very difficult, at this stage, to predict the outcome.

Meanwhile, production of Nielsen coverage service is proceeding at the high speed required to make sure that this will be the first 1952 station and network coverage service available to the industry, and the first such service covering television as well as radio.

Leaders in the industry have been quick to recognize the vast superiority of the techniques we are using, and we are confident that, irrespective of whether this service is eventually consolidated with any other, it will quickly become the standard of the industry, exactly as it is true with other Nielsen services in the radio, television, food and drug industries.

Catholic Broadcasters

MIDWESTERN regional meeting will be held by the Catholic Broadcasters Assn. in Chicago April 1 with WFIL (FM) that city acting as host to Catholics in the field of radio and television who are expected to attend. Both religious and lay leaders have been invited.
FIRST IN ATLANTA
In Out-of-Home Listening*

Of the 18 Saturday and Sunday evening programs most listened to outside the home—

WAGA had 9 FIRSTS
Station "A" had 5 FIRSTS
Station "B" had 3 FIRSTS
Station "C" had 1 FIRST

Of the 7 Monday-through-Friday daytime programs most listened to outside the home—

WAGA had 7 FIRSTS

The station that gives you more listeners per dollar than any other Atlanta station also gives you a bigger bonus in out-of-home listeners!

*According to the Pulse of Atlanta survey of out-of-home listening, January 1952.
CAMPAIGN CODE

Proposed For All Media

PROPER USE of media, principally radio-TV, by political candidates is the gist of what the Senate Elections Subcommittee may incorporate in a proposed "code of conduct." Chairman Guy M. Gillette (D-Ia.) has disclosed the drafting of such a code which he hopes will mean cleaner and more ethical campaigns by candidates this year. His subcommittee has been investigating 1950 Senatorial races, and Chairman Gillette will ask it to approve his code at an early meeting.

The code would have no force of law but would be set up as guidelines for candidates. Candidates would be advised to be careful of their expenditures and to know who is spending money on their behalf. Additionally, Sen. Gillette was hopeful that the subcommittee will approve regulatory changes in the election laws this year. It was learned that one proposal, favored by witnesses who testified before the subcommittee, is being given careful consideration. That would be a lifting of ceilings on overall campaign expenditures of the national political committees. Each committee is limited by the Hatch Act to a total $3 million expenditure in a calendar year.

Staff members of the subcommittee believe any attempts to place a "limit on the amount any candidate can spend on a specific medium, such as radio or TV, as such a law probably would be unconstitutional.

At the same time, the subcommittee is keeping a close watch on the court rulings on the constitutionality of Florida's new election law. That law says supporters of political candidates in the state must buy radio time through the candidate's campaign treasurer. The subcommittee's chairman, Tillman in a recent ruling [B&T, March 24].

BATISTA FREEDOM VIEW

Is Laid Out by IAB Council

SUPPORT of 3,800 Western Hemisphere radio stations was given Gen. Fulgencio Batista, new president of Cuba, in connection with his declarations on behalf of freedom of expression and enterprise by the Inter-American Assn. of Broadcasters' Executive Council.

The IAB council sent a radiogram to Batista. Its signatories included Gilmore Nunn, WLAP Lexington, Ky., American delegate; Goar Mestre, CMQ Havana, Cuban delegate, and Jose Cortina, WAPA San Juan, P.R., among others.

Meeting in Panama, the IAB council and the Inter-American Press Federation unanimously declared their support of forceful action and mutual defense in the fight to maintain free speech and enterprise in the Western Hemisphere.

STATEMENT BY PAUL B. WEST, PRESIDENT, ASSN. OF NATIONAL ADVERTISERS

ADVERTISERS, in preparing for this spring's ANA meeting, selected as their theme, "Combating the Profit Squeeze by Better and More Effective Advertising and Merchandising."

This theme, it is clearly indicative of the thinking and planning by industry for the immediate future and represents an important stride forward in the progress of all advertising. As we expand our ability to make goods and services available, the sales and advertising departments of U. S. companies have geared up to operate at greater efficiency per advertising dollar.

Fortunately, the efficiency of all advertising media is increasing as we improve our knowledge of advertising methods and our skill in using this great sales force. Also contributing significantly to this heightened efficiency is the increasing cooperation and understanding among advertisers, agencies and media.

It seems apparent that through this continued cooperation between the buyers and sellers of advertising which has resulted in such activities as the Advertising Research Foundation, we'll be able to meet the demands for an expanded use and use advertising more efficiently both in selling goods and as a vital communications tool in selling ideas.

FATE OF TWO SHOWS

Hangs in Balance

AIR FORCE CUT

THE AIR FORCE may be forced to drop two public service radio programs this summer as a result of a slash in its public information staff directed by Air Force Secretary Thomas Finletter.

It was revealed that the Air Force Hour on MBS and Serenade in Blue, which is carried by over 2,000 stations, may be cancelled for lack of writing and production personnel. Secretary Finletter ordered a 65% cut in personnel by May 1.

An Air Force authority described the radio shows as a "vital part" of the branch's public information activities and said the plans that would "drastically reduce the ability of the Air Force to offer vital recruiting and other information to the American people." Channels of contact with the networks and stations on other participations, including TV, also will suffer, it was claimed.

The Air Force Hour has been on the air four years. Serenade is broadcast by 2,106 stations on a transcribed basis. Both are offered to stations as public service features. Personnel involved in all radio-TV activities will be cut to one officer under the Finletter directive.

Serenade costs $33 per week per station for mechanical production and an Air Force survey estimates that the service receives $10,000 in free time on a 52-week basis. This is computed by taking Class B time at local card rates for a quarter-hour program. The show is written and produced at Bolling Air Force Base, Washington, with mechanical costs defrayed out of recruiting funds.

Operations for the program is handled by the Features Branch (radio-TV-motion pictures) of the Office of Public Information, Dept. of Air Force, with Lt. Col. W. S. Evans as chief.

The Finletter directive followed Congressional criticism over number of public relations personnel in the Air Force and other branches. Rep. F. Edward Hebert (D-La.), chairman of a House subcommittee probing waste in the Defense Dept., has spearheaded the attack [B&T, March 17].

As a result of the Air Force action, authorized strength of its public relations staff has been pared from 82 officers and 34 civilians to 10 officers and 15 civilians, the latter comprising clerical help. Radio-TV activities have been handled in the Features Branch by four officers, with one man concentrating on writing and production of the radio show. Air Force activities in the field have been sharply curtailed.

FCC FUNDS

Jensen Wants Further Cut

DEEPER cut from the House's economy axe was applied to funds earmarked for Independent Offices, including FCC, late March 21. It was in the form of an overall 10% additional reduction provided for in a "rider" tacked on the bill by Rep. Ben F. Jensen (R-La.).

Since total fund voted FCC was $6,108,460 for fiscal 1953, the net effect of the Jensen rider, which may not survive Senate study that has begun on the bill [B&T, March 24], would be to cut that amount more than a half million dollars.

The Jensen rider was a technical amendment which in the practical sense amounts to this: (1) Within the fiscal year 1953 FCC would have to slice its money for personnel a minimum of 10%, (2) it would do so by filling only one out of every four personnel vacancies which would otherwise be filled during the year.

In the Senate, FCC officials and Sen. Ed. Johnson (D-Col.), who wants more funds for the agency in order to break the work load piled up as a result of TV freeze is lifted, made their appeal before an appropriations committee the same day. Hopes were expressed that the Senate would go easy on FCC's proposed 1953 budget.

CANCER DRIVE

Gets Radio, TV Air

SPONSORS of 25 network TV programs, 17 network radio programs and two network simulcasts will include appeals for contribution to the American Cancer Society in these programs during the month of April. ACS campaign chairman Walter King, director of radio and television for ACS, reported last week.

After some deliberation, Mr. King and his organization decide to discontinue the one-time-speech network "kick-off" campaign programs and to seek the inclusion of material about cancer control, and appeals for support in the fight against this disease in individual broadcasts, both sponsors and sustaining.

Although it is possible this material is being integrated into the program content, he said. Where integration is not suitable, spot appeals would be added.

"All of the networks are being most generous, not only in giving us spot appeals but cooperatin wholeheartedly in obtaining pre-program integration where the subject matter allows for it," Mr. King stated.

"We are making an effort to reach as many people as possible through this proposal," Mr. King added. "The sheer mass of it, of course, is educational as well. From here it seems as though with the wonderful cooperation of the stations, networks and clients we'll be able to reach the largest number of the segments, although there remains too-large segment of the indifferents whom we still must reach."
"My family and I respect KPIX for its alertness in recognizing the vast potential of television in education... and enjoy it for its splendid entertainment."

One of the nation's most distinguished and younger educators, Dr. Clish has worked closely with San Francisco television in the development of educational programs on the local level.

It is gratifying, therefore, to have Dr. Clish's friendly words for KPIX, San Francisco's pioneer TV outlet, not only for its interest in community welfare, but for its zeal in developing a sound program structure for family appeal... for all of the nearly 350,000 television homes in the Northern California area.
WLS "OPERATION GROCER" originated by the radio station that gave you FEATURE FOODS—Dinner Bell Time—SCHOOL TIME—and the one and only NATIONAL BARN DANCE

Radio — Martha Crane of Feature Foods — Jack Stilwill "Your Grocer and You."

Newspaper advertising like this

Point-of-purchase activity in as many as 4,000 stores!
ON GROCERS
ATION GROCER" is Right!

First plan of its kind in Chicago, originated by WLS after 17 years experience with the entire food industry through WLS "Feature Foods"—WLS OPERATION GROCER is the one plan that ties together all the factors necessary for a complete advertising program—Radio, with the 50,000-watt clear-channel voice of WLS in itself enough to crack this big market to the satisfaction of hundreds of advertisers for over 28 years—Newspaper, with participation in the big food ads read by homemakers in Chicago and surrounding territory before they do their weekly marketing—Point-of-purchase—product display tie-in at the point of sale, not in just a handful of stores . . . but over a 13-week period, in more than 4,000 retail outlets, doing more than 75% of the grocery business in the Chicago market!

WLS Operation Grocer is proved—through the more than 50,000 personal calls made by Feature Foods staff on grocers throughout this territory—and through an intensive all-summer test in 1951, when large, nationally known grocer-groups reported some of the greatest sales events in their history, with amazing increases in sales of specific WLS-advertised products.

There's a complete brochure waiting with your name on it the minute you call or wire (don't wait to write). A WLS salesman or a John Blair man is ready to explain how easily and economically you can profit from the advertising-merchandising plan that is tested and proved—the advertising-merchandising plan that is right for your grocery-sold product—the advertising-merchandising plan that is available only to WLS advertisers. Phone Chicago MOnroe 6-9700 today.
HENRY B. CLAY

ONE of broadcast advertising's ardent supporters, Henry Clay is involved in the management of KWKH Shreveport, La., 50 kw station, and KTHS Hot Springs, Ark., which has an initial decision granting it 50 kw nighttime in Little Rock, Ark. Mr. Clay, the former Helen May Ewing, is a director of KTHS. Born in Atlanta, Dec. 9, 1918, he was graduated cum laude at Vanderbilt U. During the war he saw action in many theatres after receiving his commission as an ensign and later won pilot wings. He entered radio in 1946 at WJAK Lakeland, Fla., moved to WLAY Muscle Shoals, Ala., and in 1946 became WLAY manager. When he took over direction of KWTH in 1947 at the age of 27 he was described as the youngest 50-kw manager in the country. He is the father of two girls and is still active in outdoor sports. His greatest sports achievement was winner of the Southern Golden Gloves championship during college days.

E. K. HARTENBOWER

THE radio career of "Joe" Hartenbower started via the agency field. In 1929, shortly after he was married, he joined H. K. McCann Co., McCann-Erickson Co. predecessor in Chicago. Two years later he joined a midwestern canning firm and in another two years was at NBC Chicago in promotion, sports and diversified programming roles. He moved to the sales side and became a Blue Network account executive when NBC split its hookups. He created a group of children's programs that held nationwide interest many years. In October 1944 Mr. Hartenbower became general manager of KCMO and is still at the 50-kw Kansas City outlet. He was born in Tonica, Ill., and attended U. of Illinois. His college activities included a summer job with the forestry service of Los Angeles County. He still likes outdoor sports, including fishing and golfing, and also is interested in handicrafts.

Lee W. Jacobs

WHEN Lee Jacobs joins NARTB's board in April he will be in familiar territory as director representing small stations. During the late '40s he was a member of the former NAB Unaffiliated Stations Executive Committee, a 10-gallon tag that actually meant "independents." This committee carried on the fight to assure independents their place in association affairs. Mr. Jacobs presided at the first independents convention meeting, an all-Sunday affair that lighted the 1960 NAB convention. He is a journalism graduate of Oregon U., 1922. After newspaper and radio connections he formed Inland Radio Inc. in 1944 with the late State Senator Marshall Cornett. They acquired KBKR Baker and KBLM Grande, Ore., and built KSRV Ontario, Ore., in 1946. Currently he is Inland president. He serves two terms as president of Oregon State Broadcasters Assn. and was active in eliminating discrimination against radio in the state liquor advertising law as well as stabilizing high school sports pick ups without fee.

Albert D. Johnson

WHEN the recently formed Arizona Broadcasters Assn. was launched, the first president selected by the membership was Albert Johnson manager of KO Phoenix, a fitting tribute to his close interest in industry matter. He joined KO Phoenix in 1932 as business manager, soon coming an officer and director of the company. In 1944 he became general manager upon the death in 1948 of Budge D. Butler, KOY owner, M. Johnson and his associates bought the station and in 1950 built KYMA Yuma, Ariz. He was born in Los Angeles in 1909. The family moved to Phoenix in 1910. H attended elementary and high school then graduating from Phoenix Junior College in 1933. He entered Stanford U. and a year later was accepted into the echo

For the complete KLRA story and availability ask any O. L. Taylor Company office.

Mr. Jacobs

Mr. Johnson

(Continued on page 110)
HOUSTON —
the fastest growing market
in the Great Southwest

INCREASED ITS POPULATION 8.3%

IN A SINGLE YEAR . . .
The Houston Chamber of Commerce Research and Statistics Committee release of January 1, 1952 shows 43,837 people increased the City of Houston’s population to an estimated total of 640,000 living within the city’s incorporated area. METROPOLITAN HOUSTON added 67,299 people to its population, for a total of 874,000 people living in Harris County.

KPRC-TV —
the fastest growing television station
in the Great Southwest

INCREASED TV SET OWNERS 96.6%

IN A SINGLE YEAR . . .
KPRC-TV hasNEARLY DOUBLED its number of TV Set owners in 1951. As of January 1, 1952, KPRC-TV has been reaching over 116,000 families in METROPOLITAN HOUSTON. Each day that passes brings increased totals in both population and TV Sets. NO MARKET offers greater possibilities — NO STATION offers greater factual percentages to prove it’s FIRST in the SOUTH’S FIRST MARKET!

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.
Blue Chips

(Continued from page 34)

(broadcast television) ad

vertising and newspaper ad

vertisers according to their individual needs.

Of the 137 top users of mag

azines and newspapers, those who have been network television advertisers for the 10 years preceding the past three years. Of the remaining 93, only 60% of those who do not have radio network expenditures have used network television, while 60% of those who do not have network radio network expenditures have not used network television at time.

The remaining 93, while not as large as those who have used network television during the past year, seem more likely to boost their use of newspapers rather than the non-user of network television.

With newspapers, the comp

arison between the TV network advertisers and those who do not use the TV networks is less clear. The table below indicates that during the first year in network television advertising there is not the same space purchase that occurs between 1946 and 1949. The newspaper figures for 1946 and 1948 are published the following year by Magazine Advertising Bureau, a report on advertising expenditures that also included magazine and network radio figures. The source of these data was: MAB, "Media Records reports covering expenditures of advertisers in 338 daily and Sunday newspapers, published in 108 cities. This account covered about 86% of the country's total newspaper circulation, MAB explained, estimating that the 'newspaper expenditures are far more national in scope' and are understated by more than 10 to 15%.

Newspaper Sources

The 1949 newspaper figures were published by the ANPA Bureau of Advertising, which described them as "based on actual lineup reports of 984 weekday newspapers published in 727 cities of 10,000 population and above," comprising 94% of total weekday circulation and 363 Sunday papers in 315 cities. Total weeklies were 10.3% of total circulation. The bureau notes that the expenditures of the various media make up the rest of the expenditures for national advertisers, whether large or small. However, data for both sources may be underestimated even here.

The pertinent point for this article is that the dollar change in expenditures for the top advertisers in 1946 to 1949 will be inflated by the increase in the number of dollars spent, which is true in the case of most of these advertisers. The dollar figures are listed, however, for all of the 137 top accounts in Table II and are available for whatever computations each reader may wish to make for himself.

Network TV clients seem more inclined to increase their use of network radio time purchases as compared to their expenditure changes for the second year of TV use, the table shows, but in the third year the number of TV network clients who increased their time purchases from the radio networks as have increased them. Again, it appears that on the whole the sponsors of TV network shows have been better clients of the radio networks than those who have stayed clear of the new medium of network TV.

Another word of caution in the use of these data is necessary. The percentages used in Tables II and III are based on the number of advertisers changing their expenditures upwards or downwards for the various media from year to year. They do not show changes in the total number of dollars these advertisers expended. The dollar figures are listed, however, for all of the 137 top accounts in Table I and are available for whatever computations each reader may wish to make for himself.

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Meet the Boys!

You've met our gals, now meet the guys...

ALL MERCHANDISING AND SALES-WISE

WAZL

A. Thomas Tito
   Sales Manager
B. Bob Sacco
   Sales Representative
C. Bill Graham
   Program Director
D. Paul Cerula
   Assistant Program Director
E. Don Murray
   Director of Special Events

WHOL

F. James F. Chambers
   Station Manager
G. Jay Bechtel
   Sales Representative
H. Ronn Bergen
   Sales Representative
I. Paul Mitchell
   Production Director
J. Syd Paul
   Continuity Director
K. Bob Williams
   Station Manager
L. Pat Campbell
   Sales Representative
M. Lew Long
   Sales Representative
N. Jim Stock
   Program Director
O. Ray Calabrese
   Director of Special Events

WAZL

HAZLETON, PA. NBC-MBS
(Represented by Robert Meeker Associates)

WHOL

ALLENTOWN, PA. CBS

WHLM

BLOOMSBURG, PA. LIBERTY
(Owned and Operated by Harry L. Magee)
OSWEGO BUSINESS DISTRICT

On the main highway leading to residential districts, Oswego's business area serves a retail trade area of nearly 50,000 persons. The tremendous growth in population has caused a great increase in business establishments. Another community behind KGW's great radio selling program.

CIVIC LEADER

"Certainly KGW is 'first' in our area. It has demonstrated a genuine interest in our community for many years and has our whole-hearted support. Truly the 'best in the west' in radio stations with appeal to everyone is Portland KGW," according to Auto Dealer Ted Gilbert, Oswego Kiwanis club past-president and former city councilman.

POSTMASTER

"KGW is always willing to help in local civic activities. We're local people and we like the station that 'knows' us. We've witnessed KGW's tremendous growth for the past 30 years and know that this pioneer station has the backing of our community and the greater Portland area," reports Frank Allen, Lake Grove postmaster for more than 17 years.

There is one picture missing in this Oswego-Lake Grove group...the sales picture...but you can find it when you examine the listener loyalty throughout the picture captions. KGW keeps in touch with "local" people and that "touch" pays off with top listener loyalty in the Portland area. KGW doesn't suffer from "D.S." phobia, that "Dial Switching" from station to station for favorite programs. Every KGW program is a "stand-out" favorite of local listeners. For an advertiser seeking the highest possible return from his investment in radio time, KGW offers the day-in, day-out listener loyalty that produces greatest results. You cannot adequately "sell" the Portland area without KGW, the Portland "pioneer" station with more than 30 years' priceless experience to help you get the maximum benefits offered by radio advertising. Investigate now and reap the reward of Portland's best radio selling job...by KGW!

KGW

PORTLAND, OREGON

POSTMASTER

Page 66 * March 31, 1952
KGW BRINGS OSWEGO AREA ENTERTAINMENT, NEWS, SERVICE FEATURES

HOUSEWIFE "The housewife's 'Helper' in bringing us facts about the national and local brands we want to buy and try is KGW," says Mrs. Jack R. Haney, Oswego resident. "With two children, you can't afford to buy 'unheard-of' products."

GROCER "The grocer's top salesman in our area is the voice of KGW. We know definitely that national brand advertising on KGW increases sales," according to Independent Grocer Jim Wizer, Oswego chamber of commerce president.

DRUGGIST "Complete coverage of national and local events along with listener appeal that helps sell our national brand products makes KGW the favorite radio station in this area," says Oswego Druggist Glen Wilson.

CAFE OWNER "It means a lot to us to have a radio station's interest in our community activities. KGW does a wonderful job of keeping in touch with the local people," says A. E. Woodhouse, Lake Grove Business Assn. president and local restaurateur.

STUDENTS KGW?—Sure, it's tops with us. We get the entertainment all high schoolers like and also find KGW willing to help us in any way it can. It's really a favorite in our area," from Sally Ryan and Sue Ralston, Lake Oswego high school students.

Oswego = Lake Grove
One of Portland's most beautiful residential districts centered around Lake Oswego. The community of Oswego, tripled in population in the past ten years, and its sister-community, Lake Grove, at the lake's west end, are stand-out beauty spots of the area. Here again the "People's Choice" is KGW!

REPRESENTED Nationally by EDWARD PETRY & CO., INC.
Spot’s Hot
(Continued from page 58)

Automotive and Auto Accessories advertisers with 7.2% of the total and dollar figure of $8,698,964. In 1950 this group ranked in fourth place with 6.9% of the total or $8,292,789 and in 1949 in fourth with 6.6% of the total or $7,502,000. In spite of the drop from fourth to fifth place in the standing the increase in volume of spot advertising by this product group has been steady from year to year.

A companion classification, Gasoline, Lubricants and Fuels was sixth in 1951 with $7,117,446 or 5.3% of the total as compared to $6,850,565 or 5.7% in 1950 and $6,600,000 or 5.2% in 1949. This steady increase compares favorably with that for automobile advertisers.

The increase in advertising among the Agriculture and Farming classification of spot advertisers has been more impressive with its seventh place rating earned by totalling 4.5% of all spot advertising or $6,045,115. This is more than double the $2,764,243 spent in 1950 and a substantial increase over the $4,368,000 spent in 1949.

Household Equipment, Appliances and Supplies ranked eighth with 4.4% of the total or $5,908,283, an increased figure over 1950 and 1949.

Estimates in these classifications show that Food and Food Products advertisers led all others in 1951 with 18.7% of the total or $10,889,758. This was a sharp increase over 1950 when these advertisers made up only 12.5% of the total and spent $6,129,250. In 1949 the percentage was 12.4% and the total $1,066,400.

Beer, Wine and Liquor advertisers were the second most important group with 17.5% of the total or $10,190,950 compared to 19.5% in 1950 or $4,756,460 and in 1949 with 9% or $774,000.

The increase in the importance of beer advertising was noticeable in television just as it was in radio. This category climbed from sixth position in 1949 to second last year.

Third in importance among television spot advertisers was the Household Equipment, Appliances and Supplies group with 5.8% of the total or $5,908,283.

(Continued on page 107)

Spot Radio Revenue by Product Groups

<table>
<thead>
<tr>
<th>Product Groups</th>
<th>1951 % Total</th>
<th>1951</th>
<th>1950</th>
<th>1950 % Total</th>
<th>1949</th>
<th>1949 % Total</th>
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</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$6,043,115</td>
<td>4.5</td>
<td>$7,682,203</td>
<td>2.3</td>
<td>$4,686,000</td>
<td>3.9</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>3,894,452</td>
<td>2.9</td>
<td>4,105,063</td>
<td>2.9</td>
<td>3,136,000</td>
<td>2.8</td>
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<tr>
<td>Automotive, Auto Access.</td>
<td>6,043,115</td>
<td>4.5</td>
<td>5,291,089</td>
<td>2.4</td>
<td>4,089,000</td>
<td>3.5</td>
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<tr>
<td>Aviation, Aviation Access.</td>
<td>2,584,542</td>
<td>2.0</td>
<td>2,829,789</td>
<td>2.0</td>
<td>2,085,000</td>
<td>2.4</td>
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<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>2,800,500</td>
<td>2.0</td>
<td>3,050,500</td>
<td>1.5</td>
<td>2,200,000</td>
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<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
<td>1,074,332</td>
<td>0.8</td>
<td>1,200,000</td>
<td>0.6</td>
<td>1,400,000</td>
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<tr>
<td>Confection &amp; Soft Drinks</td>
<td>2,043,500</td>
<td>2.0</td>
<td>2,300,500</td>
<td>1.5</td>
<td>1,500,000</td>
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<tr>
<td>Consumer Services</td>
<td>3,136,000</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>2,300,500</td>
<td>1.5</td>
<td>2,600,000</td>
<td>1.3</td>
<td>1,800,000</td>
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<tr>
<td>Household Appliances &amp; Supplies</td>
<td>4,368,000</td>
<td>2.7</td>
<td>4,686,000</td>
<td>2.3</td>
<td>3,400,000</td>
<td>4.0</td>
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<tr>
<td>Household Furnishings</td>
<td>1,863,488</td>
<td>1.3</td>
<td>2,043,500</td>
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<td>1,300,000</td>
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National Spot TV Revenue

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<td>$58,234,000</td>
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<td>1950</td>
<td>132.4</td>
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<td>1949</td>
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Ten Product Groups that Spent Most on Spot TV in 1951

<table>
<thead>
<tr>
<th>Product Groups</th>
<th>Total Sales</th>
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</thead>
<tbody>
<tr>
<td>Food &amp; Food Products</td>
<td>$58,234,000</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>10,889,758</td>
</tr>
<tr>
<td>Soaps, Cleaners</td>
<td>10,190,950</td>
</tr>
<tr>
<td>Jewelry</td>
<td>4,775,188</td>
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<tr>
<td>Smoking Materials</td>
<td>4,076,380</td>
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<tr>
<td>Gasoline</td>
<td>3,668,742</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>3,552,274</td>
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<tr>
<td>Automotive</td>
<td>3,377,572</td>
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<tr>
<td>Household Appliances &amp; Supplies</td>
<td>1,863,488</td>
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<tr>
<td>Household Furnishings</td>
<td>1,514,084</td>
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</table>

Page 68 • March 31, 1952

BROADCASTING • Telecasting
Disaster could Strike!

Stations in big defense-area cities perform a vital and bona fide public service for their country... earn the gratitude of local, state and national civil defense leaders by making available this beautiful and authoritative CIVIL DEFENSE MANUAL Free to its citizens.

Adopt this Public Service campaign NOW!

Fills a REAL need! Local Civil Defense, to date, has limited funds. In every one of the communities offered this book, it was greeted enthusiastically by Civil Defense and city officials. (See the comments of Chicago officials below—similar reaction in Seattle, Minneapolis, San Francisco, Cleveland, Omaha and Baltimore!)

PREPARED FOR YOUR CITY — The comprehensive, authentic manual contains complete and accurate local information on what to do in case of enemy attack, descriptions of warnings, dispersal areas, traffic plans, communications instruction and such other Civil Defense procedures which must be publicized to make them effectual. It's simply written and graphically illustrated for easy understanding... attractively printed in two colors throughout.

A NO-COST Plan to You — You can make the CIVIL DEFENSE MANUAL available to your community at NO COST to you, and little effort overall. Your station gets the credit for the promotion but we handle everything: editorial, publishing, distribution. Let us explain the plan to you NOW—it's limited to one radio or TV station in each area.

Call me at the Conrad Hilton Hotel during the NAB Convention or write, wire or phone me personally here in Peoria.

Rex G. Howard
President—In Charge of Sales

RESULTS in Chicago

A luncheon of civil defense leaders and city officials enthusiastically greeted the announcement of the completion of the Chicago Civil Defense Manual. Mayor Martin H. Kennelly and Anthony J. Mullaney, director of Chicago Civil Defense Corps, both warmly praised its sponsor, WGN and WGN-TV, for a great public service to the community.

"I hope that citizens of the City of Chicago will read this brochure and study it carefully. Only through an informed citizenry can Civil Defense be effective."

Martin H. Kennelly, Mayor

"I am very happy that Station WGN has cooperated in preparing this Civil Defense Manual for the people of Chicagoland.... With the continued cooperation of all members of the Chicago Civil Defense Corps and with the help of public spirited organizations, I am sure that our Civil Defense organization will operate efficiently and with a high degree of success."

Anthony J. Mullaney
Director, Chicago Civil Defense Corps

Reprinted from THE CHICAGO TRIBUNE

AMERICAN RADIO PUBLICATIONS INC.
119-A North Washington Street • Telephone 4-3262 • Peoria 2, Illinois

March 31, 1952 • Page 69
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Where Top Ad Budgets Go

(Continued from page 34)

**AUTOMOTIVE (Cont'd.)**

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**HUDSON MOTOR CAR CO.**

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**KAISER-FRAZER CORP.**

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**PACKARD MOTOR CAR CO.**

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**U. S. RUBBER CO.**

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**BEER, WINE & LIQUOR**

**BROWN-FORMAN DISTILLERS CORP.**

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**DISTILLERS CORP. SEAGRAMS LTD.**

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(Continued on page 78)

**NATIONAL DISTILLERS PRODUCTS CORP.**

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**PABST BREWING CORP.**

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**PARK & TILFORD**

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**PUBLICKER INDUSTRIES**

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**SCHLENY INDUSTRIES INC.**

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**JOSEPH SCHLITZ BREWING CO.**

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**HIRAM WALKER-GOODERHAM & WORTS LTD.**

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**BUSINESS & FINANCIAL**

**A & T & CO.**

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**CURTIS PUBLISHING CO.**

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</tbody>
</table>

Page 70 • March 31, 1952

BROADCASTING • TELECASTING
Yes—you'll have a chance to see and hear the full APS Basic Transcription library at the NARTB Convention. Look for us in Room 532 A.

You can also hear those sales meetings— all 13 of them so far—which are now available separately.

And you can personally inspect the new APS small Specialized Libraries that made history when we priced them at $19.50 up.

We'd be proud to have you visit us.

"the library that pays for itself"

ASSOCIATED PROGRAM SERVICE
151 West 46th Street  New York 36, N.Y.
<table>
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<td>2,617,165</td>
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Rising straight and slim to a height of 400 feet, this Truscon “GW” Uniform Cross Section Guyed Tower typifies the engineering and structural strength built into Truscon towers. Designed for Radio Station WINR at Binghamton, N. Y., this steel spire, one of a three tower directional array, serves to broadcast over a large civic and rural area of the state.

Truscon possesses many years of engineering knowledge and experience in the steel AM-FM-TV-MICROWAVE tower field. Truscon facilities for the complete design and production of steel towers are modern and efficient. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you prompt, capable engineering assistance on your tower problems. Call or write today.

TRUSCON® STEEL COMPANY Subsidiary of Republic Steel Corporation
1074 ALBERT STREET, YOUNGSTOWN 1, OHIO

March 31, 1952 • Page 73
<table>
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<td>7,291,162</td>
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(Continued on page 78)
Most popular 1952 models!

This year, three out of four cars on U.S. roads will be old models!

39% will be three to nine years old—their major repair age. No wonder motor experts say this is the year of repair!

To thousands of auto service dealers, hundreds of miles from factories and parts depots, this great demand for repair parts will pose a problem.

That's why, in sales meetings with dealers, motor car companies advise: "For faster turnover, lower inventory, more good-will; order repair parts via ... Air Express!"

Air Express speed cuts days from repair time, builds dollar business at a cost of pennies. Whatever your need, you can profit from regular use of Air Express. Here's why:

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

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

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

New parcel post regulations affect you? Call your local agent of Air Express Division, Railway Express Agency.
You'll chalk up

HIGHER RATINGs

MORE RENEwALS

EASIER SALES
HIGHER RATINGS

In BIG Towns In SMALL Towns
San Francisco 16.0 Hattiesburg 29.6
Louisville 21.7 Zanesville 26.0
Minneapolis 16.5 Youngstown 21.3
He'll chalk up high ratings for you, too!

MORE RENEWALS!

6th YEAR Minneapolis, consistently outrating important network shows.
5th YEAR New Orleans, consistently delivering a large and loyal audience.
4th YEAR Raleigh, consistently selling for Carolina Power and Light Company.
He'll chalk up more renewals for you, too!

EASIER SALES

"Boston Blackie's 19.1, the highest rated show on Sunday afternoon in Kansas City."
James Cay—Rogers & Smith Advertising Agency

"Boston Blackie has the most loyal listening audience of any show we've ever had on the air and is Lake Charles most outstanding mystery show."

"Today marks the 91st broadcast of Boston Blackie for Fall City Beer—Louisville. Our latest Hooper tops off network and local competitive programs."
Ray D. Williams—Prater Advertising Agency

"We are having tremendous success with Boston Blackie. Once it was necessary to re-schedule 'Blackie' for play-by-play sport commitments. It would be difficult for you to appreciate the deluge of calls we received at the station."
He'll chalk up easier sales for you, too!

Now, on TV!

AM + TV = TOP RESULTS!
Boston Blackie on TV is already proving the fastest seller ever.
Sponsored by big-name advertisers on top TV stations in:
NEW YORK CITY, CHICAGO, LOS ANGELES, WASHINGTON, D. C., DETROIT, CINCINNATI, DAYTON, COLUMBUS, PITTSBURGH, CLEVELAND, LANCASTER, TOLEDO, MINNEAPOLIS, RICHMOND, NORFOLK, ATLANTA
HURRY—YOUR MARKET MAY STILL BE AVAILABLE!
WRITE, WIRE OR PHONE.

FREDERICK W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD, CINCINNATI 6, OHIO
HOLLYWOOD

ROADCasting • Telecasting
March 31, 1952 • Page 77
Where Top Ad Budgets Go
(Continued from page 74)

Drugs & Toiletries (Cont’d)

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<td>1,846,779</td>
<td>1,925,274</td>
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</tr>
</tbody>
</table>

(Continued on page 80)
Radio Crime Fighters Take to Tape!

Prove their case with dramatic on-the-spot recordings

Radio has a new, vivid way of awakening the American public to the dangers of organized crime. Thanks to the wonders of tape recording, listeners hear the actual voices of criminals and victims, police and witnesses as they tell their stories in their own words.

"Scotch" Sound Recording Tape is ideal for any kind of documentary program. Tape goes everywhere, hears everything, reproduces it with matchless fidelity. Recordings can be transferred from tape to tape without loss of quality; the same tape can be used countless times (each recording automatically erases the preceding one). Editing is easy, too. Unwanted portions are merely scissored out and the remainder spliced with "Scotch" Splicing Tape.

Want help with your recording problems or tips on production savings you can make with tape? Address Dept. BT-32, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a Sound Engineer call on you immediately.

Here's why recording engineers use more "SCOTCH" Sound Recording Tape than all other brands combined:

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

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

<table>
<thead>
<tr>
<th>Foods (Cont’d)</th>
<th>CARNATION CO.</th>
<th>CORN PRODUCTS REFINING CO.</th>
<th>CUDAHY PACKING CO.</th>
<th>FLORIDA CITRUS COMMISSION</th>
<th>GENERAL FOODS CORP.</th>
<th>GENERAL MILLS INC.</th>
<th>H. J. HEINZ CO.</th>
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<td>2,186,438</td>
<td>1,378,125</td>
<td>6,288,275</td>
<td>1,199,524</td>
<td>1946</td>
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<tr>
<td>Total</td>
<td>4,195,378</td>
<td>2,328,150</td>
<td>2,186,438</td>
<td>1,378,125</td>
<td>6,288,275</td>
<td>1,199,524</td>
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<tr>
<td>Total</td>
<td>4,195,378</td>
<td>2,328,150</td>
<td>2,186,438</td>
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<td>6,288,275</td>
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<td>1950</td>
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<tr>
<td>Total</td>
<td>4,195,378</td>
<td>2,328,150</td>
<td>2,186,438</td>
<td>1,378,125</td>
<td>6,288,275</td>
<td>1,199,524</td>
<td>1951</td>
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(Continued from page 78)
BMI in conjunction with NARTB presents a great segment of American History

The Foreman M. Lebold Collection of Autographs and Letters of The Signers of the Declaration of Independence;
The Signers of the Constitution;
Autographs of the Presidents of the United States; The original "Star Spangled Banner" Manuscript from the Library of Congress and a distinguished group of great American Documents as well as the rare collection of "American Musica.

An unusual exhibition to emphasize the great principles and traditions of A nation dedicated to Liberty and freedom.

Welcome to FREEDOM HALL
30th Annual NARTB CONVENTION
Conrad Hilton Hotel, Chicago
Exposition Hall

Broadcast Music, Inc. IN CONJUNCTION WITH NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS
### Foods (Cont'd)

<table>
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<th></th>
<th>SWIFT &amp; CO.</th>
<th>WANDER CO.</th>
<th>GULF OIL CORP.</th>
<th>SHELL OIL CORP.</th>
<th>STANDARD OIL CO. OF INDIANA</th>
<th>STANDARD OIL CO. OF NEW JERSEY</th>
<th>SUN OIL CO.</th>
<th>TEXAS CO.</th>
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### Household Furnishings & Equipment

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<th>UNION CARBIDE &amp; CARBON CORP.</th>
<th>ADMIRAL CORP.</th>
<th>AYCO MFG. CORP.</th>
<th>GENERAL ELECTRIC CORP.</th>
<th>INTERNATIONAL SILVER CO.</th>
<th>MOTOROLA INC.</th>
<th>NASH-KELVINATOR CORP.</th>
<th>PHILCO CORP.</th>
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<td>1,878,386</td>
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</tbody>
</table>

(Continued on page 88)

**Broadcasting • Telecasting**
Give **YOUR** salesmen

**SOMETHING TO SELL!**

**TO SPONSORS**

**SPONSORS SIGN** When they **SEE** and **HEAR** Sales Aids for Shows from the **SESAC** Transcribed Library.

Write for details or **See** how SESAC sells for you —
NARTB Convention, Suite 557A

Colorful brochures describe the shows. Sample discs demonstrate how they sound. The sponsor sees, hears, and buys! Then you produce his shows right at the station with music and scripts from the SESAC Transcribed Library.

SESAC INC., 475 Fifth Avenue, New York 17, N. Y.
New compact amplifiers—use low-noise, long-life, miniature tubes.

Every component is easy to get at for inspection and maintenance.

Accessibility, plus! New hinged control panel swings down; amplifier frame swings up.

The easy way the BC-2B Consolette handles is due in great measure to the careful attention RCA engineers have given to construction details—and to a number of unique operating features (not found in their entirety in any standard consolette). Some of these advantages are pictured on these pages.

For example, see how easy it is to get at the amplifiers and components. Note how every inch of wiring can be reached without disturbing the installation. See how the consolette fits snugly into the control room—unobtrusively. See how the styling matches other RCA audio and video equipments. Based on more than 25 years of experience in building studio consolettes, type BC-2B is in our opinion a high point in consolette design. The instrument includes all essential elements needed by most AM-FM and TV stations. And every feature has been operation-proved—many in RCA deluxe custom-built equipment. Type BC-2B is available at a "package" price!

For details, call your RCA Broadcast Sales Representative.

Type BC-2B is styled to match RCA video equipment—like this familiar video console.

...and it’s styled to match other RCA audio equipment, too—like this master switcher, for instance.
All external connections are made to two terminal blocks. New, reliable interlocking push-button switches are leaf-type and cam-operated. Improved, faster-operating speaker relays eliminate key clicks and audio feedback.

Low height, and 30-degree sloping front and top offer maximum studio visibility. You can install the BC28 tight up against your studio window. There are no rear connections.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
### Household Furnishings & Equipment (Cont'd)

**SCOTT PAPER CO.**  
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**WESTINGHOUSE ELECTRIC CORP.**  
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**PHOTOGRAPHY**  
**EASTMAN KODAK CO.**  
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**SMOKING MATERIALS**  
**AMERICAN TOBACCO CO.**  
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**BAYUK CIGARS INC.**  
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**GREYHOUND CORP.**  
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<td>Network Radio</td>
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<td>64,625</td>
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**LINNIGT & MYERS TOBACCO CO.**  
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<td>8,836,751</td>
<td>8,705,711</td>
</tr>
</tbody>
</table>
494 feet above Philadelphia's busiest streets

Most city building codes are easily complied with, but nature's caprices are unpredictable. So, when both the building's owners and WPEN's engineers laid plans for a new AM-FM station atop their new midtown building they called on Blaw-Knox to design, fabricate and erect a safe antenna tower. Their choice was based on the fact that Blaw-Knox has an unequalled record for successful tower installations in congested areas. WPEN's structure is designed to carry the additional load of TV bays if and when required.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh, Pa.
Local: Big Business

(Continued from page 86)

Drugs and sundries were the sixth source of local TV advertising in 1951, with 9.4% of the total, compared to 7.8% in 1950 when the ranking was eighth.

Food and groceries provided 8.8% of local advertising in 1951, ranking seventh. The classification ranked seventh in 1950, too, but the proportion was just 8.4%.

Not far behind food and groceries in 1951 was furniture, ranking eighth with 7.8% in contrast to the fourth-place tie attained in 1950 by furniture.

Sporting goods ranked ninth in 1951 with 5.4% and the jewelry-optical goods-camera group was tenth with 3.1%.

Local Radio Times Sales (Net) 1935-1951

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<td>1960</td>
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</table>

Local Radio Revenue by Product Groups

<table>
<thead>
<tr>
<th>Product Groups</th>
<th>1951 % Total</th>
<th>1950 % Total</th>
<th>1949 % Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autos, Accessories, Repairs &amp; Gasoline</td>
<td>$32,068,305</td>
<td>14.1</td>
<td>$30,684,836</td>
</tr>
<tr>
<td>Banks, Building &amp; Loan, Insurance</td>
<td>13,418,652</td>
<td>5.9</td>
<td>9,347,698</td>
</tr>
<tr>
<td>Beer, Soft Drinks</td>
<td>17,739,913</td>
<td>7.8</td>
<td>16,663,202</td>
</tr>
<tr>
<td>Dairy Products</td>
<td>7,732,785</td>
<td>3.4</td>
<td>7,283,482</td>
</tr>
<tr>
<td>Department &amp; Dry Goods Stores</td>
<td>19,559,393</td>
<td>8.6</td>
<td>19,914,662</td>
</tr>
<tr>
<td>Drugs &amp; Sundries</td>
<td>5,913,304</td>
<td>2.6</td>
<td>5,283,482</td>
</tr>
<tr>
<td>Food &amp; Groceries</td>
<td>13,873,522</td>
<td>6.1</td>
<td>13,005,493</td>
</tr>
<tr>
<td>Furniture Stores</td>
<td>14,783,261</td>
<td>6.5</td>
<td>16,663,202</td>
</tr>
<tr>
<td>Hardware, Food, Farm Supplies</td>
<td>11,599,174</td>
<td>5.1</td>
<td>7,722,012</td>
</tr>
<tr>
<td>Home Appliances &amp; Appliance Repairs</td>
<td>19,559,393</td>
<td>8.6</td>
<td>17,476,132</td>
</tr>
<tr>
<td>Hotels, Restaurants, Taverns</td>
<td>6,595,609</td>
<td>2.9</td>
<td>6,557,755</td>
</tr>
<tr>
<td>Jewelry, Optical Goods, Cameras</td>
<td>8,187,652</td>
<td>3.6</td>
<td>8,593,114</td>
</tr>
<tr>
<td>Lumber, Building, etc.</td>
<td>8,187,652</td>
<td>3.6</td>
<td>7,738,482</td>
</tr>
<tr>
<td>Men's Furnishings</td>
<td>7,277,913</td>
<td>3.2</td>
<td>5,283,482</td>
</tr>
<tr>
<td>Personnel Services (Barbers, Beauty, Cleaning, etc.)</td>
<td>5,003,565</td>
<td>2.2</td>
<td>4,677,060</td>
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<tr>
<td>Political</td>
<td>3,458,435</td>
<td>2.4</td>
<td>3,657,755</td>
</tr>
<tr>
<td>Printing, Publishing, Stationery</td>
<td>4,321,261</td>
<td>1.9</td>
<td>3,657,755</td>
</tr>
<tr>
<td>Religious</td>
<td>5,890,561</td>
<td>2.6</td>
<td>5,283,482</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>5,913,304</td>
<td>2.6</td>
<td>5,689,008</td>
</tr>
<tr>
<td>Theatres, Sports, other events</td>
<td>5,936,047</td>
<td>2.7</td>
<td>6,909,168</td>
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<tr>
<td>Tobacco</td>
<td>3,866,391</td>
<td>1.7</td>
<td>4,877,060</td>
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<tr>
<td>Transportation, Travel &amp; Resorts</td>
<td>4,548,696</td>
<td>2.0</td>
<td>3,861,060</td>
</tr>
</tbody>
</table>

Figures here represent net time sales, after discounts and allowances, and are based on Broadcasting & Telecasting survey.

Local TV Revenue by Product Groups

<table>
<thead>
<tr>
<th>Product Groups</th>
<th>1951 % Total</th>
<th>1950 % Total</th>
<th>1949 % Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autos, Accessories, Repairs &amp; Gasoline</td>
<td>$5,596,997</td>
<td>9.7</td>
<td>$3,038,500</td>
</tr>
<tr>
<td>Banks, Building &amp; Loan, Insurance</td>
<td>5,654,698</td>
<td>9.8</td>
<td>2,947,345</td>
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<tr>
<td>Beer, Soft Drinks</td>
<td>7,270,326</td>
<td>12.6</td>
<td>3,919,669</td>
</tr>
<tr>
<td>Dairy Products</td>
<td>807,814</td>
<td>1.4</td>
<td>1,033,069</td>
</tr>
<tr>
<td>Department &amp; Dry Goods Stores</td>
<td>8,885,954</td>
<td>15.4</td>
<td>3,858,895</td>
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<tr>
<td>Drugs &amp; Sundries</td>
<td>5,423,894</td>
<td>9.4</td>
<td>2,370,030</td>
</tr>
<tr>
<td>Food &amp; Groceries</td>
<td>5,077,828</td>
<td>8.8</td>
<td>2,532,496</td>
</tr>
<tr>
<td>Furniture Stores</td>
<td>4,500,678</td>
<td>7.8</td>
<td>3,038,500</td>
</tr>
<tr>
<td>Hardware, Food, Farm Supplies</td>
<td>692,412</td>
<td>1.2</td>
<td>182,310</td>
</tr>
<tr>
<td>Home Appliances &amp; Appliance Repairs</td>
<td>6,000,904</td>
<td>10.4</td>
<td>4,375,440</td>
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<tr>
<td>Hotels, Restaurants, Taverns</td>
<td>173,103</td>
<td>.3</td>
<td>151,925</td>
</tr>
<tr>
<td>Jewelry, Optical Goods, Cameras</td>
<td>1,788,731</td>
<td>3.1</td>
<td>668,470</td>
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<tr>
<td>Lumber, Building, etc.</td>
<td>289,505</td>
<td>.5</td>
<td>486,160</td>
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<tr>
<td>Men's Furnishings</td>
<td>918,917</td>
<td>1.7</td>
<td>151,925</td>
</tr>
<tr>
<td>Personal Services (Barbers, Beauty, Cleaning, etc.)</td>
<td>57,701</td>
<td>.1</td>
<td>91,153</td>
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<tr>
<td>Political</td>
<td>230,804</td>
<td>.4</td>
<td>60,770</td>
</tr>
<tr>
<td>Printing, Publishing Stationery</td>
<td>1,394,224</td>
<td>2.6</td>
<td>2,532,496</td>
</tr>
<tr>
<td>Religious</td>
<td>1,961,834</td>
<td>3.4</td>
<td>972,320</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>461,080</td>
<td>.8</td>
<td>212,695</td>
</tr>
<tr>
<td>Theatres, Sports, other events</td>
<td>115,402</td>
<td>.2</td>
<td>121,524</td>
</tr>
<tr>
<td>Tobacco</td>
<td>346,206</td>
<td>.3</td>
<td>151,925</td>
</tr>
<tr>
<td>Transportation, Travel &amp; Resorts</td>
<td>224,926</td>
<td>.4</td>
<td>486,160</td>
</tr>
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Ten Business Groups that Spent Most on Local TV in 1951

<table>
<thead>
<tr>
<th>TOTAL SALES</th>
<th>$57,701,000</th>
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</thead>
<tbody>
<tr>
<td>Department Stores</td>
<td>8,885,954</td>
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<tr>
<td>Beer, Soft Drinks</td>
<td>7,270,326</td>
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<tr>
<td>Home Appliances</td>
<td>6,000,904</td>
</tr>
<tr>
<td>Banks</td>
<td>5,654,698</td>
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<tr>
<td>Autos</td>
<td>5,596,997</td>
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<tr>
<td>Drugs &amp; Sundries</td>
<td>5,423,894</td>
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<tr>
<td>Furniture Stores</td>
<td>4,500,678</td>
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<tr>
<td>Religious</td>
<td>1,961,834</td>
</tr>
<tr>
<td>Jewelry</td>
<td>1,788,731</td>
</tr>
</tbody>
</table>

Page 88 * March 31, 1952
AMARILLO GAS
—a self-rising flower

HELIUM, the colorless, odorless, tasteless, exceptionally light non-burning gas, comes from the natural gas and oil fields around Amarillo. Recovery methods were developed here; the main helium field and recovery plant are important points of interest. Once, when a slight touch of Panhandle weather turned the sky black and slammed the temperature down thirty degrees, a transcontinental plane was grounded. One of the impatient passengers, a high-spirited filly from the Coast, checked in at a hotel and bent the clerk’s ear. “What’s there to see in Amarillo?”

Civic-minded as all get-out, the hotel man volunteered, “We have the only helium plant in the world.”

The lady brightened. “Indeed?” she said. “Is it in bloom now?”

The plant isn’t in bloom, but Amarillo and the Panhandle are. There’s dough-on-the-hoof and the glint of gold on the wheatlands. The oil wells are in flower, the Air Force Base is bustling, the Atomic Energy Commission’s Pantex is nearby. Right in the middle of it all is KGNC, a mere bud in 1922, a 10,000 watt nosegay in 1952.

Come pluck the flars.

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY
40,000,000

**ARoused Americans**

were jolted by this sensational series in the Saturday Evening Post! . . .

Additional millions of

**Alerted Citizens**

were awakened by it as a "Must See" movie! . . .

**Never Before** in the history of radio has such a thrilling document been so brilliantly dramatized! . . .

Based on the real-life experiences of

**Matt Cvetic**

. . . For nine years he posed as a Communist for the F.B.I.

**Who** gives the secret orders?

**What** are they after?

**How** do they work?
NEW HALF-HOUR SERIES

IT'S A

UNIST

THE

S.I.

COMPLETE EPISODE!

TO THREE FULL LENGTH

MORE THAN JUST ACTING! MORE THAN JUST STARRING!

DANA ANDREWS

HE LIVES THIS DYNAMIC ROLE!

ZIV COMPANY

Radio Productions

1529 Madison Road • Cincinnati 6, Ohio

New York

Hollywood
IT IS EASY, in more superficial judgement, to accentuate the embarrassment by continuing to advertise the code as the gospel of faith all of television. To do so is to invite further attention to the code and further flyspecking by critics who, approaching a deadline without another subject to write about, can always do a column on violations of the code.

Now this is not to advocate a relaxation of morals or abandonment of responsibility. The need for television to maintain high standards is no less important than it was before the code was drawn. But such policing as is necessary cannot be provided by a document. It must be done by people. Happily, some able people have already been chosen for the job.

The TV code review board, composed of practicing telecasters, will meet this week during the NARTB convention. We suggest that they could well spend part of their time evolving a plan to de-emphasize the code, and its all too rigid strictures, and to emphasize the review board’s significance.

Let the review board function as a clearing-house for complaints, giving judicious consideration to questions of taste.

The important thing is that television has a code but that it has a lively, active board of review to sit in judgment on the behavior of television.

Justice in Sports

CIVIL SUIT filed fortnight ago by the Justice Department charging the International Boxing Club with tying up the sale of radio, television and motion picture rights for championship fights brings sports broadcasts into the news forefront once more.

The question of monopoly, which the government says it can prove against the defendants, is no more interesting than the question of rights. Both radio and TV broadcasters have argued this question since the first baseball score went out on the air some 30 years ago.

More than a few contend that radio and television have as much right to report a sports contest, free of all charge, as a newspaper has to give its readers the local score. Advocates of TV also feel that there should be no such thing as an “exclusive” radio or TV report, just as there is no “exclusive” newspaper story of the same exercise.

While there is a trend among these arguments it seems to us that they represent an “extreme” view. But there can be no denying the interest the radio and television audience has in sports. Evidence of this is the recent TV specials on two recent TV sports. One, by WICU (TV) Erie, on whether the stadium’s audience would rather see a play or the Pabst Blue Ribbon fights came up with a vote of 11,000 to 1,200 in favor of the fights. And there was an announcement by WSPD-TV Toledo that it was going to drop a wrestling program. Complaints were so overwhelming that wrestling was continued.

There can be no doubt of the popularity of sports programs on radio and TV. Neither is there doubt that both media do much to popularize sports. Televised saved wrestling, popularized the roller derby and, while all of the evidence is not in, there is a good reason to believe radio and TV have helped rather than hurt the “gate” of every sport reported.

The New York suit will spotlight the inner secrets of the mammoth IBC. Let us hope one result of this suit will be the removal of any restriction that could bar radio and TV broadcasts of boxing matches in the future.

Such a move would be a long step toward freeing the mike and the camera of many of the present obstacles to giving the public the sports programs they want.
In Western Washington

NOT TOO SMALL...

NOT TOO BIG...

BUT JUST RIGHT*

*JUST RIGHT means no-waste, low-cost coverage of the concentrated “hook” market of Western Washington, home for 86.9% of the people, though only 7% of the land area.

Some stations are too small to do a “market” job.

Some stations are too big — go far beyond the market into non-productive areas — at high cost.

Buy KJR for just right, low-cost, no-waste circulation!

KJR’s 5000 watts is all you need for the rich, concentrated Sound market. Our “hook” coverage means low-cost selling.

A MARSHALL FIELD STATION—AN ABC AFFILIATE REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.
WALTER HAASE, general manager of WDRC Hartford, Conn., elected vice president in addition to present duties.

KARL O. WYLER, general manager of KTSU El Paso, Tex., elected president in addition to present duties. ROY T. CHAPMAN, station's sales manager, elected vice president and secretary and KARL O. WYLER JR., now in the armed forces, named station's treasurer.

KENNETH BEACHBOARD, manager of WLOS Asheville, N. C., joins WMRC Greenville, S. C., in same capacity.

WILLIAM S. HEDGES, NBC vice president in charge of integrated services, named special radio advisor on staff of soldier music program by Dept. of Army and will serve four eastern U. S. Army installations.

CHARLES G. DAVIES, formerly with Biow Co. and NBC on West Coast, added to sales staff of Everett-McKinney Inc., N. Y.

HAAN TYLER, general sales manager, KFI Hollywood, resigns.

WALTER H. STAMPER, sales staff, WDDO Chattanooga, Tenn., to WAPO that city in same capacity.

FELIX H. KENT, legal department of CBS, joins TV division of ABC legal department.

MURIEL HENLE, of M. S. and I. Isacks law firm, N. Y., also added to ABC legal staff.

WILLIAM L. JONES, account executive, Kaufman Adv., N. Y., to sales staff of WINS Milwaukee.

ROLLY FORD named director of national sales, CKNW New Westminster, B. C.

A. C. DOWDEN, salesman, KARK Little Rock, Ark., named local sales manager.

VERN SPIDAIL, commercial manager at KAVE Carlsbad, N. M., to KARK sales staff.

POWELL ENSIGN, sales manager, Everett-McKinney Inc., N. Y., elected vice president.

J. RICHARDSON LOUGHRIN, former NBC and MBS producer, to CBS-TV Spot Sales, Chicago, as account executive.

W. A. STEPHENS, H. N. Stovin & Co., Toronto station representative, and E. P. TOWNDROW, National Broadcast Sales Ltd., that city, form Stephens & Towndrow, new station representative firm.

CHARLES HAMILTON, director of public service and public relations, KFI Hollywood, adds duties of sales and program supervisor.

GEORGE J. O'CONNOR, news editor, WINR Birmingham, N. Y., promoted to general manager succeeding C. A. BENGTSON who leaves April 7 to accept position with New York State Electric & Gas Corp.

ROBERT F. ADAMS, account executive with Raven Adv., N. Y., to WABD (TV) that city in same capacity.

JOHN R. KRIEGER, commercial manager, WCDL Cardonale, Pa., appointed general manager effective April 1.

BOB ATKINSON Co., Hollywood, appointed southern California representative for KSAI San Francisco.

Registration—Management Conference
(Continued from page 80)

Fry, Howard H., KFDX Wichita Falls, Tex.
Fry, Paul R., KBON Omaha, Neb.
Fuller, Charles A., WBET Brockton, Mass.
Fulton, Harold W., Who Des Moines, Iowa
G
Gaines, James M., NBC New York.
Garber, Milton R., KCBC End, Okla.
Gardner, WHAM Rochester, N. Y.
Garnett, John, WGAN Cleveland, O.
Garrett, John, WSAZ Huntington, W. Va.
George, Carl E., WGAN Cleveland, O.
George, I. Mill, WJGD Albany, Ga.
Gibbons, Tom E., WABT Baton Rouge, La.
Gilbert, George A., WBAL Baltimore, Md.
Gill, Harold, Norman, WJIE- TV Providence, R. I.
Glick, Earl J., WSOQ Charlotte, N. C.
Glenny, Kenneth, AAAA, New York.
Godwin, Charles M., WBS New York.
Goldman, Paul R., KNOX Monroe, La.
Goldsmith, Simon, WJTN Pontiac, Ill.
Golder, Paul, KSWO Lawton, Okla.
Gordon, Messie, Sun--times, N. Y.
Graff, K. J., Snader Teleproductions, New York.
Grant, Armmond, WAAM (TV) Balti- more, Md.
Gray, Joseph, Goodwill Stations, Detroit, Mich.
Green, Arthur L., KLI Longview, Tex.
Greene, Malcolm, WJVO Owensboro, Ky.
Griffin, John T., KOMA Tulsa, Okla.
Grove, William, KFBC Cheyenne, Wyo.
H
Hass, Julian F., KARK Little Rock, Ark.
Hass, Walter B., WDRF Hartford, Conn.
Hacker, Les, KVNE San Luis Obispo, Calif.
Hacker, E. N. (Mike), KVKE San Luis Obispo, Calif.
Hagan, James A., WWNC Asheville, N. C.
Haerer, Lawrence W., WOLI Owens- burg, Ky.
Haley, Andrew G., Haley & McNabb, Washington, D. C.
Hall, Gladys, Broadcasting & Tele- casting, Washington, D. C.
Hall, S. Payson, WTVW, Omaha, Neb.
Hallowell, Nolan, KSUE, Siouxville, Iowa.
Hamilton, Charles E., KFI Los An- geles, Calif.
Hammond, Helen S., NARTB, Wash- ington, D. C.
Hamrick, William H., WWNC Ashe- ville, N. C.
Hansen, K. M., KSTP St. Paul, Minn.
Hanna, Michael R., WHCU Ithaca, N. Y.
Hanna, R. B., WGY Schenectady, N. Y.
Hardesty, John F., BAR, New York.
Hardy, Ralph W., NARTB, Washing- ton, D. C.
Harmon, John W., WDBJ Roan- oke, Va.
Harr, Frederick G., WJJD Chicago, Ill.
Harris, Wiley F., WJJD Jackson, Miss.

Harrison, Austin A., KSWM Joplin, Mo.
Harrison, Gerald, WMAS Springfield, Mo.
Hart, John P., WBIR Knoxville, Tenn.
Hartenbower, E. K., KCMO Kansas City, Mo.
Harvey, E. William, KTAR Phoenix, Ariz.
Harvey, George W., WFLA Tampa, Fla.
Haskell, George H., KFAB Omaha, Neb.
Hawkins, Lloyd, KTNM Tucumcari, N. Mex.
Hayden, Mrs. W. T., WVJS Owens- boro, Ky.
Haymond, Carl E., KMO Tacoma, Wash.
Heinecke, Alice, SESAC, New York.
Heminger, Harold H., WFIN Find- lay, Ohio.
Herbert, G. F., All-Canada Radio Fa- culties, Toronto, Ont.
Hereman, A. M., WBAP Ft. Worth, Texas.
Herndon, Ray, KTRH Houston, Texas.
Hewitt, James W., WCOX Columbus, S. C.
Hibbitt, Arthur L., KSUB Cedar City, Utah.
Higginson, J. M., WTHI Terre Haute, Ind.
Highbaugh, David R., WHR Dent- ville, Ky.
Hill, John B., KTGV Tulsa, Ohio.
Hilgen, C. D. (Chuck), KGLO Mason City, Iowa.
Holm, William W., La Salle, Ill.
Holt, Thad, WAPI Birmingham, Ala.
Houck, Jack, WMPR Green Bay, Wis.
Houk, James N., WBAP Ft. Worth, Tex. (Continued from page 80)

Hough, Harold, KTRA (TV) Los Angeles, Calif.
Houlding, Cow, KFXJ Grand Junction, Colo.
House, Mrs. Rex, KFXJ Grand Junction, Colo.
Huber, E. J. (Mike), KTRU Sioux City, Iowa.
Hudson, Red, KDUL Duluth, Minn.
Hult, Marvin, WMDB Peoria, Ill.
Hunt, Harry, KCMC Camden, Ark.
Butt, William V., KLRN Little Rock, Ark.
I
Isaac, W. T., WHIR Danville, Ky.

Jackson, A. H., Blaw-Knox Div.
H. Pittsburgh, Pa.
Jacobs, Lee W., KBKB Baker, Ore.
Jeff, Ed, Broadcasting & Telecast- ing, Washington.
Jenner, James, Peter B., Weed & Co., New York.
Jansky, C. M. Jr., Janesky & Bailey Washington, D. C.
Jarema, Andrew, WKOP Bingham- ton, N. Y.
Jayne, Dan E., WSLI Battle Creek Mich.
Jensen, Ray V., KSAL Salina, Kans
Jewett, Carlton F., Robt. Meeker As- sociates, Chicago, Ill.

WCMV Canton, Ohio, and Mrs. Dozier, vacationing in Jamaica. .

GEORGE CHANDLER, president of CJOR Vancouver and chairman of the technical committee of Canadian Assn. of Broadcasters, awarded 1956 Canadian General Electric trophy for outstanding contribution to broadcast industry in Canada.

GLENN CALBON, vice president in charge of engineering, Liberty Broadcasting System, returned to his home in Dallas, Tex., after two weeks in hospital. .

MRS. DOUGLAS HOLCOMB, vice president, WGBI Scranton, Pa., mother of boy, Douglas Francis.

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Broadcasting • Telecasting
For years broadcasters have known they could have complete confidence in Altec loudspeakers, microphones and amplifiers. Confidence that they would always exceed the published specifications...that the quality was unsurpassed...and that the dependability was unassailable. Now Altec presents three speech input consoles: the master 250A, the economical 230B and the portable 220A. These new consoles have all of the quality and dependability you associate with Altec plus a flexibility and ease of control never before seen in broadcast equipment. Whether your requirements are recording, AM, FM or TV, when you control with a new Altec console you can control with confidence.

250A console

When you read the complete specifications and see the many outstanding features of the new 250A Console you will agree it is the finest you have ever seen. Note its compactness, its flexibility, and its accessibility through hinged front and top panels is unparalleled. All this is made possible by the outstanding new plug-in preamps, line amplifiers and power supplies developed in Altec’s engineering labs. Yet these preamps are only 1 1/8” x 4 1/8” x 9”, and the line amplifiers and power supplies are only 2 3/8” wide. Look at a few of the outstanding features. You will see the reason you should contact your dealer today for complete information.

plug-in preamps!
1-5/8” x 4-1/4” x 9”

Miniature plug-in amplifiers and power supplies
Frequency Response (± 1 db 20-20,000 cycles)
Very low distortion
Very low noise level
As many as 12 balanced line mike inputs / mix 7 (simultaneously)
4 line inputs (repeating coils optional) / mix 4 (simultaneously)
4 utility inputs for turntables, etc.
Color coded controls according to function
Two output channels with illuminated VU meters
Complete patching panel
Only two amplifier types, three tube types
Built-in tube checking facilities
Compact (36” x 31” x 95” including desk)

220A mixer

Here is the perfect portable mixer for field use in AM, FM or TV. The 220A has 4 microphone inputs, each with its individual mixer control, and a master gain control associated with an illuminated VU meter. This beautifully compact unit weighs only 261/2 pounds yet still has space for a complete set of spare tubes, a headrest and ample cables. Naturally its specifications reflect the Altec standard for quality and continued dependability.

230B console

Here is the ideal console for the small station or for individual studio use in larger operations. It is completely self-contained and will fit perfectly on any desk or table. The eight microphone inputs may also be used for turntables and it is possible to mix any four at once. Four line inputs are controlled with two mixers. All of the controls are color coded and carefully placed for the greatest ease of operation. An integral monitor amplifier for loudspeaker listening can be instantly switched to replace the line amplifier in case of an emergency break-down. No other console in its price range offers so many desirable features for individual studio operation as the Altec 230B.

9536 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York, New York

ALTEC LANSING CORPORATION

the symbol of quality

SEE YOUR DEALER NOW FOR COMPLETE SPECIFICATIONS ON THIS NEW LINE OF ALTEC BROADCAST EQUIPMENT

BROADCASTING • Telecasting

March 31, 1952 • Page 95
AID TO ODM

Government Turns to Stations

THE GOVERNMENT is turning to radio, once again, in a drive to put across importance of the nation’s mobilization drive to the American public.

Fresh evidence of its reliance on the broadcast industry in times of urgency was bared in the recent establishment of a Community Forums unit within the Office of Defense Mobilization. Radio talks by public-spirited civic leaders are a fundamental part of the new program.

Berkeley E. Loomis, public relations consultant, is spearheading the campaign to organize activities and enlist voluntary representatives in hundreds of cities and towns throughout the nation.

These representatives serve as liaison between government and local radio station owners and managers, providing speakers for weekly four-minute talks and arranging with stations to set aside 15 minutes each month for transcribed talks by Defense Chief Charles E. Wilson as a public service.

Early reports on the new service indicate “excellent cooperation by radio stations from all parts of the country,” according to Community Forums. WCBS New York will start the four-minute series April 5 in a five-minute time segment. William McRaney, CBS board chairman, and others have given the series warm support.

Burkland Uriga Cooperation

Carl J. Burkland, director of station administration, CBS Radio, is urging CBS owned-and-operated outlets in Boston, Chicago, St. Louis, Minneapolis, San Francisco and Los Angeles to cooperate by incorporating forum material in news programs.

The five-minute transcriptions (12-minute talks) are prepared as monthly reports on mobilization by Mr. Wilson. The five-minute talks are delivered by community leaders after being members of an American Bar Assn. panel to insure their non-political nature. ABA’s Special Mobilization Information Advisory Committee also passes on the material.

Congress already has agreed to set aside funds for a small working group in a move to get the facts to the public. Mr. Wilson made a special appeal before a House Appropriations subcommittee, stressing the need of full information for cooperation.

“I promise you that it (Community Forums) will be both non-partisan and non-political as long as Charlie Wilson has anything to do with it,” the defense chief told the impecunious lawmakers.

Because the project is still in its infancy, many local stations have not been contacted by representatives. They may obtain information, however, from Mr. Loomis, Assistant to the Director, Office of Defense Mobilization, 1405 G St. N.W., Washington, D.C.

The four-minute talks may be live or taped, and aired at the station’s convenience. The first Wilson recording will be available for delivery April 10. Thereafter, mailing schedules for each month will be set up.

WIRO PURCHASED

By WIKK Quartet

SALE of WIRO Ironon, Ohio, for $58,000 plus a lease agreement was announced last week by Giaucus G. Merrill, president of WIRO and WHAR Clarkburg, W. Va.

Mr. Merrill is selling the station to Theodore M. Nelson, vice president and general manager of WIKK Erie, Pa., and other WIKK officials: C. E. McElroy, assistant manager; Patrick Shannon, commercial manager, and Clarence Baker, chief engineer.

The Erie station has been sold, pending FCC approval, to Edward Lamb’s Erie Dispatch and WCIV (TV) there [B+T, March 10].

Mr. Merrill will retain WIRO real estate and will lease it, under a 20-year agreement, for $175 a month.

Mr. Merrill said he is selling the station to devote full time to WHAR and Clarkburg television activities.

WIRO is on 1290 kc with 250 w and is a Mutual affiliate.

ABC INCOME

GROSS INCOME of ABC and subsidiaries during 1951 aggregated $55,907,129 after discounts and rebates, compared to $45,878,960 in 1950, Board Chairman Edward J. Noble said in an annual report to stockholders last week.

Net income, as previously reported, amounted to $3,085,945 after provision for federal income taxes, as against $84,605 the preceding year [B+T, March 24].

Current assets as of the end of 1951 were placed at $10,351,304, with current liabilities of $6,574,066, leaving a net working capital of $3,777,238.

These results were accomplished notwithstanding the necessity of reduction in radio rates of approximately 15%, which was occasioned by similar action on the part of our competitors," the report asserted. "They came about through increased television activity and particularly the operation of the five ABC owned television stations in New York, Chicago, Detroit, Los Angeles and San Francisco."

"However, in December 1951 a weakness in ABC television business, and in the television business as a whole, was noted, and this weakness appeared to be carrying over into the first quarter of 1952."

Increase in Affiliates

Mr. Noble noted that the ABC radio network grew from 237 to 318 affiliates during the year while ABC TV had 64 affiliates and reached approximately 16 million TV homes compared to 10.5 million at the start of 1951.

"...The principal problem of the operation of a television network continued to be the scarcity of television stations in so-called one-station and two-station markets, resulting in the inability of networks to clear programs for broadcast in these markets," the company said in its audit.

"It is hoped that the lifting of the television freeze by the FCC will relieve this problem."

As indicated in ABC officials' testimony in current FCC hearings on the proposed merger of ABC

Gross and Net in ’51

Are Greater Than ’50

and United Paramount Theatres, the report showed long-term debt totaling $10,578,745, including $784,820 in installments due within a year.

Total assets were placed at $31,-

025,927, of which $9,691,417 represented cost figures on buildings, equipment and leasehold improvements after deduction of reserves for depreciation and amortization; $1,882,716 represented investment in land, and $255,161, construction in progress (for details on ABC building program, see this story issue).

AMER. HOME PRODUCTS

Sales Increase 16% in ’51

ALL-TIME high sales total, climbing 16% above the previous year to reach $207,173,648, was listed by President Walter F. Silbersack, American Home Products Corp., New York, in the company’s 26th annual stockholders’ report last week.

Net income before taxes was reported as $26,065,781 as compared to $23,317,758 for 1950; net after taxes was $11,565,373 for 1951 and $11,844,039 the previous year. Earnings per share, for about 20,-

000 stockholders, were $5.01 in 1951, seven cents lower than the 1950 figure. Two dollar dividend per share was paid both years.

Ruling Affirmed

INITIAL decision by a hearing ex-

aminer charging misrepresentation by Covideo Inc., New York, has been affirmed by the Federal Trade Commission. The firm was ordered to cease claims that it manufactures the coin-operated radio-TV sets it sells. Examiner’s ruling was handed down in early Feb.
The CONTINENTAL Type 315 Transmitter, at left, offers a deluxe design for 5 KW AM operation. It has many features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

The Phasing Control and Power Division Unit, at right, is custom designed to fulfill individual station requirements. It is housed in a new style, unified, all aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

FOR BROADCASTING EQUIPMENT ABOVE AND BEYOND THE USUAL STANDARDS

Continental

IS THE NAME TO REMEMBER

A recent addition to the CONTINENTAL line is the Type 314-2 1 KW AM Transmitter, at left. Simplicity of design and operation has been achieved without sacrifice of refinement features found in larger equipments. All aluminum cabinet of special, unified, transceiver design incorporates transceiver styling with functional features affording maximum accessibility, shielding, and circulation of air for cooling.

Latest CONTINENTAL creation is the new Type 312 250-watt Transmitter, at right, which combines exceptionally fine performance with extreme simplicity. It has the same style of cabinet as the Type 314-2 with attendant features.

Be sure to see the Continental display at the NARTB Convention in Chicago, March 31 through April 3.
J O H N L E S I L E , assistant manager and program director, WGY
Minneapolis, to WMBD Peoria, Ill., as program director.
LEONARD DENOYER, ABC program
analysis supervisor; named an assistant in CBS-Research
department.
GENE RAGLE, producer-director,
WLWT (TV) Cincinnati, to WLW (TV) Columbus as program director.
LOIS VAN DE MARK, WLW (TV) Dayton contin-
uity director, to WAFL-TV Hamilton, Ohio, as television
coordinator.
JERRY LEIGHTON, WSAZ announcer, transfers to WSAZ-TV.
WALLY DOUGLAS, former WCAV Norfolk, Va., announcer, returns to station in that capacity replacing
JAMES FOX, resigned.
CORRIS GUY, homemaking commen-
tator, KTVK (TV) Hollywood, elected
vice president of National Home Eco-
nomics Assn.
BOB CADMAN, announcer, CBZJ St.
John and CKAY Newsradio, to opera-
tor-announcer of CBI Sidney.
GENE HODGES, WEHD Washington, N. C., to WRFG that city as sports
director.
NAGAYAMA HIROSHI, producer-direct-
ator, Radio Tokyo, visiting KNBH (TV) Hollywood to observe American
TV technique.
WARREN HEWITT, sports director, KIXK Kirkville, Mo., promoted to
producer director replacing LEE JONES who transfers to WQEM
Quincy, Ill.
DONALD A. MACKENZIE, personnel
director, Stern Bros., N. Y., to NBC
that city in same capacity.
GLEN NANCE, WTKO Oklahoma City announcer-writer, to WROL Knox-
ville, Tenn., announcing and production
staff.
SAMUEL SHERMAN, staff director, WATV (TV) Newark, N. J., to
CBS-TV, N. Y.
BYRON ENGLAND, sportscaster, WMGM
New York, named director of sports at WBFF Freeport,
L. I., N. Y.
TOM HARMON, sportscaster, KXK Hollywood, named 1955 campaign chairman of
United Cerebral Palsy of Los Angeles County.
FRANK ATWOOD, WTIC Hartford, Conn., farm director, to represent state as judge in the New England
Green Pastures essay contest for high school students.
JOE FORTE, who portrays Horwitz on CBS Radio Life With Luigi, assumed role in Columbia Pictures featured
film, "Assignment Paris."
Mr. Sherman, chairman of United Cerebral Palsy of Los Angeles County.

Mr. Sherman, who portrayed Horwitz on CBS Radio Life With Luigi, assumed role in Columbia Pictures featured
film, "Assignment Paris."

Jean Roxi Mason, promotion de-
partem, WSRF Syracuse, appointed member of committee on radio-AM of
Council of Churches, Syracuse and Onondaga County.
BLACK CALE, WTVB Cambridge, Md., disc jockey, to WSRB Cleveland in same capacity.
ART GILMORE, announcer, CBS Radio. Dr. Oxenford, assistant context,
campaign chairman for Red Cross, Sherman Oaks, Calif.
DAVID MAYNARD, named program
director at WHIL Medford, Mass.
AL ROGERS, Wave Los Angeles, Ky.,
singing star, to WOAI-AM-TV San
Antonio, Tex., as vocalist on weekly
TV Duke Ranch and daily Radio Rede.
HARRY BABBITT, singing star on
Pacific Network Second Cup of Coffee Club, awarded plaque from
Pacific Coast Transportation Advisory
Board for effort to promote better
shipping.
NEAL TOLLINGER, program coordin-
ator, MBS, Hollywood, elected pres-
ident of Friday Night Marching and
Cheerleaders.
HARRY BOWLEY joins CKNW New
Westminster, B. C., as director of
publicity.
VICTOR PEREGRINE to announcing staff
of KNM Montreal.
JACK SAUNDERS, sales promotion
manager, KXZK Houston, Tex., to
WFAA-TV Dallas in same capacity.
LEE HAMILTON, Canadian announcer, joins WMAL-AM-TV Washing-
ton.
ARTHUR SMITH, Rochester, Mass.,
to WBZ Boston as announcer.
AL HIRSHBERG, sportscaster, Bos-
ton for series of sports broadcasts.
JIMMY COX, singer at KCSJ Pueblo,
Col., chosen top disc jockey in Coun-
ty Song Roundup magazine's survey.
ROSMARY DECAMP, who portrays
Nurse Judy on CBS Radio Dr. Chris-
tons, mother of girl, March 21.
DICK LINKROUM, director, CBS-TV
Alex Young Show and Jack Benny
Show, transfers to New York as di-
cector of CBS-TV Columbia Work-
shop. Mr. Linkroum married Vera
Hillie Gill, film actress, March 16 in
Hollywood.
CHARLES BURRINGTON, continuity
director, KIQ Spokane, father of girl,
Janet Lesley, March 16.
HENRY CLARK, announcer, WTRY,
Troy, N. Y., and Lois Smith are to be
married April 26.
GEORGE FISHER, film commentator,
CBS Hollywood, father of boy, March
16.
PATSY LEE, singer on ABC Breakfast
Club, and Dick Liefforth are to be
married May 24 at Oakland, Calif.
DOUG JOHNSON, creator of Hawkins
Puffs on NBC-TV, and MARYLIN MURPHY, NBC shipping Hudson, have
return from a two-
week honeymoon in Florida after
March 8 wedding.

ALAN R. FLETCHER, announcer,
WNEC-TV New Haven, Conn., and Olive Miller were married March 30.

Ralph G. Gould, formerly with WBAP-TV Fort Worth, to news staff,
WVTN-FM, Fort Worth.
HENRY GLADSTONE, WOR New
York, father of boy, John Douglas, March 19.
BECAUFFIELD, newscaster at WMAZ Macon, Ga., father of boy,
March 20.

AD TRUTHFULNESS
Urged by Dallas League
A CAMPAIGN to further integrity in advertising is being waged ag-
gressively by the Dallas Ad League. It is seeking "grass roots" backing in its drive to keep advertising
"consistently and intrinsically
truthful," according to its presi-
dent, Duffield Smith.
Smith is calling on all advertising clubs in the country to join it in a national crusade to pre-
serve public confidence in advertis-
ing.
"When you can't believe what a man says, he not only speaks to no avail but also tends to cast doubt on what all others say," Mr. Smith said.
The league has sent a copy of a suggested resolution it adopted
March 21 to each advertising club in the nation, asking it to approve this or a similar resolution and
notify the Advertising Federation of America of the action.
The new Dallas drive originated from its Nov. 30 resolution attack-
ing the cigarette industry for use of "copy strategies to win public belief of their advertis-
ing messages which by implica-
tion attack the integrity of all ad-
vertising."
Warning was given by Mr. Smith that unless the advertising industry adopts corrective measures through
self-regulation, the "public may well find advertising in a strait jacket of
governmental regulation."

D.C. FM MONTH DRIVE
Newspaper Ads Are Planned
SERIES of four full-page newspaper ads pinpointing "FM Month" in
the District of Columbia has been authorized by RTMA President
Walter Craig, chairman of the
association's officers and John
W. Craig, chairman of the FM
Policy Committee.
A full-page ad is being spotted in each local Washington, D. C., newspaper on the theme "FM and AM
Equal Complete Listening Pleasse." Ads ask attention of readers
that the receiver as-
sure broader range of programs and
larger number of stations (if
instead of 7). Series is reprodu-
ced and sent to distributors for display in Washington area campaign con-
tinues through April 15. Drive
was launched March 1 under the aus-
pices of NABRT, FM broadcasters and local distributors as well as
RTMA.
WHY SETTLE FOR LESS?

When STANDARD offers the most:

ACCEPTANCE:
1. STANDARD reports are prepared in accordance with specifications laid down and approved by the joint efforts of advertisers, agencies and broadcasters.
2. Your report is assured of acceptance by the fact that nearly 400 of the nation's top buyers are using this type of data now.

UNIFORMITY:
1. Your STANDARD report is being prepared under completely uniform conditions, all stations being measured at the same time in the same way.

PROTECTION:
1. The audience STANDARD reports is your TOTAL audience—not just your audience for a network show or listening at a particular time of day.
2. Your audience is computed from the latest available data for your area—Radio and TV ownership from the U. S. Census and total households from the Sales Management 1952 figures.

QUALITY:
1. 670,000 ballots have been mailed to every nook and cranny of the country. This means ALL 3,000 counties, 17,000 villages, 1700 cities. People have told us which stations they hear—and how often.
2. You get a county-by-county and place-by-place report. No other coverage measurement offers this detail.

BONUS:
1. In those counties where you have an audience, you get also the audience to competing signals.
2. Your STANDARD report will be tailor-made. It will fit the individual characteristics of your own coverage pattern and your own program structure and your own promotional efforts and your own audience acceptance.

We invite you again to participate in this huge, industry-wide effort to supply your customers with reliable, timely and uniform circulation data for your station.
It's never too late to subscribe. Contracts are still being accepted. Ken Baker is at the Conrad Hilton to answer your inquiries.

STANDARD
AUDIT AND MEASUREMENT SERVICES, INC.

89 BROAD STREET, NEW YORK 4, N. Y.
WHITEHALL 3-8390

March 31, 1952 • Page 99
ZANIEST OF DISC-JOCKEYS SWITCHES TO WENR

Simply Simon now on ABC Radio with Hour-Long Show

CHICAGO. Simply Simon (Ernie Simon in real life), who has been called "one of the three top disc-jockeys in America," returned to radio this past month exclusively over WENR. A sensation with Chicago audiences right from the start, Simon stepped out of radio last October to devote his full time to television. Now he is back, playing hit recordings on WENR every evening, Monday through Friday, from 10:30 to 11:25 pm.

A gloom chaser par excellence, Simon gets tremendous results whether he's funny or serious. For instance, two recent announcements asking for gift donations for under-privileged children brought over $5,000 mail response to the station within the next three days.

One reason for this selling success is his vast and loyal Chicago following. Another is that Simon works hard to tell his sponsors' stories effectively and convincingly. For complete details on how Simply Simon can help you sell your product, contact your ABC spot sales representative—today.

LATE NEWS

DETROIT. The Motor City's fabulous disc-jockey, Jack the Bellboy, has moved to ABC's key station, WXYZ. If you want more sell in this rich market, read the details on the back page of this insert.
**COMPARATIVE NETWORK SHOWSHEET**

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WXYZ RINGS BELL WITH
"JACK THE BELLBOY"

FABULOUS SELLING SUCCESS of Jack the Bellboy is based on his sincere, friendly manner. Last year, advertisers bought over 10,000 spot announcements on his program, now heard over ABC station WXYZ.

Famous disc-jockey is most listened to in Detroit

DETROIT. Nationally known platter spinner "Jack the Bellboy" continues in his top spot as Detroit's most-listened-to disc-jockey, according to latest ratings. Jack now broadcasts over WXYZ, ABC's key station in Detroit, 4:00 to 6:15 pm weekdays, as well as a show on Saturday and another on Sunday.

Jack has been a fabulous success in the Motor City ever since his start in 1945. One of his rare personal appearances drew 65,000 fans to a Detroit music store. Another time, a radio offer created such response that telephone lines were choked with 100,000 calls. When he interrupted his program and explained the plight of the telephone company, the calls stopped and service was quickly restored.

Jack's pulling power does not depend on gimmicks. His chatter is brief. He knows his music; he knows the artists; he knows the people of Detroit. He can sell your product faster in this rich market—call your ABC spot sales representative today for details.

LATE NEWS

CHICAGO. It's good news for midwestern advertisers. Simply Simon, Windy City funnyman and disc-jockey extraordinary, is back on radio—exclusively over WENR. Front page of this insert gives details.
Registration
[Management (Continued from page 106)]

Schrader, Theodore C., WAR New York
Stringer, Leroy K., WORK York, Pa.
Stringer, Arthur, NABT Washington, D.C.
Shabbiefield, Wm. T., NABT Washington, D.C.
Suhre, Orville, KYOR Colorado Springs, Colo.
Sullivan, Donald D., WNAX Yonkers, N. Y.
Surrick, John E., WFBR Baltimore, Md.
Sutherland, George L., WJKF Pittsburgh, Pa.
Sweeney, George R., Weed, Calif.
Sweeney, Kevin B., BAR New York City, N. Y.
Sweeney, Robert D., WDSL New Orleans, La.

T
Talalbov, Sol, Broadcasting 
Taylor, John F., RCA Victor Div., Cincinnati, O.
Taylor, John W., KCRC Enid, Okla.
Taylor, Walter J., KOKL Oteawa, Ill.
Tepmanney, Ray, KEYD Minneapolis, Minn.
Terry, Hugh B., KLZ Denver, Colo.
Tessman, Abbott, KEKO Grand Junction, Colo.
Thomas, Maynard W., WGLAN Lancaster, Pa.
Thomas, Robert B. Jr., WOAY Oak Hill, W. Va.
Thompson, Gordon, KFFO Lubbock, Texas.

Tristan, Marvin I., WBK Knox-ville, Tenn.
Trask, Donald W., WCAU Philadelphia, Pa.
Tsimbaz, J. F., Brabham & Sons, New York City.
Trout, Robert, WMBG Meadville, Pa.
Truman, E. C., RCA Victor Div., Camden, N. J.
Truman, M. A., RCA Victor Div., Camden, N. J.
Truman, Lynn, WBAP Ft. Worth, Tex.
Truex, Harry E., WKZO-TO Kalamazoo, Mich.
Trubull, Kenneth L., WJB Charlotte, N. C.
Treyon, Wm. K., WMBQ Baltimore, Md.
Tucker, Durward J., WRR Dallas, Tex.
Tubby, Stephen J., Attorney, Washington, D. C.

U
Unger, Alvin E., Frederic W. Ziv Co., Cincinnati, Ohio.
Unger, Owen F., WQAM Miami, Fla.

V
Vadonsboeur, E. R., WZFR Syracuse, N. Y.
Van Nostrand, Lew, WMT Cedar Rapids, Iowa.
Vickers, Marjorie R., KPAC Fort Worth, Texas.
Voss, Frank J., WJRA Reading, Pa.

W
Wageswood, Fred W., KCCH Cedar Rapids, Iowa.
Wagner, Wm. D., WHO Davenport, Iowa.
Watles, W. O., WHIM Memphis, Tenn.
Walker, James P., KFWF Tulsa, Okla.
Walker, William L., NABT Washing- ton, D. C.
Walsh, J. G., WBNW Milwaukee, Wis.
Walsh, J. G., WKY Oklahoma City, Okla.
Wallace, W. G., WJBG Green Bay, Wis.
Ward, Mary W., WJBG Green Bay, Wis.
Ward, Ray, Pearson, KTTS Springfield, Mo.
Ward, James M., WLAC Nashville, Tenn.
Ward, J. T., WLAC Nashville, Tenn.
Warren, J. Gordon, KGKE Springfield, Mo.
Wes, Les, KXKL St. Louis, Mo.

Mr. Bell

Mr. Chapple


CHARLES BELL, director of TV, WTVT (TV) Charlotte, N. C., to Allen B. DuMont Labs. as southeastern sales manager for company's TV broadcast- cast equipment.

RCA TUBE Dept., Camden, N. J., announces publication of parts catalogue designed to expedi- tioe dealer's parts ordering activities.

Mr. Tarlton

WILLIAM J. HELL, TV sales manager, Belmont Radio Corp., Chicago, promoted to general sales manager.

Mr. Henges

JOSEPH N. RICHMAN AGENCY, Hollywood (talent), now affiliated with Charles Ross Adv., that city, to pack- age talent.

RAY BARFORD, manager of Toronto oice of James Lovick Ltd., has re signed to become publisher of Van- couver News-Herald.

ROBERT J. TARLTON, general man- ager, Panther Valley Televisio Network, New York City, previously announced produc- tion's technical department.

Mr. Tarlton

ADAM WILLIAM H. P. GRAY, U.S.N. (ret.), elected a director of WTTW, Chicago.

HENRY A. BROWE, advertising and sales promotion manager of Appliance Distributors, Chicago branch of present name of manager of Admiral's radio division.


Mr. Chapin

RCA, Camden, N. J., announces produc- tion of new small speaker designed to serve as speaker in low-powered voice paging systems or as high ef ficiency microphone in talk back systems.

PENTRON Corp., Chicago, announces availability of two-speed portable tape player obtainable either as self con tained unit with speaker and amplifier or with pre-amp only, ready to plug into any existing amplifier, radio or TV set. Unit plays back magnetic recordings made on standard tape recorders at either 3% or 7½ inches per second.

RCA Engineering Products Dept., Camden, N. J., announces production of new semi-directional pressure micro- phone for general, remote pickup use by AM, FM and TV. Mike is termed RCA Type BK-1A.

INSULINE Corp. of America, Long Island City, N. Y., announces produc- tion of new high-voltage tip jack designed for stability in sensitivity elec- tronic test equipment carrying catalog number 1899.

Technical

ORRIN A. MILLS and STEPHEN J. MYERS, WNAH Bridgeport, Conn., to engineering staff of WITC Hartford, Conn.

LEE BERRYHILL, KRON-TV San Francisco engineer, promoted to chief engineer by A. I. BERBER, who resigned to open TV consulting and systems planning business. WILLIAM SADLER, transmitter supervisor, appointed senior supervisor in station's technical department. HAROLD SIMPSON named to direct all mobile unit operations.

Telcasting/Television/News

Page 105

March 31, 1952

Registration

[Continued from page 106]
Our Respects To
(Continued from page 92)

extended only to the point at which
these new projects were put into
operation. In 1939, the number of
new fields in which CBS was in-
teres ted having been substantially
exhausted, Mr. Murphy was named
executive director of that coming
ph enomenon called television. As
part of his responsibilities, he re-
presented CBS on the industry's Na-
tional Television Systems Com-
mittee at that time engaged in re-
commending engineering standards
for black-and-white television, which,
with FCC approval, subsequently
com manced operations under com-
mercial authoriza tion on July 1, 1941.

Those, Mr. Murphy recalls, were
times of vast experimentation. Colum-
bia's WCBS New York (now
WCBS-TV) started off immediately
at the whopping rate of 15 program
hours a week. In doing so, the
station was considerably inconveni-
enced by having only one studio
and by extended non-delivery of
remote gear. But Mr. Murphy counts
these as highly educational ex-
periences.

"With all those limitations, you
had to produce your shows well or
nobody would watch. We had to do
a lot of experimenting and analyz-
ing—a lot more than anybody has to
do today. But as a result, the
people who worked with us then—
people who are known all through
the industry now—possess a lot of
experience that nobody is going to
bother getting today," he notes.

He was also as active throughout
this period with another develop-
ment: color television. Then
came the war, stopping develop-
mental work in its tracks, turning
the CBS laboratories to govern-
ment work exclusively, cutting TV
broadcasting back to four hours a
week to conserve equipment, and,
almost simultaneously with this
cutback, leading Mr. Murphy into
military service in the Signal Corps
in May 1942.

He served in Washington in the
division of planning, Office of the
Chief Signal Official, until the sum-
mer of 1943. Then he went to offi-
cers' school at Fort Monmouth,
N. J., and from there to London in
November as administrative offi-
cer of the signal division of COSSAC
(Chief of Staff, Supreme Allied
Command, the planning headquar-
ters for the "Overlord" cross-
channel invasion, which later be-
came SHAPE).

Shortly after the invasion, Major
Murphy moved with SHAEF to
forwarded headquarters on France's
Cherbourg peninsula and subse-
quently with SHAPE forward to
Versailles, to Rheins (where the
German surrender was signed), and,
finally, to Frankfurt.

Postwar Activities

The war over, he transferred to
the Psychological Warfare Divi-
sion, later known as the Informa-
tion Control Division and was in-
volved with re-establishment,
throughout the U. S. Zone, of all
forms of mass communication: ra-
dio, newspapers, books, magazines,
concerts and the like. He started
as head of the radio branch and
within a few months worked up to
the position of assistant chief for
operations of the entire division.

This work, as well as his preceed-
ing military assignments, gave him
additional administrative and or-
ganizational training which he val-
ued forth as a supplement to his
radio experience already acquired and
as further background for the job he is
now undertaking.

When he rejoined CBS after the
war—he returned to the U. S.
British territory on Christmas
Eve 1945 and to CBS the fol lowing
Jan. 14—he went back not into
television alone but as a vice presi-
dent and general executive of the
company.

The term "general executive"
was no misnomer. During this
period he supervised, among other
things, radio and TV operations
(program, building and technical),
construction, engineering research
and development, editing, sales
and new ventures. A category called
"miscellaneous."

The outbreak of the color TV
race in 1947 and again in 1949
largely absorbed his attention dur-
ing that period, intermittently at
first but almost steadily during the
drawn-out hearings before the FCC.

Those completed, he was named

There's More SELL
on

WRNL

RICHMOND VIRGINIA

910 KC -- 5 KW

ABC AFFILIATE

NATIONAL REP. - EDWARD PETRY & CO., INC.

LIBEL FREE BILL

Urged in ABA Resolution

ARKANSAS legislature has been
urged to pass a bill to relieve sta-
tions of libel liability when they
are broadcasting under public
rules. Resolution was adopted by
the Arkansas Broadcasters Asso-
的命运's membership meeting held
March 17-18 at the Marion Hotel,
Little Rock.

Storm Whaley, KUOA Siloan
Springs, was elected president;
William V. Hutt, KLRH Little
Rock, vice president, and W. N.
McKinny, KCLO El Dorado, secre-
tary-treasurer. All three also
were elected directors along with
Sam Anderson, KFFA Helena; Julian
Haas, KARK Little Rock; Ted
Rand, KDRS Paragould; Fred
Stevenson, KGKR Fayetteville;
Harold Sudbury, KLCN Bythville;
S. C. Vinsenhaller, KGHI Littl
Rock.

Largest turnout in the associa-
tion's history marked the meeting
in which 74 station managers, own-
ers and representatives of allied
industries took part. Harold Fel-
lows, NARTB president, deliver-
ed the main address and with Olive
Gravely, assistant general man-
ger of AP, received an Arkansas
Traveler Certificate from Arkan-
sas' Secretary of State C. G. Hal.

Also adopted by the associ-
ations were resolutions commend-
ing Broadcast Measurement Inc. for
its efficient operation and for per-
iodic reductions in fees, AP fo-
lowing a prompt giving cor-
rect pronunciation of Arkansas place
names and both civil defense an-
State license Bureau for join-
in, in a cooperative survey of au-
to-radio ownership in the state.

Discussion on U. of Arkansas
athletic policies affecting broad-
cast rights was led by John Barn-
hill university athletic director.

FIRST IN THE $100,000,000.00 MARKET
OF IMPERIAL VALLEY!

BROADCASTING, TELECASTING

MUTUAL

Represented by
PAUL H. RAYMER CO.

DON LEE
DINKY AWARDS
Command 15 Programs

CASH prizes of $1,000 each were given to NBC radio The Big Show and CBS-TV Ken Murray Show at first annual award presentation of John Guelde's Dinky Foundation at Hollywood Ad Club March 17. They were for the best public service messages on radio and TV during the past year.

Two cash awards were made via long distance telephone to New York with Groucho Marx informning Tallulah Bankhead, m.c. and hostess of The Big Show and Art Linkletter informing Ken Murray. Runner-up awards were won by NBC radio Father Knows Best and NBC-TV Good Year Playhouse.

Honorable mention went to NBC radio Phil Harris-Alice Faye Show, NBC radio Fibber McGee & Molly Show, NBC radio Halls of Ivy, ABC-TV The Ruggles and CBS-TV Suspense.

Receiving special awards for shows with continuing public service themes were: ABC radio The Old Gold Alumne Hour, NBC radio Life Can Be Beautiful, CBS radio Edgar Bergen & Charlie McCarthy Show, NBC-TV Bob Hope Show and CBS-TV See It Now.

Runner-up, special awards and honorable mention programs all received gold loving cups, with judges of the 199 entries being Dr. Robert Gordon Srour, U. of California president; Mrs. Rowena Willis, Los Angeles housewife, and Rupert Hughes, writer.

Electronics Volume
SEVENTH volume of Proceedings of the National Electronics Conference—1951 has been made available by the National Electronics Conference, 852 E. 83d St., Chicago. Book, selling for $5, contains in its 736 pages the reprints and digests of papers presented at the 1951 conference. Seventy-nine papers cover electronic research, development and application in audio systems, components, computers, high frequency measurement, information theory, magnetic amplifiers, medical and industrial applications, micro-wave and propagation, servo theory, signal detection, television and tubes.

SCHOOL PROGRAMS
KUSD Surveys Service

MORE than 2,000 children in 149 schools listen weekly to in-school broadcasts of KUSD, U. of South Dakota station at Vermillion. All 149 schools reporting ownership of radios tune in at least one of the 10 educational programs weekly, the KUSD survey shows.

Of 833 schools reporting, 156 did not get the broadcasts because they had no radios; 18 had poor reception, and 13 did not listen because they could not locate the station or because they feature specialized fields not covered by the broad-casts. Schools without radios will be furnished with tape recordings of the broadcast series without charge.

The Singing Lady, which teaches children to sing, is listened to regularly by more than 1,700 pupils in 140 schools, while Story Time gets an audience of 743 children in 58 schools. The former is re-broadcast for rural schools in other areas by KATZ Watertown, KIJV Huron and KISD Deadwood.

Survey was conducted by Allis Rice, director of the school of the air, to determine which programs are most valuable to teachers and pupils in preparation of next year's schedule.

WTMJ Workshop

WTMJ-AM-TV Milwaukee's first radio-television workshop in conjunction with the Junior League of Milwaukee ended March 17 with 1,900 delegates awarded achievement certificates for regular attendance. Group met every Monday night for seven weeks at Milwaukee's Radio City. Officials and staff members of the stations served as faculty.


THERE'S NO ILLUSION about radio in St. Louis

KWK IS THE BUY

KWK delivers listeners in the St. Louis Market at the lowest cost per thousand® 15 out of the 18 hours of the broadcast day.

*Based on The Pulse, Inc. Nov.-Dec., 1951, and on S. R. B., Jan. 1952

Globe-Democrat Tower Bldg., Saint Louis

March 31, 1952 • Page 107
T. A. A.

Television Advertising Associates

BALTIMORE • NEW YORK

For Our Clients:

CHARLES ANTELL

FORMULA 9

NATIONAL HEALTH AIDS

FASTABS
we’ll be in chicago
to shake your hand... and just say... Hello
AT HOTEL CONRAD HILTON

LEONARD ROSEN
Executive Director

AL DROHLICH
Secretary - Treasurer

SID BARBET • GUY WARD • ART HARRISON
PROOF POSITIVE THAT K-NUZ BRINGS RESULTS

STALCO STATE LUMBER & SUPPLY CO.
Speaks Out for K-NUZ Pulling Power...

Here is a letter K-NUZ received from L. H. Coleman, General Manager of STALCO, Houston, Distributors of TV Sets and Sewing Machines.

Gentlemen:
I thought it might be of interest to you to recount to you the results we have enjoyed through the use of K-NUZ. STALCO (State Lumber and Supply) is located on Telephone Road, quite a way off the business track, yet the company has grown so large that it is in little less than one year, and a great deal of the credit goes to K-NUZ.

We started from scratch with our appliance department using three 1/2 hours weekly over K-NUZ. We are now running eight 1/2 hours and five 5-minute newscasts weekly—and have one of the largest television and sewing machine businesses in Houston. Thanks to K-NUZ we are able to keep some twenty-three salesmen busy following up leads from our programs over your station.

Besides the pulling power of K-NUZ, I would like to thank the station for the excellent cooperation it has given in following through with our advertising, and servicing us each week.

Looking forward to even greater sales during 1953 for STALCO and K-NUZ.

Very truly yours,
L. H. Coleman
General Manager

TIME BUYERS' INFORMATION

STALCO supports the Fall Television Program:

- "The World in Action"
- "The World of Sports"
- "The World of Science"
- "The World of Tomorrow"
- "The World of Art"

Mr. McGath

Mr. McGath

Mr. Pratt

STALCO
HOUSTON'S LEADING INDEPENDENT
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Seven New Directors
(Continued from page 62)
of medicine. The depression interfered and his interests were diverted to the business world. In 1936 he married Marjorie Bernhisel. They have one son.

WILLIAM B. McGARTH

NEWEST member of the association's board is William B. McGarth, managing director of WHDH Boston. Mr. McGarth was elected to the board in mid-March. Technically, he has been nominated at that time but since he was the only nominee to receive the necessary five votes the nomination was equivalent to election.

An outstanding independent operator, Mr. McGarth learned that specialized phase of the broadcasting business at WNYW New York where he rose during a decade from production manager to program director to sales promotion manager.

He entered radio over two decades ago while a student at Syracuse University, working at WSYR and WFBH while attending classes. Service at Yankee Network and a year at KYW Philadelphia preceded his New York tenure. When the Boston Herald-Traveler bought WHDH Boston in 1946, Mr. McGarth was offered the job of managing director of the independent. The station has featured baseball coverage.

Born in 1911 in Brooklyn, he was educated in New York public schools there. His list of hobbies is topped by AM radio and includes poker and fishing.

PAUL W. MORENCY

WHENEVER a major broadcasting problem arises, Mr. Morency will be one of the first to be called into counsel. That happened a year ago when the all-industry Affiliates Committee was formed to meet broadcast rate-cutting by networks and advertisers. He has been chairman of that committee just as he has headed dozens of other industry groups. Born Oct. 19, 1899, he served in World War I; was graduated from U. of Chicago in 1923; joined advertising staff of Chicago Evening American, then affiliated with KIW; entered radio when newspaper merged series of educational broadcasts under his direction; joined NAB in 1927 as travelling representative, soon becoming director and vice president; named manager of WTIC Hartford when station went up to 50 kw in 1929 and still heads that operation. He has served many terms on NAB and NARTB boards and has been active on copyright, research, defense and other broadcast groups.

STANLEY R. PRATT

LIKE many directors, Stanley Pratt, age 30, joins the NARTB board with the benefit of state broadcast association experience, having headed Michigan Assn. of Broadcasters in 1946. He entered radio on the West Coast in the late 30's and after learning the ropes accepted the managerialship of WSOO Salt Lake City, Utah, when it went on the air in 1940, a post he still holds along with the presidency. At MAB he helped set in motion campaigns to exempt equipment and disc libraries from the sales tax. Thus far libraries have been exempted. High school sports fees, protection of news sources and political libel also held his attention and Michigan has passed the political libel law. Mr. Pratt married Ann Osborn, granddaughter of ex-Gov. Chase Osborn, of Michigan. They have three children, two boys and a girl. Mr. Pratt operates Northern Network, a three-station hookup. He is an active Episcopalian.

E. R. VADEBONCOEUR

"CURLY" VADEBONCOEUR entered radio as news editor of WSYR Syracuse in 1939 after 19 years in journalism and writing. Moving to WSYR from city editorship of the Syracuse Journal-American, he started a commentary program for 12 years. He was vice president and general manager of WSYR-SAM-FM-AM TV, he helped WINK Binghamton and is vice president of that station. Mr. Vadeboncoeur was the first radio correspondent from an independent station accredited to Gen. MacArthur's Southwest Pacific command in 1944. At NAB he was a member, later chairman, of the Radio News Committee and also was a member of the Council on Radio Journalists. Recently he was re-elected to a second term as a TV member of the NBC SPAC committee; has been active in summer theatre and concert activities; acquired a private pilot's license in 1927; awarded Distinguished Citizenship Medal, Sons of American Revolution, and Outstanding Citizen's Plaque. He is married, has one daughter.

FOOTBALL IN DENVER

IT'S football in March for Denver fans. KOA that city broadcast a pre-season contest from Boulder Stadium last Saturday. Game was between Colorado U. and the alumni all-stars as a spring practice highlight for C. U. After conversations between Charles Bevis Jr., KOA general manager, and announcers Bill Day and Starr Yelland who regularly broadcast the U. C. schedule for Standard Oil in the fall, it was decided to put on a full sport coverage broadcast.

BAB SALES SESSION

Conducted at MBA Meeting

KEVIN B. SWEENEY, vice president of Broadcast Advertising Bureau, and John F. Hardesty, BAB local promotion director, conducted a half-day sales session at member ship meeting of the Minnesota Broadcasters Assn. in Minneapolis March 22.

Invited by President John F. Meagher to address the Minnesota station operators, retail advertising managers and agency men, Mr. Sweeney talked on "BAB audience studies, competitive media and the "size of radio." Mr. Hardesty's talk covered all aspects of cooperative advertising and pointed out benefits of special sales opportunities. Mr. Sweeney also addressed radio sales men in Cleveland March 20.
RCA cameras, has been designed. Associated equipments, including view finders, camera controls and power supplies, have likewise been designed to incorporate the latest developments. Emphasis has been placed on increased reliability, improved performance and greater ease of operation.

The designs embody the use of simplified construction, plug-in subassemblies, and hinged covers which provide for maximum accessibility in servicing. Circuit developments include more stable video amplifiers and deflection generators. New circuits have been added to provide more adequate control of performance. Flexibility of monitoring has been enhanced by the use of improved tubes and the addition of calibration circuits. These and numerous other advances will be described.

**SYNCHRO-LITE POWERED 16 MM FILM PROJECTOR FOR TELEVISION**

by R. E. Putnam and E. H. Lederer

Broadcast Studio Engineering Section, Electronics Division, General Electric Co.

A description of the GE synchrolite projector using the modified Eastman Model #25 head, the method of obtaining power for operation of the head and the positive phasing of the projector with respect to the synchronizing generator is given. The mechanical features of the projector and light output converted into video signal will be discussed.

**METHOD FOR CONTROLLING AND IMPROVING VIDEO SIGNALS**

by E. Betts, product engineering, TV Transmitter Division Allen B. DuMont Laboratories

The problem of taking a deteriorated network or local program signal and reconstructing it so that the transmitter output will be compliant with FCC requirements is discussed. Various problems are encountered such as the use of local sync pulses with a remote video signal, the desirability of improving the remote sync with respect to rise time and amplitude, the necessity of removing noise and overshoot which extend into the sync region and also the need for improving the low frequency characteristics of the video signal.

A unit is described which will solve the above problems, and in addition will remove additive hum voltages, maintain a constant sync output with varying inputs, and make available a remote sync signal for synchronizing studio or station equipment with the remote signal.

**ENGINEERING RECEPTION**

6-8 p.m.

**TUESDAY, April 1**

9:45 a.m.

A. James Engel, engineering director, WMED Ferkin, president

**DYNAMIC MEASUREMENT OF BASE AND CIRCUIT IMPEDANCES IN AN OPERATING DIRECTIONAL ARRAY**

by Walter F. Keim, consulting engineer

Maintenance and adjustment of a directional array can be greatly aided by a simple if unorthodox measuring technique. Since in directional arrays the base impedance of a tower is a function of the amplitude and phase of the currents in all the towers, the coupling between them and the self-impedance of the tower, the impedance cannot be directly measured, and is seldom known in practice.

The use of a vacuum tube voltmeter and simple auxiliary equipment makes possible the measurement of the base and circuit impedances while the array is operating. Methods are developed for determining antenna resistance and reactance, and line termination impedances.

**MECHANICAL AND ELECTRICAL DESIGN CONSIDERATIONS IN SPEECH INPUT SYSTEMS OF HIGHEST FIDELITY**

by Norbert L. Jochem, chief audio frequency engineer, Gates Radio Co.

Mr. Jochem will present a paper and exhibit typical apparatus of a new series of high fidelity speech input equipment, featuring instantaneous exchangeability of the various amplifier and power supply units.

The electrical performance of this series of amplifiers is generally believed to exceed any previously designed. The inherent noise ratio characteristics approach or meet the theoretically possible limits. Considerations of shielding and practical extensions of frequency response and reduction of inherent distortion characteristics will be discussed.

This new system of amplifying apparatus enables a compactness of design generally desired and required by the ever increasing requirement of flexibility and extensions in television audio systems and additions to present systems with limited space facilities. A typical apparatus piece demonstrated will be a preamplifier chassis on which eight high gain preamplifiers may be mounted in the lateral confines of a standard rack cabinet, requiring a maximum height of seven inches.

The mechanical and electrical connecting and interchanging facilities of this line of equipment are believed to be of entirely new design.

**NEW 5 KW AND 10 KW TRANSMITTERS**

by L. K. Findley, broadcast development engineer, Collins Radio Co.

Up to date techniques, components and tubes combine to give

(Continued from page 112)
Collins an extremely effective 5/10 kw AM Broadcast Unit. Simplicity of circuit and operation, low cost of installation and maintenance are additional refreshing features to be discussed.

NEW AUDIO CONSOLES FOR AM-FM-TV
by John K. Hilliard, chief engineer, Altec Lansing Corp.

This paper will describe a new series of plug-in consoles, pre-amplifiers, line amplifiers, monitor amplifiers and remote pickup amplifiers that are designed for TV, FM, AM and recording facilities. The amplifiers incorporate a refinement of design which makes possible increased performance and at the same time materially reducing the size of the transformers.

The use of low noise miniature tubes, as well as smaller transformers and other components, makes possible overall dimensions of the amplifiers to a scale demanded by the large number of components required for television operation.

The consoles incorporate all of the necessary amplifiers, power supplies, relays and controls, so that external accessories are not required for its operation. The design permits user to easily re-group amplifiers and controls to fulfill the individual requirements of operation. Performance data on the equipment will be given.

TUESDAY LUNCHEON—12:30 p.m.
Joint luncheon in Grand Ballroom
Speaker: Harold E. Fellows, president, NABTB
Special Feature: "The First 30 Years Are the Hardest."

AFTERNOON SESSION—
William B. Lodge, vice president in charge of engineering, CBS Television, presiding

LIGHTING FOR TELEVISION
a film produced by CBS Television.
Producer, Paul Wittilig; director, Lela Swift

This is a 20-minute film in which the subject of "Lighting for Television" is discussed from the engineering, artistic and practical operating points of view by an engineer and two lighting directors. From an engineering standpoint, the film illustrates the part lighting plays in preventing picture defects such as halos, image orthicon ghosts, excessive noise or graininess, streaking, poor resolution and distortion of gray-scale tone values. On the artistic side, the use of effects lights is discussed both quantitatively and qualitatively. Also, suggestions are made for the exploitation of the scenic possibilities of lighting.

RESEARCH IN BROAD BAND TRANSMISSION
by Dr. W. H. Doherty, director of research in Electrical Communication, Bell Telephone Laboratories.

The growth of television and multiplex telephony, and the possibilities for other services requiring wide frequency bands, offer a continued challenge to communication engineers to devise improved methods of broad band transmission. In addition to engineering for current and impending needs, there is a broad research activity covering both the determination of preferred forms in which to transmit wide band signals and the study of new structures, such as wave guides, capable of propagating much wider frequency bands with low attenuation. This paper summarizes progress to date in these fields and discusses the role of new electron devices, including transistors, in future broad band communication systems.

CONSTRUCTION AND OPERATION: ELECTRONIC ECONOMICS OF TELEVISION BROADCASTING
by Robin Compton, associate, George C. Davis, radio and television consulting engineers.

Television operation is, at best, a cumbersome process, and anything that can be done to streamline the operation should be a part of the construction planning of any station. There are a great many stations being planned at this time, and we should consider the many and various items which enter into any efficient, economical television operation.

ON OCCASION of its 30th birthday (WT, March 17), WIP Philadelphia found this photo of the original control room and transmitter used by the station when it took the air March 17, 1924. The first 500 watt radiotransmitter and at left is the power supply fed from a series of wet-cell batteries. Home-made studio amplifiers and old-fashioned magnetic horns are shown in foreground. Announcer (seated, unidentified) aired copy from same room. A Longines pocket watch (not shown) was used in the early days of studio engineering by engineers to clock times of all programs. (Although since retired, the watch still keeps accurate time and is part of WIP collection of early American radio broadcast equipment.) Today, WIP maintains a modern 5-kw transmitter in Bellmawr, N. J., while master control room and seven studios are housed on one floor of the Gimbel building in downtown Philadelphia.

That any one station's solutions to their particular problems will exactly fit the requirements of another installation is exceedingly unlikely, however, it is a starting point, and with this in mind, Mr. Compton will discuss many of the present installations and the planning background upon which they were built. This discussion will cover the entire television technical installation from the initial planning, including the site, the erection of the antenna support and the operating facilities. The elements included in the background of the planning of any particular operation will be enumerated.

A 35 KW TELEVISION AMPLIFIER FOR CHANNELS 2-6
by F. J. Bias, Broadcast Transmitter Engineering Section, General Electric Co.

The FCC has proposed a maximum ERP of 100 kw for channel 2 through 6. This ERP may be easily obtained by a combination of three bay antenna and a transmitter rated 35 kw. The GE type TP-3-A Television Amplifier is designed to amplify the radio frequency output of existing 5 kw Channel 2-6 television transmitters to 35 kw. Some of the features of this new design are small floor space requirements, flexibility of station layout, single tube radio frequency amplifier and walk-in cubicible construction.

Floor space requirements are minimized by the use of a common power supply for the visual and aural amplifiers. Flexibility of station layout is achieved by novel radio frequency input circuit which allows the use of any length of transmission line between amplifiers and their respective drivers. External equipment may be located at a point remote from the

AGENDA & SUMMARIES
(Continued from page 111)

ONE ANNOUNCEMENT -
TWO OUT-OF-TOWN CUSTOMERS
$2,450 in Sales

Davenport's Burkeholder Custom Kitchens has had schedule of advertising on WOC for 2½ years. Store owner J. K. Burkeholder knows this schedule builds sales volume. Has many specific instances proving this fact.

For example, in January '52, a Clinton, Iowa, man driving near Davenport on his way to Burlington, heard a Burkeholder announcement. Stopped in Davenport store; told them to get in touch with his wife about remodelling their kitchen.

Within week, Burkeholder had a $1,350 order from this Clinton family. But more, Clinton man's brother contacted Burkeholder; purchased a $1,100 custom-built steel kitchen. Result of one WOC announcement—$2,450 in sales. Said the Clinton man: "Credit WOC with this sale, for until I heard the announcement, I didn't know about the Burkeholder firm."

Proof that when you want sales volume in the Quint-Cities—nation's 7th retail market—you want WOC. Contact us direct, or your nearest F & P man.

Free & Peters, Inc.
Exclusive National Representatives

Davenport, Iowa
Basic NBC Affiliate
5000 W. -- 1420 KC
Cal. B. J. Palmer, President
Ernest C. Sanders, Manager

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operating room.

THE PLANNING AND INSTALLATION OF THE FIRST TV STATION IN ARGENTINA

by M. Silver, division head, Television Division, and J. Valentine, assistant division head, Television Division, Federal Telecommunication Laboratories

This paper describes the installation of television station LR-3 TV, Buenos Aires, Argentina. The station, because of its tremendous coverage and 25-line picture quality, is considered one of the outstanding installations of the past year.

The equipment was purchased from the International Standard Electric Corp. and was manufactured by the Federal Telecommunication Laboratories. The transmitter operates on Channel 7 with an effective radiated power of 45 kw.

The facilities include 12 cameras, four film projectors, a new dual flying spot scanner, two mobile units, a 2000-cc studio to transmitter link, and a 7000 mc portable link. The talk will touch on the problems of training inexperienced personnel in technical and production techniques.

WEDNESDAY, April 2

9:45 a.m. Raymond F. Guy, manager, radio and allocation engineering, NBC, presiding

HIGH GAIN LOOP ANTENNA FOR TELEVISION BROADCASTING

by A. G. Kandelson, head, Radio & Radar Components Division; R. A. Felsenfeld, senior project engineer; W. Sichak, department head, Radio & Radar Components Division, Federal Telecommunication Laboratories

Triangular loop antennas for television broadcast have been described in the past where the maximum number of loops was eight. By solving certain electrical and structural problems this type of design has been extended to stacks f as many as 16 loops providing power gain of more than sixteen. This paper will discuss important characteristics of the antenna and associated transmission line and the notice filter type of decoder. The discussion will include problems of close-in coverage in rowed areas. Operation and field test data on an installation in Buenos Aires, Argentina, of an eight loop array of this type will be presented.

OME EXPERIMENTS WITH BEAM-TILTING TRANSMITTING ANTENNAS FOR ULTRA-HIGH-FREQUENCY BROADCASTING

by Dr. George R. Brown, research engineer, Radio Corp. of America

Extensive investigations of the phenomena of the propagation of ultra-high-frequency waves for television broadcasting have been carried out by RCA Laboratories during the past years. The significant data obtained during these investigations will be reviewed.

The application of beam tilting to secure more effective coverage when high-grain transmitting antennas are used will be explained, with particular emphasis on the results obtained with an experimental 850-mc transmission in the Bridgeport, Conn., area.

The concept of sector coverage as opposed to area coverage, when a transmitter of moderate power is available, will be discussed.

ELECTRONICALLY CONTROLLED STUDIO LIGHTING SWITCHBOARDS

by George Izenour, development engineer, Century Lighting Inc.

In an electronic intensity control system for studio lighting, the dimming and switching takes place in high current thyratron tubes which are assembled into a tube bank located in any remote convenient space. In the studio itself are a console with a preset panel attached, and a cross-connection panel in which the studio load circuits are cross-connected with the control circuits.

Lines of dials on the present panel are pre-arranged by the operator to be actuated by him by means of cue buttons on the console. The operator also is enabled to set up in advance automatic proportional changes in intensity to take place at the pressing of a new cue button, in any desired interval from five seconds to ten minutes, and he can also control the fading or switching of any or all of the lighting loads manually.

A GREY SCALE GENERATOR

by G. Edward Hamilton, Eastern Division television engineering, ABC

Considering the gamut of measurement equipment and techniques, the over-all transfer characteristics is perhaps the most poorly defined and least appraised facet of the television system. Many distortions can obtain which result in white-detail saturation, black-detail compression, and sync degradation.

The Grey Scale Generator is a tool for producing a linear step function and combining it with blanking and synchronizing impulses in a manner such that a synthetic television signal results. Since the steps are linear a grey scale is available for measuring the transfer characteristic of the television system components including amplifiers, coaxial line links, transmitters, recording processes, and film reproducing equipment.

Special test signals may be used instead of the step function so that the entire system performance may be evaluated.

WEDNESDAY LUNCHEON—12:30 p.m.
Joint luncheon in Grand Ballroom
Speaker: Paul A. Walker, Chairman, FCC

AFTERNOON SESSION—2:30 p.m.

SYMPOSIUM: ULTRA-HIGH-FREQUENCY TELEVISION

Stuart Bailey, Jansky & Bailey, con-

(Continued on page 114)

From where I sit
by Joe Marsh

Might As Well
"Get In Key"

Last Tuesday Judge Cunningham wanted to go fishing. "Why aren't you working?" I asked.

Judge explained how his wife had gone on a trip, taken his keys by mistake—and now he couldn't get in the office. So we went fishing.

Next day, he wanted me to go again. I was surprised those keys hadn't shown up yet. "The little woman phoned to say she mailed them," the Judge explained. "They're now in the office, under the mail slot. I'd get 'em if I could just open that door." He grinned and picked up his fishing rod.

"Great little woman, the wife. You can always count on her!"

From where I sit, we can use tolerance like the Judge shows for his wife's absent-mindedness . . . and she shows for his habit of lighting out for the fishing hole at every opportunity. He can't see why she likes tea, and she doesn't share his taste for a glass of beer. But they get along fine! Learning to respect other people's ways will "open the door" to happier living.

Joe Marsh
Defense Lag

Hit by Senate Group

Rearmament planners are apathetic "to the great danger that confronts this nation" and lack of a "sense of urgency" has resulted in defense needs being subordinated to the civilian economy, a Senate subcommittee has charged.

This conclusion was drawn in the annual report filed by a Senate Armed Service Preparedness Investigation subcommittee headed by Sen. Lyndon Johnson (D-Tex.).

The report was another in a series by the group which has sharply criticized the current mobilization program and top government officials. It represents a contrast to previous findings by the Joint Committee on Defense Production, which also issued a report on vital materials.

"On every hand the slogan of mobilization planners appears to be: 'Don't disturb the civilian economy.' The resultant mobilization program is one which in almost every instance has adapted the needs of defense to the civilian economy instead of adapting the civilian economy to the needs of defense," the subcommittee charged.

"This lack of urgency" or apathy, the report said, is reflected also in the "failure" of government to bring "the engineering, the operating, the production men" to Washington. The subcommittee complained that "far too many production jobs are filled by men lacking experience instead of by men who cut their teeth on a production line."

The report also noted its previous finding that deliveries of major weapons, including electronic equipment, had "fallen considerably behind schedule" and cited apparent reasons for the production lag.

In commenting on the report, Sen. Johnson said: "We feel that this question is of such transcendant importance that the committee is giving the highest priority to investigations of the bottlenecks which have impeded the output of fighting equipment."

Defense Mobilizer Charles E. Wilson has expressed himself "much disturbed" over these and similar criticisms. "The critics completely have failed to take into consideration the overall magnitude of the job that was forced upon the military on such short notice."

Citing long lead time of most critical items and changes in design and development, Mr. Wilson felt "we have made very substantial and outstanding progress in the overall defense job in recent months."

The problems: Stations sharing time, ASCAP and the need for recognition of broadcasting as distinct from ship-to-shore and other communications. Site: studios of WADP (now WGN) Chicago at the Drake Hotel.

First convention was held in the fall of 1923 and Paul Kugh was named first managing director. At that time this handful of broadcasters couldn't envision the day of over one million radio receivers. In concluding, Mr. Hedges (then with WMAQ Chicago) noted the call that led to the formation of NAB and the need for "its strength ening and continuation as an instrument of good for the industry; and the public."

Engineer Pirating

OSS Sends Investigators

PIRATING and job-hopping in the engineering field is said to have become so widespread that the Office of Salary Stabilization has sent investigators to a dozen cities to inspect hiring practices of certain firms. The cities are New York, Philadelphia, Baltimore, Cleveland, Detroit, Cincinnati, Chicago, St. Louis, Dallas, Los Angeles and San Francisco.

Joseph D. Cooper, executive director of the office, explained that "according to the information reaching us the entire defense program continues to be impaired."

KMOX Business Up

Record business for KMOX St. Louis was announced last week. John L. Ackerman, manager of the CBS Radio station, said the operation "not only enjoyed the highest daytime ratings in [its] 27 year history . . . but that the first quarter radio sales for the St. Louis outlet exceeded any other first quarter."
Most sales start at home, and NBC Pacific Coast Network carries your sales messages into more Western homes for less money than any other radio network or advertising medium!

The housewife is directly or indirectly responsible for the buying of nearly every kind of goods or services.

And in Western homes, radio is king! Yes, 98% of all homes on the Pacific Coast have radios... and NBC Pacific Coast Network reaches 83.5% of these homes.

No other radio network can claim such complete coverage of this important market.

With retail sales in Oregon, Washington and California running 253.6% ahead of 1940, and estimated to top 16 billions of dollars this year, you can't afford to miss the sales impact only NBC Pacific Coast Network can deliver. For complete details consult your nearest NBC Sales Office today.

WESTERN NETWORK • NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK
THAD H. BROWN JR.

THE obvious choice when NARTB was scanning the field for a man to direct its new TV operation, set up last spring, was the sparkplug of Television Broadcasters Assn., which NARTB absorbed. Thad Brown was the selection, for he had been TBA counsel.

His first chore at NARTB, as acting TV manager, was to set up the TV operation. He did the job so well that the board named him director of TV. All along he has been breaking new ground for NARTB. He's breaking it well, judging by the present association roll call of 80-plus stations out of 108 on the air, and all four TV networks.

A Princeton U. and Harvard Law School graduate and son of the late Thad Brown, an FCC Commissioner in the '30s, Thad Brown Jr. is entering the largest assignment of his career-direction of NARTB's video operation under terms of the new TV code effective March 1.

JOHN H. SMITH JR.

ONE of FM's major needs for many years has been promotion-nationwide and industrywide boosting that will help bring to the medium the popularity it deserves. In recent months FM has been getting that very type of promotion through the test campaigns in North Carolina, Wisconsin and District of Columbia. The man in charge is John Smith, a promoter of extensive experience and talents.

President Harold E. Fellows found Mr. Smith at the Bureau of National Affairs in Washington and picked him with the winter promotional drives in mind. The new FM Dept. director took office Oct. 1. He has worked closely with Ben Brouse, chairman of NARTB's FM Committee, and also with Radio-Television Mfrs. Assn. in making the public FM-minded. The traditional bickering between NARTB and RTMA over the relatively small output of FM radio receivers has vanished. Now both associations are cooperating to increase listening, stimulate set sales and help station business.

RALPH W. HARDY

THE title is broad—"Director of Government Relations"—and Ralph Hardy carries out its obvious significance by ranging a beat that reaches from the White House to the private offices of legislators. Mr. Hardy has been with the association since September, 1949, when he was named to direct the Audio Division that was set up at that time under board mandate.

When the divisional system was abandoned a year later Mr. Hardy moved into government relations and registered with Congress as a lobbyist. As missionary to Capitol Hill he has made it a point to sit down with legislators, one at a time, and explain some of the facts of broadcasting and television life to them. They, in turn, have relished the talks and have voiced their appreciation.

Mr. Hardy got his NARTB baptism as chairman of the educational standards committee, representing Salt Lake City. He was assistant manager of KSL when he went to the association. Incidentally, he's a bishop in the Mormon church.

NEAL MCAUGHTEN

THE ENGINEERING side of NARTB's activities centers around Neal McNaughten, who has three decades of technical experience behind him. Neal encountered his first electronics in a radio repair shop during the '20s while attending public school in Pueblo, Col., and he still gets itchy digits every time he gets near a soldering iron. I worked around KGHF Pueblo, titile after school, learning about broadcast stations from the ground up well as down while helping put a new station on the air.

He left Colorado, where he attended Colorado U., in 1933, joining KRGV Harlingen, Tex., sitting there until 1940 when he joined the FCC. During the war worked on many key electron projects. The post-war period found him a center figure in frequency allocations, including number of trips to international conferences. He went to NAR in 1948 as assistant engineering rector, becoming director in 1949.
Mr. TREYNOR

Mr. STUBBLEFIELD

Mr. CHURCH

Mr. WASILEWSKI

Mr. T. K. Treynor as assistant director.
Mr. Stubblefield took over his job last Dec. 1, NARTB got him from Associated Program Service where he had built up a fine record anchoring all over the nation. He latered radio at KONO San Antonio in 1939 as an announcer. After the war he was a station management consultant and later was with Capitol Records.

Mr. Treynor has been signing new members in considerable quantities since he joined NARTB in November, 1950 and he has been putting it the hard way—motorracing from county to county all the way from Minnesota to Florida. He latered radio in 1959 at WOL, Jacksonville, joining the Marines in 1942 and becoming a combat pilot with a night fighter unit. He joined WOL after the war, moving to WOIC (TV) as account executive.

RICHARD M. ALLERTON

RESIDING over NARTB's Research Dept., with all its market and statistical operations, is Richard M. Allerton, who has spent many years with New York agency and marketing organizations. A few weeks ago he stepped into the former-ly held by Dr. Kenneth Baker, who left last summer to m Standard Audit & Measurement Service.

First major radio project in Mr. Allerton's career came in 1944 when he joined Crosley Inc. as research director. After two years at this organization he moved to Free & Peters, station representative, as director of marketing and radio research. Agency connections inclu-e Abbott Kimball Co. and Lailm Esty & Co.

Mr. Allerton is a graduate of Iona College, Schenectady, and was a Wall St. bond salesman until 1937 when he got into market research. During the war he was a management consultant to the Quartermaster Corps, War Dept.,

is a native of Florida, moving to Washington in 1940. He was in governmen-employ over a decade, aside from a three-year stretch in the Coast Guard. He received a B.S. degree from George Washington U. in 1948.

OSCAR ELDER

JO WHITTENBURG

PRODUCTION of publications and press releases in NARTB's Public Affairs Dept., under Director Robert K. Richards, are handled by Oscar Elder, assistant director, and Jo Whittenburg, special assistant.

Mr. Elder has been on the job a year-and-a-half, coming to NARTB from the public relations and newspaper fields in the Nation's Capital. On Washington newspapers he specialized in sports. He is a native of Florida and a graduate of U. of Florida. His first journalistic job was on the Florida Times-Union, Jacksonville.

Mrs. Whittenburg is a Texan, as everyone at NARTB quickly discovered when she joined the association last fall. She was born in Dublin, Texas, and educated at Hillsboro. During the war she was

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Mr. ALLERTON

acquiring an intimate acquaintance with the intricacies of government and military procedure.

VINCENT T. WASILEWSKI

ABIAH A. CHURCH

A HEAVY share of NARTB's legal load—and it's really a fast-shifting cargo—is carried by these two young attorneys. They serve under Judge Justin Miller, whose title, chairman of the board and general counsel, places him in a dual role.

Mr. Wasilewski joined the old NAB in the fall of 1949, shortly after receiving the degree of Doctor of Jurisprudence at U. of Illinois. He entered U. of Illinois in 1940 but his school career was interrupted several years by service in the Army Air Force. He has made frequent appearances before FCC and Congressional hearings on behalf of NARTB.

Mr. Church has been at NARTB since last August, having been with the U. S. Court of Claims. He

Whatever you have to sell, you can sell more at lower cost.
We'll be glad to give you the facts, and the figures.

WINS

50 KW New York

CROSLEY BROADCASTING CORPORATION

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Executive Staff
(Continued from page 117)

A Wave—petty officer, 2d class. After the war she joined the editorial staff of Broadcasting & Telecasting. She is a graduate of American U., with a BS degree in communications.

WILLIAM L. WALKER JR.
THE MAN in the back room, who keeps stacks of invoices in neat piles and rows of figures in precise columns, makes an annual foray out of seclusion into the NARTB convention registration booth. As NARTB audi tor, William L. Walker Jr. helps Secretary-Treasurer C. E. Arney Jr. handle the million financial details that pop up at the industry's annual meeting.

Mr. Walker was born in Akron in 1921, moving to Virginia in 1934. He is a graduate of Strayer Business College. Professional career started with Potts & Callahan Contracting Co. as paymaster and purchasing agent. His 1942-45 tour with the Air Force included 21 months foreign service. His first radio experience came in the Army airways communications system, including a San Francisco station that handled all military traffic for the Pacific area.

After the war he returned to Potts & Callahan, working on many major construction projects until joining the old NAB in 1948. He is a member of the American Legion, Veterans of Foreign Wars and Masonic order.

ARTHUR C. STRINGER
THE final authority on radio equipment expositions is Arthur Stringer, who is one of the older hands at the business. As usual he is staging the NARTB equipment exhibit during the convention, so light task in view of the fact that one of the nation's major industrial shows is being served in a consulting basis.

Back in the late '20s and early '30s Mr. Stringer was a key figure in the annual Radio World's Fair staged at Madison Square Garden, New York, as a joint promotion of manufacturers, broadcasters and jobbers.

Mr. Stringer was educated at U. of Michigan and U. of Chicago, starting business at the Chicago Tribune where he was in the advertising department five years. He has been a public relations and business consultant and for a decade was an NARTB department head.

HOWARD H. BELL
ONE of the livelier spots at NARTB headquarters is the second floor, where the Television division is located. Much of this TV activity centers around Howard Bell, as assistant director of television under Director Thad Brown.

Mr. Bell joined NARTB about the time the board was giving its final approval to the Television Code. He has had a good share of the basic work involved in making an operating reality out of the document.

Born in New York in 1926, Mr. Bell was educated in public schools there and was graduated from the U. of Missouri School of Journalism. He had his first radio experience at KFRU Columbia while studying journalism. He spent 11½ years in the Navy. Before joining NARTB he had been promotion manager of the Washington For mer Stars stations—WMAL-AV-FM-TV—and was an instructor in sales promotion at American U.

CAMPBELL TO WILD
Appointed General Manage
DON D. CAMPBELL, WBCR-A TV Birmingham, Ala., sales manager for 17 years, has been named general manager of WILD this city, it has been announced.

WILD, formerly WTNB Birmingham, is constructing a new 5-kw transmitter on 860 kc. It is the MBS outlet there.

Along with the increase in power and change of frequency, WILD, licensed to Pil Broadcasting Co., is planning all modern studios.

FCC has approved the transfer of stock to George A. Mattison as a prominent Birmingham businessman, with the remainder of stock held by Roy Hofheinz, owner and operator of KHTI Houston.

RADIO night of Los Angeles Ai Women ad orientation course, Monday (March 24), was conducted Helen Murray Hall, supervisor of the advertising and promotion NBC Western Division; Robert J. McAndrew, commercial manager KBIG Avalone Calif.; Wilder Wylie, manager commercials department, Young Rubicam, Hollywood; and Anne Marquis, president, Arnold Marquis Productions, Hollywood, radio program packeter.

Mr. WALKER
Mr. STRINGER
Mr. WHITENBURG
Mr. ELDER

1951 BANK RESOURCES
$378,621,741.69
A 10-year gain of 141%
microwave booms, lighting control equipment and remote controls.

Attending the convention are: E. F. Koakey, president; Charles Shevlin, sales; George Izenour, engineer; Arthur Menkin, engineering, and Earl Koehler, sales.

COLLINS RADIO CO.

LATEST designs in 5-10 kw transmitters and broadcast speech equipment are on display in Exposition Hall. The new 21E-M 5-10 kw AM broadcast transmitter is shown for the first time. It is the newest addition to the line and completes the e-design of Collins AM broadcast transmitters ranging from 250 w to 10 kw.

New features emphasized in the AE-M are simplified circuits; low-cost RT and audio amplifier tubes; w crystal and oscillator design incorporating low-temperature coefficient crystals eliminating heat controls; low power consumption, nd low initial and maintenance costs.


CONTINENTAL ELECTRONICS MFG. CO.

THREE types of Continental broadcast transmitters are on display in a company's exhibition booth—351 5 kw, 354-5 1 kw and 2 250 w, all AM types. M. W. Itty, general manager, and Mark J. Bullock, chief design engineer, and the design staff.

Model 351 is designed for remote stations and is said to have a stable high-efficiency power amplifier with adapted directional operation by use of added circuitry of equipment described as exclusive to Continental. An induction type automatic voltage regulator with electronic control is included to permit regulation of line voltage over a wide range of variation. Transview glass-door housing is used.

Model 314-2 is a new model with high-level modulated unit of simplified style. Sheet aluminum cabinet is built without a frame, cabinet members also serving as vertical panels for mounting of components. This is said to improve cooling and give better accessibility. Automatic voltage regulation is provided, along with variable auto-transformer in main rectifier circuit.

The 312 250 w transmitter has linear RF power amplifier low-level modulated along with high-quality audio amplifier, keeping distortion extremely low, the company explains. Electrical design is simple, with only two tuning controls required. Like other larger models in the Continental line it contains transview glass door.

ALLEN B. DU MONT LABORATORIES

A FULLY-EQUIPPED television station is set up and operating in the exhibition hall booth, with all installations from transmitter to cameras and including a studio, control room, film projection room, transmitter room and client's booth.

The DuMont Transmitter Division's exhibit centers around the way equipment is designed for low-cost economy operation plus adequate expansion possibilities without obsolescence of original equipment.

Highlight is the new UHF Klystron tube used in the new 5 kw UHF transmitter. UHF receivers and converters are displayed, along with a diplexer. The TV studio includes two complete image orthicon camera chains, one mounted on the new DuMont mobile dolly. A complete film chain is found in the projection room, with two 16 mm projectors and one multiplexer.

Six-inch monitors of several console-mounted types are in the studio control room. A video-audio control console has complete audio and video switching and mixing facilities. In the transmitter room is a complete 5 kw VHF "Oak" air-cooled transmitter and console. A typical client's booth is provided for consultation with DuMont representatives. These include H. E. Taylor Jr., transmitter division manager; R. E. Kesseler, assistant division manager; J. B. Thompson, special sales manager; R. D. Chipp, director of engineering for DuMont TV Network. District managers include L. E. Pott, H. Bloomberg, L. C. Radford; Sales-J. Morrissey, R. J. Myers, B. J. Klindworth, W. G. O'Brien, G. Scott, E. Waid.


FEDERAL TELECOMMUNICATION LABS.

DISPLAY of Federal's complete line of television station equipment is on display in Exhibition Hall. The joint display with Telegraph Graybar Electric Co., newly named distributor, is based on the "completeness" theme. From camera to antenna, the display stresses installations based on successful FTL equipped stations throughout North and South America.

An entire camera chain is in operation along with studio video units and the Federal 5 kw VHF transmitter, including master control console. Other items are the latest film projectors, flying spot scanners and new binary counter sync generator, as well as distribution amplifiers and power supplies.

Eye-catcher is 10-ft. section of Federal's triangular loop TV antenna. It is designed for high-band VHF channels and based on a new concept of antenna construction. Features claimed are high gain, low weight and low cost. Federal's equipment provides for additional programming facilities, increased power output and entire station growth.

Graybar planned the exhibit to show the importance of a single source for complete station equipment.

GATES RADIO CO.

SEVERAL major speech input equipment items now being manufactured for radio and television installations are on display by Gates Radio Co. These include two complete console systems and a special preset program dispatching and switching facility similar to
On Exhibit in Chicago
(Continued from page 119)

that used on several major studios. Two AM transmitter elements are shown and a special 250-watt transmitter used for STL service.

Attending for Gates are Francis Wentura, chief engineer in charge of the display; Norbert L. Jochem, chief audio frequency engineer, who is presenting a paper at the Engineering Conference on aspects of speech input equipment design; P. S. Gates, president; Fred O. Grimwood, vice president, and these sales representatives: Wayne Marcy, Houston; Stanley Whitman, Waterloo, Ia.; Kenneth Neubrecht, Detroit, and Robert M. Ware, of the Quincy office.

GENERAL ELECTRIC CO.

LATEST television equipment of General Electric Co., commemorating the company's 25th year of TV progress, is shown in a setting of murals depicting scenes and equipment typifying the quarter-century. In a typical transmitter room setup, the UHF transmitter with associated control console, demodulator and monitoring receivers, is in operation. A full scale model of the helical antenna and the 12 kw Klystron tube are available for inspection. A graphic presentation covers transmitter output, antenna gain and effective radiated power for both VHF and UHF bands.

Complete studio includes live cameras. The film camera channel embodies new features said to afford a better picture and smoother operation. Signal source is the new 16mm Synchronite projector and slide projector. A 12-inch picture monitor, accompanying the image orthicon camera channel and film camera channel, displays horizontal and vertical waveforms simultaneously.

The completely slaved system is said to permit a high degree of perfection in program continuity. A new audio console utilizing key switches and plug-in type amplifiers, together with a new portable amplifier, will be on display. Rack mounted units are set up for demonstration.


GENERAL PRECISION LABORATORY

FEATURING the convention exhibit is a TV camera with remote controls for push-button lens change, focus, and pan and tilt. For architects and engineers, the experimental image orthicon camera was produced for use in unusual locations or sites inaccessible to camera crews.

The actual controls for remote operation are placed in a compact unit, 28x10x5 inches, permitting an operator to hold it while sitting or standing. The GPL camera features separate light indicators for each of its four lenses, plus a fifth light to indicate on-off operation. Iris adjustment is from the CCC, as on all standard models of GPL's camera chain.

Portable switcher for either field or television use is on display as well as a 2.3-pulldown projector. Representatives at the convention include Blair Foulds, Frank N. Gillette, E. Arthur Hungerford Jr., Louis L. Pourciau, John Sims, N. M. Marshall, Joseph W. Belcer and Edward Palmquist.

GRAYBAR ELECTRIC CO.

THE exhibit of Graybar Electric Co. includes displays of general purpose audio equipment and manufacturers represented by the company. These are Federal Telecommunication Labs., Altec-Lansing Corp., Continental Electronics Mfg. Co. and Blau-Knox Co.

Graybar became national distributor for Federal Telecommunication TV broadcasting equipment in mid-March. The agreement covers the complete line of Federal TV transmitting and studio equipment including transmitters, auxiliary equipment, antennas, cameras, TV film production, studio equipment, small broadcast units and microwave links.

For many years Graybar has been a major distributor of AM and FM as well as non-broadcast electronic equipment along with electrical supplies and appliances. It offers the full range of equipment needed for a TV station.

Other lines handled by Graybar include towers, transmission lines, audio equipment and studio lighting. It maintains 108 principal distribution centers throughout the nation.

KIEGLBROS.

FIRST showing of a new Rotoloc (rotary selector switch) control board is high spot of the Kliegl display. The Rotoloc operates with both the autotransformer and electronic type console switch boards. It is described as revolutionary in design, operating from a three-phase four-wire design system.

Switchboards are wired up and operating the complete lighting and wiring systems used by NBC-TV, ABC-TV, WOR-TV and others. They are described as providing quick installation and low initial cost, and operating flexibility, thus assuring proper base, background and artistic lighting regardless of scene to be televised. All floor cables are eliminated.

Kliegl Bros. will provide expanded studio planning assistance, remote control for architects and engineers. Representatives at the NARTC convention exhibit are George Gil, Robert A. Langer, John Higgins and Arch Monson.

NARTC STATION RELATIONS DEPT.

IN ADDITION to maintaining its "exhibition booth," the NARTC Station Relations Dept. is offering the use of "centralized service" to those attending the convention.

Located adjacent to registrar booth in the Exhibition Hall, Station Relations will provide complete charts showing the immediate location of all NARTC staff personnel NARTC district directors and the officers from the various state associations who are in attendance. All information will also be available through the hotel switchboard by asking the operator for "Station Relations." Individuals desiring to meet with an NARTC director may arrange for the definite meeting time and place by contacting William T. Stubblefield, station relations director; William K. Trenyr, assistant director, or Helen Fruth at the hotel.

Reviewing the broad scope of current NARTC activities and services a brochure entitled "Proof Cop will be distributed. A complete display of all recent NARTC service material will be provided and members desiring extra copies are invited to place their orders. Spec NARTC information-and-service sample kits have been prepared for non-member broadcasters who visit the convention.

Station Relations has adopted the slogan: "I us serve you" and invites those attending to bring all questions relative to the convention or the association to the department.

RCA RECORDED PROGRAM SERVICES

THEMBS of the RCA Recorded Program Services exhibit is "Thesaurus-your 'steak' in program ming," based on a real live steer, tieing in with the program library display in Room 512 of the Conrad Hilton. Programs offered are a new commercial pack The Freddy Martin Show, and big-name series, Date in Hollywood.

The "Thesaurus 512 Key Clx will offer memberships, a gimmick that RCA used in 1950 and 1951 to interest in the club will home freezers packed with steaks and other choice meats. Lucky membership-card number will be drawn in Room 512 Monc and Tuesday, 5-6 p.m. Keys Room 512 were mailed in advance to broadcasters. Take-home notes include Mexican valencias.

Models pushing super-mar baskets reading "ready for Fred" distribute keys to Room 512.

(Continued on page 122)

Look for Our Man

Hal G. Neely

Let him show you how Allied's faster, dependable, complete processing and pressing service will flawlessly reproduce your transcriptions — and on time.

At the convention — look for Mr. Neely at the Conrad Hilton Hotel.

ALLIED RECORD MANUFACTURING COMPANY
18 years of record service
Hollywood, California New York City, New York
1041 N. Las Palmas 619 West 54th Street

Page 120 * March 31, 1952

BROADCASTING * Telecasti
2. IN A BIG industry, like steel, the problems of speeding up are big, too. Here's how one company solved the puzzle of keeping old blast furnace going while building a replacement. New furnace, at right, is on wheels, ready to be rolled into place as soon as old furnace is torn down.

3. GETTING READY for cold-weather pouring of concrete on another steel mill expansion. Work goes on everywhere in a race for the 120 million ton goal.

4. STEELWORKER, signaling to crane man, symbolizes this chart of constant expansion of American steel companies. Big and little. Growth, in our country, is a result of competing companies striving to serve their customers.

5. TOTAL CAPACITY of the steel companies as you read this, is about 108.5 million tons. It was 104 million tons a year ago. By this time next year we will be approaching 120 million tons. The steel companies will keep on growing as long as America needs more steel, and the companies have money to buy new equipment... If you want full details on the progress of the expansion programs of the steel companies, write to American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York. Ask for reprint from Steelways Magazine, "Growth of a Giant".

STEEL CAPACITY
108½ MILLION TONS... AND STILL GOING UP

1. NEARLY 6 MONTHS have passed since our last advertisement reporting on the growing steel industry. There are more than 250 companies in the steel industry. Most of them are expanding. Here are some of the facts on their progress:
On Exhibit in Chicago
(Continued from page 180)

Who makes it? Where do they advertise?

Who makes it? Where do they advertise?

Hereford steer and freezer are displayed in the exhibit hall. Personnel at the convention included: Al Sambrook, Jim Davis, Bert Wood, Ben Rosner, Bill Reilly, Bill Garlicd, Al Hinde, Henry Gillespie, Gregory Reerer, George Field, Bob Fender and Geoffrey Bennett.

RCA VICTOR DIVISION
Engineering Products Dept.

THREE sections are featured in the RCA convention booth: Complete line of UHF and VHF transmission equipment; basic buy equipment featuring small station setup based on 2 kw VHF transmitter, announce booth and film projection room; new cameras and studio equipment.

The first section includes a 1 kw UHF cavity, UHF horn, receiver and converter, 10 kw VHF cavity, UHF slot antenna, new transmission line, diplexers, sideband filters and associated equipment for UHF and VHF, 250 w and 8 kw AM broadcast transmitter and new 1 kw AM transmitter.

In the second section are 2 kw VHF TV transmitter with audio-video rack equipment, sideband filter, 15 kw RF load-watt meter, five-section video-audio control console with two 70-D turntables, studio camera chain, announce booth with new BK-1A microphone, studio make-up microphone, wall-mount speaker and film projection room with two new 16mm TV projectors, new plastic slides and new TV utility monitor, TP-96 film multiplexer.

At the booth entrance are new field and studio TV cameras, with three operating. One is a show construction and one is unfolded for inspection. A mockup shows the coming new TP-6A professional type 16 mm TV projector.

The third section includes a mobile TV camera on tripod, field TV equipment on desk sections, two camera controls, master monitors and field switchers. All this equipment is new. A new field camera, TL-20-C, is shown with two new fine-groove turntables. New BCM-1A mixer and transmission line are displayed as well as LC-1A loudspeaker, BR-84 rack, 44-BK microphone, BC-2B console and associated switching equipment.

Considered the “star performer” is the new TV camera covering a field or studio use. It is designated TK-11A for studio use and comes with new studio camera control and new TM-6A camera monitor. As a field camera it is designated TK-31A. Advantages claimed are new view-finder with 7-inch kinescope, better yoke design, video amplifier with adjustable blanking, better circuit and design, improved components, extremely rugged construction. Second is the new TK-20C film TV camera.

A new packaged equipment com-

bination is designed to help stations get on the air with UHF programs soon after FCC grants permit in the band.


FIFTH FLOOR

ALLIED RADIO CORP.

The convention showing of Allied Radio Corp. is built around the firm’s line of broadcast station equipment and supplies. Allied handles audio equipment, amplifiers, condensers, tower light controls, Daven attenuators, equalizers, disc and tape recording equipment, transformers and countless other items listed in its 212-page buying guide.

ALLIED RECORD MFG. CORP.

Equipment shown by Allied Record MFG. Corp. includes sound, recorders, tape recorders, test units, monitors, speakers, pickups, cartridges, turntables and other radio-TV station supplies. Personnel at the convention are Leo Brook, David Kennedy, Gordon Hough, Chief, Warrenfield, Jack Thrakel, Eugene Carrington, Lou Parsio, Phil Karlin.

ALTEC-LANSING CORP.

DISTRIBUTION for Altec-Lansing microphones and speakers and other specialized broadcast-teletext items. Officials at the convention are C. L. Carriington, president; L. A. Ward, vice president; J. K. Hilliard, chief engineer and H. S. Morris, production sales manager.

AMPEREX ELECTRONIC CORP.

PROMOTED in the exhibit of Ampex Electronic Corp. is its line of electronic tubes for broadcast use. Sam Norris is manager of the Western division.

AMPEX ELECTRIC CORP.

FEATURING a tape recorder, high quality magnetic tape recorder, synchronizing equipment and similar items. Attending are Harrius Johnston, manager of product engineering, R. C. Swanison, contract engineer, and R. J. Tinkhar of midwest distribution.

ASSOCIATED PROGRAM SERVICE

TEN different types of library services designed to supply econom sales and programming requirements of every broadcaster a teletext exhibit demonstrated in the APS suite (532A, 533A, 534A), cluding a low-cost service with an annual minimum.

APS claims its basic library 1 over 7,000 tune variables plus an annual order amount of name talent. Additional features include "Mitch's" mont transmitted sales meeting ser monthly sales awareness bulletin 14 pre-produced program packs and a specially designed transmission cabinet. Other libraries a specialized commercial library, a specialized radio production library, specialized product music library, deluxe TV library, specialized radio music library, specialized music library, specialized show medley library, specialized concert take library and novelty library.

Neon-lighted display board hi
lights plusses of APS service. Traditional sharp cheese and crackers are served visitors in the suite, fully draped in dark blue velour. APS representatives are Maurice B. Mitchell, vice president and general manager; John Andrus, vice president and treasurer; Andrew M. Wiwali, vice president and recording director; William H. Houghton, service manager, and Ed Hochsauer Jr., sales manager.

**AUDIO & VIDEO PRODUCTS CORP.** For the first time Audio & Video Products Corp. is showing its new console cabinet model of the Ampex portable series 400-A magnetic tape recorders. The same tape drive mechanism and electronic chassis verefore offered in a single fully-included case have been installed in a console cabinet with hinged top and front for ready accessibility and rapid inspection.

The demonstration of the Ampex line of professional magnetic tape recorders includes the 400-A and a big brother, the Ampex 300. Ampex "Safe-Lock" synchronous magnetic tape recording will also be demonstrated by actual operation in lip synchronization with a 16 mm motion picture film.

In attendance at the exhibit, Room 548A, are Russell O. Hudson, William H. Hazlett, Edward J. Wilder and Leon A. Wortman.

**BLAW-KNOX DIVISION** MANUFACTURER of vertical radiators for AM and supporting antennas for FM, Blaw-Knox distributes through Graybar Electric Co.

**CAPITOL RECORDS DISTRIBUTING CORP.** Broadcast Sales Division, N ADDITION to information and audition transcriptions on the custom library service, Capitol stresses introduction of a new production music section for AM and TV. A preview of this new cue music section is given. It is available with the new custom library and is supplied on a 12-inch transcription.

Some special fun gimmicks are available for visitors to the headquarters in 535A, 536A and 537A. The Broadcast Sales Division is represented by Cliff Ogden, manager; Bill Finkelday, eastern region; Al King, central division; Jack Barton, southern region, and Jim Strain, western region.

**CBS TELEVISION FILM SALES FILM programs available from CBS Television are the Gene Autry Knickers Strange Adventures, Eddie Drake, Files of Jeffrey Jones, Holiday in Paris, Vienna Philharmonic Orchestra, Range Ride, Hollywood on the Line and World's Immortal Operas. The display is located in Rooms 545-6. Attending the convention are Fred Mahlestedt, director; Charles Reeves, manager of the Chicago sales office; George Lyon and Walter Scanlan.

**DAVEN CO.** MANUFACTURER of many types of components and accessories, the Daven Co. will have many of its catalog items on display. The company's products include variable fixed and tone compensation attenuators, as well as other types of resistors and switches; transmission measuring sets, speech input equipment, noise and distortion meters, etc. For FM, Daven produces RF fixed and variable attenuators, speech input equipment, noise and distortion meters.

**DRESSEY-STACEY CO.** IDECO DIVISION CONSTRUCTION examples of towers up to 1500 feet in height are shown by Ideco Division in Rooms 522-3 of the Central Exposition. J. Roger Hayden, Ideco sales manager, has extensive experience in towers of 1000 feet and upward. Mr. Hayden and Stu Wilson have information on availability of towers and steel supply.

An actual section of the Ideco "Tall Tower" will be on display. In addition to showing actual structural design of Ideco radio and TV towers, the display will include the new RCA clamp used to hold transmission lines firmly in place. This new clamp is the type being used in the new 100-foot triangular guyed tower being erected for WBEN Buffalo.

**EITEL-McCULLOUGH INC.** The new EIMAC external cavity Klystron for 5-kw output in the UHF television band is introduced by Eitel-McCullough. The exhibit, in Room 521A, includes power tubes for AM, FM, shortwave, microwave and STL transmission. Other items include vacuum capacitors, air system sockets and vacuum tube accessaries.

Representatives at the convention are O. H. Brown, director of field engineering; Royal J. Higgins, field engineer and John E. Higgin, field engineer.

**FEDERAL TELEPHONE & RADIO CORP.** The Federal line of vacuum tubes, transmitting and rectifier tubes, TV picture tubes and Magnetrons is on display in the Federal suite. Convention representatives are C. J. Harrison, sales manager, Vacuum Tube Division; J. J. Kircher, G. R. Winston and Robert D. Deutsch, sales engineers.

**HARRY S. GOODMAN PRODUCTIONS** RADIO programs on transcription and both live and film television programs are shown in the Harry S. Goodman display rooms, 556-557. Several representatives of the company are present.

A number of new features are shown for the first time. The company has just completed a series of quarter-hour programs featuring Burt Ives and the Tony Matchel Musical Group. Another is a mystery show titled Let George Do It, with 52 half-hours completed. A series by this name is in its sixth year on Don Lee Network.

A series of 156 quarter-hours titled *Hymns of the World* features John Charles Thomas and The King's Men, with 156 quarter-hours available. The Goodman firm is presenting for the first time a spot library of over 1800 spot announcements, both jingles and straight announcements.

For TV there is a series of 52 quarter-hour sports programs available on 16 mm films. Another quarter-hour feature, titled *Dilemma*, is based on the crime-doesn't-pay theme. Programs were created especially for TV. On display, too, are fur storage spots on film and a new series *Here's Home*, with Sally Howe giving household hints. The latter consists of 65 half-minute programs, with custom built openings and closings available for each individual sponsor. (Continued on page 106)

**'T'd Rather Have 1000 Key Dealers’**

So says ad manager Richard S. Lowell, of U.S. Plywood Corporation. (A Prospect.)

Every week of the year, and especially the week of March 21 just passed, Printers' Ink brings to you and your sales staff, tight, factual, complete outlines for selling local key dealers and regional and national advertisers, spots or programs that nail down the order for the distributor.

In our March 21 issue we ran an article on page 37, with this headline: "How to Capture and Dominate a Market." The only missing link in the story is now being pointed out to every radio station executive who is reading this ad. Here it is: Anyone who decides to do some remodeling, or a complete job of building, takes plenty of time to compare, check, analyze and talk to other users of a product before he puts his John Henry on the order blank. And evidence is piled high that women in the home, who have their radios tuned on hour after hour, listen, put down phone numbers, and often cast the deciding ballot when the husband says, "O.K., we will buy some Weldwood, or Novoply, or Weldwood Hardwood, or Welte, or Menge, doors or some molding," or any one of the dozens of other products now produced by this company that grew from a $300 business to one that is now worth $50 millions.

If you want to tap one of the most productive segments of new business, start right now with your local or regional Weldwood Key Dealer. How he operates, how he has been helped to build a profitable franchise for himself, is told in this remarkable article in Printers' Ink.

Now for our "commercial." Every week 23,475 men and women who now put together more than half of all the national advertising of this country, plow thru Printers' Ink, seeking new ideas, case histories like the Weldwood story, and brass tack stuff that someone has tried and proven to be more productive when money is spent in any medium.

Reason: Printers' Ink is the one magazine in America that is specifically edited from the advertiser's viewpoint. That's why so many advertising, management, sales and agency executives read it every week.

Whether you use a sixth of a page or a full page every week, we can promise you the largest audience of buyers of advertising in this country.

Wire, write or phone us when can we have a talk with you. P.S. If you missed the Weldwood Plywood story, get it and read it right now. (If you don't have the March 21 Printers' Ink handy, send us 25c and we'll rush a copy back to you by return mail.)

ROBERT E. KENYON, JR. ADVERTISING MANAGER

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*Ad: Printers' Ink*
"Bogie" Gets The Ratings - "Baby" Gets The Sponsors

"BOLD VENTURE"

GETS THE SALES!

WITH AN ALL STAR CAST AS EXPLOSIVE AS EACH PROGRAM!

MUSICAL DIRECTION BY DAVID ROSE OF "HOLIDAY FOR STRINGS" FAME

FREDERIC W. ZIV COMPANY

Radio Productions

1529 Madison Road • Cincinnati 6, Ohio

Hollywood

ROADCASTING • Telecasting

March 31, 1952 • Page 125
On Exhibit in Chicago

(Continued from page 128)

Prize-winning weather spots for TV will be shown.
As usual Harry S. Goodman Productions has a novelty gift for delegates.

GRAY RESEARCH & DEVELOPMENT CO.

EQUIPMENT shown by Gray in its headquarters includes the Gray Telop, used by CBS and NBC in combination with TV cameras to permit instant fading from one object to another by superimposition. This is said to give wider latitude of visual interest. Telop II is a new product to be shown for the first time. It brings to smaller and newer TV stations a simpler design of the Telop but retains many of its features.

The Gray multiplexer includes movable mirrors for simultaneous projection into a single TV camera or individually into two cameras, permitting more projectors to be used with fewer cameras. A color television monitor was developed for professional monitoring of color telecasts using the field sequential system. A new dispensable development based on viscous damping principles for perfect tracking is a feature of a high-fidelity transcription arm for conventional and LP records.

TV camera turrets permit a single camera to serve up to eight projectors. They are centered on a rugged pedestal and rotate full 360 degrees on heavy-duty ball bearings. An RCA field camera chain converted by Gray for the CBS color system is demonstrated.

KEYSTONE BROADCASTING SYSTEM

KEYSTONE is displaying a map of the United States with acetate overlays depicting the supplementary coverage of the network to national radio as well as TV station service. The comprehensive Keystone coverage is based on 536 affiliates located in smaller communities, with high listener loyalty claimed on behalf of the local-level stations.

On hand at the convention, among station relations and sales personnel, is President Sydney Wolf and Pete Peterson, sales executive. Mr. Peters and Curtis Winters, account executive of Simmonds & Simmonds, Chicago, arranged the exhibit.

LANG-WORTH FEATURE PROGRAMS INC.

NEW music for radio theme features the Lang-Worth exhibit this year. A library of new composite recordings is shown. Complete audition facilities are available in Room 812A for all library material and such features as the new open-end serial, The Life of Harry Lime, featuring Orson Welles.

Present are C. O. Langlois, president; John D. Langlois, secretary-sales manager; C. O. Langlois Jr., treasurer; W. O'Keefe, vice president and Hugh Allen.

MAGNECOR

THE Magnecor exhibit features a complete line of professional high-fidelity magnetic tape recorders, and recently introduced specialty items and accessories as well as PT6, PT6G and PT7 series which make up the standard line.

New items being shown are the D3 dubbing channel for making multiple copies of recorded tape "masters" for network distribution; adapter arms which mount on existing units and make possible conversion to use with 10½ inch reels; a remote control station permitting remote operation of all functions of the PT7 units; the MagneCordette, a one "package recorder and an 'acuston'" amplifier designed for use with existing radio, speaker, or public address system.

Demonstrations of revolutionary binaural recording equipment show starting "third dimension" realism of this first commercially produced unit. A voice operated relay automatically starts and stops standard Magnecord units when speech or sound signal begins and ends. A continuous tape player offers playback of four-hour programming.

Attending the convention are John S. Buyers, president; C. G. Barker, vice president and sales manager; Robert L. Landon, secretary; Dan Ogden, sales manager; John W. Hines, sales engineer; Otto C. Bixler, chief engineer, and Richard S. McQueen, advertising manager.

MUSICOLOR INC.

NEW Telecolor models of "The Light That Dances" are shown in Rooms 560, 561 for TV units to small, light mobiles for home use. Musicolor creates mobile light abstractions, synchronized with music, speech or any sound. The Spectrocan, a simple model operating from radio or TV set, record player or even piano or other instrument, can be moved from room to room without any connecting wires.

The multi-colored Mobile Marble is shown for the first time. It produces animated rhythmic lighting on studio walls and ceiling, reception rooms and other locations. Pilot models show new equipment for UHF, including rear projection work permitting background for sponsor symbols. Aurorabar and Operabar models are on display. These telecolor units also function as "Radio Sets".

Centerpiece of the display is a six-foot "cylinder" along with a mystery crystal ball. Representing Musicolor in the suite are Stuart V. Dawson, TV sales; Fred Lichtgarn, chief engineer; Edwin S. Pierce, IATSE; Charles R. Sears, sound engineer; William A. Snow, attorney; Orrin Tucker, band department; Maurice Wetzel, lighting consultant; Horace N. Stovin, of Telecolor Services, Toronto, and Lloyd G. Harris, of Servicios de Telecolor, Mexico City.

PRESTO RECORDING CORP.

A COMPLETE and varied line of sound equipment for the transcription recording studio is exhibited by Presto, with emphasis this year on tape equipment. Several types of portable Tele and rack mounting tape recorders are shown in operation.

Presto's RC-10-24 is shown in a console although this basic unit can be rack mounted. The T10 tape machine is shown by transcription turntable and is shown mounted on a 64-A turntable. All equipment on display is of the professional type. Lesser units are not shown.


Terry, Franklin Y. Gates and Hen r J. Gelat.

SESAC

SESAC's exhibit is centered around the broadcast anniversary motif and the sesquicentennial of the American Music Hall, highlighted by sample "commercial shows" produced with the music and scripts of the SESAC transcribed library. These are presented as sales and programming aids for broadcasters and their sponsors.

Four shows of widely different types and appeal are auditioned in Suite 557-A. One is Musical Panorama, featuring jazz classics with Richard Malby's orchestra and chorus, and Stan Freeman's quartet. A second is titled Shopping Bag of American Folk Music and a third, of concert type, it called Music We Remember. The fourth is SESAC's Mr. Muggins Rabbit.

Other series are Symphonic Pop directed by Nathaniel Shilkret, Stan Freeman's new group of folk tunes by the Song Spigner and more jazz classics selections. A souvenir memo notebook is offered to visitors to the suite.

A typical library program service includes a program guide with notes on each selection along with catalog of bridges, moods and arrangements. The SESAC library now includes over 4,000 selections, it is explained.

At the convention are Kurt A. Jadassohn, general manager; Robert Stone, director of program service; Alice Heinecke, program service; Louis Tappe, director of publicity and promotion; John Brady, manager of station relations; John Casey, station relations; Kenneth Parker and Harold Fitzgerald, field representatives.

SCREEN GEMS INC.

THE new television department of Screen Gems, Inc. makes its debut at the convention. The display includes several series of films bein produced in Hollywood. Films available for syndication, along with TV disc jockey tunes, at the screening are Ralph Cohn, general manager; Sam Lake, business manager; Will Balthin, manager of station relations; Milt Goodman, sales manager; Phillip Frank, commercial manager and Ben R. Bere berg, producer.

SNADER TELESCOPING SALES INC.

ONE room on the Snader suite (Continued on page 128)
have you taken a good look at daytime television lately?

Sometimes you don’t notice how a boy has grown until he puts on his first real suit, complete with long pants.

That’s the way it’s been with daytime television during the past year.

Daytime TV had been growing fast . . . but it took NBC’s famous breakfast-time news show, “TODAY”, to complete the morning line-up and herald the arrival of daytime television as a major force on the advertising scene.

We all know that TV set ownership nationally increased about 42% during 1951 . . . but what about the payoff — actual viewing? Therein is the key to the growth of daytime TV.

Just in the 8 major markets represented by NBC Spot Sales, actual daytime tune-in during the average daily ¾-hour from 7 AM and 5 PM, Monday through Friday, increased by a third of a million sets-in-use from February 1951 to February 1952 (when “TODAY” began) . . . a gain of 66% in one year.

Have you looked into the full potential of daytime television in these 8 key markets?

Call your NBC Spot Sales representative for full details.

NBC Spot Sales

New York Chicago Cleveland
San Francisco Hollywood

WNBT New York
WNBS Chicago
KNBH Hollywood
WPTZ Philadelphia
WBZ-TV Boston
WNBK Cleveland
WNBW Washington
WRGB Schenectady-Albany-Troy
On Exhibit in Chicago
(Continued from page 129)

(504A, 505A, 507A) at the Conrad Hilton is devoted to continuous screening of the complete library of 800 3-1/4 minute Snader Tele-criptions musicals. Another room is given over to constant screening of other Snader shows.

Included in the screening are Dick Tracy, 39 half-hour mystery adventures; This Is the Story, 78 15-minute programs featuring unusual stories about famous people; Washington Spotlight, 15-minute weekly shows with Marquis Childs, columnist, moderating discussion of political issues by public figures; Kid Magic, 59 15-minute shows for children with science-fiction format.

STANCIL-HOFFMAN CORP.
COMPLETE line of magnetic recording equipment is shown in Room 501 of the Conrad Hilton along with Model S5 Synchronous magnetic film recorder and reproducer. The fully synchronous S5 is said to offer new excellence of sound quality and operator convenience. It is designed for both 16 mm and 17.5 film.

Features of S5 are full synchronous sprocket drive, normal forward or reverse for recording or playback and fast forward or re- wind for editing. Gearless drive system is powered by hysterisis synchronous motor and remote controls may be added for recording and reproducing. S5 is shown interlocked with 16 mm film projector. Stancil-Hoffman Miniluge portable battery operated tape recording equipment is displayed. It is a completely self contained battery-operated portable magnetic recorder of shoe-box size and weighing 13 pounds.

The quarter-inch tape recorder R4 is shown, with its many features including 5,000-foot reels allowing two hours of continuous recording. Dexter Haymond represents Stancil-Hoffman at the display.

STANDARD RADIO TRANSCRIPTION SERVICES
NEW series of sponsor-tailored programs, designed to “Get more dough on radio,” sets the pace for Standard's exhibit. This marks the 19th year Standard has participated in NARTB meetings.

One of the first in the new series is the attention getter, Whistletalk, with whistling instead of talking to catch the listener's ear. Lee Hart, formerly of Broadcast Ad and NARTB, is representing Standard as a sales and promotion consultant.

Attending the convention are Gus Hagerman, executive of Lewis TreeTannah, executive secretary, and the partner-owners, Jerry King and Milton Blink.

STANDARD RATE & DATA
FOUR of the Standard Rate & Data organizations are at the Conrad Hilton headquarters—William F. Pierce, H. A. Harkaway, William C. Farrington and Lyman Forbes.

WINCHARGER CORP.
TOWERS for AM, FM, TV, microwave and two-way communications from the basis of Wincharger's convention exhibit in Room 506A of the Conrad Hilton. V. V. Holmes, manager of the Antenna Tower Dept., heads the Wincharger convention.

Other representatives include R. W. Berquist, sales assistant; Henry J. Geist, eastern representative; W. B. Taylor, southeastern representative; Watson D. Cozens, central representative; C. E. Neilson, southern representative; Lee Owens, western representative.

WORLD BROADCASTING SYSTEM
PREMIER audition of a major big-name series, Country Fair, tops the World exhibit in Suite 501 which has been turned into a miniature midway against a background of calliope music. Country Fair features Judy Canova. In the center of a revolving ferris wheel and midway barrel is a huge photo of Judy Canova, with many features of the musical-variety show listed.

Instrumental novelties, hoe-downs, square dances and Judy Canova's price-winning recipes are some of the novelties of the show. Walking canes are given visitors as souvenirs. They carry the words, “World Points the Way With Judy Canova in Country Fair.” It is a type of cane used by midway barkers.

World also announces release of a pre-political convention series, The People Choose, recreating many presidential campaigns. Another new series is Get a Hit, half-hour baseball programs presenting local scores and predictions by a local personality in addition to highlights of past seasons and the current one. This will run throughout the baseball season.

Theme of the overall exhibit is the message, “Save Money, Make Money With World, the Only All-Purpose Local Sales Service” and the slogan “Month After Month After Month the Saleable Ideas Come From World.”

FREDERICK W. ZIV CO.
The NEW Ziv radio show, I Was a Communist for the FBI, starring Dana Andrews, features the convention exhibit. A colorful display calls attention to the sale of the show in over 500 markets within 90 days. Sponsors include utilities, banks, bakers and steel manufacturers.

The convention display centers around an investment placed at $2 1/2 million in the past year. Full-color displays promote Bold Venture, with Humphrey Bogart and Lauren Bacall, adventure-drama set in tropical Havana. Another feature is the comedy-adventure Bright Star, with Irene Dunne and Fred MacMurray. Another deal with The Cisco Kid and Boston Blackie Brochures promote various Ziv shows and are available in the suite.

RECEPTION ROOMS
ASSOCIATED PRESS
HEADQUARTERS of Associate Press are in the Chinese Room Blackstone Hotel. Oliver Gramling, AP assistant general manager, heads the delegation. Field men and other AP officials will join Mr. Gramling in welcoming broadcasters.

JOHN BLAIR & CO.
REPRESENTATIVES of John Blair & Co., station representatives, in attendance at the firm's convention headquarters are John Blair, Chicago, and William Wood, New York. Richard Buckley, the New York office, represents Blair-TV.

BRANHAM CO.
CONVENTION headquarters of Branham Co., station representatives, are staffed by the following: Glenn Peterson, L. S. Greenber, D. D. Brewer, Noyes French, Robert Maggire, Chicago office; J. F. Timlin and James A. McDonald, New York office; Noyes, Los Angeles office.

WWDZ
B & E NETWORK
M GREEN BAY, WIS.

BROADCASTING • Telecasti

Page 128 • March 31, 1952
COMPLETE KITS FOR TOWER LIGHTING

Backed by years of leadership, H & P lighting equipment is today the accepted standard throughout the world. Many exclusive features assure easy installation, low maintenance costs...dependable operation under all climatic conditions.

Everything Needed for any Tower, 150 to 900 feet!

H & P Complete Tower Lighting Kits include every item essential to the completed installation — every bolt and fitting...H & P Complete Lighting Kits, in today's critical market, will save you on purchasing, erection, and completion time...The H & P 300 MM Code Beacon (shown left) has 10 exclusive features, is CAA approved.

Single and double Obstruction Lights below

Bases ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Relamping accomplished without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.

above "PECA" Series Photo-Electric Control

Factory-set to turn lights on at 35 f.c., off at 58 f.c. as specified by CAA. Low-loss circuit insulation. High-wattage industrial type resistors. Tube ratings well over operational requirements. Fail-Safe: If any parts fail in service, lights automatically turn on. Models for all load capacities.

Sold only through jobbers and Tower Manufacturers.

Send for FREE Catalog

Write on your letterhead for new, detailed catalog. We will also send you the name of your nearest H & P distributor.

Lighting for Airports, Bridges, Towers, Buildings and all obstructions hazardous to air commerce.

Complete Kits for CAA specifications A-1 to A-5 towers include every item essential for complete tower lighting installation.

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION

60 East 42nd Street • New York 17, N. Y.
4075 Beverly Blvd. • Los Angeles 4, Calif.
C. F. MacGregor CO.

TRANSCRIBING basic library of 5,000 tunes is provided by C. F. MacGregor, one of the oldest transcription companies. Most of the productions, including dramatic shows, feature names. "Other available at a reasonable fee, according to George R. Jones, sales manager. The company claims many success stories based on use of its transcribed productions. Its library offers a large amount of "good music." Mr. Jones is the MacGregor representative in the fifth floor Conrad Hilton suite.

ROBERT MEeker ASSOCIATES

CONVENTION representatives of Robert Meeker Associates, station representatives, are Bob Meeker, Louis J. Moore, Edgar B. Fillon and Ben F. Conway, of the New York office; Carl J. Ringgold, Thompson, of the Chicago office, and Don Pontius, of the San Francisco office.

EDWARD Petry & CO.


THE PULSE INC.

This radio and television market research organization, the Pulse surveys of audiences and similar studies, is represented at the convention by Dr. Sydney Roslow, director.

PAUL H. Rayner Co.


STANDARD AUDIT & MEASUREMENT SERVICES

This new company, privately financed, is "dedicated to an attempt to continue the Broadcast Measurement Bureau idea," according to its president, Dr. Kenneth H. Baker, former NARTB research director as well as BMB acting president. Standard Audit & Measurement is doing industrywide measurements for both buyers and sellers of radio advertising, seeking to improve results as quickly and accurately as possible. Other types of measurements are to be announced.

O. L. Taylor Co.


WEED & CO.


GERMAN FM Programming Increases

Growing emphasis on FM programming by West German radio stations is reported by the division of German information in the Dept. of State. Additional data are supplied by the department on the basis of a report from the Office of the High Commissioner for Germany. A similar study was tendered to the State Dept's German desk last year [B*T, Oct. 6, 1951].

All West German stations have an FM program, although only the North West German Radio (NWDR) gives "full original production for FM." Other stations either broadcast medium wave programs simultaneously over FM or repeat them at a later date. Those outlets which do not program FM separately generally adhere to the "contrast principle"—they use FM programs to contrast with medium wave output. Medium wave programs usually have a few regional broadcasts of longer duration each week, while FM programs have a large number of shorter regional broadcasts woven into daily programming.

Three different South West German studios produce separate regional shows over FM. Dramatic presentations of NWDR are broadcast over FM initially and then repeated, usually a year later, over medium wave. Regional broadcasts are heard mostly over FM.

Some typical examples: Bavarian FM Radio is almost 98% repeat of medium wave. Radio Stuttgart produces about five hours daily of musical programs for FM only. Radio Frankfurt follows the "contrast principle," giving listeners a choice of two program types with regional broadcasts produced exclusively for FM. Radio Bremen FM programming follows the Frankfurt pattern.

STANDARD RADIO Sales Aids Announced

As an AID to music librarians, Standard Radio Transcription Services has started mailing a monthly "Pin-Up Sheet" of its new program library releases to all subscriber stations.

Listed are recordings in current release by number and artist as well as top tunes of the day available in Standard program library versions.

Along with other new Standard promotion and its just-released "Whistle-Talk Attention-Getters," sheet will be previewed at NARTB convention starting today, according to Lewis Textgard and Gus Hagenah, managing directors of the company.

Simultaneous with demonstration of the Whistle-Talk Attention-Getters at the convention, disc of the 18 commercial lead-ins is being sent to all subscriber members of Standard program library service.

Whistle-Talk are the beginning of the "4-way Sponsor-Tailore Service," just inaugurated by Standard. It will include star shows, scripts, sales ideas and copy for FM.

Subscribers, along with Whistle-Talk, will receive a sales brochure setting forth five different sales plans for advertisers as we as use of continue; staff in preparing appropriate commercials to go with leads-in.

Glascock to agency

ANNOUNCEMENT has been made of the appointment of Mahlo Glascock as an account executive at Kal, Ehrlich; Merrick, Washington, D. C., as advertising agency.

Mr. Glascock will handle radio, TV, newspaper and magazine accounts. His resignation as sal. manager at WFT.

April 1, was made known fortnight ago [B*T, March 24].

The Katz Agency


What a Buy!

N

ABC

C

Programs

For "Minutes" & Chain Breaks

IN

Youngstown, 0.

5000

Watts

Serving America’s

34th Market

WFMJ

Representatives

Headley-Reed Co.
HERE IT IS!

... the NEW AMPEX CONSOLE...

Only $985...

- Dual-Speed: 7.5" & 15".
- 15,000 cps Response at 7.5".
- Half-Track or Full-Track. (Specify choice in your order)
- Push-Button Operation.
- Remote Control Facilities.
- Input Switch Selector for Mike, Line Impedence or Bridging.
- Built-In Mike Pre-Amp.
- Easy To Inspect.

See It At The NARTB Room 548A

Order Your New Ampex Console Now!

For Immediate Details, Wire Or Telephone Collect: PLAZA 7-3091

Audio & Video
730 Fifth Avenue • New York 19, N.Y.

Cable Address: "AUDIOVIDEO"

EXCLUSIVE IN CANADA:
Canadian General Electric Co., Ltd.
212 King Street, West
Toronto, Ont., Canada

EXCLUSIVE IN WASHINGTON, D. C.:
Audio & Video Products Corp.
261 Constitution Avenue
Washington 1, D. C.
New Grants, Transfers, Changes, Applications

**SUMMARY THROUGH MARCH 27**

<table>
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<th>On Air</th>
<th>Licensed CPs</th>
<th>Pending Hearing</th>
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</thead>
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<td>AM Stations</td>
<td>2,357</td>
<td>2,319</td>
</tr>
<tr>
<td>TV Stations</td>
<td>108</td>
<td>95</td>
</tr>
</tbody>
</table>

*(Also see Actions of the FCC, page 138)*

**AM APPLICATIONS**

Lewistown, Idaho—C. E. Wylie, 740 w., 250 w., daytime. Estimated construction cost $17,166.60, first year operating cost $51,000, revenue $25,000. Applicant is licensee of KKO Sunnyside, Wash., and KHEM Spokane, Wash. (sale). Filing Mar. 25.

Lewistown, Idaho—KIKO Inc., Ch. 7 (174-180 mc), ERP 31 kw visual, 25.5 kw oral, antenna height above average terrain 540 ft. Antenna height above surrounding terrain 120 ft. Estimated construction cost $189,017.52, first year operating cost $93,000, revenue $100,000. Applicant is licensee of KKO Sunnyside, Wash. Filed Mar. 27.

**FM APPLICATIONS**

Ft. Smith, Ark.—Regents of the U. of Michigan, educational, 102.1 mc, 20 kw, ant. 190 ft. Estimated construction cost $30,000, first year operating cost $9,000, revenue $7,000. Applicant is licensee of WMOX-AM-FM, Ft. Wayne, Ind. Filed Mar. 18.

Ft. Wayne, Ind.—M. G. Guss, 880 w., 880 w., daytime. Estimated construction cost $24,000, revenue $10,000. Applicant is licensee of WMOX-AM-FM, Ft. Wayne, Ind. Filed Mar. 18.

**FM TRANSFERS**


**AM APPLICATIONS**

KCKO, KCKO, Columbia, Ga.—Application for assignment of license from WACO Sta...
Walter R. Metz

ALTER R. METZ Sr., 68, vice president of Sandhills Broadcasting Corp., licensee of KCOL Alli-

nesi...
FCF Actions
(Continued from page 188)
March 26 Decision
COMMISSION EN BANC
To Remain Silent
KPOR (FM) Riverside, Calif.—Granted
request of licensee to remain silent until May
22 pending action on assignment to trustee
as Shaw was not permitted to resume broadcasting
without prior Commission authorization after
assumption of CP.

Extend Remote Control
WGST-FM Atlanta, Ga.—Granted ex-
tended special experimental author-
izations to WSTM-FM by remote
control until Oct. 1, 1952, with same
conditions as in original order of grant.

Amended FCC Order
WEBK Tampa, Fla.—Amended Com-
mission Order of July 2, 1951, which
designated for hearing application of
WEBK, et al, to make WGBA Cadiz,
Ga., party to proceeding solely with
respect to application of WBSD.

AM License Renewals
Following AM stations granted
renewal of licenses for regular period:
KCON Oregon City, Ore. WAGF
Potham, Ala. WBOK Rosanne, Ala.
WFPM Culman, Ala. WGOM Marietta,
Ga. WGRA Cairo, Ga. WHBB Selma,
Ala. WHTB Greensboro, N. C. WHB
Talladega, Ala. WHIB Muscle Shoals,
Ala. WJWI Wewoka, Okla. WJMW
Athens, Ga. WMBL Sylacauga,
Ala. WNPB Northport, Ala. WDRB
Jackson, Ala. WTBK Tuscaloosa,
Ala. WDAK Albertville, Ala. WAK
Independence, Kan. WQAD Quad City,
Iowa. WJAM/Marion, Ala. WAUD
Auburn, Ala. WAYX Waycross, Ga. WBHP
Florence, S. C. WDKW Dothan, Ala.
WWDW Dawson, Ga. WFRP Savannah,
Ga. WLAB Roomer, Ala. WRCM
Birmingham, Ala. WIRB Enterprise,
Ala. WJYX Statesboro, Ga. WJYU
Atlanta, Ga. WJZIP Jacksonville,
Fla. WJWJ Tallahassee, Fla.
WJWJ Jacksonville, Fla.

FM License Renewals
Following FM stations granted
renewal of licenses for regular period:
WCOV-FM Montgomery, Ala.
WAFB Baton Rouge, La. WFLY-FM
Tucson, Ariz. WMAM-FM Macon,
Ga. WJGD-WLAL Savannah, Ga.
WSAV-FM Savannah, Ga. WSHB-FM
Allentown, Pa. WLU/PPS Miami, Fla.
WAVY-WAVU Alberville, Ala.

76th in retail sales
among Sales Management’s
126 Metropolitan County Areas
If your radio campaign is
based on the first 100
markets according to Re-
tail Sales volume — then
over 234,000 Quad-Citians
are buying above your
standard.

WHBF has worked with
mind, body and its facili-
ties to assist in the progress
and growth of the Quad-
City area to a major mar-
ket position.

Les Johnson, V.P. and Manager

WAFM Birmingham, Ala.; WBCG-FM
Atlanta, Ga.; WGST-FM Atlanta, Ga.
WFHM-FM Cumlin, Ala.; WABF-FM
Weslaco, Tex.; WAKM-FM Cutler
Bay, Fla.; WDJC-FM Northville, Mich.;
WDRC Americas, Ga.; WTJN East
Ponit, Ohio. WGBM-FM Macon, Ga.
WGOV-FM Valdosta, Ga.

AM-FM Licenses Extended
WATL-AM-FM Atlanta, Ga.—Granted
extended temporary extensions of licenses
until July 1, 1952.

TV License Renewals
Following TV stations granted
renewal of licenses for regular period:
WBTV Charlotte, N. C.; WKTU Utica.
N. Y.; WOUB Chicago, Ill.; WNYW New
York; WSBW Washington, D. C.; KSTP
St. Paul, Minn.; WAGA Atlanta, Ga.
WGMB Birmingham, Ala.; WNAC-TV
Baltimore, Md.; WTCN-TV Minneapolis,
Minn.

Experimental Stations
Following experimental TV broad-
casting stations were granted temporary
licenses for regular period:
Associated Broadcasters, Inc.
KCGXAZ, Arizona; KGBV Cleveland,
Ohio; KCSB-Reno, Nev.; KCRJ Denver,
Colo.; KCSX New York, N. Y.; Federal
Telecommunications Labs., Inc.
KEXXO Guthrie, Okla.; Kansas State
College of Agri. & Applied Science.
KAK1X Manhattan, Kan.; National
Broadcast Co. KCIKAX-Salt Lake City,
Utah; KMCI Philadelphia, Pa.; Pacific
Video Found., Inc. KCKZX Arizona
Signal Hills, Cal.; Zenith Radio Corp.,
Chicago.

Allocations Supplement
BROADCASTING • TELECASTING
April 7, 1952, published the extended
text of the final TELEVISION ALLO-
CATIONS REPORT. Subscribers will re-
ceive the supplement without charge. Extra copies will be
available, as long as the supply lasts, at $3 each.

Registration
(Continued from page 105)
BARE, William E., KSTL St. Louis, Mo.
Warner, Mel J., WVEC Rocky Mount,
N. C.
Warren, Charles C., WCMI Ashland,
Ky.
Wasleski, Vincent T., NARTB Washington,
D. C.
Wayne, Emer O., WDET Detroit, Mich.
Webb, Frank, KFHP Wichita, Kans.
Weber, Joseph J., ZWDG, N. Y.
Weed, Joseph J., Weed & Co., New
York.
Weirmann, H. F., WTPS New Orleans,
La.
Weismann, Floyd E., WEWS Cleveland,
Ohio.
Weis, Pierre, World Broadcasting
Services, Inc. Welch, Miller, WLAP Lexington,
Ky., Weldon, Edwin S., WXLW Indian-
apolis, Ind.
Weld, William H., Blair TV, Inc., New
York.
Wells, Keith G., KGBX Springfield,
Mo.
Welpton, Raymond W., WGY Sche-
ctop, N. Y.
Whaley, Storm, KLOA Solom Point,
Alaska.
Whaley, Jean, WRFS Alexander
City, Ala.
Whitley, Jim, WRFS Alexander City,
La.
Whitethorn, Harold, WSMB New Or-
elleans.
Wheeler, Edward A., WAVE Evans-
town, Ind.
Wheeler, LeMone C., WHEC Roch-
ester, N. Y.
White, Frank, WBSB New York
City.
White, William F., KFJB Marshall-
town, Iowa.
Whitwing, Lee L., KEYD Minneapolis,
Minn.
Whitton, Wm. C., KRES St. Joseph,
Mo.
Whittenburg, Elizabeth Jo, NARTB Washing-
ton, D. C.
Wijg, Gunnar O., WHEC Rochester,
N. Y.
Wilkinson, Glen A., Wilkinson, Boy-
ders, Inc., FCC Chicago, Ill.
Wilkinson, Vernon L., Haley, Mc-
Kelvey & Wilkinson, Washington, D. C.
Willis, A. D. Jr., WGAU, Ga.
Williams, Ben, WTCO Savannah, Ga.
Williams, J., Transportation Services,
Springfield, O.
Williams, Robert E., WFMF-FM
Washington, D. C.

Williamson, W. P. Jr., WKBW Youngs-
town, Ohio.
Wills, J. E., WLAP Lexington, Ky.
Wilson, D., WJOL Jackson, Miss.
Windsor, Walter M., WGBA Colur-
bado, Colo.
Winger, Karl W., WDOD Chattanooga,
Tenn.
Wramer, John F., WHLS Port Huron,
Mich.
Wise, Andrew M., Associated Pro-
gram Services, Inc. Wittin, Chris J., DuMont
Network TV.
Wodinger, Mark, WOC Davenport
Iowa.
Woodall, Mitchell, WTVJ Miami, Fl.
Woodall, Allen M., WDAK Colum-
bus, Ga.
Woodell, Ken, WBHMB Baton Rouge,
La.
Wooden, Robert S., DuMont Network
New York.
Woyd, Hoyt B., WREC Memphis
Tenn.
Worley, David R., KTVY Brownfield
Tex.
Wray, E. Newton, KS7BE Savannah,
Ga.
Wright, W Judd, KMMO Marshall
Mo.
Yerian, James O., WHS Columbia
O.
Youngsteadt, R. W . , WPTP Raleigh
N. C.
Youns, Jack S., WEEER South-
side Pines, N. C.

Pre-Registration List
Engineering Conference 30th Annual NARTB
Convention

A
Adler, Ben, Adler Communicative Labs.
Anderson, Allen, WKBAL Alexandria,
La.
Anderson, Furn., KBIS Crete IOWA
Anderson, Fred M., WROL Knoxville
Tenn.
Ayres, 5., WRSH Shreveport La.
Paul, WOVO Dayton Iowa

B
Bailey, Stuart L., Jansky & Baltic
Washington, D. C.
Bain, David, RCA Camden, N. J.
Baker, B. C., WDEP Chattanooga
Tenn.
Baldwin, John, KDYL-TV Salt Lake
City, Utah.
Balles, Paul C., WPPA-TV Dallas
Texas.
Bettit, F. F., KSO Des Moines, Iowa.
Birtlett, Harold W., KFDM Bea-
ton, Tex.
Bittsson, John H., Knt. Radio Im-
agination, Illinois.
Bauer, Frits, KWTW Springfield, Ill.
Berman, Ben, KXIS Bennington, N. D.
N. Y.
Blins, F. D., WLAC Nashville, Tenn.
Bohmer, Peter F., FCC Chicago, Ill.
Bohler, Thomas S., WPTL
ledo, Ohio

SOLVE YOUR DISCS PROBLEMS
with ALL METAL, SECTIONAL DISCINETORS
and CATALOGING SYSTEM
The most efficient, practical and economic method on the market for Filing, Protecting Records and Transcriptions.

WRITE FOR BROCHURE AND PRICES

WALLACH & ASSOCIATES
1532 Hillcrest Road
Cleveland 18, Ohio.
AS ENCOURAGEMENT to other broadcasters that radio is "here to stay, a limited number of recordings of WDSK's 30th anniversary open house celebration are being distributed to other stations in the area. Discs of anniversary activities which 20,000 people from 231 cities reportedly attended are designed to show that "radio remains and will continue to be an integral part of American life" according to R. B. Hanna, station's general manager.

INDUSTRY ON TV MAJOR industries in the western New York area are being saluted with new show, Made in Buffalo, on WGEN-TV Buffalo each Sunday. 'lims, demonstrations and panels are included in the show which is presented in cooperation with the industrial liaison office of the U. S. Bureau of Labor Statistics.

HILD CARD STORIES ERIES of child life, the programs, Rising Up Baby, will be televised by WAAM (TV) Baltimore in cooperation with several community organizations beginning April 6 and continuing each Sunday thereafter through May 25. Each program will feature an educational film dealing with problems caring for young children followed by a discussion featuring guest experts.

AERED OPPORTUNITIES ZNN College, Cleveland, will present a series of Career Opportunities in seven half hour shows on XEL (TV) to depict for high school students various fields which are open to them. Format will be question and answer panel featuring experts in the field under discussion.

PTZ (TV) CLAIMS 'FIRST' MST telecast of a major surgical operation over an open network is being aired by WPTZ (TV) Philadelphia. Unique program took place at U. of Pennsylvania hospital at 10 minutes of a two and a half hour operation was seen by viewers. Program was first in a series, the American Tradition, devoted to the university.

EXPENSIVE MISTAKES DUBBING March 21 as National Smile Day, Bud Bents, disc jockey, WPAZ-PM Buffalo, Pa., offered to give away $1 to each time a listener caught him fluffing and to donate $1 to their favorite charity. Telephones jingled all day long, station reports, and at the end of the day, Mr. Bents was out $30 for having erred 15 times.

KARK SPONSOR HONORED DISABLED Veterans in Little Rock, Ark., awarded a citation to Robert L. Corran, general manager of Arkansas-Louisiana Gas Co., on behalf of company's sponsorship of I Was a Communist for the F.B.I. which will be aired over KARK Little Rock. Presentation on behalf of the national organization was made in the KARK studios when 75 civic leaders gathered to hear one of the programs before they are broadcast.

KPOA ISLAND PROMOTION CANS of coconut chips are being mailed to timebuyers and advertisers by KPOA Honolulu promoting the Hawaiian Islands as supplier of America's sugar, the world's pineapple and a large Hawaiian coffee crop. Letter accompanying the coconut points out some details on the station in the island radio picture.

HIGHEST BIDDER AUCTIONING of Spook Beckman, sum launched by Big Bear Dollar Derby on WLCV (TV) Columbus, will take place on the April 2 show. Spook and his services as valet, house-cleaner, waiter and jack-of-all-trades will go to the highest bidder for his services for a day. "Employer" will also appear on Mr. Beckman's show to relate details of his domestic ability.

SAD BUT TRUE PUTTING three more women drivers on the road will come as bad news to most of the opposition but that's what WTMJ-TV Milwaukee plans to do. Series of seven weekly half hour classes in driving will be featured on Women's World with Beulah Donohue each Friday. Series will cover everything from rudimentary explanation to presentation of licenses. The instructors will be men.

SUPPLY AND DEMAND SHAMBOCKS were in great demand on March 17 in Philadelphia according to George Skinner, m.c. of daily Let Skinner Do It on WPTZ TV's "Vogue". Prior to wearin' -of -the -green day, he mentioned on the show that 500 sprigs of shamrock were being flown from Erin and would be given to the first 500 vacationers to visit them. Station reports 3,000 requests poured in the next day. Five hundred were picked at random leaving Mr. Skinner with 2,500 disappointed Irishmen on his conscience.

SIMPLE AS ABC ALL CAMERAS were focused on WMAL-TV Washington March 26 when tour of its TV facilities was telecast by the ABC affiliate. Use of equipment was explained to the viewer by station commentators and personalities in the course of the program appropriately titled The ABC's of Television. Demonstration of how a "remote" is executed was given the viewer with a trip to Capitol Hill for a telecast originating from that point.

TV'S FISH STORY WITH advent of TV, fishing has become a spectator sport according to WBBZ-TV Boston and WQMB (TV) Schenectady. Goin' Places With Gadabout Gaddis, a Beacon Television Feature, soon to be seen adverisementally on WTMJ (TV) Milwaukee, emphasizes armchair fishermen to sit in their living rooms and enjoy the great outdoors at the same time. Survey in Boston indicates only 65% of Gadabout's regular viewers have actually done any fishing.

WHIMSY FISH SHOW PLAY-ON-WORDS show, The Funsters, is being aired on experimental basis by WOL Washington every Sunday. Karl Bates, LBS director of news in Washington, directs a word or phrase to a three-man panel and within an allotted amount of time, panel fires back puns using the phrase Mr. Bates to put them. New set of panelists are presented each week.

WHAT'S IN A NAME? CALLING card promotion is being used by Sid McIntosh, sales representative for KTFY Brownfield, Tex. Cartoon of man in kibbi calls to the sentence "the thirsty Scotchman was here." Concluding line reminds recipient, that "Wherever you go there's radio."

SUMMER LISTENING REASONS for increasing summer-time advertising in Michigan are developed in booklet distributed by WRJ Detroit. Statistics on the state and its summer sales potential back up theme that "Michigan —always good—is twice as good in the summer." Copy emphasizes that 4,500,000 vacationers visit the state each year and summer advertising in Michigan reaches almost twice as many people as it does ordinarily.

WHIM RATES CHANGE PRICES have gone up at WHIM Providence, R. I., but not for the usual reason of the printed media. General Manager Bob Engles announced the 20% increase and said the boost was necessary not because of increased cost in operation, but because the station's audience has almost doubled during the past year.

Mr. Frank Stanson
President CBS
New York City

Dear Frankie:
Folks 'round Charleston, West Virginia, like WCHS so much th' boys advertised fer stay on th' air all night! Yes, Mr. Frankie, yer network news has another "round -in-color radio station that keep folks informed CBS rates. TN boy does it! all-night shift at Doug Martin —called Th' Nightbird fer short. He takes charge at 1 am th' mornin', an' long with his pattern on platterin', he is a cellar thun' fer folks on St. Thomas Island, in Texas, an' Lafayette, an' entertainin' th' society gal at a Eastern school. Just does ter thum what 5,000 wacks on 50 kw do whin' yuh clear th' face fer it. Jest ter thum, Th' Nightbird is right on th' ball—a party darned good station fer a network ter have! Yrs.

WCHS Charleston, W. Va.
FREE SPEECH

"THE STRUGGLE to establish freedom of expression in broadcast publication will be the most significant battle of the next 15 years," Jim Allard, general manager of the Canadian Assn. of Broadcasters, told the CAB members at their annual convention in Toronto on March 26 (see story, page 48).

"The more enlightened sections of the printed press realize this fully and we have their complete support. They realize that the press cannot exist half-slave, half-free. The struggle will not be an easy one, nor a short one; there are no easy solutions. But it is a battle of fundamental significance."

Canadian broadcasters are becoming aware of their battle and the powers of censorship and regulation which the government's Canadian Broadcasting Corp. has over broadcasters as the licensing body, regulatory body and competitor for commercial business, CAB was told. Other Canadian broadcasters also are bringing the problem to the business men and community leaders throughout Canada.

George Chandler, CJOR Vancouver, in a brief distributed in western Canada this month, pointed out that because of government regulatory and its regulatory body, radio and television, programs broadcast stations do not enjoy the same freedom of expression as do other forms of mass communication.

Radio-TV's Position

Mr. Allard pointed out that the CAB directors have told Canada's Parliamentary Radio Committee that radio and television broadcasting are publishing; that broadcasting has become a basic means of communication of news, ideas and information; that all other forms of publication operate within the general framework of the law which allows disputes to be settled by third party judgment.

Mr. Allard stated Canadian broadcasting stations and everything that they publish remain under a strict government agency which is not under direct control of Parliament but of the executive arm of any government that may happen to exist. He stated that the CAB is urging legislators to change the present system to give stations freedom to operate under the law and that necessary powers of review and regulation be embodied within a separate regulatory body not connected with any broadcasting system.

"We are now engaged in the same battle that the printed form of publication won—the right to provide news and views without censorship and arbitrary controls. It is a battle that may be long in the waging, but that we should, and must, continue to wage until it is won or until the belief in freedom persists in the hearts of men," Mr. Allard stated.

Mr. Chandler pointed out that "for clean thinking on radio we must think separately of the licensing of radio broadcasting sta-

Canadian Broadcasters Hear of Campaign

He emphasized that men engaged in the direction and operation of a large government corporation as the Canadian Broadcasting Corp. naturally have a different perspective than private broadcasters. Because of this difference in outlook, Mr. Chandler felt, these men are not in a proper position to control the licensing of radio broadcast stations and the regulation of programs of private broadcast stations.

He dealt in detail with the fact that the CBC not only is the actual licensing authority for private broadcasting stations in Canada through its recommendations to the Dept. of Transport, but that it also has complete regulatory power over the programs of private broadcast stations.

"The need for licensing radio and for technical regulations is pure; technical and is as simple as the need for a land registry office," Mr. Chandler said. "Therefore power over licensing has no place in the CBC. Program regulations of the CBC constitute an abridgement of freedom of speech and should be eliminated. A new licensing procedure is available which has none of the disadvantages of the present procedures and has many advantages over the present procedures. Radio broadcasting, which has rapidly become the most important form of publishing in North America, does not enjoy the same freedoms as the forms of publishing dealing with the printed word."

CBS OFFICE WORKERS

L.A. Pact Signed; 15% Boo

OFFICE Employees Internation Union (AFL) voted last Tuesday night to accept the offer of CE Hollywood for a 15% weekly wage increase for 176 office workers in classifications, thus averting threatened strike.

The one year contract, signed as of March 1 and retroactive January 1, gives OEIU the right arbitrate further wage increases which, if granted, also would be retroactive to January and CB and OEIU agreed to accept the recommendation of an arbitration board to be set up with one member each from CBS, OEIU as the American Arbitration Society.

Contract also specified three week vacation with pay for those employed five years or more; double pay holidays; time and a half after eight hour day; guarantee of five day, 40 hour week; provision that each employee must have 12 hours off between each working day period, otherwise receives time and a half.
CAB Meets

(Continued from page 18)

Mr. Co., Montreal, representing agencies, and Walter Powell, Canadian Broadcasting Corp., Toronto, representing stations. Financial report showed ample funds to cover expenses of the 1952 survey.

Recommendations to the broadcasting industry to create and maintain a full-time qualified research director to coordinate research for the industry was made by a committee of BMI in report prepared at request of CAB.

The committee estimated a budget of $29,000 annually would be needed to start such a research service, which would eliminate the confusion in rating reports, increase efficiency by conducting continuing tests, eliminate wasteful development of specifications, assure more and better research and maintain leadership among mass communication media for internal research. The committee was headed by Wis. McQuillen, radio director, Rockfield Brown & Co., Toronto.

Advertising is playing a critical role in continuing and spreading the way of life, Mr. Mitchell told a luncheon meeting of CAB and a Toronto Ad and Sales Club on Wednesday. He urged advertisers to remember that advertising is a force which can make or break civilization.

Schwerin Talk

Horace Schwerin, president of Schwerin Research Corp., New York, told Canadian broadcasters how the industry can learn from mistakes made in the U.S. and take review of their problem before the advent of television in Canada. He announced at Canadian Facts Ltd., Toronto, that the industry would begin research of Canadian television commercials under his system. He showed in an illustrated talk how his program research has saved broadcast programming time. Test station executives should set up at least once monthly to study station operation as an outside man, E. B. Chown, Toronto management consultant, told broadcasters at Wednesday morning session.

Low NBC handles cost control its owned stations was told by milton She, NBC New York. He needed to know budget plans, ck financial statements, frequent dies of operating and service department costs and personal facts in cost control at Freeman, CAB sales director, reported on the year's operations and gave a list of important new and international non-radio advertisers who plan using Canadian broadcasting. Sales meet dealt with resolutions on content changes, simplifying rates and recommendations for multiple ownership companies. All proposals made become effective immediately.

Wednesday afternoon's closed circuit meeting heard a report from Jim Allard, CAB general staff. Among other recommenda-
tions to file applications for television in order to protect their interests from othersDesirous of entering television when CBC opens the new medium to privately owned stations.

Mr. Allard also reported on Canadian copyright hearings. He urged establishment of a finance committee, expanded sales committee and talent committee to deal with greater use of local talent.

Reports on operations in Canada and the U.S. of BMI were given by Bob Burton and Carl Haverlin of BMI New York. Mr. Burton dealt with growth of BMI Canada Ltd. Mr. Haverlin emphasized the new BMI projects in the U.S.

Recommendations and resolutions at the closed business session included changing the number of directors from 11 to 12; life honorary presidency for Harry Sedgwick, CFRB Toronto; study of editorial use by stations, and discussion with CBC on revision of outdated regulations governing Canadian broadcasting.

John J. Gillin memorial award to CJOC Lethbridge and Canadian General Electric Award to CJOR Vancouver were made at the annual dinner Wednesday.

Civil defense, unattended transmitter operation and local sales were discussed at Thursday sessions with evening session devoted to recommendations for establishment of a research directorate.

Candidate Sponsors Game

REALIZING the impact of radio advertising, Melvin McKay, mayor of Rock Island, III., and Republican candidate for Congress at the primary elections scheduled for April 8, sponsored the Illinois High School Basketball Tournament on WQEA Rock Island as a public service. The candidate, however, did not neglect to mention the coming election in his announcements.

JOHN J. GILLIN Jr. Memorial Award is presented at Canadian Assn. of Broadcasters' meeting in Toronto to CJOC Lethbridge. Accepting award for station from CAB Chairman Malcolm Neil (l) is Bill Guild. Trophy was awarded, for second time since its creation, to Canadian stations doing most outstanding public service in 1951. Clock-barometer is given as permanent trophy.

...
Discuss Media Costs

for November 1951 were 50% more than in November 1949,

(2) Average number of homes to same period was 92% higher.

(3) Average cost-per-thousand "homes reached" was 23% lower.

Mr. Shurick used these figures to refute "scare talk" about media rising costs—"the result of sup

ficial research.

Mr. Shurick cited case histories of Schick Inc., Pco

ola and Westinghouse Elec

Corp. Schick bought Crime Sy

ced in 45 markets for 13 we

day and showed a 10% sell

rate in its first two years. Sales fell 13% to 47%, however, in non-TV areas.

Taking January in each of the

last four years, Mr. Shurick reported jump in times sales from 15% to 67% for evening TV from 10% to 35% in daytime periods (for three years).

Presiding over the meeting of the chapter were Chairman Jose

Phoef Hu KU, Baltimore; James Corry, Bell Ord; Joseph H. Newho

N. Newhoff, A. Newhoff Agency, Balti

more; and Sidney A. Levync, S Levync. Baltimore.

Keynote remarks were deliv

ed by August Nelson, AAA

executive, who outlined the

agency's effort to explain advertise
to government, Congress on other fronts. He gave a tu

tive agenda for the annual A

convetion at White St

Spring, Va., April 2-5. A

2% cash discount will be expl

ted, along with other ac

including work with NAR standard advertising contract and

some of which key agency personnel...

GATES

QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

BROADCASTING • Telecast

THESSE OFFICES TO SERVE YOU

QUINCY, ILL. TEL. 826

HOUSTON, TEXAS TEL. ATWOOD 855

WASHINGTON, D. C. TEL. METROPOLITAN 052

MONTREAL, QUE. TEL. ATLANTIC 9441

NEW YORK CITY TEL. MURRAY HILL 9-0200

Page 138 • March 31, 1952
Here is what the critics are saying about a top-flight newscast now available on WOR-TV channel 9 New York.

WORLD NEWS
With John Wingate
Director: Richard Simon
15 Mins., Mon.-thru-Fri., 7:15 p.m.
WOR-TV, N.Y.

John Wingate, who already had a slick video newscasting series, has added a fillip to his format that now makes the series one of the top news shows being aired. Wingate has steadily been astounding viewers with his ability to prattle off a quarter-hour news session without referring to notes. This feat alone made it a note-worthy show but now that he's interspersing pertinent newsreel clips to hypo his gab, program comes across as a sock blending of information and entertainment.

On the preem of the new format Monday night (10), Wingate had the meaty topics of the New Hampshire preferential primaries, the Arnold Schuster murder in Brooklyn, and the Gen. Batista revolution in Cuba to work over. He did an excellent job on these three as well as the lesser items of the day. His gab line was sharp and clear and the newsreel clips made the summary even more effective. The clips displayed first-rate selection and editing on the part of Wingate and his staff.

The gabber also hits the WOR-TV lanes at 9 p.m. with a 10-minute spot news survey.
Robert K. Richards, Chairman, National Voice of
Democracy Committee, and Director of Public
Affairs of the NARTB, whose enthusiastic and vigorous
leadership of the contest is reflected in the gratifying
increase of contestants from 30,000 to over one
million in the five years since the contest began.

Youth speaks for Democracy

...and the National Association of Radio and Television Broadcasters lets
them be heard. Again this year ... more than a million high school students throughout
the nation competed in the NARTB Voice of Democracy fifth annual
contest. This important competitive event encourages young people to think about
the democratic form of government, and to express its philosophy
well in spoken words. The contest also furthers the use of radio and
television for such expression—freely and in the public interest.

Steinman Stations salute the Voice of Democracy Committee and its
able chairman, Robert K. Richards. They pledge the continued
availability of their broadcasting and television facilities to the
young men and women who "Speak for Democracy."

The winners—
Dwight Clark, Jr., aged 18, from
Fort Collins, Colorado
Mara Gay Musselink, aged 16, from
Burlington, Iowa
George A. Frijol, III, aged 17, from
New Orleans, Louisiana
Thaddeus S. Zolkiewicz, aged 17,
from Buffalo, New York

Clair R. McCollough, General Manager
STEINMAN STATIONS

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

Page 140 • March 31, 1952
TALL TOWERS

"HIGH TV TOWER bugaboo of airline officials has stirred the Civil Aeronautics Administration into making preliminary moves which may result in the more stringent application of air hazard rules.

Although broadcasters' requests for high TV towers have safety in success in conferences with regional airspace subcommittees [Ref. March 17], some of the talks to the one-tower-for-all "trouble" areas have given airline people concern.

At the behest of Air Transport Association of America, the CAA held an exploratory meeting early this month. Attending were CAA personnel, representatives of the ATA and FCC. No bridges were there.

Situation was canvassed and led to the appointment of D. D. Thomas, CAA planning officer, to look into the matter. Most cases were referred to officials last week.

He told Broadcasting • Telecasting that basis of his approach was to formulate general policy for guidance of all 14 regional airspace sub-committees. He pointed out that as of now each region interprets the criteria for radio-antenna construction individually. This permits some to be liberal in their approvals, others more rigid.

No Discrimination Intended

He emphasized that his approach is purely exploratory and that he has no intention of recommending policies that will discriminate against broadcasters.

In a letter, Washington earlier this month, consensus of those present as reported in the minutes was that "now is a good opportunity to suggest legislation which would strengthen the Code of Air Navigation." It was decided that the CAA would approach FCC with the idea of getting its reaction to the one-tower-for-all TV-stations-in-a-city suggestions, and the use of booster stations in order to cut down required height of TV antennas.

Present at the early March meeting from the FCC were Arthur Blooston, Aviation Div., Safety & Special Radio Services Bureau, and C. M. Braun, chief, TV Facilities Div., Broadcast Bureau. Both emphasized last week that the conclusions did not have their approval, nor should they be understood to express the attitude of all the CAA officials present.

Among the cities where TV applicants are known to be having trouble getting antenna site approvals from regional airspace sub-committees are Chicago, Boston, Norfolk and Nashville.

Part 17 of the FCC rules requires broadcast antennas to meet certain criteria. However, all towers above 500 ft. have to be approved by the regional airspace sub-committee of the city involved. CAA rules require that airplanes fly not less than 1,000 ft. above the highest structure in the airway. ATA apparently is loath to change minimum established altitudes for instrument flying.

It is the belief of some observers that ATA officials have exaggerated the problem due to their erroneous belief that immediately after the TV freeze is lifted there will be 2,000 TV stations under construction, with 1,500-2,000-ft. antenna towers.

Official "conclusions" of the meeting early this month follow:
1. That Aviation Safety would carry to completion the written criteria covering TV towers and other obstructions relatively close to airway boundaries and their effect on MEAs and other existing safe flight parameters.
2. That if all the criteria, the airlines should specifically state limitations with respect to heights of obstructions, neatness to encourage proper design from air navigation aids (for signal mortality and accuracy of navigation).

In view of many variables, the situation will be coordinated individually.

3. That the criterion be used as a guide by the radio industry to assist in preliminary planning of TV antenna sites.

4. That regional personnel will discuss the matter with committees of the TV industry, employ the guide to emphasize hazardous or detrimental effects on aviation if the location warrants.

5. That in the interim period between now and the release of the criteria, the regional office should be instructed to consider TV site requests on the basic without benefit of written criteria.

6. That the regional airspace sub-committees should be instructed to include in the recommendations of applicants, in all helpful cases, a statement as to whether or not the MEAs are affected, and if so, how.

7. That since the FCC is currently in the process of amending the Communication Act (reference to the McFarland Bill), now is a good opportunity to suggest legislation which would strengthen safety in air navigation. He emphasized to the members of thought, CAA will forward a letter to the Commander of the Navy suggesting their reactions to limited flexibility to one tower to serve several broadcast companies in the area, to investigate the possibility of a series of booster stations to reduce heights of antenna masts, and to encourage telecasters to consider and appreciate the effect of hazardous navigation by means of articles, publications and other educational media.

JAN. GROSS

JANUARY time sales of the TV networks topped those of the radio networks by more than a half million dollars according to Publishers Information Bureau records. Combined gross time sales of the four TV networks for the month totaled $15,058,412, compared to the four radio network gross of $14,477,009 for the same period.

Procter & Gamble Co. was the top TV network client during the month, the only TV network advertiser to buy more than $1 million worth of time (at gross rates). This duplicates the radio network situation, with P & G, the top spender and the only one with time purchases of over $1 million.

Top 10 advertisers on the TV networks in January (listed in Table I) include five which were also among the top 10 in January 1951. These are Procter & Gamble Co., General Foods Corp., J. Reynolds Tobacco Co., Liggett & Myers Tobacco Co. and P. Lorillard Company.


Leading advertiser of each product group measured by use of TV (Continued on page 150)
PROGRAM for the 84th annual meeting of American Assn. of Advertising Agencies—to be held at White Sulphur Springs, W. Va., Thursday through Saturday—was announced in New York last week, with the first afternoon to be given over completely to a session on television.

Speakers on television Thursday will include Robert Foreman of BBDO on writing TV commercials, J. Neil Reagan of McCann-Erickson on "The Story of the Storyboard: Television Production," and J. H. E. Davis of Foote, Cone & Belding on video as of the moment.

Talks will be followed by a panel discussion on TV rating services, featuring Lyndon O. Brown of Dancer-Fitzgerald-Sample, Charles A. Foor of Benton & Bowles, and Herbert Grunwald of TV Advertisers' Assn.

William R. Baker Jr., Benton & Bowles, will preside over all TV meetings.

Late Friday morning, another broadcaster will speak: Robert D. Swezey of WDSU-AM-TV New Orleans, chairman of NARTB's TV Code Committee, will talk on "Current Ethical Problems in Radio and Television, or Who's Kidding Whom?"

Convention Schedule

Full agenda for the convention, themed to advertising in a mobilized economy, is as follows:

Thursday morning: Executive session for reports by treasurer, president and legal counsel followed by election of officers. In second half of morning, J. E. Ratner, editor-in-chief of Better Homes and Gardens, will speak on selling to the family, and C. L. Whittier of Young & Rubicam will review some overlooked advertising principles.

Thursday afternoon: Television session.

Thursday evening: Dinner honoring past AAAA presidents and board chairman on the Advisory Council with Louis N. Brockway of Young & Rubicam as featured speaker.

Friday morning: Melvin Brorby of Needham, Louis & Brorby will discuss current advertising costs, followed by an explanation of the reorganized Advertising Research Foundation by B. B. Geyer of Geyer, Newell & Ganger, ARF chairman. Arno Johnson of J. Walter Thompson Co. will describe the role of advertising in the shift from defense to civilian production. Mr. Swezey's talk will follow.

Friday afternoon: Will begin with talks on agency personnel, their selection, training and handling, by Winthrop Hoyt of Charles W. Hoyt Co., Charles L. Runrill of the company bearing his name, John M. Moore of Wofford Hill Co. and AAAA section director, and Henry M. Stevens of J. Walter Thompson Co.

Latter part of Friday will start with agency-client relationship as seen by Clarence Eldridge, General Foods' vice president in charge of marketing. He will be followed by Otto Kleeper of Kleeper Co. and member of the AAAA Committee on Government, Public and Educator Relations, who will present "A New Approach to the Explanation of the Function of Advertising in Our Economy, or to Hell With Being on the Defensive." Afternoon will end with a report from the Advertising Council, Introduction of Fairfax M. Cone of Foote, Cone & Belding, chairman of the Advisory Council, and presented by Robert Swezey.

ALFRED MORTON

Opens Own TV Firm


Mr. Morton, prior to his association with 20th Century-Fox, served as president of National Concert & Artists Corp. He was vice president in charge of TV at NBC from 1938 to 1942. Until World War II curtailed television activities, Mr. Morton planned, staffed, organized and operated what is now WNET (TV) New York.

He entered radio in 1929 as European manager of RCA. Regular international broadcasts were started under his direction. From there he moved to NBC where he was program department manager and later vice president in charge of owned and operated stations before entering the TV field.

M. Gray, Eseo Standard Oil Co.

Friday evening: 84th annual dinner with address by Erwin D. Cannham, editor, Christian Science Monitor.

Saturday morning: Three concurrent meetings, according to agency size, for discussion of management problems, led by Hal Keeling of Keeling & Co., Robert E. Grove of Ketchum, MacLeod & Grove, and J. Davis Danforth of BBDO.

Saturday afternoon: Golf tournaments and other sports.

Other convention events include an all-day conference among governors and councils of the six AAAA councils on Wednesday before the general sessions begin. Wives of all delegates will be entertained by Mrs. Louis M. Brockway and the Ladies Committee and will hear, among other things, a talk by stage and film actress Thelma Ritter, who will present a Thursday night preview of "With a Song in My Heart," musical film in which she is featured. An exhibition of European posters, collected by Willard Golovin of Willard B. Golovin Corp., will also be open to all delegates.

Presiding officers for the sessions, to be held in The Greenbrier, will be Mr. Brockway, chairman of the AAAA board of directors; John P. Cunningham of Cunningham & Walsh, vice chairman; and Mr. Baker, director, etc.

Speakers will all be from member agencies except for Messrs. Canham, Eldridge, Gray, Ratner and Swezey and, for the first time in many years, famous among advertisers will preface inviting advertiser and media guests.

N.Y. GAG LAW

Gov. Dewey Signs

NEW YORK state bill to prohibit television and radio coverage of hearings where witnesses areconnedenting to answer subpenas has signed into law by Gov. Thomas E. Dewey last Wednesday.

Although the law results in gagging the broadcast media—as well as motion picture cameras—intent of the legislation was described as being to protect and preserve civil rights [B & T, March 24], a point emphasized by the governor when he signed.

Stating that it is difficult enough for an ordinary witness to testify before the people attendant at any hearing to present the testimony, the governor said it is virtually "impossible to demonstrate the glare of the light when the witness knows that millions of people are listening or watching."

Citizens will have their basis in individual rights, he said, and these rights are not less violable and should not be subverted when the individual witness happens to be "unpopular or even a criminal."

Reasons for Law Stated

"It is basic to our concept of justice that a witness compelled to testify have a fair opportunity only to present his testimony," the governor said. "The use of television, motion pictures and radio at such proceedings impairs this basic right. Batteries of cameras and glaring lights that carry with them the attendant excitement, distractions and the potential for improper exploitation and intolerable subversion of the rights of the witness. Official proceedings must not be converted into indecorous spectacles."

Joseph H. McConnell, NBC president, Wednesday urged Gov. Dewey to withhold approval of the bill. "Such restriction of freedom of speech," he warned, "would stifle the development of documentary reporting by television just as it is beginning to demonstrate its effectiveness in stimulating public thought and opinion."

Fear of "serious precedent-setting consequences" from the law, President Harold E. Fellows of NARTB had sent a telegram to the governor Tuesday night, urging him to veto the bill.

NARTB President Fellows pointed out that the bill (S-266) involves many basic constitutional and public interest questions and that the passage without detailed deliberation could set a dangerous precedent.

THREE television executives are guest speakers at KLZ Denver's latest Television Clinic. L. r. r. Hugh B. Terry, station's manager; Clayton H. Brack, director of TV research, KLZ; Lyd DeMoss, WOW-TV Omaha; P. A. Sugg, WHY-TV Oklahoma City, and C. Richard Evans, KSL-TV Salt Lake City. Audience was made up of more than 300 agency men and clients.
Army Series

"Big Picture" Stations Cited

Expansion of the Big Picture television series to 83-station coverage, under direction of Col. Ed Kirby, chief of the Army's radio-TV activities, culminated last week in award of certificates to the stations carrying the 13-episode film series.

At the same time the Dept. of the Army announced that a second series of half-hour Big Picture episodes will be ready for release.

Col. Kirby

The certificates awarded TV stations are signed by Maj. Gen. Floyd W. Parks, Chief of Information. Stations are honored for "a most important contribution to the public understanding of the role and mission of the United States Army."

Cost of TV time provided the Army by the stations is estimated to be more than $28,000 weekly, with an annual rate of $1,379,000. In some cities, such as Baltimore and Chicago, all TV stations have been carrying Big Picture, at different times in the week. Ratings as high as 13.5 have been achieved by the program.

Institutional Sponsorship

Institutional sponsorship is permitted by the Army at the opening and close of each half-hour episode, but no middle intermission is allowed. Thus far only three stations have sponsored the program. Federal Bank & Trust Co., New York, has renewed for the second series on WCBS-TV in New York. The station has used auxiliary newspaper promotion. First National Bank, through Grant Adv. Agency, has sponsored Big Picture on KSDK-TV St. Louis.

Big Picture was first produced locally by Lt. C. Brunton, radio officer, Military District of Washington, over WTOP-TV (see story page 160). Col. Kirby directed re-editing and production for national release. Capt. Carl Zimmerman, veteran radio executive and World War II Army Hour reporter, does narration and interviews.

Production coordinator for the first series was Lt. Albert W. Gannaway, now a partner in Gannaway & Morgenthaler Productions and owner of Half Pint Quin on CBS-TV. Working with Col. Kirby at the Pentagon are Capt. Ben Miller, formerly of NARTB, and Capt. Pat Griffith, WAC, also formerly of NAB and later WHO Des Moines. They handle arrangements for live appearances, provide technical aid and handle service for newsmen.

Col. Kirby is holder of the People Body Radio Award for "Yankee ingenuity on a global scale" and the Army's Legion of Merit for his pioneering radio work in World War II. He was public relations director of WSM Nashville before the war and went to the Pentagon from NAB where he was public relations director.

Big Picture is based on footage made by Signal Corps crews in Korea, Europe, the United States and any other place where the Army operates. Secretary of the Army Frank Pace Jr. and Gen. J. L. Lawton Collins, Chief of Staff, will appear briefly in the second series.

Footage has originally served military purposes for combat reports and is produced at minimum expense.

N.Y. TV EXODUS

Gov. Dewey Gets Plea

Steps to keep the television industry in New York state were urgently requested in a telegram sent to New York Gov. Thomas E. Dewey last week by the Young Men's Board of Trade and the New York State Junior Chamber of Commerce.

Purchase of property and launching of building programs on the West Coast by NBC and CBS, the telegram pointed out, "highlights the fact that New York City and New York state are falling in their attempt to keep this industry in our state."

The wire pointed out that the video industry was born in New York and has given or will give "hundreds of thousands of jobs and untold millions of dollars of revenue" to the state and its citizens.

"Direct personal intervention" by the governor was sought to prevent the exodus and Mr. Dewey was further asked to "take the initiative in bringing together immediately industry and government officials to forestall this movement."

The business groups offered their cooperation "to the fullest extent."

GE TASK FORCE

To Aid Applicants

TASK FORCE to help TV attorneys and consulting engineers has been sent to Washington by General Electric Co. to lend a hand during the waiting period between end of the freeze (see story page 144) and the beginning of applications processing. Best indications are that the FCC will give applicants 90 days to file new applications or revise old ones.

All TV application engineers, GE specialists are Ralph S. Yeandle, M. (Tex) Haertig and H. W. Morse. They will join J. H. Painter, already in Washington, working with Robert J. Brown, director of GE Electronic Division's Washington office.

In addition to the present 500-odd TV applications on file, every sign indicates 500-800 new applications will be filed immediately after the freeze is lifted.

NCAA TV POLICY

Murray Gives Opinion

U. OF PENNSYLVANIA will refuse to take part in the National Collegiate Athletic Assn. football TV control plan for 1952 unless it's legal.

That was Francis Murray's opinion. He is athletic director of the U. of Penn. He made his statement last Wednesday, opening a position he took in January that any agreement imposing restrictions on individual colleges is illegal.

NCAA's TV committee is still working on a formula for the next football season (B.T. March 24). According to spokesmen, the committee is seeking wide participation by colleges to avoid any one college or small group of colleges dominating football TV in 1952.

NCAA Monkey Wrench

The U. of Penn. has been a wrench in the NCAA TV works for some time. When NCAA first proposed its control plan, U. of Penn. bucked it. Only when threatened with dismissal from the organization and curtailing its football schedule of games set with NCAA opponents did the university decide to go along.

Mr. Murray said his legal advisers would look over the plan and if they find it illegal, "we won't participate."

Speaking of NCAA, Mr. Murray said: "They have time to come in a year or two or three. It's the greatest medium we have for telling our story to the public. Why don't they understand that now?"

'IKE'S REPORT

Networks Plan Schedules

General of the Army Dwight D. Eisenhower's "Patriotic American People," an inventory of the first year's military buildup in Western Europe, will be carried on NBC, ABC and CBS networks from 12:15 a.m. Wednesday by CBS Radio Network and on and television, locally in New York only, by WCBS-TV and WJZ-TV, ABC outlet.

DuMont Television Network was scheduling the statement, filmed in Paris by 20th Century-Fox Movietone, for 10 a.m. Wednesday, and Mutual planned network broadcast of the "General's" talk, but this slot was not definite late last week.

Statement was anticipated as a possible vehicle of the General's political intentions, but other networks were waiting before planning its use on anything but regular news programs.

Gen. Eisenhower was meanwhile invited to appear on ABC's radio and video versions of America's Town Meeting of the Air at his convenience during April or May. Invitations suggested that the programs be recorded and filmed in Paris, if the General has not by then returned to the U. S.
NPA COLOR BAN

New Agency Meetings Seen

GOVERNMENT allocation authorities are retracing their steps and starting from scratch again on the controversy regarding the ban on general manufacture of color television equipment, it was learned last week.

A new series of conferences among top-level officials of the Defense Production Administration and National Production Authority was indicated on the ground that engineering data thus far had not been sufficient to announce a decision.

At the same time, NPA Administrator Henry H. Fowler warned that transfer of electronic engineers from defense work to color TV production now "could deal our defense program a serious blow." The engineering shortage will remain acute at least until 1954, he said, adding that NPA will "have an answer soon."

The NPA regulation, adopted last fall following a government-industry conference and proposed to be modeled on the DPA meeting held in February, froze mass production of home-type colorating receivers and other equipment. NPA is reviewing the order in the face of protests from manufacturers, with probability that projection equipment for the latter and for other closed circuit uses (viz., de-ja vu exempt stores) will be exempted [B+T, March 10, 3].

Maintains Open Mind

There reportedly is little sentiment within DAPA-NPA—and by Defense Mobilizer Charles E. Wil- son—to rescind the ban, notwithstanding the prospect for easing of materials supply. Nevertheless, the government has maintained an open mind on the subject, preferring to let the facts and engineering data be accumulated.

The forthcoming decision will be cleared with Mr. Wilson's office [B+T, March 8, 1].

To that end, NPA asked radio-TV set manufacturers to come armed with statistics on engineers-technicians to a meeting last Thursday. On the basis of the facts brought out at that conference by at least five radio-TV firms, a serious over-all manpower shortage does exist and DAPA-NPA probably will not be inclined to lift the color TV freeze soon.

It was explained that NPA sought the data from set-makers to confirm figures supplied to the DPA by Elec- tricity allocation authorities. The board has recommended that the ban be retained, though it left the door open to amendment and clarification of the order [B+T, March 10, 1].

NPA Administrator Fowler has emphasized the technical problem in noting the perplexity of removing the prohibition. He reiterated his views last week in connection with a special events program telecast by WMAL-TV, Washington, D.C.:

"The Commission is not in a position to lend any technical help, but is willing to investigate any general problems. We are concerned that the color television technology may be upset. This is a matter of great concern, as the color television technology is still in preliminary stages. We must ensure that the development of the color television technology is not hindered by regulatory restrictions. The Commission is committed to ensuring that the color television technology is developed in a way that is feasible and practical.

To do this, we are currently studying the feasibility of color television technology and will make recommendations to the appropriate authorities. We are also working with the telecommunications industry to ensure that the color television technology is developed in a way that is compatible with existing technologies.

We are committed to ensuring that the color television technology is developed in a way that is feasible and practical. We will continue to monitor the development of the color television technology and will make recommendations to the appropriate authorities as necessary. We are also working with the telecommunications industry to ensure that the color television technology is developed in a way that is compatible with existing technologies."

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**ALLOCATIONS**

**CanADIAN-U.S. Talks**

**CANADIAN-U.S. border TV assignments will be thrashed out be- fore the Canadian Broadcasting Corp. officials this week during the NARTB convention in Chicago. Result of this meeting is the last step in wrapping up the end-of-lease report. It is sched- uled to be accepted by the FCC April 3. Final review is planned for that same day, after which report should be completed.

Date of issuance, however, is still undetermined. If Commission follows usual practice, report will not be released until dissent reports of Commissioners Frieda B. Hennock and Robert F. Jones are ready. There is also mechanical problem of mimeo- graphing sufficient copies for general release to the interes- ted parties. Best guess now is April 14—although April 7 is widely mentioned in some quarters.

Heading FCC delegation in negotiations are Chairman Rosel H. Hyde. He will be assisted by Chairman Paul A. Walker, Broadcast Bureau Chief Curtis B. Fummar, TV Division Chief and Technical Chief Kurt S. Couper- thwait.

Canadian opposite numbers are Donald Manson, assistant general manager; V. Richardson, executive assistant; Wilbur Smith and Cecil Brown.

Problem at issue is desire of Cana- dian officials to have wide sepa- rate areas of stationing, so that last mile payments may be made for only an area that cover larger areas. U. S. proposals contemplate 170 miles of co-channel separation transmitter-to-transmitter. Canadian officials are look- ing more to 200-225 mile separation.

Commission spent all last week on allocations, completed city-by- city review Thursday morning. That afternoon, it took up question of procedures to be followed when TV application processing resumes after what will be almost a four- month break. There was schedule to continue discussion Friday on which method should be followed— frequency-by-frequency, consolidat- ing all VHF applicants and all stations in separate hearings, or consolidating all applicants for same city in one hearing.

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**PUBLIC SERVICE**

**STARS AND STRIPES**

**Starring Melvin Douglas, starts April 18 on WHBF-TV Rock Island, Ill., and Bing Crosby En- terprises' children's show, The singing White Mane Mat- tresses for WTVJ (TV) Miami.

**ROYAL PLAYHOUSE**

**Another Bing Crosby product, added WWJ-TV Detroit to its list when Fleischman Bug Co. signed on with United Television Programs.**

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**PHONENVIS**

**FIRST contract received by KMTV (TV) Omaha under its new rate protection policy in which it offers advertisers rate guarantees up to 52 weeks. March 24 is the last day for principals involved. Accepting order from Milt Reynolds (r), partner of Allen & Reynolds, Omaha, advertising agency, is Owen Saddler, KMTV general manager. Mr. Reynolds' order for 52 weeks of CBS Television's Range Rider was on behalf of P. F. Peterson Baking Co.**

**RANGEP vs. CBS**

**SUBSCRIPTION TV got a boost and a knock last week. Boost came in 1951 annual report of Zenith Radio Corp. Knock, with the merger of ABC and Universal, was submitted to FCC on March 3.**

Three-month Phonenvision tests in Chicago early in 1951 "has given factual support to the conviction shared by many outstanding leaders in the entertainment, educational and cultural fields, that the public is willing to pay for certain types of high-quality television programs otherwise not available to television set owners due to the inability or unwillingness of advertisers to meet the extremely high costs involved," Zenith reported.

It also called attention to a still unreleased analysis of the 99-day tests by the National Association of Broadcasters, the Chicago Tribune stated. This, Zenith claimed, "highlights the general desire to see television programming substantially improved with more stress on high-grade programs of very diversified character."

Report also revealed that Zenith is incorporating Phonenvision connections in each of the TV sets it is manufacturing.

Television station using Phone- vision will be the Technician video outlet. He stated:

"When the manufacture of color tele- vision becomes a reality possibility is a complicated question involving many factors. There is some indica- tion that more of the materials which would be needed for color television will be available in the third and fourth quarte rs. However, even if we had a plentiful supply of every raw material . . . the technology into production could deal a significant problem. Our current supply of electronic engineers would be insufficient to meet the demand, at least until we have a major design and production at least until the first half of 1952."

To transfer engineers from their de- fense industries to the relatively consuming business of putting color television in a position that would deal our defense program a serious blow. We simply have not been able to come up with the answers to all these prob- lems. They are being studied and we hope to have an answer soon."

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**CEPT**

**Zenith Report Boosts; Kintner Views Dimly**

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**UPP SHOWS ADD**

**Sponsors, Stations Sign**

MULTIPLE market sales for new United Television Programs last week with sale of Walter Schwarzwein Produc- tions' Movie Quick Quiz in a four-city package topping the list. Show was purchased by Colonial Great chains of Northwest, Hearst & Battle for WTVY (TV) Charlotte and WFTM-YW Greensboro, N. C.; WTR-FT Norfolk and WTVY (TV) Richmond, Va. Colonial's purchase follows sol- e of the same show in Atlanta and brings total markets of Movie Quick Quiz to 22 since the start of the series in January, UTP Sales Director Aaron Beckwith said.

UTP's latest series, Big Town—now produced on film—was sold to Selberling Rubber Co. for XELD- TV Brownsville, Tex., starting April 7. Hollywood Off-Best, new half-hour private detective show -
NOW FOR WHAS - TELEVISION

Aggressive and experienced national representation by the first organization devoted to selling television—exclusively.

HARRINGTON, RIGHTER & PARSONS, INC.
NEW YORK • CHICAGO • SAN FRANCISCO

ASSOCIATED WITH
THE COURIER-JOURNAL — LOUISVILLE TIMES

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

March 31, 1952 • Page 145
THE SERVICE TO BE EXPECTED FROM UHF

By RAYMOND M. WILMOTTE

WE ARE entering a new era in television when stations will start blossoming all over the place. We have considerable experience with the service available from the VHF frequencies and many of us are about to take a commercial plunge into a new area, the UHF band. Will it prove to be as successful as many of us have hoped it will? This article is an attempt to do just that objectively, leaving the translation of the resulting picture into dollars of profit to each one who wants to take the plunge. First will be presented the competitive relationship between VHF and UHF and second a rough comparison will be made with our experience in the regular broadcast band.

Based on Few Measurements

The potentialities of UHF were based a few years ago on a very few measurements. Today commercial expectations are based largely on the experience of the RONIC experiments at Bridgeport, Conn. Interestingly enough, the experience obtained there broadly confirms the sketchy knowledge which was the basis of such estimates as were made some three years ago. It seems reasonable, therefore, to say that even if our knowledge is still not accurate, it is at least of the right order of magnitude.

In this field accuracy is inherently beyond our reach because of the character of the propagation of radio waves at these frequencies. There is little wonder then that such a thing as it is not possible to say with certainty whether a good picture can be obtained by putting up an antenna at any particular point; the picture may be good at one point and horrible a few feet away, although there may be no visible physical obstruction to provide a simple explanation of the phenomenon. A location which may prove good at one UHF frequency is often poor at another. The unpredictable behavior of these waves expected theoretically and proven practically at Bridgeport and elsewhere. To make matters more complex, foliage and other obstructions which are selected to produce simple patterns produce considerable variations and often cause a good location to become poor and vice versa, so that if an antenna is installed on a roof in winter at a spot which is selected to produce the best possible signal at that time, it is very likely not to be as good when summer comes around.

To some extent the same uncertainty exists at VHF but not nearly as much as at UHF. Estimates of service areas at these frequencies are therefore based on the assumption of everyone being able to receive a good service within that area, but on the percentage of receiving locations capable of providing good service within that area. A good service area, for instance, is one in which 90% of the locations near its boundary are capable of providing good TV reception.

THE AUTHOR is well known in broadcast consulting engineering. This article is deemed worthy of presentation because of the widespread controversy over UHF versus VHF coverage. It is regarded as presenting one side—an extreme point of view—notably in the light of other claims made by competent engineers. Mrs. Wilmotte began practice when directional antennas for broadcast service were unknown. In 1931 he designed and installed the first directional antenna for WPLA Tempo—an area. Following his TV use in September 1948, he became a member of the "Ad Hoc" Committee set up by the FCC to advise it on basic problems of interference. He proposed Polycasting for UHF, where each operator would have two channels on which he would operate two or more small transmitters, containing that large areas could be served with comparatively little power "even making UHF a better service than VHF."

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DuMONT Audience Promotion Planned In UHF Transmitter Sales

METHOD whereby DuMont will help build UHF audience for stations which buy its transmitting equipment was announced in Chicago yesterday (Sunday) at the start of the NARTB convention. Program assistance also is envisioned.

The three-point program coordinates the efforts of transmitter and receiver sales departments and of the DuMont Television Network.

Simply explained, DuMont plans to put its receiver division and network behind stations which buy its UHF equipment. The receiver division will give special promotion consideration to those cities in which DuMont station equipment has been sold, coordinating dealer and distributor advertising and publicity with the DuMont-equipped station. DuMont network will work out program arrangements for such stations, primarily through affiliation contracts.

Executives to Confer

Special arrangements were made to have Herbert E. Taylor, manager of transmitter sales; Walter L. Stickel, manager of receiver sales, and Elmore B. Lyford, director of publicity, available at the NARTB convention to discuss operation of

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20-In. Set: $99.95

NEW 20-inch table model TV set has been put on the market by Scott Radio Labs. at cost of $99.50 placing company in category with other TV manufacturers which have begun to lower TV prices. Chain of 21 factory-owned outlets has been planned to handle sales of company's product. Stores will carry the Mirror Tone line of eight models made by John Merk Industries Div. of Scott.

UNITED TELEVISION PROGRAMS, N. Y., video producer, announced that in Pittsburgh, a single-station market, WITV (TV), UHF is represented by four shows. Three additional programs are planned in near future.
For Polished Production

in TV and AM, it's the

new Q section of the

Capitol Custom Library

All the musical effects you need, for every type of TV and AM production, are yours in Capitol's new "Q" Section . . . now available in the Capitol Custom Library.

This extra service for TV and AM stations . . . makes the Capitol Custom Library a "better buy" than ever before.

Get full details by mailing the coupon below, or see us at the NARTB Convention.

Whatever you need you get in the Capitol Custom Library "Q" Section—from a comedy bridge to a mysterioso theme.

MOOD MUSIC • THEMES • BRIDGES • FANFARES • CUES • STINGS • SPECIAL TRACKS FOR STATION BREAKS

Over 500 Tracks (approx. 9 hrs.) • Performed with full orchestra • Completely Instrumental • Catalogued for quick reference • On 12" Vinylite disks—easy to handle • Performance rights free to subscribers.

Delegates to NARTB Convention cordially invited to Rooms 535-A to 537-A. Complete information on Capitol Custom Library . . . Refreshments . . . Audition Facilities "At Your Service"
AD COUNCIL POSTS

Morgens Is Chairman

HOWARD MORGENS, Procter & Gamble vice president in charge of advertising, was named chairman of the board of the Advertising Council, while President Frederic R. Gamble of American Assn. of Advertising Agencies, and President Paul B. West of the Assn. of National Advertisers were re-elected council secretary and treasurer, respectively.

John Stanton, president of CBS, and Leo Burnett, president of Leo Burnett Co., were elected vice chairman. Louis N. Brockway, executive vice president of Young & Rubicam, was re-elected to a vice chairman position. Philip L. Graham, publisher of the Washington Post (WTOP-AM-FM-TV Washington), was re-elected chairman of the executive committee and Lee H. Bristol, president of Bristol-Myers Co., was named executive committee vice chairman.

In the presidency, Mr. Morgens, a council director for four years and chairman of the radio and television committee two years ago, succeeds Fairfax M. Cone, president of Foote, Cone & Belding, who becomes chairman of the planning committee of the council’s board.

Officials pointed out that Mr. Morgens is the third consecutive midwest advertising executive named to the chairmanship of the public service advertising organization, which observes its 10th anniversary this year. Mr. Cone and Samuel C. Gale, vice president of General Mills, were his immediate predecessors as chairman.

Mr. Morgens commended the council’s role as “a powerful channel” for calling public attention to “the benefits and accomplishments of our nation.” He cited “collecting blood for military and civilian emergencies, recruiting student nurses, improving our public school systems, and explaining an American economic system, traffic safety and the U.S. defense bonds” as examples of projects in whose support “our effort has been extremely effective.”

“In the Advertising Council,” he said, “American businesses have an effective mechanism through which they can contribute directly to improving their communities—whether they be national, regional or local. Here we have a powerful force operating for the welfare of Americans everywhere which we intend to keep mobilized for whatever patriotic service advertising can render.”

ADMIRING plaque presented by NBC to WFBA-AM-TV Dallas on its 25th anniversary as an affiliate of the network are (l to r) Alex Reese, WFBA manager; Martin B. Campbell, supervisor of the Dallas News radio properties, and Vicki Patterson of WFBA staff.

Toledo Protest

“The city of Toledo” live in Toledo, you can still see the Saturday night matches on TV.

ADMIRING plaque presented by NBC to WFBA-AM-TV Dallas on its 25th anniversary as an affiliate of the network are (l to r) Alex Reese, WFBA manager; Martin B. Campbell, supervisor of the Dallas News radio properties, and Vicki Patterson of WFBA staff.

AMERICAN Society of Composers, Authors & Publishers had a gross income in 1951 of $14,585,657, it was reported at the society’s semiannual membership meeting held Tuesday at New York’s Waldorf-Astoria Hotel. After expenses of $2,940,608, a balance of $11,645,129 was left for distribution to ASCAP’s writer and publisher members, largest disbursement of any year in ASCAP history.

The report did not itemize the ASCAP revenue by sources, but it was learned that the radio broadcasters contributed approximately $8 million to the total and the TV network and station operators nearly $5 million more, the combined payments of the broadcast media accounting for some 85% of ASCAP’s total income.

Kaj Velden Fire

AN ESTIMATED $1 million damage, including total destruction of stage and television sets in storage, was suffered March 22, when the two buildings of the Kaj Velden Studios Inc., scenic designers, were consumed by fire at Fort Lee, N.J. TV settings lost included those for the Fred Waring and Eddy Quin shows, in storage with sets for the Theatre Guild’s road production of “Olivero.” which had closed a week earlier. Kaj Velden occupied buildings formerly known as the Paragon movie studios, considered the motion picture capital of the world from 1930 until the end of the first world war.

‘W.T.M. OF WGY’

Meenan Retires April 1

Meenan Retires April 1

A RADIO newscasting pioneer, William T. Meenan, known as “W.T. M. of WGY,” was honored by the Schenectady station and the General Electric Co., with whom he has more than 30 years of service, at the Mohawk Golf Club March 21. Connected with GE’s broadcasting operation for 50 years, Mr. Meenan retires April 1.

R. B. Hanna, manager of GE’s Broadcasting Stations Dept., was toastmaster for the event attended by nearly 100 friends and associates.

After a newspaper and advertising career, Mr. Meenan joined GE in 1920. He was writing for and about WGY long before its first program actually was transmitted from the station in 1922. An originator of many of WGY’s news programs and special event broadcasts, including airings of Comdr. Richard E. Byrd’s first Antarctic expedition in 1929, Mr. Meenan was the first “Esso Reporter” for Esso Standard Oil Co. when the company began its news series on the station Oct. 7, 1935.

When he retires, Mr. Meenan, who has been supervisor of WGY’s WCFM (FM) and WRGB (TV) news programs, plans to continue public service work as an associate of the Schenectady County civil defense organization.

COPYRIGHT BILLS

Three House Actions

There were three different actions in the House last week dealing with copyrights, all of them of individual interest to broadcasters.

1. House Judiciary Committee voted Tuesday not to approve a proposal to modify the manufacturing clause in the Copyright Act. The measure (HR 4069) was designed to smooth the way to better international copyright relations [B*F, Feb. 11, Jan. 28].

2. A Judiciary subcommittee concluded testimony Wednesday by representatives of record manufacturers and performer organizations, such as ASCAP, on HR 5478. This measure (HR 4069) was designed to smooth the way for the record manufacturers to collect the royalty for the composer or artist by pressing a jubebox identifying label into the record. The former method could increase costs to the station at point-of-sale for recordings [Closed Circuit, March 17].

3. Senate Judiciary Committee has received a House-passed bill (HR 3589) that would broaden the Copyright Act so as to protect records made by non-dramatic literary works [B*F, March 24]. Main effect of this bill would be to require the broadcasters to get consent on non-literary material. Big change was made here, and which NARTB was instrumental in bringing about, was dropping of minimum fine of $250 for violators. Fine was changed to a maximum of $100, which NARTB feels would eliminate the possibility of a non-dramatic literary “ASCAP” being created.
Remote Telecasts in a Single Day!

WMAR-TV's two mobile remote units have been busy for more than four years, to the tune of 1338 remote telecasts in 1612 days. Take, for example, one Saturday late in February:

1—1 to 2 PM "The Collegians" were picked up from the Greenspring Dairy auditorium.
2—2 to 4 PM Basketball remote from Annapolis fed to CBS.
3—3:30 to 5 PM Baltimore televiewers were treated to a visit by Garry Moore to the home of Bailey Goss, star of "The National Revue."
4—7 to 7:30 PM "National Amateur Time" from the Centre Theatre.

A full day of bringing Maryland to Marylanders.

In Maryland, most people watch WMAR-TV

CHANNEL 2 * BALTIMORE, MD.
CBS CHICAGO PLANS

SHOULD CBS acquire facilities of WBKB (TV) Chicago, it plans (1) large, one-story TV studios on outskirts of the city, containing 2-3 studios for possibly 12 hours weekly of network origination and playing off operating staff of 167 people, exclusive of many of the 252 WBKB employees who could be used in both AM and TV operation. Data was announced last week by CBS executives Jack L. Van Volkenburg, president of CBS Television Div., and Leslie Atlass, vice president, western division, CBS Radio & Television Divisions. They appeared at the FCC hearings on the merger of ABC and United Paramount Theatres Inc., which was due to enter its eighth week today. CBS plans to buy facilities of WBKB for $6 million if FCC approves the ABC-UPT merger.

Executives Cross Examined
Last week's activity was conducted with cross examination of ABC and UPT executives, following their direct testimony the week before (B&T, March 24). Hearing was scheduled to continue until completion of cross-examination of Leonard Goldenson, UPT president (possibly today or tomorrow). Following that, hearings were scheduled to recess until April 14. At that time, Paramount Pictures' President Barney Balaban, Vice President Paul Rabourn, United Paramount Theatres' directors A. H. Blank and Robert B. Wphyby, are to be cross-examined. The latter two are to be directors of American Broadcasting-Paramount Theatres Inc. Gordon Brown, owner of WSAV Rochester, N.Y. long-time foe of networks, will testify also after the two-week recess. Hugeness of CBS's television studio plans in Chicago was indicated by Mr. Atlass when he explained that plan was to make installation so large scale could be done standing from day-to-day and from week-to-week. He also said that CBS has plans to build "mammoth sound stages on a scale that might well house the entire Chicago television industry." He did not amplify this reference.

Mr. Atlass submitted his exhibits in 16 leather-bound volumes, encased in a leather-bound box 12\(\frac{3}{4}\) x 7 x 10\(\frac{1}{4}\) inches. CBS lost two TV sponsors because it couldn't clear Chicago. Mr. Van Volkenburg lost in its last 15 minutes, three-times-a-week Kellogg's Space Cadet to ABC, he said. He also said that Borders Co. cancelled similar time strip before it started, for the same reason.

In 1951, CBS paid $2,619,700 for cable use to feed 65 TV stations. Mr. Van Volkenburg revealed. This compared, he said, to $1,433,000 to feed 187 AM affiliates the same year.

In relating what CBS has done in TV, Mr. Van Volkenburg revealed that (1) Columbia Television Workshop costs about $10,000 per week, (2) Lamp Unto My Feet, religious program, costs $9,000 a week, (2) permanent staff of See It Now consists of 18 people. (4) CBS spent $500,000 in adding more equipment to KNXT (TV) Los Angeles after it bought it from Don Lee in 1960.

Cross examination of Robert E. Kline, president of ABC; Edward J. Noble, chairman, ABC; Robert H. Hinckley, vice president, ABC; Robert H. O'Brien, secretary-treasurer, UPT; plus other proposed FCC members occupied most of last week. Intimations made by FCC counsel Frederick W. Ford and Max Maguire, his assistant counsel Morton Galane were that:

- Merger would lessen competition between home TV and the-

(Raw Text End)

FILM ACTORS
Sign Pact With IMPPA

NEW collective bargaining contract for actors in the motion picture industry was signed last week by Independent Motion Picture Producers Assn. and Screen Actors Guild incorporating all changes in recently negotiated agreement between SAG and major picture producers [B&T, March 24].

Agreement calls for minimums in daily minimum for actors from $55 to $70 and weekly freelance minimum from $175 to $260. Contract also calls for additional pay for actors in films made especially for television.

SAG will have legal right to cancel contract with a studio that refuses to release to TV any theatrical films made after Aug. 1, 1948, without first negotiating with the guild for additional pay for actors in the movie.

Negotiations between SAG and Alliance of Television Film Producers [B&T, March 17] have been reported as "proceeding satisfactorily." Guild is still holding out for payment to talent for each re-issue of films in TV, maintaining that they must have a share of residual rights of the film receiving payment for services in subsequent showings of the film. Because of pressure of its activities, SAG was forced to postpone the March 24 contract negotiating meetings with some 60 independent TV film producers unaffiliated with any employer organization.

Revealed at Hearing

DERBY ON TV
'Experiment'—Corum

THE ANNUAL Kentucky Derby will be telecast on May 3 by CBS Television, Bill Corum, president of Churchill Downs, announced last week. He emphasized that this year's venture into TV would be experimental.

"We are going to study the effect on the crowd, betting and such before committing ourselves to future contracts," he stated. Gillette Co., sponsor of the radio broadcast of the Derby for several years, will sponsor the TV version.

To assure success of the telecast, broadcast facilities must be adapted to outgoing programs. Present, they are one way, incoming.

Mr. Corum would not discuss the terms of the TV contract other than to say it involved "a substantially sum." It is reported that Churchill Downs will receive $50,000 for the broadcasting rights.

Last year, the Derby went on TV by film several hours after the race. The only live telecast of the event was made in 1940 by a Louisville station.

McCARTHY SUES BENTON
Asks Damages of $2 Million

STATEMENT by Sen. Joseph R. McCarthy (R-Wis.) on a TV broadcast (see page 220) in which he "misrepresented my testimony," caused Sen. William Benton (D-Conn.), to waive his immunity and challenged Sen. McCarthy to bring suit in federal court, Sen. Benton declared last Thursday [B&T, March 24].

It was the waiving of immunity by Sen. Benton that brought filing by Sen. McCarthy in Federal District Court in Washington, D. C., last week of a $2 million libel and slander suit against his Connecticut colleague.

Sen. Benton is author of a Senate resolution asking an investigation of Sen. McCarthy's fitness to remain in the upper chamber. The Wisconsin legislator charged that he was libeled and slandered by Sen. Benton in the latter's efforts to oust him.
A GREAT HOLLYWOOD MOTION PICTURE STUDIO WITH THE "KNOW-HOW" THAT DELIVERS TOP QUALITY PRODUCT FOR TV!

HTS Product is the talk of the TV industry! Highest ratings are now being obtained in market after market with our films! Ours is a big league operation in every detail. Our prints are all brand new; our organization is nation-wide with 32 branch offices in key cities to service your every need!

We have a large assortment of FEATURES! DRAMAS! MYSTERIES! many costing upwards of $1,000,000. We also have hundreds of westerns known world-wide such as Red Ryders, Three Mesquiteers, Sunset Carsons, Don"Red"Barrys, Johnny Mack Browns, Bob Steeles and many others, also SERIALS (6 half hour chapters each).

We are planning to produce many series of pictures made expressly for TV, averaging 26½ minutes, tailored to meet the requirements of your local sponsor, some of which are now in the early stages of production. You will be notified promptly as soon as these are completed.

WRITE! WIRE! PHONE!

HOLLYWOOD TELEVISION SERVICE • 4020 CARPENTER AVE. No. HOLLYWOOD, CALIF. • SUNset 3-8807

EARL COLLINS, President and General Sales Manager • MORTON W. SCOTT, Vice-President and Production Manager

BROADCASTING • Telecasting

March 31, 1952 • Page 151
COMBINED VISUAL AND AURAL EXCITER

Center frequency stabilization is maintained through the employment of a combined visual and aural exciter. One crystal controls the center frequency of both the visual and visual transmitters. The 4.5 megacycle difference frequency is thus maintained to positive accuracy. This Du Mont development results in clean, simple circuitry that means easier maintenance, trouble-free operation.

LOW DRIVING POWER

The phenomenal gain of the Klystron amplifier requires only nominal driving power. The driver unit is a simple, low-maintenance unit employing few tubes. Almost dependability and performance are realized with this design.

UHF TRANSMITTER BROCHURE

Send for the complete story on this new transmitter development. If you are considering UHF transmission this is the story you will profit by.

Write Dept. BTU
Representing a culmination of extensive research and development by Du Mont, this new UHF transmitter now makes possible UHF transmission at the price of VHF. In addition, the simplicity of circuitry employed in this new transmitter provides top dependability and performance, along with lowest maintenance costs.

Through the use of the Du Mont 5 KW UHF Transmitter, it is possible for the UHF broadcaster to go on the air with an ERP of 100 KW or greater. All the inherent limitations of UHF transmission as to cost, maintenance and operation have been eliminated in this newest product of Du Mont engineering skill.

The exciter and driver units incorporated in the Du Mont 5 KW UHF Transmitter provide for future expansion to higher powers. The driver provides many times greater power than required by the 5 KW Klystron. For future expansion it is necessary only to change the power amplifiers, utilizing the original exciter and driver with no modifications.

**TUNING CAVITIES**

Revolutionary design permits the use of Klystron cavities entirely divorced from the power tube. These cavities are part of the transmitter and do not need replacing with tube changing. Easily and quickly tuned by means of simple built-in test equipment.

**THE EIMAC KLYSTRON**

Simple Klystron, less cavities provides LONG LIFE—LOW COST power amplifier. Three basic sizes cover the entire UHF band.

**TELEVISION TRANSMITTER DIVISION**

ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.
**Teletatus**

**MOTION**
picture theatre attendance habits of Milwaukee families, both those with and those without television sets, have been tabulated in the 1952 Milwaukee Journal Analysis of the Greater Milwaukee market. The Journal Co. is licensee of WMJ-AM-TV.

Full survey is not slated to be released until early next month, but an advance report on the "Movie Attendance" category has been made available.

Consumer Analysis questionnaires were returned by 6,000 Milwaukee families (2% of the metropolitan area) during Jan. 2-18.

Resultant figures show that 9.9% of the families with TV had attended a movie theatre within the week just past, while 18% of those without TV went to the movies during the same period.

Nearly half (47.2%) of those with TV had not been to a movie theatre within six months. Less than a third (30.6%) of those without TV had not gone to the movies in that length of time.

The advance report does not give figures on movie theatre attendance habits of TV set owners before they acquired TV, so that the degree of change attributable to video cannot be measured. The advance report includes the statistics shown below.

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**DIVISION OF GREATER MILWAUKEE FAMILIES ACCORDING TO THEIR MOVIE ATTENDANCE HABITS**

**Length of Time Since A Movie Was Attended**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td></td>
<td></td>
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<tr>
<td>San Francisco</td>
<td></td>
<td></td>
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<tr>
<td>Miami</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**WRGB (TV) Announces Rate Increases**

**WRGB (TV) Schenectady is boosting rates, effective Tuesday (April 1), when the one-hour gross rate in Class A time goes from $600 to $825. Rate Card No. 6 also sets up a new Class D rate applicable to one-minute announcements and station breaks from sign-on to 11 a.m. ($35 basic).**

---

**Lucy'**s Tops Trendex

**For March 1-7**

MARCH Trendex TV program popularity report, based on one live broadcast during week of March 1-7, lists following top 10 sponsored evening network shows.

**TREND EX REPORT**

1. *I Love Lucy* (CBS) 47.1
2. *Talent Scouts* (CBS) 46.1
3. *Star Theatre (Berta)* (NBC) 41.1
4. *Red Skelton Show* (NBC) 37.6
5. *Your Show of Shows* (NBC) 36.1
6. *Fireside Theatre* (NBC) 35.1
7. *Your Bet Is Your Life* (NBC) 27.9
8. *Mama* (CBS) 32.1
9. *Man Against Crime* (CBS) 31.1
10. *Rocket Squad* (CBS) 31.1

---

**Weekly Television Summary—March 31, 1952—TELECASTING Survey**

**City**

<table>
<thead>
<tr>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville</td>
<td>141.4</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>123.0</td>
</tr>
<tr>
<td>Chicago</td>
<td>124.7</td>
</tr>
<tr>
<td>San Francisco</td>
<td>120.3</td>
</tr>
<tr>
<td>New York</td>
<td>119.5</td>
</tr>
<tr>
<td>San Diego</td>
<td>109.0</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>134.5</td>
</tr>
<tr>
<td>Atlanta</td>
<td>124.7</td>
</tr>
<tr>
<td>Detroit</td>
<td>118.2</td>
</tr>
<tr>
<td>Dallas</td>
<td>108.4</td>
</tr>
<tr>
<td>Houston</td>
<td>101.0</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>100.9</td>
</tr>
</tbody>
</table>

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**Editor's Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, etc., and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Nobody does anything about the weather? WBTV's Clyde McLean does! In 5 months, his 5-a-week, 5-minute Weather Man program has built from a 20.2 Videodex rating to a 41.7, has drawn over 15,000 entries in a temperature-guessing contest. Good forecast of what a WBTV locally originated program may do for your product in this single station market of 133,000 (March, 1952) set-owning families.

*And his rating, too.

**WBTV**  SERVING THE CAROLINAS’ BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales
WHEN TELEVISION SELLS... IN SYRACUSE

WHEN TV RATES FIRST
IN EVERY TIME PERIOD
FROM 7:00 P.M. TO MID-NIGHT,
MOUNT THROUGH FRIDAY AVERAGE.

HERE'S PROOF THAT WHEN
IS CENTRAL NEW YORK'S
MOST LOOKED-AT TELEVISION
STATION.

CBS • ABC • DUMONT
Represented nationally
By THE KATZ AGENCY

WHEN TELEVISION SYRACUSE
A MEREDITH TV STATION

Page 136 • March 31, 1952
How GPL Equipment Puts Complete Programming "On Location"

... for ABC-TV

When ABC's two GPL-equipped studios are on the air, there's no need for telecine studio standby. Completely independent and self-contained, each studio can handle live or canned action, feature films, film or slide commercials, or any combination of camera work demanded by programming ... and handle it smoothly, speedily.

Both studios are equipped with 4 GPL cameras, camera control and power units, video switcher, and master monitor—supplemented with a portable 3-2 projector for handling film work independently of the regular film chain. "Human-engineered," the GPL camera chains were developed from motion studies of cameramen. World's most compact broadcast chains, they feature push-button turret and iris controls, right or left hand focus knobs, full range of camera control from CCU or remote location.

Every unit in these GPL-equipped studios is lightweight and portable, so that it may be employed in the field as well as in any studio at a moment's notice.

Learn what GPL TV equipment can do for your operation.
Write, Wire or Phone for Details Today

General Precision Laboratory
INaorporated
PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

March 31, 1952 • Page 157
**Film Report (Continued from page 156)**


Just completed is *Ghost Towns of the West*, 15 quarter-hour TV film series.

Half-hour TV film series starring Gloria Swanson, stage and film star, is planned for near future.

Topy London and Ira Uhr, producers at Frank Merriwell Enterprises, Hollywood, plan half-hour TV film series in conjunction with Allen Leslie, writer *Date with Judy* series. Proposed films, *Sentiment in Petticoats*, will dramatize lives of feminine pioneers in fields of science and medicine.

Bing Crosby Enterprises, Los Angeles, having acquired rights to 300 short stories by Leonard Mar- rick, plans 52 half-hour TV film series, titled *Chair on the Boulevard*. John Nasht, executive pro- ducer Meredith Productions, Holly- wood, and Walter Deniger, TV and feature film writer, will write, pro- duce and direct.


**Film People . . .**


* * *

Jerry Fairbanks Productions an- nounces four additions to some of its regional offices.

Gordon Thompson, sales depart- ment of Wilding Pictures, Cleve- land, joins Fairbanks organization in charge of TV sales for Cleveland.


Richard Buch, sales manager

Charles D. Beeland Co., Atlanta, signed by Fairbanks to head company's new Atlanta Division. Mr. Buch was director of film activity for duPont Corp., Wilmington, Del.

* * *

Marten E. Lamont, actor-director- writer and former New York inde- pendent, as executive producer, acquires TV film rights to all Mary Roberts Rinehart *Tish* short stories.

* * *


* * *

Orchestras of Duke Ellington and Ralph Flanagan signed by Snader Telescriptions Corp., Beverly Hills, for TV film appearances, budgeted at $48,000, in second library of Telescriptions.

* * *


* * *


* * *


Anthony Bartley, writer and World War II RAF ace, writing series.

* * *

John Dehner, film actor, signed by Jerry Fairbanks Productions, Holly- wood, as narrator-actor in quarter-hour TV film for Firestone Tire & Rubber Co., Akron.

**PEABODY AWARD 1951**

originating Station of

THE JOHNS HOPKINS SCIENCE REVIEW

**Around Baltimore they always keep an eye on**

WAAM TELEVISION CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co. Represented nationally by Harrington, Righter & Parsons, Inc.

**‘HOWDY’ LURES Kids and Billings, 75¢**

THAT puppet star of television, Howdy Doody, whose program of the same name appears every weekday on NBC-TV, has hit the landmark. Its 1,000th telecast was the first program in television history to reach the mark, according to the King Corp., which licenses Howdy Doody products [B&T, Feb. 25, 4].

The first Howdy Doody product, a replica doll for moppets, was li- censed by the firm in 1948 and was a success. Since then Kagran has licensed more than 65 Howdy Doody products.

Kagran says Howdy Doody sold $6 million worth of time for NBC- TV in 1951 and $25 million worth of Howdy products for the li- censees. First program of the wide-mouthed, snub-nosed and big- eared TV character, beloved by his undesignated audience, began on the network in 1948. The show is now on NBC radio for a one-hour visit Saturday, when Howdy is ex- pected to make 1,000fulfill the billings for the network, and strengthen his fame in areas TV has not yet reached.

For the advertisers, one of the Howdy advertisers, expects to ex- pand its station coverage from 67 outlets for late March to 100 by the fall. Kagran adds that Howdy licensees should be receiving a total of $40 million from their merchandising this year. Program claims an audience of 35 million youngsters will be superseded by the new radio show. Other sponsors include Mars Candy, Colgate Tooth- paste, Palmolive Soap, Ovating, Kellogg's Cereals and Welch's Grape Juice.

**BAGNALL & ASSOC.:**

Formed in Hollywood

INCORPORATED for $100,000, a new Hollywood firm, George Bagn- all & Assoc.-Inc., has been formed to produce and distribute feature motion pictures for television.

Firm is headed by five motion picture and radio-television execu- tives as equal partners. They will establish offices within the next week when officers are to be an- nounced.

Principals in enterprise are George L. Bagnall, for 11 years vice presi- dent in charge of production for United Artists; Jack O'Laughlin, mid- west division manager of United Artists for 23 years; Pat Campbell, former vice president in charge of station and public relations of Don Lee Broadcasting System for eight years and prior to that western divi- sion general manager of World Broad- casting System; Ken Rodkinson, owner-operator of motion picture pro- duction theatres; Fred Lindquist, mid- west sales representative for United Artists and prior to that General Electric Co. radio equipment distrib- utor in the Midwest.

Page 158 • March 31, 1952
SNADER HAS THE STARS!

Yes, SNADER has the largest talent roster in the entire industry. With more than 100 big-name stars in 800 films, SNADER TELESCRIPTIONS represents a glittering galaxy of talent from every branch of the entertainment world.

SNADER HAS THE STATIONS!

SNADER TELESCRIPTIONS are seen in every important TV market from coast to coast. No TV product can boast a larger audience of Televiewers. More than 55 TV stations are televising SNADER TELESCRIPTIONS... and new stations are being added regularly!

SNADER TELESCRIPTIONS CORP.

LOUIS D. SNADER, President

Distributed by SNADER TELESCRIPTIONS SALES, INC.

LOS ANGELES • CHICAGO • NEW YORK • CLEVELAND • ATLANTA

March 31, 1952 • Page 159
PLANs for telecasting full-length Broadway dramatic successes and for keeping each one on for five consecutive nights have been announced by Theodore C. Streibert, president of WOR-TV New York.

The double-TV innovation of transferring the hit dramas from the stage to television without cutting their playing time and of telecasting each drama across the board from 7:30 to 9 p.m., Monday through Friday, will start April 14 with the telecasting of "The Trial of Mary Dugan."

The General Tire & Rubber Co. will sponsor the new five-a-week series, which is set for 26 weeks, Mr. Streibert said. The company is offering to share this sponsorship with one more concern and a couple of advertisers have expressed interest, he reported, adding that if no such deal is made, General Tire & Rubber will assume full sponsorship. D'Arcy Adv. Co., General Tire's agency, is handling the commercials to be used on the program.

Move is a part of a general strengthening of the WOR-TV program structure which has been under way since January when General Tire & Rubber Co. became major stockholder in General Television Inc., owner of WOR-AM-FM-TV, Mr. Streibert stated (B+T, Jan. 21). He predicted that this new Broadway TV Theatre series, plus the station's telecasts of the home games of the Brooklyn Dodgers, starting April 12 with F & M Schaefer Brewing Co. and American Tobacco Co. (Lucky Strikes) as co-sponsors, will do much to make WOR-TV a favorite with New York area viewers.

Asked about conflicts of the dramatic telecasts and night baseball games, Mr. Streibert said the ball games would be given preference, but he noted there are only 22 night games on the Dodgers' 24-week baseball schedule, or less than one a week.

Warren Wade, head of Warren Wade Productions, which is building the new series and selling it to WOR-TV as a package, said the idea of using Broadway hit plays in uncut form is making possible the use on television of a number of shows whose authors had refused to allow them to go on TV in condensed versions.

He and Mr. Streibert explained that the local production of the shows also makes available to them plays which could not be procured for use on the TV networks as the latter have to resort to film to get these productions to the stations affiliated. This rules out the use of plays in which film rights have been sold to motion picture producers.

"I am a veteran producer-director of the stage who has been in television since its early beginnings, with NBC-TV and WPIX (TV) New York," Mr. Wade said that the concept of using uncut stage shows in Broadway TV Theatre will permit him to operate on his favorite theory that the TV camera cannot do the job of the audience, he is reasonably sure they'll be hits on TV, too, he said.

Mr. Wade said he plans to use well-known actors in his productions and to build up a TV repertory company, with many of the cast appearing week after week. While one show is being presented in the evening, the next week's play will be in rehearsal daytime, he said.

The opening play, "The Trial of Mary Dugan," will be followed by the comedy hit, "The Boy Next Door," the second week, Mr. Wade said. He reported that he has enough shows lined up to more than fill the initial 26-week schedule.

"See Good Reaction"

Both he and Mr. Streibert were optimistic about the audience-building powers of repeated telecasts of the same program. If the show is good to begin with, they said, people will tell their friends about it and, for the first time in broadcasting, on a regular basis, those friends will have the opportunity to see what they missed the night before.

"Wednesday or Thursday or even Friday may well prove to be the top-rating night for the series," Mr. Streibert said. Mr. Wade noted that motion pictures have been repeated often on TV in the same market, apparently with good audiences each time, and that such special event telecasts as the Horse Show, put on for a solid week, built audience rather than lost it as the week progressed.

Mr. Streibert noted that WOR-TV can offer its 9 p.m. news program to sponsors with the promise of a new audience each evening in the week—claiming another TV first. He said this opportunity to reach virtually a new set of viewers each evening would be an advantage for many advertisers. The 10-minute newscast with John Wingate is now a sustainer.

Neither Mr. Streibert nor Mr. Wade would reveal the cost of the Broadway TV Theatre package to its sponsor, but Mr. Wade estimated that savings are inherent in the program formula. The original play-scripts eliminate the need for employing writers to adapt the plays for TV and TVA scale is lower for bit players when they are employed for five performances instead of a single show.

This would enable him to put on a full week's schedule of five telecasts for no more and possibly less than a network would spend for a single dramatic telecast, it was pointed out.

Mr. Wade will supervise production of all the dramas with Richo Lukin as TV director and Robert Bolger as stage director.

'BIG PICTURE' Aired by 72 Outlets

ARMY TV documentary film series, The Big Picture, is currently being telecast on the nation's 72 video outlets and has elicited enthusiastic response from station program managers everywhere.

This has been acknowledged by the Public Information Office of the Military District of Washington. Lt. Carl E. Brutton, former producer-director at WTVJ (TV) Miami, Fla., and creator of The Big Picture, has been engaged by MDW for a similar TV series in Washington, D.C.

The series originally was conceived as a "live" feature on WTOP-TV Washington and its high Pulse and Hooper ratings attracted the attention of the U.S. Army Dept.'s Radio-TV Section under Col. Ed Kirby, MDW said.

The Army transferred the entire show—12 weeks of films and guests—to the sound stages of the Signal Corps Photo Center, New York, for distribution as a national film series to more than 60 TV stations initially carried the program (B+T, Feb. 11).

Lt. Brutton, who has remained as technical adviser for the production, is also producing two other TV shows for MDW in Washington—Meet the Troops, on WTOP-TV, and The Blue Badge, set to premiere over WTTG (TV) Washington. Lt. Brutton has been praised for his work from Army Secretary Frank Face Jr. and Maj. Gen. Floyd L. Parks, chief of information, Dept. of Army.

TOTAL of 504 Writer Guild members were employed by major, independent and television film producers as of Feb. 16, date of latest compilation, according to SWG announcement.
Tested... Proved...

SPECIFIED by the nation's key network studios...

The Eastman 16mm Projector, Model 250

Here is a basic unit of station equipment whose dependability and versatility have been proven by over two years of trouble-free service in key network studios. And, with 16mm film now established as the prime ingredient of program and continuity structure, this fine instrument is being specified by engineering and programming staffs as an essential part of station equipment. Since a limited number are now available, check these five advantages with your staff today. For further information, fill out and mail the coupon, below.

1. Amazing film steadiness . . . through advanced-type Geneva pull-down.
2. Unexcelled sound reproduction . . . through new optical and electronic engineering.
3. Maximum over-all operating efficiency . . . through simplified control system which can be connected to a remote control station.
4. Unusual mosaic screen image brilliance . . . through use of improved illumination (Kodak Television Ektar Lenses).
5. "Still frame" operation permitting commentary from "frozen" frame . . . through revolutionary new design.

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Eastman Kodak Company, 343 State Street, Rochester 4, N. Y., Department 8-3-1

Please send me more information about Eastman 16mm Projector, Model 250, to address shown herewith.

NAME

COMPANY (TV STATION)

STREET

CITY . . . . . . . . . . . . . . . . . . ZONE . . . . . . . . . . . . . STATE

March 31, 1952 • Page 161
Beverages

Beer, pop, colas and similar beverages commonly thought of as hot-weather drinks are losing their seasonal status and becoming items of year-round consumption, to judge by the extent of their use of video advertising.

Comparison of the TV advertising of beer and soft drinks in the third and fourth quarters of 1961—the hot-weather months of July, August and September versus the considerably cooler time of October, November and December—as recorded in the Rorabaugh Reports on Television Advertising for those periods, shows:
- A total of 165 beer accounts used TV during the third quarter; a total of 169 during the fourth quarter. Six TV network accounts in the summer months dropped in the fall; spot beer campaigns stood at 131 and 125 while local beer advertising increased from 28 summer to 29 fall campaigns.
- Soft drink accounts on TV totaled 166 in the summer quarter, 160 in the fall. There were four network campaigns each quarter; spot stood at 37 campaigns in the summer to 29 in the fall; local soft drink advertising stepped up from 125 accounts the third quarter to 127 in the final quarter of the year.

While the use of TV by brewers and soft drink manufacturers fell off slightly with the end of hot weather, the vintners increased their TV advertising with the advent of cooler days. The fourth quarter records show 39 wine accounts for television against 22 for the third quarter. There was one TV network wine account in each three-month period. Spot TV campaigns for wines rose from 16 during the summer to 26 in the fall. On the local level, wine TV campaigns increased from five to 12.

Total number of TV network, spot and local accounts for beer, wine and soft drinks was 353 during the third quarter, 356 during the final quarter of the year. The increase may be in the reporting rather than the actual volume of beverage advertising, as there were 106 TV stations reporting their advertisers to Rorabaugh the final quarter of 1961, compared with 101 stations reporting their third-quarter business.

Even so, there is no doubt that by and large the beverage industry is a good all-year customer of television.

Mental Therapy

TV Aid Cited in Calif.

Television as therapy for the treatment of patients in mental hospitals has been cited in a report prepared by Gov. Earl Warren's task force on the Rehabilitation of the Mentally Handicapped in California.

"The value of television in the mental hospitals seems to be two-fold—first as an entertainment and diversion and second, as a means of bringing the withdrawn patient into contact with reality," the report said. It singled out programs, sports features and educational and factual telecasts.

The report touches on mental institutions in Patton and Modesto, Calif., pointing out that at present TV sets are donated by civic organizations, former patients or relatives. Adequate medical supervision over TV was recommended, however, "if it is to remain good therapy."

At Patton, patients who formerly were noisy became quiet and television acted as a universal sedative every evening. The report added, "lies in its help in increasing "socialization"—a valuable process in treatment of mental illness. Ward parties are starting at Patton where one ward invites one or two other wards to come and watch the programs with them."

RCA Victor Record Dept. will provide distributors with 60-second TV film commercials as part of promotion for contest to stimulate interest in children's picture release prints in better condition and reduce losses. Booklet may be obtained free on charge upon request to Kodak's Motion Picture Div., Rochester 4, N. Y.

SATISFACTION is written on all faces as Richard Crane (r) signs seven-year pact for TV film series, Rocky Jones, Space Ranger. Expressing approval are Jack Danov (l), general manager of Space Ranger Enterprises, and Guy V. Thayer Jr., vice president in charge of production for Roland Reed Productions, Culver City, Calif. Crane plays title role in science-fiction series, produced by Roland Reed in collaboration with Space Ranger Enterprises as merchandising representative. Actor is expected to realize about $1 million through Rocky Jones tieup.

Benefits of Film

Are Noted in Ross Poll

GROWING importance of film as a video programming mainstay was cited by nearly everyone participating in the third annual subscriber poll of Ross Report on Television, industry newsletter. Respondents, about a third agency executives and also including network and package program firm officials and talent and publicity agents, saw film as a means of getting more polished productions and also as offering residual earnings through second-class sales.

Group picked Studio One as the "show I make a point of seeing," "show which stood out best over the years," "most aduute showmanship" and for the "most effectively mounted productions" and its producer, Worthington Miner, was first choice among "producers especially deserving a kudo." Maria Riva, a frequent Studio One star, was picked as "an outstanding dramatic personality" and as "an outstanding discovery of 1951." The program also ranked high in other categories.

High costs of production and time were listed as the biggest obstacles for TV programmers, with a lifting of the freeze on new stations, which would reduce the cost-per-thousand-viewers, voted the "shot in the arm" most needed.

TV Sets and Watches

Reports to the contrary, the fine jeweled watch you're wearing won't become magnetized by close exposure to a TV set. That is, not if it's equipped with anti-magnetic hairspring and mainspring and an escape wheel. That's the word from the Elgin National Watch Co., which made special laboratory tests. George Ensign, Elgin research director, said the magnetic field around a set is so slight it won't affect any modern watch at close range. Even the repairman needn't worry, he adds.

Film Damage Guide

Eastman Kodak Co., Rochester, has issued a 55-page booklet on "Common Causes of Damage to 35mm Release Prints." The booklet, a revised version of a 1945 issue, is offered, the company said, "as a means of helping laboratories, exchanges and theatres keep motion picture release prints in better condition and reduce losses." Booklet may be obtained free of charge upon request to Kodak's Motion Picture Div., Rochester 4, N. Y.

WOW-TV

Leads the Way in Midwest Television

* WOW-TV serves one of the fastest growing TV markets in the United States.
* Every day an average of 125 families is added to the WOW-TV audience.
* Present total now well over 123,000 sets!
* Low-cost, high-rated participations now available.

Wire or telephone your nearest John Blair-TV office or Fred Ebene, Sales Manager.

Webster 3400

WOW-TV

Channel Six

A Meredith Station

OMAHA

Frank Fogarty, General Manager
Extreme versatility, maneuverability and ease of operation are combined in the new Houston-Fearless TV Crane, model TC-1. It provides new convenience and comfort for the cameraman. It allows continuous shooting while raising or lowering camera boom from 9'-6" (lens height) high to 3'-6" low. Two types of smooth panning, steady rolling-dolly shots or any combination of these actions. High Houston-Fearless quality for complete dependability. This is the perfect answer for top-flight television showmanship.

Write for complete information on the new Houston-Fearless TV Crane, model TC-1 and other television studio equipment.

The Houston Fearless Corporation

11807 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"
Service of UHF
(Continued from page 116)

This estimate compares the frequencies of 63 mc representing VHF and 630 mc representing UHF. The difference would be smaller if 200 mc of VHF had been compared with 500 mc of UHF, and greater if 50 mc had been compared with 900 mc.

Interpretation of Field Experience

In addition to those engineering estimates, there is the actual field experience of the present set owners, but if this experience is to be used, the differences between the conditions today and those to be expected should be well understood. The principal difference at VHF and UHF is the interference between stations. Today there is very little such interference. That interference will increase greatly as the number of stations increases. The only practical experiences in the UHF centers on the experiments at Bridgeport. There the conditions would be different from those that will exist in commercial operation. The receivers were serviced and installed by picked personnel, undoubtedly far superior to the average serviceman likely to carry out this work in practice. The antennas were carefully located to provide the best picture. Well designed and tested antennas were used. The sets were properly aligned and tuned, and not left to drift for months or years as is common practice. The area was normally very poorly served from the New York City stations, so that viewers were indoctrinated with the need for elaborate antennas and careful installation. The average viewer considered a picture acceptable which might not be considered satisfactory in a more favored city. In Bridgeport the conditions were favorable for the acceptance of relatively poor service and to produce the best service that the stations could provide.

More Power for UHF

To cover the competitive gap between VHF and UHF the FCC is likely to permit 10 db more power for UHF than for low band VHF. Since UHF antennas are not likely to come up having more than 3 db gain or power than VHF the UHF transmitter may require 3 db more power than the VHF to obtain the full competitive benefit. That is, it may require twice the power. In addition if the advantage of 3 db given to UHF in the first item of the above table (for the transmitting antenna only) is used, that will require doubling the power again. Part of the power increase over VHF may be achieved with more elaborate transmitting antennas but in any case if the UHF installations are to make full use of these advantages, their cost will be considerably increased.

After full advantage is taken of the possibility of radiating more power on UHF than on VHF, there will still be a difference of from 17 db to 26 db unfavorable to UHF, that is, from 400 to 400 times in terms of power.

Comparison with Regular Broadcast Band

A comparison can be made as far as power is concerned, between the relation of UHF to VHF and the relation between the frequency extremes of the regular broadcast band. There are factors which prevent making the analogy between the two broadcast services as close as one might wish; yet it may be helpful to have some idea of the picture acceptable at 50 kw on one of the two frequencies, the service rendered to 90% of the locations would be equivalent to the service rendered with rated power on a single frequency between 600 kw and 1,200 kw. And that is obtained without causing more interference on each frequency than would be 50 kw radiated. From a cost angle that is a remarkably cheap way of obtaining effective radiated power.

If the two frequencies, instead of being radiated from the same location, the gain obtained would be much greater. That is, of course, if the two locations are separated several miles apart, the effective gain obtained without increase of actual transmitted power will be very much greater.

If the system is well engineered the service could approach that provided by a VHF station of 100 kw. On flat terrain the gain will be considerable and will be even greater on hilly terrain. The system should also prove very helpful in serving large rural areas.

This seems an economical way of using the competitive advantage of UHF. If good engineering is the achievement of as much as possible for as little as possible, as I was taught at school, then this scheme which has been given the name of Polycasting seems to me good engineering.

The objection raised to giving two frequencies to an operator, is wasteful of channels can be sh. not to be generally valid, certain, not everywhere, because the decrease in interference due to the low radiated power will generally offset the loss due to the doubling up of the frequencies.

At this writing it is understood that the FCC will consider experimental operation of this system. There may be a great many places where it can be tried and applied to give needed service to the public and overcome the seemingly overwhelming competitive advantage of VHF.

Wilmotte’s Technical Support

1. The Transmitting Antenna.

The transmitting antenna involves a number of complex technical and FCC problems. Basically the FCC permits a certain amount of power to be radiated in two maximum directions. Today the maximum radiation is generally planned to be horizontal, but at UHF (because the beam can be made very narrow) it might with advantage be tilted slightly downwards. By that means the beam intensity horizontally might be less than the radiation in the direction of the maximum. To recognize this effect, it seems reasonable to use a directive antenna and FCC regulations might be modified to allow the necessary dollar investment in the antenna and transmitter to double the power radiated in the direction of maximum signal.

2. Shadows

There is no great difference in the extent by which the signal intensity falls off with distance at different frequencies in terms of db. VHF transmissions are very smooth, but when there are hills the shadows they create are much deeper at VHF than UHF. Unfortunately people tend to live in the valleys rather than on the hills, so that UHF suffers doubly. In a great many parts of the country UHF will suffer a loss varying from 5 db to 15 db relative to VHF from this cause. That figure does not take the distribution of population into account. A figure of 8 db will be assigned against UHF for the effect of this factor.

3. Ghosts

Buildings and hills reflect UHF waves much better than VHF, so that the signal will reach a receiver, perhaps along an indirect path at UHF than it will at VHF. Ghosts will therefore be more prominent in the charge at UHF and seems reasonable to allow for this effect.

4. The Seasons

As stated previously, when a receiving antenna is installed in the best location on a house, that location is likely to deteriorate with time. The deterioration will be ten times as rapid at UHF (because 2 of the wavelengths for the frequencies selected). A figure of 4 db is charged against UHF for this factor.

5. The Receiving Antenna

A simple half-wave dipole antenna will provide 3 db less signal at 63 mc than it will at 68 mc simply because it is one tenth the size. However, because it is small, it can be more readily multiplied to become more directional and incorporate considerable gain. As that is done, however, the effectiveness of the antenna becomes more and more limited to one station, unless several stations lie in the direction.

At the boundary of the service area,
Federal AND Graybar

DISPLAYING COMPLETE STATION EQUIPMENT AT BOOTH 10 NARTB

Federal Telecommunication Laboratories, Inc.
an associate of the International Telephone and Telegraph Corp.
500 Washington Ave. Nutley, N. J.

Domestic Distributors: Graybar Electric Co., Inc. Offices in 108 cities
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.
COMMUNITY TV SYSTEMS
Hancock, Md., Begins; Palm Springs, Calif., Plans

TELEVISION viewers in Hancock, Md., last week could watch programs from Washington stations—100 miles away—through means of a community antenna and more than four miles of coaxial cable. The signals are received on three antennas atop a hill near Hancock and piped into subscribers’ homes by means of 22,000 ft. of coaxial cable. The system is operated by Community Television Inc.

Local sources said there was “a rush” of orders for television sets after the service was announced. Another type of community TV operation has been proposed for Palm Springs, Calif. An application filed with the FCC seeks permission to build an experimental television station.

75 Miles From L. A.

The proposed experimental station would be located about 75 miles from Los Angeles, would receive the signals from the seven Los Angeles TV outlets, and would amplify the signals, retransmitting them over the same channels that the stations operate on, but with only a few watts power. The station would consist of a highly directional receiving antenna located at the top of Howell Peak in the Santa Rosa Mountains, within line-of-sight of Mt. Wilson, “home” of several Los Angeles TV transmitters. A chain of amplifiers would build up the signals to a power level of one watt. A directional antenna would retransmit the signals of all seven outlets to the appropriate frequencies to the shielded valley in which Palm Springs lies. It is proposed to “scramble” or “code” the transmitted signals in such a way that they would be useless to the ordinary set owner. If the experimental program proves successful, and if the FCC grants authority for regular operation, the Palm Springs residents who want to receive the “coded” signals would subscribe to the Howard-Yale Inc. service. A decoding device would be attached to subscribers’ sets.

Howard-Yale Plan

With the Howard-Yale system, all TV stations could be received and presumably the fee paid would permit the subscriber to pick up any of the Los Angeles signals.

The method of billing subscribers was not disclosed in the Howard-Yale application, nor was a contemplated fee schedule included.

Palm Springs is in a “white” area—that is, it will not be able to receive satisfactory service from any television station, even though stations may operate with maximum power and full antenna height, according to the application. This is due to the location of the town in a deep valley. The Howard-Yale company analyzed the possibility of coaxial cable installations, but concluded that the program would be far too costly. They discussed the feasibility of a commercial UHF station for Palm Springs but decided the town could not support such a station.

The public would be told not to buy television sets during the experimental program the application said, and alluded to the likelihood of coding the signals for the experimental period to discourage anyone from buying sets.

Rebroadcast Channels

Specifically, the station would receive and rebroadcast signals from channels 2, 4, 5, 7, 9, 11, and 13. The antenna height would be only 60 feet above ground, but several thousand feet above sea level. The ground would prevent feedback, according to the engineering statement filed with the application. The applicants said they had tried various experiments leading to the application, but had not integrated them. With FCC authority, the Howard-Yale firm can complete its program and determine the feasibility of expanding it to other towns in areas such as that in which Palm Springs is located.
"THEY REALLY WATCH SARRA COMMERCIALS"

SARRA, INC.
New York: 200 East 56 Street
Chicago: 16 East Ontario Street
SPECIALISTS IN VISUAL SELLING
Floating Action! for all TV Cameras

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:
3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars.

BROADCASTING • Telecasting

TV SET SERVICE CLUB FORMED
Seeks to Do Away With 'Sins of Servicing'

TV SET-OWNERS who want reliable repair jobs at minimum prices can take out what amounts to club membership in Televideo Affiliates of America, according to working plans for the organization, described by president Earl L. Bunting. The plan is being installed currently in the metropolitan New York area.

Designed on a group basis similar to that of commercial monthly book clubs, Televideo Affiliates of America is keyed to erasing "sins of service" within the TV industry, Mr. Bunting said, and contains benefits for both the independent serviceman and the consumer. The idea has been tested during the past year with some 200 set-owners in New York and should be "fantastically successful" on a full basis, he reports.

Mr. Bunting, who also is chief engineer for Bell Television, installer of master antenna systems, describes the plan as follows:

The customer pays an annual membership fee of $15 and receives a service contract which, varying with the make and model of his TV set, will be priced within the range of service contracts offered by set manufacturers. The consumer is assured, however, that his service charges for the year will not exceed the contracted amount.

The consumer's set is immediately inspected by a TAA technician and the set-owner is given a $4 kit, giving schematic and pictorial information for his particular set. The brochure also contains serviceman's information which lists the costs of parts for the particular set, gives hourly labor charges and sufficient information about the serviceman's job to allow the customer—after his set has been repaired—to make out his own bill. The consumer is further supplied with billing forms bearing his membership number, which, if he chooses, he may forward to TAA after each repair, receiving a 10% return on his succeeding year's membership cost in payment for doing his own billing.

If, after his set has been repaired, the consumer believes himself wronged, he may call TAA to have the service job checked by a TAA inspector. If he believes parts have been replaced needlessly, he may return the old parts to TAA for laboratory testing.

For each repair job, the customer pays time charges and material costs listed for his set.

Technical Support
(Continued from page 166)

and it is the boundary which must be considered when the size of the area is being discussed. Users are generally willing to go to considerable expense in their antenna installation to improve their reception. Even at VHF it is common to use antennas of considerable complexity. A good UHF antenna may have a gain over a dipole of 14 db and a good VHF antenna a gain of 8 db. Combining this advantage of UHF with the 20 db disadvantage due to size, there is left a loss of about 1.4 db for UHF compared with VHF.

6. The Transmission line in the home.

The loss in the line from the central office to the video head is greater for UHF than for VHF by amount varying with the type of line and its length. In good installations it may vary from about 1.5 db to 4 db, or say about 2 db. This figure may improve with engineering development but may be worsened by poor installation work.

7. Set noise and interference.

The inherent noise in a set is at present 8 db to 20 db worse for UHF than for VHF. These figures will probably improve with improved set design. It is felt that a figure of 6 db against UHF is a conservative evaluation for this factor.

The limit of service, however, is not caused by the set noise, it may be caused by interference from a nearby station on the same or an adjacent frequency. The strength of the interfering signal at UHF will be about 6 db greater than at VHF for similar interference conditions.

Whether the limitation is set noise or interference, UHF suffers relatively more from VHF noise than from VHF. This figure can be properly combined with the figure for set noise and interference at any one location unless it happens that the interference from these sources are of the same order of magnitude, but it can be combined to represent the statistical condition in which some of the sets are limited by set noise or interference, and others by man-made noise. As the number of stations increases and their power increases, as is likely to happen if the pattern of the regular broadcast band is repeated, the limitation of service will move and more be due to interference of stations with each other rather than to noise. The combination of factors 7 and 8 will therefore tend to approach more and move the figure of 6 db against UHF.

9. Drift and Tuning.

The stability of the tuning is worse at UHF than at VHF. The drift will probably be improved with time, but it is nevertheless likely that there will be a certain amount of decrease in signal due to drift, alignment, etc. A figure of 3 db is charged against UHF for this factor.
98% for Coverage

TELECASTING of congressional committee hearings was strongly advocated by the audience of DuMont’s Keep Panted show. Following a recent discussion of the question, moderator Martha Rountree asked viewers to voice their opinions by writing WTTG (TV) Washington, DuMont outlet there. More than 1,500 letters resulted, network spokesmen reported, saying 98% favored TV coverage of hearings.

READING OF BOOKS
TV Hasn’t Hurt—Bennett Cerf

BOOK SALES haven’t been affected by television in spite of the grim views of some publishers. That is the opinion of Bennett Cerf, publisher of Modern Library and Random House, director of Bantam Books, critic and humorist.

“The only thing that TV has hit are the mystery and western fiction which you can get now by turning on your set.”

Mr. Cerf, combining a West Coast vacation with a few lecture appearances and at a press conference he feels there is no real conflict. “Readers of good books still read good books, television or no television,” he declared.

“There are only about a million people in the United States who read books regularly anyway. There is a fringe of about 15 million who read one or two books a year. The television viewers seem to be made up mostly of the rest of the population,” he concluded.

FIGHTS WIN VOTE
In WICU (TV) Balloting

FIGHTS have scored a knockout over drama as television fare in Erie, Pa.

Edward Lamb, owner of WICU (TV) there and publisher of the Erie Dispatch, carried the controversy between TV Columnist Dick Harinate and Sports Editor Wes Driscoll to the town’s 35,000 residents. They were asked which they preferred—boxing or theatrics—on Wednesday nights.

After ballots were printed in the paper three days, an outside party tabulated the results and replayed them for release at exactly 10 p.m. Wednesday—sign-off time for the Pabst Blue Ribbon fight series (CBS-TV) or for Celanese Theatre, which runs alternate weeks with Pulitzer Prize Playhouse (ABC-TV).

Engineers at the last minute switched in the fights, which outdraw the play 11,000 to about 1,250 with more than 10% of the population voting. Pabst Sales Co., Chicago, says in similar contests its fights defeated drama in Dayton and Toledo.

NBC HANDBOOK
Staging Guide Revised

NEW EDITION of Operation Backstage, staging services handbook first put out in 1948, is being circulated by NBC television network to department personnel, affiliated stations, advertising agency producers and to universities, libraries and foreign broadcasters who have requested copies.

The 80-page booklet has articles and extensive illustrations on production services, studio staging equipment, staging facilities, live commercial production and production notes, plus bibliography.

Prepared under the direction of Robert J. Wade, executive coordinator of production development, the text follows progressive staging operations through a seven-day week, from initial planning to on-the-air telecasts, indicating how personnel is assigned and why different studios require specific equipment.

Economies Outlined

Major portion of the handbook concentrates on production planning of immediate interest to station management, with suggestions for short-cuts, staff consolidations and various economies.

Operation Backstage has been translated into French, Spanish and Portuguese and is currently listed as required reading for graduate students in television courses at Columbia, Boston and Syracuse universities, NBC reported.

Peerless List Grows

NUMBER of stations now carrying Peerless Television Productions’ package of 26 films has been increased to 13 with addition of KPRC-TV Houston, WJBK-TV Detroit and WNBQ (TV) Cleveland. Vice President George T. Shapiro has announced. Other stations receiving such Peerless films as Count of Monte Cristo, T-Men and Last of the Mohicans include KTTV (TV) Los Angeles, KRON-TV San Francisco, KSL-TV Salt Lake City, WHIO-TV Dayton, WNEW (TV) New York, WIXL (TV) Atlanta, WXEL (TV) Cleveland, WPTL (TV) Philadelphia, WTMJ-TV Milwaukee and WCBS-TV New York.

Advisory Group
FORMATION of an Educational Television Advisory Committee to consult with educational institutions has been announced by WJAR-TV Providence, R. I. Committee will be headed by Dr. Michael C. Walsh, education director for the state of Rhode Island and recommend an overall continuity for the series. Group also will suggest which schools might best handle various phases of the project. The 18-man committee also will aid the station in educational programming.

The tube that "Stands on its head"

Stand on its head, electrically speaking, because its grid-flange construction permits grounded-grid operation with effective isolation of input and output circuits. Benefits: simplified circuitry, lower lead inductance, and more stable operation.

Grid-flange construction—an RCA development—opened a new era in grid operation. The 5762 is one example of this design. The tube features a very efficient plate radiator that requires less than half the air flow previously needed for a tube with the same power rating. It runs cooler—offers substantial operating economy.

There’s an RCA Tube Distributor just around the corner from your station. For fast, friendly service—call him!

*RCA 5762 can be used, with FCC approval, as a direct replacement for the 7C24 in FM transmitters BTF-1C, BTF-3B, and BTF-10B. See details in Tube Tips, June 1951.

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

March 31, 1952 • Page 169
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Announced from Ann Arbor, WAJL has been licensed to Advertisers Press Inc. of Flint since 1948, operating on 107.1 mc with 400 w effective radiated power.

In addition to the facility, the entire physical plant was turned over in the gift. Waido Abbot, director of broadcasting at the university and an exponent of FM programming, plans to operate WAJL by remote control from the campus, which is some 60 miles distant. Michigan's current station is WUOM (FM) with 44 kw just reaching the fringes of the Flint district, according to the university.

The university plan, that was laid before FCC, envisions a remote operation involving a receiver at Flint constantly tuned to WUOM's signal. A detector unit, incorporated in the receiver, responds to a supersonic signal briefly placed on the WUOM carrier wave, which in turn kicks in two one-minute relays and puts the station on the air.

At present, the university expects to use WAJL as its relay point for all U. of Michigan programs, with operations scheduled to start as soon as the transfer of license is FCC-approved.

Monsanto Chemical Co., Boston, compiled 48 of New England's best known college songs for publication under title "Selected Songs from New England Colleges." Songs were selected by Leonard J. Patricelli, program director of WTIC Hartford, Conn., from those sung by college glee clubs on company's weekly radio program.
CASTING. Box Seventy-five cents postpaid. Please let us know what you can do and what you enjoy doing.

Help Wanted

Salesmen

Excellent opportunity for experienced announcer-engineer and self-starter, for high-powered independent station.

Closed caption, plus commission. Experienced announcer-engineer, 1st phone, or disc or tape, picture and turntables.

Help Wanted

Salesman

Excellent opportunity for experienced announcer-engineer for high-powered independent station.

Closed caption, plus commission. Experienced announcer-engineer, 1st phone, or disc or tape, picture and turntables.

Help Wanted

Castings

Box 33M, BROADCASTING--TELECASTING.

Construction announcer--engineer, 4th phone, tape, picture and turntables.

Help Wanted

Salesman

Excellent opportunity for experienced announcer-engineer for high-powered independent station.

Closed caption, plus commission. Experienced announcer-engineer, 1st phone, or disc or tape, picture and turntables.

Help Wanted

Castings

Box 33M, BROADCASTING--TELECASTING.

Construction announcer--engineer, 4th phone, tape, picture and turntables.
Situation Wanted (Cont’d)

Announcers

Situation Wanted (Cont’d)

Announcer


Situation Wanted (Cont’d)

First phone with 2 years experience in AM & FM. Studio or transmitter. Now employed in Midwest. Prefer for midwest. Box 562M, BROADCASTING TELECASTING.

Engineering

Engineer, 1st phone. No announcing. 1½ years experience. AM-FM. Box 622M, BROADCASTING TELECASTING.

Situation Wanted (Cont’d)

Not scared of overtime. Just want good guarantee. Can work overtime, hours. Box 623M, BROADCASTING TELECASTING.

Production-Programming, Others

D. A. V. Looking for permanent position. Has chief in 2 or 100. All replies above. 3 months at chief. Box 291M, BROADCASTING TELECASTING.

For Sale

Veteran, married, 1½ years experience at the same AM-FM transmission. Box 663M, BROADCASTING TELECASTING.

Radio telephone, 1st class. Willing to learn. Announcing. Eastern seaboard territory. Box 674M, BROADCASTING TELECASTING.

Veteran, 1½ years experience. Veteran, 5. Box 917M, BROADCASTING TELECASTING.

Situation Wanted (Cont’d)

3½ years experience, 3 chief small network station. 34, single, vet, car. Need position. Box 774M, BROADCASTING TELECASTING.

Production-Programming, Others

Engineer-anouncer, three years experience. Veteran. Write City, Mo., Route 4, Aberdeen, Mississippi.

Situation Wanted (Cont’d)

Production-Programming, Others

News editor eastern regional. Seeks advancement. Newscaster, reporter. Inexperienced 2½ years experience. Box 594M, BROADCASTING TELECASTING.

For sale:

For sale—radio towers, at bargain prices, with base insulators, lighting equipment, guy cables and anchors. 12 to 260 foot towers. Box 685M, BROADCASTING TELECASTING.

Situation Wanted (Cont’d)

Three Western Electric 9-A heads and arms complete with filters. $100 each or $250 the lot. Two heads just out-phased, third in good operating condition. Previously with KGBP, Tyler, Texas.

Wanted to Buy

Stations

The owners of a successful small market radio station in a middle Atlantic suburb have no wish to sell, but would build and take over AM or TV operation. Now saving plans. Will be at NAB convention in New York City, November 25th, November 26th. Box 280M, BROADCASTING TELECASTING.

Television

Manager

Thoroughly experienced all phases AM, TV. Presently with major network. Previous experience in television studio, programming, etc. Box 298M, BROADCASTING TELECASTING.

Salesmen

Experience in radio and TV sales record. Hold first phone license. Box 272M, BROADCASTING TELECASTING.

Situation Wanted (Cont’d)

Experienced salesmen—announcer. Good sales record. Hold first phone license. Box 28W, BROADCASTING TELECASTING.

Situation Wanted (Cont’d)

Announcers

Experienced in TV-AM. Announcing directing and production. Some technical experience. Prefer with major TV station. Desire position with program director or network office. Personal interview. Box 627M, BROADCASTING TELECASTING.

Creative TV cameraman. Experienced still-motion photographer. Must be available immediately. Box 630M, BROADCASTING TELECASTING.

For Sale

Western station, 1000 watts. Rich and clear voice. $3,000. Equipped. Ears over $500, $2500 with extras. Box 651M, BROADCASTING TELECASTING.

Iowa. 1000 watts. Independent day-time, profit $3000 annually, wish to return West. Box 655M, BROADCASTING TELECASTING.

Upper midwest, single station market, no competition, $20,000 above any other bid on request. Terms. Box 679M, BROADCASTING TELECASTING.

Situation Wanted (Cont’d)

Engineer, veteran. Married, single, vet, car. Now looking for permanent position. Has experience all phases of sport. Box 680M, BROADCASTING TELECASTING.

Situation Wanted (Cont’d)

Engineer, veteran. Married, single, vet, car. Now looking for permanent position. Has experience all phases of sport. Box 680M, BROADCASTING TELECASTING.

Situations Wanted (Cont’d)


Equipment, etc.

Tower—Winchberger, model 300, galvanized, gypsy triangular, good condition, including beacon, tuning unit, lightning filter, transmission lines. Presently is, where is. Washington D. C. area. Make us an offer, Box 642M, BROADCASTING TELECASTING.

Four—250 watt indir in rich secondary California market. Fulltime operation. Partnership disagreement dictates immediate sale. No brokers. Box 660M, BROADCASTING TELECASTING.

Situations Wanted (Cont’d)

Engineer, veteran. Married, single, vet, car. Now looking for permanent position. Has experience all phases of sport. Box 680M, BROADCASTING TELECASTING.

Television

Manager

Thoroughly experienced all phases AM, TV. Presently with major network. Previous experience in television studio, programming, etc. Box 298M, BROADCASTING TELECASTING.

Salesmen

Experience in radio and TV sales record. Hold first phone license. Box 272M, BROADCASTING TELECASTING.
TV ENGINEER WANTED
Employed, 6 men staff with 86 years electronics exp. inc. 22 years TV, from image orth through side board filter tune and complete plant. Box 648M, BROADCASTING • TELECASTING.

For Sale
Equipment, etc.

For Sale
TRANSMITTERS
A new 5 kilowatt
CONTACT HENRY GEIST
Conrad Milan Hotel through show of 66 E. 42nd Street, New York 17, N. Y.

Employment Service
EXECUTIVE PLACEMENT SERVICE
For competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

For Sale
TRANSMITTERS

WANTED Local Sales Manager
5,000 watt independent needs young experienced local Sales Manager. Terrific potential as yet not wholly developed. Wonder- ful opportunity for the right man. Box 642M, BROADCASTING • TELECASTING.

POSITIONS FREQUENTLY AVAILABLE
Engineers

TV ENGINEER AVAILABLE
Transmitter and design experience, good caliber, prefer west coast. Box 644M, BROADCASTING • TELECASTING.

Regis

Southwest

A well established full-time network station located in the medium size southwest market. Now owned by inactive stockholders unfamiliar with radio. Financing arranged.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
CHICAGO
SAN FRANCISCO
James W. Blackburn
Ray V. Hamilton
Lester M. Smith
W. E. Jarrett
3612-2
751 North Michigan Avenue
3710 Market Street
1535 Market Street

Widow, about Arbor, Michigan.
Wanted, used Minitape Recorder.
By appointment:

"CASTING'

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grandrapher, 1500 West Superior Street, School 700 North Wxloo, Hollywood, California.

Commercial crystals and new or re-processed broadcast crystals for Billy, were Electric, RCA holders, etc. Best service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas. Phone 3-3901.

Help Wanted
Managerial

WANTED
FCC sales manager to handle sales and promotion of radio and television station.

National
SALES MANAGER!
We’re opening a new New York office. Do you want a man familiar with the national radio, TV and newspaper advertising scene? Good earnings and bonuses will be paid to the right man. Please give references and qualifications in your reply.

Box 643M, BROADCASTING • TELECASTING.

Regis

East

A good regional facility located in one of the important markets in the east. This station has always been profitable but is under-developed and needs full-time owner-management. Liberal financing.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
CHICAGO
SAN FRANCISCO
James W. Blackburn
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Box 643M, BROADCASTING • TELECASTING.
30th Convention (Continued from page 27)

The registration is located in the ballroom of the hotel.

The committee will review developments to date and lay plans for code enforcement on the basis of the month of experience.

Several hundred engineers attending the technical conference will join management delegates at the luncheon sessions and the annual banquet. Neal McNamara, NABT engineering director, is in charge of conference arrangements. A booth is being installed in the lower lobby Exhibition Hall by Armed Forces Information Center. On attendance will be Col. Ed Kirby, chief of the Army's radio-telephone operations; Lt. Col. Robert Keim, holding a similar Air Force post; Lt. Comdr. A. F. Rhoads, heading the Navy radio-TV work, and Capt. Pat Griffin, WAC. The display will be programs and services available to broadcasters and telecasters.

Another information booth is under auspices of National Production Authority. Stationed at the booth to answer questions about NPA regulations and availability of materials will be J. Bernard Joseph, chief of NPA's Broadcast & Communications Equipment Section, Electronics Division, and H. S. Thurbur, of the Chicago field office, Dept. of Commerce.

The committee will be open during the Monday night dinner, sponsored by BMI and the national network, to feature Lou Hollis, dialect narrator; Mr. Tom Tipton, and the Williams Brothers; Merrill Abbott dancers; Whiteguards quartet, and the Lew Diamond orchestra.

At the plenary dinner Tuesday night the late Prof. Reginald A. Fessenden will be elected to the Radio Pioneer's Hall of Fame. Prof. Fessenden is credited with having first transmitted speech in 1900 by use of a spark transmitter.

ABA Elects Martin

THOMAS E. MARTIN was elected president of the Alabama Broadcasters Assn. at group's annual meeting in Biloxi, Miss., March 20-21 (B+T, March 24). Mr. Martin is president of the Williams Brothers Broadcasting.

He succeeds Emmett Brooks, WBEJ Brevont, who also has served as chairman of the convention committee for the past few years.

Other new officers are Elma Smith, WHMA Anistion, elected vice president, and Mrs. Wilhelmina Doss, WJRD Tuscaloosa, named secretary-treasurer.

CBS Chicago Plans (Continued from page 150)

attire. Witnesses argued that neither was competitive with the other, and people picked up thatSql in different spheres—TV at home, movie exhibition out of home.

Power of merged company would violate Clayton Act, recently amended. Witnesses argued that radio-TV division and theatre exhibition division would operate virtually autonomously, that no "package deals" are contemplated.

One company operating home TV, subscription TV, theatre TV and movie exhibition would be able to subordinate one or several of them for the advantage of one or several of the others. Witnesses disagreed that subscription TV or theatre TV would ever become significant. They also argued that the company could not play one facet of its operations off against others because of competition from other TV stations, subscription TV operators, theatre TV operators and theatre exhibitors.

Use of feature films on TV would be subordinated to be used in theatres. Witnesses reiterated their belief that films made for theatres would play only a small part in future TV, and that special films made for TV would be mostly used in home TV.

Registration (Engineering)

Prior, Thomas C. J., WJAR-TV Providence, R. I.
Reed, E. E., Gen'l Elec. Co., Syracuse, N. Y.
Pyle, K. W., KFRT Wichita, Kan.
Q
Quintin, Charles, KRNT Des Moines, Iowa
R
Rendy, Wilson, WREC Memphis, Tenn.
Reed, Elmo, WPJG Green Bay, Wis.
Reis, F. M., WJBK Detroit, Mich.
Riddle, Lindsey G., WDNS-TV New Orleans, La.
Rider, Gene, WQAM Miami, Fla.
Ridgeway, Frank B., WEIR Buffalo, N. Y.
Risk, J. E., KSD-TV St. Louis, Mo.
Robichaud, Clarence G. J., James C. McNary, Washington, D. C.
Roy, Welton M., WBMP Memphis, Tenn.
Rue, J. H., RCA Camden, N. J.
S
Sanderson, James W., WSGN Baltimore, Ala.
Schaefer, Roger, KGLO Mason City, Iowa
Schonberg, Erwin P., WGBF Evansville, Ind.
Schroeder, Ray J., KMTV (TV) Omaha, Neb.
Sherman, John M., WTCN-Minnamon, Minn.
Smits, C. G., WKBY Paducah, Ky.
Sobott, David, KVFD Fort Dodge, Iowa
Sobol, Robert J., WJBB Rock Island, Ill.
Sorel, Earl R., WBCN Boston, Mass.
Smith, Edgar C., WFIN Findlay, Ohio
Snedeker, M. E., WERE Cleveland, Ohio.
Snider, Robert E., KTLU Tulsa, Okla.
Snyder, Reed L., WHO Des Moines, Iowa
Stewart, E., RCA Camden, N. J.
Stine, Karl J., WJLL Battle Creek, Mich.
Stockwitz, Milburn H., WSOY De- catur, Ill.
Swaringen, L. C., WTAX Springfield, Ill.
T
Telbott, Edward P., KROD El Paso, Tex.
Taylor, Herman D., WITC Hartford Conn.
Thomas, Morris W., KOKA Okla- homa City, Okla
Thomson, M. W., WNAX Yankton, S. Dak.
Thompson, William H., KGNC Amarillo, Tex.
Trower, Orrin W., WHAS-TV Louisville, Ky.
Troutman, Lawrence, KSD-TV St. Louis.
Toussaint, V. E., RCA Camden, N. J.
V
Varnum, W., RCA Camden, N. J.
Vordermark, Ernest, WMWB-TV Jacksonvile, Fla.
W
Walker, John, KHQ Spokane, Wash.
Weaver, Clarence W., WCOM Ashland, Ky.
Wehrman, Harvey, KLZ Denver, Colo.
Wells, T. H., WLYK LaGrange, Wis.
Whitman, Ualin, WATX Quincy, III.
Wilkins, B. T., WKBK Youngstown, Ohio.
Williamson, Bert, KYNO Fresno, Calif.
Winler, John T., WBAL-TV Balti- more, Md.
Wofsy, George, WKRC-TV Cincin- nati, Ohio.
Windle, Ben E., WCLT Newark, Ohio.
Y
Yarbrough, J. E., WDBO Orlando, Fla.
Younger, C. B., KSD St. Louis, Mo.
Young, J., RCA Camden, N. J.
Z
Zahares, Gus, WITP Charleston, W. Va.
Network Rates
(Continued from page 99)
seeks to place 5 to 10 spot an-
nouncements per day on one or
more stations in some 40 to 50
markets, with 80% of each day’s
total to be carried in nighttime
hours and 20% in daytime, but
with payment for all at the rate
of one-half of the one-time
daytime rate per spot.

Where stations could not clear
time for eight nighttime spots—
almost the equivalent of three an
hour for three hours, and especially
difficult in the case of network-
owned stations and other major
outlets—the advertiser reportedly
suggested a reduction in num-
ber (to about five spots a day, of
which four would run at night),
with perhaps five others to be
placed similarly on another station
in the same market.
The campaign is on behalf of
Wheaties.

SUMMER RADIO

NBC UNLIMBERED its summer
radio sales pitch last week—a
sound-slide film starring comedian
Red Allen as its “vice president in
charge of summer.”

In his quest for “the facts”
about summer radio and its values
to advertisers, Mr. Allen “dis-
covers,” among other things, that
summer is not a sales-slump sea-
son for business, that radio is the
only medium to aficionado “opportu-
nities,” and that NBC has a variety of
specialized sales plans to offer
advertisers.

One of the latter, called “Ton-
nage Technique,” is a saturation
plan by which advertisers may
sponsor either three or five quarter-
hour programs each week for either
8 or 13 weeks, with “tailor-
made” series available “at low
$35.

It was estimated that the three-
week Tonnage series will reach
almost 9.5 million persons a week
and that the five-week series will
reach more than 11.5 million.

Costs to advertisers were not spe-
cified, the charge for any combina-
tion of programs being dependent
upon the specific programs chosen
to compose it.

At the other extreme from Ton-
nage, the presentation notes, ad-
visers “can use a single broad-
cast for a special one-time sales
promotion.”

Other plans include “Super Sum-
mer Tandum,” a hot-weather ver-
sion of NBC’s sold-out “Operation
Tandum,” and the “Market Basket”
plan, under which local stores and
chains receive one-minute cut-in
announcements, enlivening them-

selves as well as the products of
the national Market Basket spon-
or.

In addition, it is emphasized, any
NBC advertiser who asks for it
gets, without cost, the help of
NBC’s new merchandising depart-
ment in securing point-of-sale dis-
plays for its products among whole-

sale and retail stores.

Summer 1952, it is stressed, of-
fers radio advertisers even more
than its usual attractions since
this is a Presidential election year
with an unusually high potential
of listening due to all-out radio
and political conventions and
campaigns.

In the slide presentation, con-
deived and executed by Jacob A.
Evans, manager of the NBC Radio
Advertising and Promotion Dept.,
and Harold S. W. Shepard, super-
visor of radio sales promotion, Mr.
Allen’s search for the truth about
summer timed to take him
through a series of interviews with
research men, network officials,
ratings experts and agency repre-
sentatives.

The film, to be shown to clients,
agencies and prospects starting
immediately, was described by
Radio Sales Vice President John
K. Herbert as further evidence of
NBC’s efforts to promote all radio.

“We believe,” he said, “that if
radio is sold to advertisers and
agencies, we’ll get our share of it.”

NBC Board Chairman Niles
Trammell voiced confidence the
presentation will be “unusually ef-
f ective.”

To show that summer is no slump
season for business, it is pointed
g out that total national retail sales
for June, July and August are only
2% below the entire year’s level
and that for many products sum-
mer is the big season.

For instance: Sales of toilet
soaps in summer are 14% higher
than their average for all other
months. Soft drinks are up 47%
and tea 22%, while beer sales “sky-
rocket.” Dry cereals rise 17%,
refrigerators 91%, ranges 65%,
automobiles 31%. Gas and oil
sales advance 5%; building ma-
terials 6%. Even smoking is up
8%.

Summer radio’s importance is
stressed through studies showing
24 out of 25 persons are at home
during the average summer week
—and that one who is away is still

(Continued on page 178)

WCBM NEWS STAFF

Expansion Announced
INCREASE in news staff of
WCBM Baltimore and promotion
of one of the station’s newscasters
were announced Wednesday by
John Elmer, president of WCBM,
at a luncheon at the National Press
Club, Washington, D. C.

W. Gregory Halpin, a member of
the news bureau for 2½ years, will
assume duties of city editor.
Mr. Halpin broadcasts 62 newscasts per
week, reportedly the heaviest
schedule for a newscaster in Balti-
more. Millie Flynn, veteran newspa-
per and radio reporter, has been
appointed to the WCBM news staff.

These two appointments make
the station’s news staff the largest
in Maryland, according to Charles
Roeder, news director. WCBM’s
news department is designed for
both town and country coverage in
the 150 mile radius of cities and
semirural area which it covers.

On the air daily from 5 a.m. to
midnight, the station plans to carry
170 news programs weekly. Of
these, 106 are local newscasts and
64 are done for MBS, with which
the station is affiliated.

Other members of the station’s
news staff are John Fulton Lewis,
state correspondent and former
editor of the Southern Maryland
Times; Norman Bergholm,
WCBM’s Eastern Shores specialist,
and Jerry Mares, night editor.

WANTED

PROMOTION MANAGER

There is a tremendous oppor-
tunity for a sales promotion
manager who wants to live in
Southern California and further
his career in television.

The opening is at the CBS
owned station KNXT in Los
Angeles. Will be given free rein
for his creative abilities, and a
generous budget.

Must know all phases of sales
promotion, program promotion
and exploitation. Should have
previous experience at a radio
or television station. Good sal-
ary for the right man.

Send full details, with samples
and references to:
David Luhmann
CBS TELEVISION
485 MADISON AVENUE
New York City

March 31, 1952 • Page 175
Where's the Money Coming From?

(Continued from page 32)

real warm-up of defense production. Employment rose to 60.3 million; the unemployed diminished to 5.5 million. Total disposable income rose accordingly—from $75.7 billion the year before to $92 billion. But the improvement in general economic conditions subverted advertising growth. Advertising volume in 1941 was only 2.4% of disposable income, compared with 2.8% the year before. The war years were decidedly "abnormal" and hence are excluded from consideration here. The year preceding war, 1941, and the year following, 1946, were to a great extent influenced by the economic dislocations of wartime. Count those years out, and you find that total advertising volume in the U. S. in 1940-51 has swung between 2.5% and 2.9% of total disposable income, with the average at a little more than 2.7%.

Now assuming that the economists are right in using total disposable income to mean total sales potential, it would seem that U. S. advertisers as a group (though differing individually, of course) characteristically have been maintaining advertising budgets at a level of slightly more than 2.7% of maximum possible sales. (This percentage estimate probably is low since it is derived from comparing the advertising volume against total disposable income figures which do not take into account the fact that people do not spend all their income. If total savings were extracted from the base income figures, the base figures would of course be lower and the ratio of advertising volume higher. But for purposes of describing trends, as in this case, the translation of disposable income to sales potential is accurate enough.)

Quite obviously, if advertisers persist in maintaining this ratio or one not far above it, total advertising expenditures will expand only as the total economy expands.

The first question is: How much must advertising volume expand to accommodate a national television system?

In 1951 there were four networks and 108 stations in television broadcasting. That year, according to Printer's Ink estimates, advertisers spent a total of $844.5 million on TV, of which the networks and stations received $239.5, according to FCC tabulations. The difference between total advertising expenditure and network and station receipts was a sum of $604.9 million, spent on other channels than the broadcasting networks. To a large extent it was the costs of producing TV campaigns, programs and commercials not produced by networks or stations themselves.

In guessing at future TV expenditures it can be made a rule of thumb that total advertising volume on TV expenditures occupied by broadcast revenue will expand more rapidly than that occupied by these programs. Understanding of how TV has already affected advertising budget allocations can be had from examining the recent histories of competitive media, radio, newspaper and magazines.

In dollar volume all these media have been expanding steadily: radio from $233 million in 1940 to $390 million in 1951; newspaper from $815 million in 1940 to $2.22 billion in 1951; magazines from $197 million in 1940 to $562 million in 1951. But though their dollar volume has been rising, the ratio of TV volume to the national disposable income has not.

Radio volume was 0.31% of national income in 1940, 0.29% in 1951, 0.31% in 1946, 0.33% in 1947, 0.33% in 1948, 0.34% in 1949, 0.33% in 1950 and back to 0.31%—its 1940 ratio—in 1951.

Magazine volume was 1.1% of national income in 1940, 0.9% in 1941, 0.7% in 1946, 0.9% in 1947, 0.9% in 1948, 1% in 1949, 1% in 1950 and 0.9% in 1951.

Radio volume was 0.26% of national income in 1940, 0.23% in 1941, 0.27% in 1946, 0.29% in 1947, 0.27% in 1948, 0.26% in 1949, 0.25% in 1950 and 0.26% in 1951.

Comparison by Years Somewhat similar patterns exist in the comparison of year-by-year volume of each of these media with the total advertising volume.

Radio volume was 11.3% of total advertising expenditures in 1940, 12.1% in 1941, 14.7% in 1946, 13% in 1947, 12.7% in 1948, 12.2% in 1949, 11.7% in 1950 and 10.5% in 1951.

Magazine volume was 28.1% of total advertising expenditures in 1940, 27.6% in 1941, 22% in 1946, 25.6% in 1947, 24.8% in 1948, 24.6% in 1949, 23.5% in 1950 and 23% in 1951.

Radio volume was 9.5% of total advertising expenditures in 1940, 12.7% in 1946, 11.6% in 1947, 10.5% in 1948, 9.5% in 1949, 9% in 1950 and down to 8.6% in 1951.

Beat your way through that jungle of figures, and you will find that whether compared with the U. S. economy as a whole or with total advertising expenditures, the rate of expansion of radio, newspaper and magazine volume has been arrested noticeably in the past two years. In dollar volume, none of them is down, but in comparison with advances of the general economy and of total U. S. advertising, all three have fallen off.

Does this mean that if TV had not burst on the scene the others would have drawn bigger volumes? One can only make conjectures. But the fact remains that something happened to put a brake on radio, newspapers and magazines.

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**Broadcasting  Telecasting**

March 31, 1952  Page 177
ABC'S NEW STUDIOS

Readied in Three Cities

ABC radio network last week announced opening of three new multiple radio studios—one each for New York, Los Angeles and Chicago—during the next three weeks. The use of the $3 million facilities marks the first time in ABC's history that the network's AM operations will be housed in separate, independent headquarters in each of the cities.

First studios to go into operation will be those in New York, located next door to the old radio plant. Built at a cost of $1,250,000, the radio facilities will be used by both the network and its flag station, WJZ. Operation was scheduled to have started at 6 a.m. EST today (Monday), when engineers were to throw switches in the new master control room located behind a glass wall with the ABC engineers.

Across the nation in Los Angeles another $1,250,000 studio construction project will be completed tomorrow when ABC radio will start broadcasting from a new building at 1539 North Vine St. Third group of radio studios, built in the Daily News Bldg. in Chicago for $500,000, will be placed in operation Monday, March 13.

ABC adopted long-term expansion plans in 1951, setting an April 1, 1952 goal for completion of New York and Los Angeles buildings, a deadline that the company met. The building program was undertaken to effect "sizable savings" from lease costs and by unified facilities as well as to provide production equipment on a par that ABC's two principal competitors.

The total $3 million expense for new AM facilities represents, President Robert E. Kintner said, a "continuing feature," necessary as a real investment in AM's long-term future. "It also indicates ABC's determination to use every resource at its disposal to improve the network," he added.

All buildings incorporate the latest designs in communications equipment, studio planning, compact space arrangement and color use, with particular emphasis on switching facilities in the master control rooms. The new switches were built by General Electric in cooperation with ABC and provide a compactness and accessibility for repair that has never before been realized—or used— in radio. In Chicago, Frank Marx, vice president in charge of engineering, said Tuesday.

New studios are located at 39666th St., on the edge remaining of the previous building, the Wilson Warehouse which—along with a former riding academy, stables, garage and carriage house—has been converted into an ABC-AM-TV production heart. Alternate floors of the seven-story building have been partially removed, the basement lowered and a penthouse added to provide space for four major radio studios, each two stories high and placed one on top of another toward the rear of the renovated structure.

The network thus ceases to lease New York space from NBC except for offices at 30 Rockefeller Plaza and studio equipment. Consultant Bill看见 relations activities. Work on offices for those departments will start, next to the new radio studios, as soon as government authority is obtained. Each building and radio and television will be located in the same block in New York.

Only other New York point from which ABC radio will continue to broadcast is its Little Theatre, located at 240 W. 44th St.

For the first time since the Blue Network was separated from NBC, ABC radio operations in Hollywood, including contracts for ABC-licensed KECA Los Angeles, will be consolidated under one roof as of April 1. All engineering facilities with ABC Miami have been transferred to ABC's building at 6285 Sunset Blvd. and from 1441 McCadden Place to the remodeled building at 1539 North Vine, occupied by office personnel since its construction, will remain at its present site. New facilities will house 12 studios and announcers' booths, including three studios with an average seating capacity of 321. Feature of the new plan is one of the largest and most modern tape-recording laboratories in the country.

Moves Central Division

ABC Central Division's radio studios will be moved April 21 from the Merchandise Mart to the Chicago Daily News Bldg., where a total of six modern studios will be available to the network and its stations. WJR. Five new studios, one to combine radio and TV transmissions, are now being constructed on the 24th and 25th floors at the present studio, where primary use is made for WNFR-TV is being installed for both AM-TV operation. A master control unit and engineering maintenance shop are being installed in the same building.

All Chicago studios are to be equipped with acoustic materials and designs, new microphones, consoles and other technical devices. A direct addition to the radio recorders capable of preserving and playing back several programs at once, ABC Chicago facilities will include portable equipment for setting up in the field and providing "out-of-studio" coverage. ABC radio will continue to originate programs—such as Chicago's Civic Theatra-theater on Warner Drive, but will have ended all local leases from NBC by May.

The network plans a combined radio-television building in San Francisco, location of its station KGO, and has purposed the Eagles Bldg. there for ultimate conversion. In the meantime, a lease extension has been acquired in San Francisco Radio Center.

ABC radio will celebrate opening its new Manhattan studios with a special program, Operation 66th St., from 10:30-11 p.m. EST today (Monday).

Community leader Milton Cross, celebrating his 30th anniversary with ABC's key station, WJZ New York, will conduct listeners on a tour of the new studios, describing the layout, charts with radio technicians and performers and telling of the network's history.

Other ABC radio programs to take note of the official opening will include Listen to Sheldon at 6:30 p.m. the same day, when Mayor Vincent Impellitteri will make the dedicatory address, and From Our Town at 2:35 p.m. when all ABC radio personnel will hold a house-warming party.

C-P-P GROSS INCREASES

But Net Income Is Off

SALES for Colgate-Palmolive-Pe.
Co. and foreign subsidiaries reached an all-time high of $346,485,000 last year, resulting in a total net income of $43,284,000, according to President E. H. Little's report on 1951 operations, issued to stockholders Monday.

Sales represent at $24 million increase over the previous high reached in 1947 and a $34 million rise over 1950 figures. Net for 1950 totaled $15,737,000, however, with decreased 1951 profits attributed to increased taxes and higher costs for goods and services. The company also wrote off a $5 million loss on the mid-1951 market decline...in fats and oils, plus a $29 million loss in Kansas City floods.

Net income in 1951—including foreign subsidiaries' dividends of $1,717,000—equaled $27.97 per common share. Quarterly dividends of $3.50 preferred and $2 common were paid during the year, with common stockholders receiving an extra 5% in stock.

Where's My Money From

(Continued from page 176)

while TV and total advertising increased, those of radio were climbing. Was it television that finally killed radio? Television was a piddling 0.03% of total disposable income in 1949, the first year TV made an impression on the economy; it was only 0.22% in 1950 (on top of the heavy money behind radio and magazines) in 1961.

TV volume was 1.2% of total advertising expenditures in 1949, 3.5% in 1950, and 7.4% in 1951.
FORERUNNER...

Forerunner of today's big, efficient outdoor advertising industry was this scene. Early in the century advertising posters of various sizes were displayed on buildings, boards and fences—wherever a suitable surface greeted the bill poster.

About the same time that billboards were becoming standardized, other media—newspapers, magazines, card cards—were also burgeoning with advertising as manufacturers sought more and better ways to reach the public.

Then came radio . . . and advertisers quickly took advantage of this new medium that enabled them to reach millions of people simultaneously with sound selling.

Now television has added sight to sound . . . and again advertisers were quick to capitalize on the added impact this newest medium affords them.

In WLW-Land, these two media—WLW Radio and WLW Television—used in combination, offer advertisers the most efficient and economical way to reach more people more often and more effectively.
RADIO AND TELEVISION STATION REPRESENTATIVES

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CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD