

JANUARY 7, 1952

35c PER COPY

BROADCASTING TELECASTING

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TELECASTING

Begins on Page 59

21ST

The Newsweekly
of Radio and
Television.
year

WITH

in Baltimore is pleased to announce that

effective February 1st, 1952, its new

National Representative will be

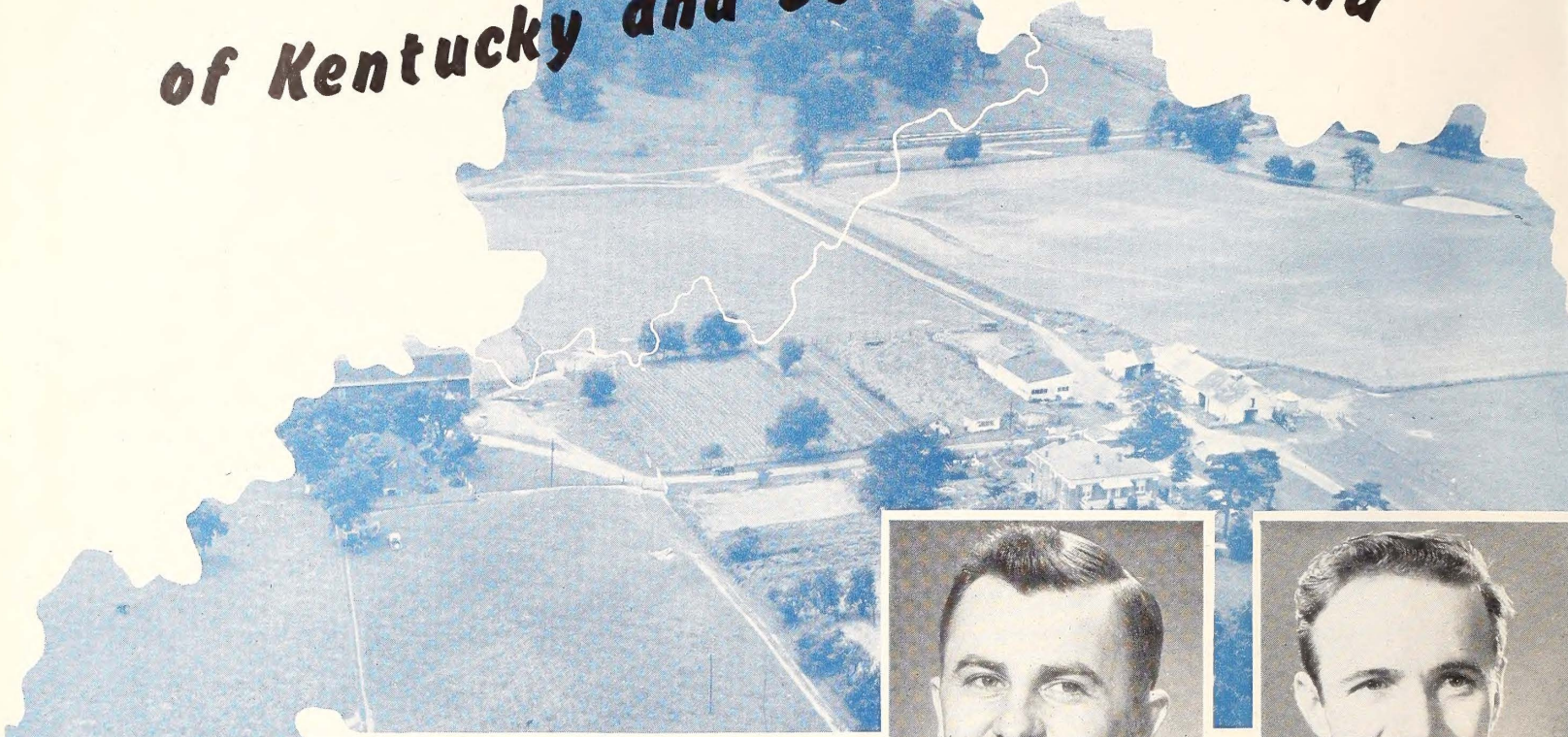
Forjoe

AND
COMPANY

OFFICES IN: NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, ATLANTA

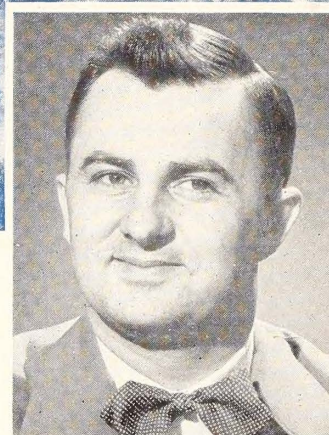
WHAS serves the rich rural* market of Kentucky and Southern Indiana

TK 6540
B85



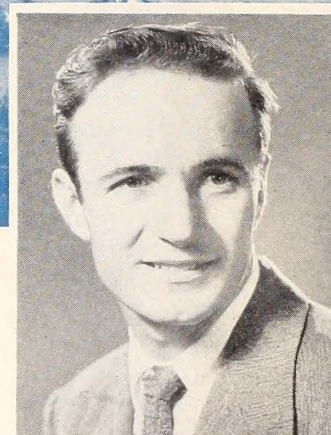
• The team of Davis and Proctor travels tens of thousands of miles each year, talking to farmer groups, individual farmers and their wives, both giving and seeking information most needed and most used. This close contact with their listeners enables Davis and Proctor to give the best possible service to their loyal farm audience — and it builds a confidence that gives greater impact to your sales message.

*The 1950 census reveals that 63.5% of the Kentuckiana population lives in rural areas.



DON DAVIS

WHAS Farm Program Director
is a college trained agriculture expert, with a practical farm background gained on his own farm in Indiana.



JIM PROCTOR

Assistant Farm Program Director
well-known for his 4-H activities in Kentuckiana, holds a Bachelor's degree in Agriculture from Purdue University.

Only this WHAS Farm Team brings up-to-the-minute market information, farm news and weather reports to this rich rural market.

QUALITY OF PROGRAMMING MAKES THE DIFFERENCE

WHAS FARM PROGRAMS

RFD Replies

6:30-6:35 a.m. Monday through Friday

Market Digest

6:35-6:45 a.m. Monday through Friday

Farm News

6:45-7:00 a.m. Monday through Saturday

Farm and Market News

12:45-1:00 p.m. Monday through Friday

Tomorrow's Agriculture

6:30-6:45 a.m. Saturday

Basic Affiliate of the  CBS Radio Network



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

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

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES



Setting the Pace

Everywhere—WHIM!

CROSS COUNTRY:—For four months running WHIM leads all independents throughout the U. S. both morning and afternoon.*

IN PROVIDENCE:—WHIM delivers daily 14 locally produced quarter hours with ratings above 4.0. All four network stations combined deliver only five such quarter hours.**



No Baseball—Just Music & News

* Independent Station Ranking
Hooper: June-July; Aug.-Sept. 1951

** Providence Hooper: Aug.-Sept. 1951



1000 watts

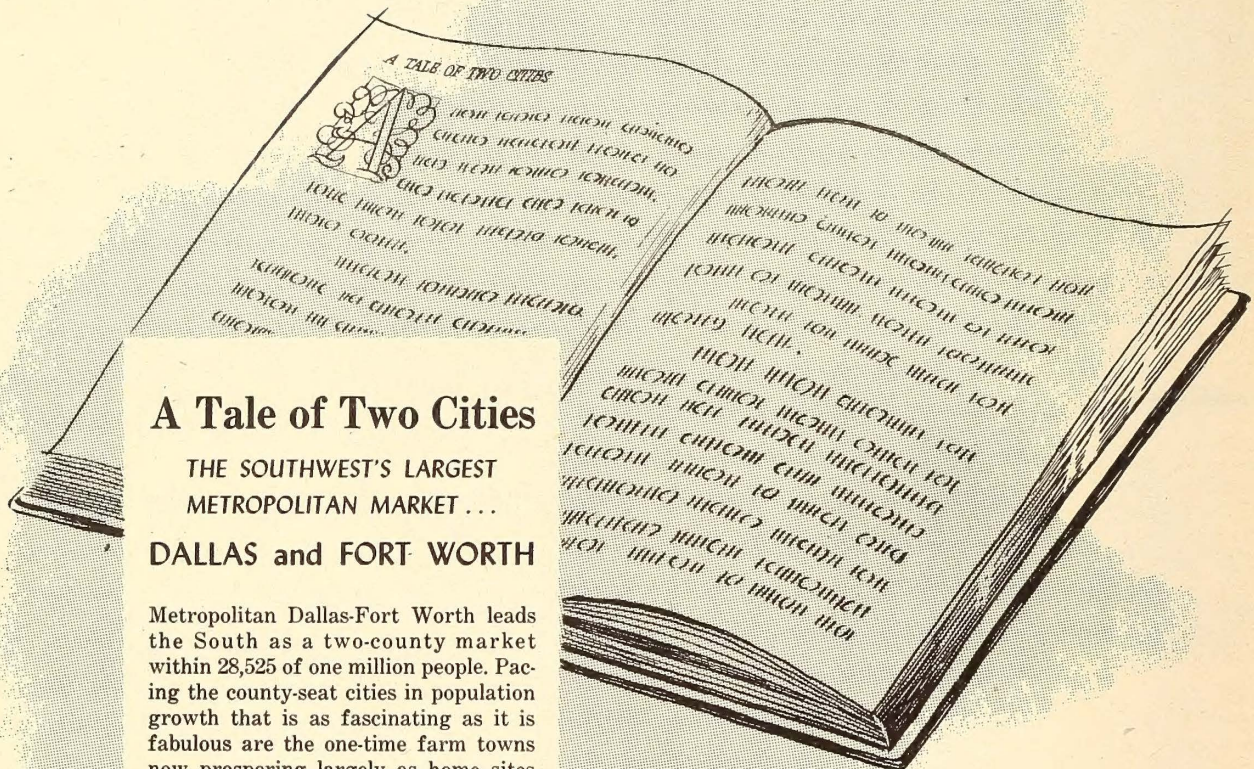
WHIM

1110 kc

Providence, Rhode Island

Represented Nationally by the Headley-Reed Company

The fabulous TWIN MARKET...FIRST IN THE SOUTH!



A Tale of Two Cities

THE SOUTHWEST'S LARGEST
METROPOLITAN MARKET...

DALLAS and FORT WORTH

Metropolitan Dallas-Fort Worth leads the South as a two-county market within 28,525 of one million people. Pacing the county-seat cities in population growth that is as fascinating as it is fabulous are the one-time farm towns now prospering largely as home sites for Dallas and Fort Worth-employed commuters. The amazing gains in population since 1940 of Dallas and Tarrant County towns point up the Dallas-Fort Worth market as the geographic center of the Southwest, the natural cross-roads of distribution.

This is why

KRLD KRLD-TV

is your best buy

EXCLUSIVE OUTLETS FOR CBS

The Branham Company
Exclusive Representative

PROGRAMS IN DALLAS • FT. WORTH

KRLD, 50,000 watts full time, and KRLD-TV, Channel 4, Texas' Most Powerful TV Station, completely dominate the Southwest's great 2-for-1 Market... the Dallas-Fort Worth urban sales area.

JOHN W. RUNYON, *President*

CLYDE W. REMBERT, *General Manager*



at deadline

CLOSED CIRCUIT

SALESMAN ON THAT NBC-Philco \$3,800,-000 political convention sponsorship was Joseph H. McConnell, who doubles in brass as NBC president. It's learned authoritatively that he opened negotiations by 'phone with James Carmine, Philco executive vice president, Saturday, Dec. 29, and buttoned up deal Sunday, just prior to embarking for West Coast.

HOUSECLEANING commission, if set up by President Truman, may never get to independent offices, such as FCC. They're obviously after big game, and most of independent offices don't fall in that category. Moreover, most of these agencies aren't even suspect. While clean-up group possibly wouldn't have legal right to probe independent agencies, which are created by Congress and responsible to it rather than to executive branch, observers feel that, once an investigation gets under way, neither Congress nor administration would challenge inquiry into quasi-judicial agencies.

EVAN F. LOVETT, who signs himself "American Broadcasting Company," Hollywood, and is currently in litigation with network over what he calls his "prior" claim to that name, is currently campaigning for formation of an organization to "clean up radio, TV and movies." Educators and civic leaders have been bombarded by mail on a national scale urging nominations of members of such a "non-profit" organization which would have Mr. Lovett as executive director.

MAN BITES DOG: FCC Commissioner Robert F. Jones was so impressed with West-East transmission of New Year's Day Rose Bowl game that he wrote AT&T President Craig congratulating him on "superb" technical handling.

BASED on present outlook, you can probably write off NBC-TV's proposed Radio-TV Center at Burbank, Calif., as casualty of shortages. Though NPA has not yet acted on second-quarter application, authorities unofficially say \$25 million project (first unit to cost \$2,170,-000) may be denied. Reason: materials expected to be more scarce after April 1. NBC-TV had planned to break ground by Jan. 15. (Also see story page 28.)

TO PROMOTE educational TV, WAAM (TV) Baltimore has handed to Johns Hopkins U. \$10,000 endowment, with no strings attached. Fund to be administered by Dr. Lynn Poole, who has conducted highly successful science series over DuMont.

PETITIONS OF Fanchon & Marco and Gordon Brown, WSAY Rochester, seeking to enter in ABC-United Paramount merger, are destined for denial. FCC previously had turned down Fanchon & Marco on ground that it was not qualified party.

LINCOLN MERCURY, through Kenyon & Eckhardt, N. Y., now lining up spot availabilities on from 750 to 800 radio stations for

(Continued on page 6)

ADMIRAL SIGNS SPORTS; DENIES TV HURTS GATE

ADMIRAL Corp., Chicago, will sponsor the Chicago finals of Golden Gloves boxing tournament and All-Star football game exclusively on DuMont Television Network and Mutual March 7 and Aug. 15 respectively.

Events, sponsored by Admiral last year also, were carried on 43 TV stations and more than 300 MBS affiliates.

Seymour Mintz, advertising manager of Admiral, refuted claim that TV causes reduced gates for sports events. He said in 1951 there were 92,180 persons attending All-Star game which was telecast in Chicago, compared with attendance of 88,885 in 1950 when game was not shown in Chicago and Milwaukee. Both events will originate with WGN and WGN-TV Chicago.

RADIO OUTPUT FOR YEAR TO REACH 12 MILLION SETS

PRODUCTION of radio sets in 1951 will reach 12 million when final figures are collected, according to Radio-Television Mfrs. Assn. TV output to run well over 5 million sets. Figures cover entire industry.

RTMA announced radio output totaled 747,-914 sets in November, with TV amounting to 415,332 sets, a drop of about 38% for former and 44% for latter compared to November 1950.

Radios with FM tuning facilities totaled 40,-092, with another 16,873 TV sets containing FM band tuners.

Output for first 11 months of 1951 follows:

	Tele- vision	Home Radios	Porta- bles	Auto Sets
Jan.	645,716	750,289	75,294	346,799
Feb.	679,319	764,679	79,859	437,779
Mar. (5 Wks.)	874,634	988,078	147,037	545,297
April	469,157	619,651	150,494	542,021
May	339,132	581,557	164,171	603,534
June (5 Wks.)	326,547	346,135	228,454	494,202
July	152,306	184,002	70,538	293,955
Aug.	146,705	295,587	77,568	190,252
Sept. (5 Wks.)	337,341	603,055	103,355	393,836
Oct.	411,867	513,609	94,053	267,061
Nov.	415,332	477,734	64,111	206,069
TOTAL	4,798,056	6,124,376	1,255,934	4,320,805

Bill Would Ban Beer from Radio & TV

NEW anti-alcoholic beverage advertising bill (beer, wine and liquor) expected to be introduced in Senate this month. Report emanating from Washington's "dry" camp that bill is marked for introduction and hearing in Senate at end of month or first of February drew reserved admission Friday from principals involved.

"Dry" forces understood to be plumping for legislation restricting proposed ban to interstate radio and television. Heretofore, "dry" anti-advertising bills have encompassed all media, including broadcasting.

Possible sponsors are Sens. Ed C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee, which has jurisdiction, and Francis Case (R-S. D.).

Sen. Johnson told BROADCASTING • TELECASTING he had been approached by "dry" forces, and had given assurance that if such a bill is introduced he would consider holding hearings by end of this month. Sen. Case, said to be potential sponsor of bill, also was approached

BUSINESS BRIEFLY

LEVER TO START • Lever Brothers, N. Y. (Shadow Wave), in early February to start radio and TV spot campaign in 14 markets for eight to nine weeks. Agency, McCann-Erickson, N. Y.

NORWICH BUYING • Norwich Pharmacal Co., Norwich, Conn. (Pepto-Bismol), buying spots for schedule to start Feb. 4 in 300 radio markets for 13 weeks. Agency, Benton & Bowles, N. Y.

RENUZIT ACTIVE • Renuzit Home Products Co., Philadelphia (Super Renuzit), buying women's participation shows starting Feb. 25 for 15 weeks. Agency, McKee & Albright, Philadelphia.

ANAHIST MINUTES • Anahist Co., N. Y., buying daytime minutes on clear-channel radio stations, starting Jan. 7 for nine weeks, in

(Continued on page 94)

GENERAL MILLS LEADS ABC RADIO SPONSORS

GENERAL MILLS was largest user of time on ABC Radio Network during 1951, with gross billings of \$4,612,376 for year, ABC reported Friday. Dancer-Fitzgerald-Sample was leading agency in point of time placements on ABC Radio for its clients, using \$5,930,627 worth of time at gross rates (one time, before discounts).

ABC Radio gross time sales for year (December figures estimated by ABC) amounted to \$33,242,182, a drop of 5.3% from 1950 gross of \$35,124,625.

Breakdown of ABC 1951 time sales by product classes shows food and food products largest group user of time on this radio network with gross purchases aggregating \$9,-565,175 for year. Drugs and toilet goods ranked

(Continued on page 6)

but as yet had not prepared bill. However, he told BROADCASTING • TELECASTING he expected to talk to Sen. Johnson shortly. (Sen. Johnson was co-sponsor of Reed-Johnson Bill in 80th Congress which would have banned "wet" advertising in all interstate media.)

Reed-Johnson bill was in hearing in 80th Congress but died on Senate floor.

Newly considered bill, if passed, could shake to foundations springwell from which radio-TV gain much revenue. Radio networks grossed \$2,774,866 alone in 1950, spot [B•T estimate] \$6,013,901 same year; TV networks grossed \$1,600,960 in 1950, spot [B•T estimate] \$3,440,710 same year. In radio, beer, wine and liquor class placed fourth in list of spot leaders for 1950, and first in TV spot product groups. Additionally, category only includes beer and wine (liquor is minor revenue factor in radio-TV) [B•T, April 16, 1951].

for more AT DEADLINE turn page



at deadline

Closed Circuit

(Continued from page 5)

NINE-FOLD GAIN SHOWN IN TV ADVERTISERS

NUMBER of advertisers using TV has grown from 727 in January 1949 to 6,365 in January 1952, according to N. C. Rorabaugh, publisher of Rorabaugh Quarterly Report on TV advertising, to which 105 of country's 108 TV stations regularly report their advertising schedules. Following table shows number of advertisers using network TV, spot TV and local TV advertising in January of each year, 1949 to date. Figures for 1952 are Rorabaugh estimates:

	Network	National and Regional Spot	Local-Retail	Total
Jan. 1949	33	225	469	727
Jan. 1950	72	399	1,687	2,158
Jan. 1951	164	894	3,408	4,466
Jan. 1952 *	205	1,260	4,900	6,365

* Rorabaugh Estimates.

KOIL OMAHA REDUCES RATES FOR EVENING HOURS

KOIL Omaha will cut its 6-10:15 p.m. rates by about 50% Feb. 1 and realign its time classifications after "careful study of radio and television rates in their proper ratio to the stabilization of the listening-viewing patterns of all broadcast audiences" in area. Class A time runs from 7 a.m. until 10:15 p.m., with Class B after 10:15. Class C has been eliminated. Prices for Class A and B equal those which were formerly B and C.

Manager W. J. Newens said, "After nearly 2½ years of multiple TV stations here, and after a year-and-one-half of direct cable service, it appears we must now consider a level upon which radio tune-in will settle. Night-time radio tune-in seems to be about same as daytime." He reported that local clients "in all cases contacted so far about the rates have either maintained or increased their advertising budgets."

OMAHA TRANSIT TO CEASE

TRANSIT service of KBON-FM Omaha to stop Jan. 15, according to Paul R. Fry, station president-general manager, after two years. Mr. Fry ascribed action to three-month temporary extensions of FCC pending FM study; decline in national advertising and decision to concentrate on TV application and operation of Inland Broadcasting Co.'s two AM outlets, KBON and KOLN Lincoln.

ABC Radio Sponsors

(Continued from page 5)

second with \$7,207,177; tobacco products third, with \$4,409,670; religion fourth, with \$1,793,319, and radios and appliances fifth, with \$1,610,149.

Leading advertisers on ABC Radio in 1951, following General Mills, included Sterling Drug Co. (\$2,707,239), Swift & Co. (\$2,386,810), Philip Morris & Co. (\$2,231,345), P. Lorillard Co. (\$1,495,217), Philco Corp. (\$1,469,649), Serutan (\$1,188,740).

Top agency users of ABC Radio during past year, in addition to Dancer-Fitzgerald-Sample, were: Cecil & Presbrey (\$2,585,120), J. Walter Thompson Co. (\$2,386,810), Maxon Inc. (\$1,713,293), Lennen & Mitchell (\$1,495,217), Hutchins Adv. Co. (\$1,469,649), Kudner Agency (\$1,310,036), Roy S. Durstine Inc. (\$1,271,024), Knox Reeves Adv. (\$1,008,044).

In this Issue—

Will Justin Miller of NARTB succeed J. Howard McGrath as U. S. Attorney General? Washington speculation is that he may—and that FCC Chairman Wayne Coy may be enticed from government service to join the radio-TV trade association. *Page 23.*

Radio set ownership is at new high. Story of new U.S. Census Bureau information is on *Page 23*, and complete list of radio homes in every county of the U.S. begins on *Page 38.*

Official FCC figures on 1950 broadcast revenue show that AM-FM stations and networks took in \$444.5 million, up 7.1% over 1949, *Page 27*, and business on TV stations and networks was \$105.9 million, 208.7% bigger than in 1949. *Page 61.*

Radio and television networks look to big sponsors to take some of the enormous financial load of covering the 1952 political convention. *Page 25.*

What's the new Congressional session going to mean to broadcasters? A B•T analysis of pending and possible legislation is on *Page 26.*

Here's the new Seal of Good Practice that will be displayed by TV stations subscribing to the NARTB's television code. *Page 61.*

A basic broadcasting equipment problem in 1952 will be channeling the flow of component parts into military and consumer production. *Page 28.*

New Year begins with 14,994,000 TV sets in circulation, according to current B•T survey. *Page 78.*

Some members of the Federal Communications Bar Assn. don't agree with the association's proposal to lump all TV applications for the same city into one general hearing after FCC thaws the freeze. *Page 62.*

Mutual's gross time sales in 1951 were \$17,875,758—11% bigger than in 1950. *Page 25.*

1951's important news events summarized for radio on *Page 44* and for television on *Page 75.*

New Year's Eve from an arm chair. IN REVIEW. *Page 32.*

WOR-TV New York will start originating programs from its new \$1,250,000 "Television Square." *Page 62.*

TV antenna on New York's Empire State Bldg. will be model for similar installations planned for Minneapolis and Detroit. *Page 69.*

Although industry sources say the government's restrictions on color television are not clear, the National Production Authority is sticking by its original order. *Page 70.*

Upcoming

Jan. 8: Second Session of the 82nd Congress of the United States begins.

Jan. 10-12: National Collegiate Athletic Assn. meeting, Cincinnati.

Jan. 14-15: BAB Research and Promotion Advisory Committees meetings, BAB Hqtrs., New York.

Jan. 15: FCC-Paramount hearing begins, Washington.

(Other Upcomings page 36)

campaign to start sometime within next two months. Definite starting date not yet decided.

NEXT MOVE on television front, NARTB-TV hopes, will be favorable action by ABC-TV on association's request that it join other three networks in membership, making it unanimous.

COL. HARRY C. WILDER, president of WSyr-AM-FM-TV Syracuse (who sold properties several years ago to publisher Samuel I. Newhouse), and owner of WELI New Haven, plans to file for TV in Phoenix, where he has taken up residence and built home. With Four VHF channels earmarked for city (3, 5, 8—reserved for education—10), Col. Wilder contemplates filing for channel 10, making Phoenix his permanent residence. Three applications are already on file.

MORE THAN \$25 million will be sought by State Dept. for Voice of America broadcasting operations in President Truman's 1952-53 budget. Total is separate from other sums requested for international information program and covers special radio and press projects, operations and facilities. Department received \$19,178,000 in regular 1951-52 budget.

NEW OWNERS of Thyavals Inc., which has exclusive 20-year franchise to "manufacture, promote, exploit, sell and distribute" Thyavals, Orvita and Formula 621—all formerly made by American Vitamin Assn.—to visit Midwest and Chicago this week to outline marketing plans for area. Minimum of \$4,000 weekly will be spent on advertising, mostly radio and TV.

FCC swamped with more than 100 requests from patent attorneys asking delay in promulgating proposed patent data filing rules [B•T, Dec. 3, 1951]. Commission earlier last week postponed deadline for comments to Jan. 31 (see earlier story on page 32).

CBS RADIO JOINS ARF

CBS RADIO is first organization in broadcast field to join Advertising Research Foundation since reconstitution of ARF to permit advertiser, agency and media membership, according to B. B. Geyer, ARF chairman, who reported membership of 105 as of Jan. 1, 1952. CBS Radio is so far only network subscriber to Kenneth H. Baker's audience survey service, Standard Audit & Measurement Services Inc.

RCA ELECTS RAU V-P

ELECTION of David S. Rau as vice president and chief engineer of RCA Communications Inc. announced by President H. C. Ingles after Friday's RCA board meeting. C. W. Latimer, former vice president in charge of engineering, named vice president and chief technical consultant.

TRUMAN MESSAGE

PRESIDENT TRUMAN'S "State of the Union" address before joint session of Congress Wednesday will be carried by all major radio and television networks, from 12:30-1:15 p.m. (EST). ABC-TV and DuMont coverage begin at 12:15 p.m.

for more AT DEADLINE see page 94

THERE'S NOTHING BETTER THAN...

FIRST PLACE!

HOOPER RADIO AUDIENCE INDEX, NOVEMBER, 1951

Omaha, Nebr.—Council Bluffs, Iowa

	KOWH	Sta. "A"	Sta. "B"	Sta. "C"	Sta. "D"	Sta. "E"
MORNING 8 A.M. - 12 Noon Mon. - Friday	25.6	14.6	29.9	16.6	6.9	1.6
AFTERNOON 12 Noon - 6 P.M. Mon. - Friday	38.3	32.5	10.1	12.3	9.3	2.2
SATURDAY 8 A.M. - 6 P.M.	36.3	21.8	12.4	15.9	8.8	4.1
TOTAL* 8 A.M. - 6 P.M. Mon. - Saturday	33.7	24.8	17.6	14.3	8.4	2.2

* Every rated hour shown above given equal weight

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday!
- *Largest share-of-audience* in any individual time period, of any independent station in all America! *

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

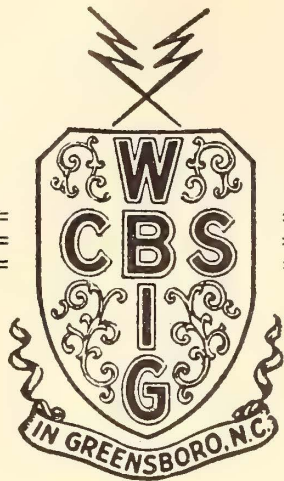
Represented By

Bolling Co.



Kowh
O M A H A

"America's Most Listened-To Independent Station"



*"The Prestige Station
of the Carolinas"*

GREENSBORO, NORTH CAROLINA

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

SOURCES:

* BMB Study No. 2

† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways

** Greensboro & High Point Police Depts.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

5000
Watts

CBS
Affiliate

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:

870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

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WASHINGTON HEADQUARTERS

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Bruce Robertson, Senior Associate Editor.

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CHICAGO BUREAU: 360 N. Michigan Ave., Zone 1, Central 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU: Taft Building, Hollywood and Vine, Zone 28, HEMPstead 8181; David Glickman, West Coast Manager; Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775 James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

Subscription rates \$7.00 for 52 weekly issues; BROADCASTING or TELECASTING Yearbooks \$2.00 each additional if ordered with subscription. Add \$1.00 per year for Canadian and foreign postage. Single copy 35¢.



To a time buyer with a client who wants lagniappe

Now that the smoke of the holiday parties has cleared away, giving place to the normal, everyday smoke of battle, let's discuss a truth that is stronger than friction, an eternal verity of the great Midwest, the pulling power of WMT.

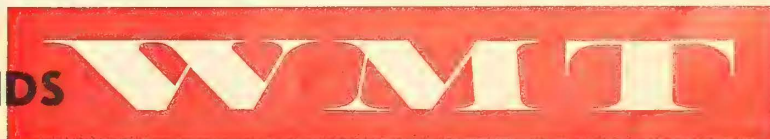
We're not blase, understand, but we just don't get butterflies in the stomach anymore when we find more evidence of WMT's selling oomph. We *expect* it. For example, whenever visiting firemen get the grand tour through the station, we just point to Killian's Department Store across the street and casually mention how they sold 2,200 pairs of socks with one commercial on their regular 9 a.m. news . . . and 600 men's belts with another single shot.

Day in and day out we hear tell about folks who buy something or do something because WMT suggested it. We know WMT *persuades*—40,000 of our Eastern Iowa friends turned out for our annual Farm Field Day.

One of our prize stories of persuasion, though, is this: Man named Joslyn runs a store in Manchester, 40 miles up the road. He bought a covey of spots on WMT to push a sale. Couple days later he phoned. "Call off your announcers, I'm cleaned out," quoth he. "What's more," he added a bit wistfully, "we had burglars last night."

Now where else in the world can you get lagniappe like that?

CEDAR RAPIDS



5,000 WATTS

600 KC

BASIC CBS RADIO NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY

"For the FIRST Televising
of the Kefauver Hearings..."

THE 1951 SYLVANIA AWARD



- WDSU-TV is deeply grateful for the honor of receiving the 1951 Sylvania Award, and the Citation of the Award Committee:

"This station's enterprise and imagination in first seeing the public service implications of bringing the Kefauver Committee's sessions to television, set a precedent of far reaching importance."

- Write, Wire or Phone
BLAIR-TV for details!



new business



Spot . . .

NATIONAL HEALTH AIDS Inc., Baltimore (Fast Tabs, reducing product, and H.A. Complex, vitamins), and **CHARLES ANTELL Inc.**, Baltimore (shampoo), planning national radio campaign, starting Jan. 7 (today), using quarter hour shows. Agency: Television Adv. Assoc., Baltimore.

THRIFTO PRODUCTS Co., Petaluma, Calif. (distributors of Thrifto cream, whip, and non-fat milk), launch extensive campaign in eight San Francisco Bay Counties. Radio and television will be used. Agency: Ley & Livingston, S. F.

Network . . .

GOODYEAR TIRE & RUBBER Co., Akron, Ohio, renews *The Paul Whiteman Goodyear Revue* for 13 weeks on ABC-TV. Agency: Young & Rubicam, N. Y.

PROCTER & GAMBLE Co., Cincinnati, renews sponsorship for 52 weeks of three daytime serials on CBS Radio. Three programs are: *Ma Perkins*, for Oxydol, through Dancer-Fitzgerald-Sample, N. Y. (Mon.-Fri., 1:15-1:30 p.m.); *Young Dr. Malone*, for Crisco, through Compton Adv., N. Y. (Mon.-Fri., 1:30-1:45 p.m.); *Brighter Day*, for Ivory Flakes, through Young & Rubicam, N. Y. (Mon.-Fri., 2:45-3 p.m.)

LEVER BROS., N. Y., renews *Radio Lux Theatre*, on CBS Radio, Mon., 9-10 p.m. EST, for 52 weeks. Agency: J. Walter Thompson Co., N. Y.

Agency Appointments . . .

DURKEE'S FAMOUS FOODS, L. A., Jan. 1 starts five minute daily newscasts on KNX Hollywood Mon.-Fri. Contract for 13 weeks. More radio planned after first of year. Agency: Leo Burnett Co., L. A.

PARKWAY HOUSE, Phila. (apartment development), names Weightman Inc., Phila. Radio and TV will be used.

GUILD HALL FABRICS, division of Mandee Fabrics, N. Y., names Wm. Wilbur Adv., same city. **TRUDY RICHMOND** is account executive.

CALORIC STOVE Corp., Phila., names McKee & Albright.

A. E. PETERSON Mfg. Co., Glendale, Calif. (Fold-A-Rola Strollers), names Hixon & Jorgenson, L. A. TV may be used.

S&S ENTERPRISES OF SAN FRANCISCO (distributor for Fireside Chef, electric motor driven inset for fireplace or outdoor barbecue), appoints Walter McCreery Inc., S. F.

EATON'S RESTAURANTS, Southern California chain, appoints Yambert, Prochnow, McHugh & Macauley Inc., Beverley Hills, Calif. Radio and TV planned for future.

SHADES OF CALIFORNIA Inc., L. A. (aluminum awnings) appoints Yambert, Prochnow, McHugh & Macaulay Inc., Beverly Hills, Calif. Radio and TV will be used.

PENN MUTUAL LIFE INSURANCE Co., Phila., appoints Aitkin-Kynett Co., Phila.

Adpeople . . .

L. EVERT LANDON, president Nalley's Inc., Tacoma (food products), elected president Tacoma Chamber of Commerce.

HARRY G. HAGGLAND, assistant advertising manager Hale's Bros., San Jose, Calif., department store, named advertising manager Eastern Department Store, Portland, Ore.

TILLIE LEWIS, president Flotill Products Inc., Stockton, Calif. (canned fruit, vegetables), named 1951 Business Woman of the Year by women's editors of Associated Press newspapers.



IN ITALY



WOV chooses FIAT

WOV mobile recording units in Italy now operate out of WOV's Rome studios in a team of two FIAT Giardiniera's—the attractive station wagons you see pictured here. With them, WOV visits cities, towns, and villages from one end of Italy and Sicily to the other, producing programs (and films) for Italian-speaking radio and TV audiences in the U.S.A.

We chose FIAT on the basis of the toughest test to which you could submit any car. Covering 40,000 miles in one year, we took this amazing performer up and down all the highways and byways in the land. We climbed narrow rocky tracks where a goat would have to watch his step. We drove our FIAT at open throttle down Italy's magnificent autostrade.

We bullied it and we abused it, and at the end of the most gruelling year we could devise, we were told that our car was "only just broken in!"

When you visit Italy, enjoy your tour in a FIAT. Write to ENIT, the Italian National Tourist Office, 21 East 51st Street in New York, for details on how you may obtain a new FIAT for your use in Italy, disposing of it at a favorable price when you leave. Or contact WOV in New York or Rome, and we'll be happy to assist you.



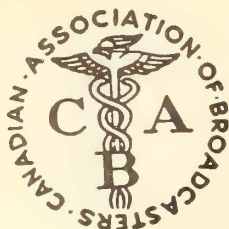
National Representative:

John E. Pearson Co.

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

BROADCASTING • Telecasting

January 7, 1952 • Page 11



The Neighbour on Your Roof

Canada—your northern neighbour—
is as close to you as many of
your best domestic markets.

Canadians have the same buying habits
as the people you're selling to now.
And they are buying more and more
each year as their purchasing power
increases. Canada's on top of the world!

The source of this growing prosperity
is Canada's production:
Over 85% of the world's nickel;
over 45% of the world's asbestos—
and undisclosed quantities of uranium.
Gold, iron and lumber abound in Canada.
Recent discoveries of oil in the prairies hold a
promise of self-sufficiency on this continent
for centuries to come.

Yet this rich market has barely been skimmed.

Now, Canada not only wants to buy your goods,
but *does* buy—more than anyone else—
and PAYS CASH.

So—if Canada wants your goods
how best can you sell 'em? Obviously you
want the greatest advertising coverage at minimum
cost to sell in this booming market.

Radio is the answer.

94% of all Canadian homes have a radio,
giving you the most complete coverage available.

Radio is your salesman-in-the-hearth,
already installed,
waiting for your message,
by-passing the rural road,
the footpath, bad weather
and the closed door.

Radio is there already.

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

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

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.,
Ottawa.

37 Bloor St., West,
Toronto.



agency

DR. ROBERT J. CHRISTOPHER, H. R. WILLIAMS and LEONARD BRIDGES, have formed new agency of Christopher, Williams & Bridges, at 20 N. Wacker Drive, Chicago. Dr. Christopher was manager of Chicago office Cummings, Brand & McPherson, Rockford, Ill. Mr. Williams was partner in Williams Assoc., Chicago. Mr. Bridges was advertising manager of John Plain & Co.

GEORGE R. JONES elected director of J. R. Pershall Agency, Chicago. He is also new chairman of planning and research groups.



on all accounts

FRANK BARNABY WOODRUFF is a man who thought in television terms long before the terms of television were themselves formulated.

A firm believer in "visual aids" in advertising, Mr. Woodruff, account executive, Falstaff Beer, Dancer-Fitzgerald-Sample, New York, had recommended the inclusion of that factor for many years before TV became the entity it is today.

From the advertising man's approach, Mr. Woodruff says, "the time element in the long message actually appears shortened because of visibility. A 22-second announcement can seem like a 2-second announcement if the building interest in the commercial is used effectively."

In advertising since 1929, Mr. Woodruff, a Chicagoan, actually began his education as a history major at the U. of Michigan. His first job was with Dodge Brothers in Detroit, serving in the sales department. Four years later he moved into his first advertising position when he joined Campbell-Ewald, where he "did everything from copy writing to account work."

He remained with the firm until 1934, when he embarked on his own as an independent copy writer and promotion man. Subsequently he moved to N. W. Ayer agency, Detroit, as production manager. After three years he joined General Motors in sales promotion for the Pontiac division. In that capacity he first acquainted himself with visual aids and in 1937 linked forces with Jam Handy Film Co. in Detroit to carry out his visual principles.

In 1941 he formed his own advertising firm, specializing in slide films for industrial pictures. It was a year or so later that he became the originator and moving force behind a new development in motion pictures: the addition of scent to the factors of sight and sound. After the first major test at the Vogue Theatre in Detroit, World War II started and curtailed the experiment because of equipment scarcity. Mr. Woodruff returned to

Chicago and joined the editorial staff of La Salle Extension U., as an instructor. In '42 he moved to the Illinois Bell Telephone, Information Bureau, where he used advertising methods to keep up the morale of the employees and to recruit new workers, and in 1947 he returned to the Jam Handy office in Chicago.

For the next two years, one of his major accounts was with Falstaff Brewery. He remained

with the account and in 1951 was named account executive for the brewery with DF&S (the agency handling Falstaff). The advertiser currently uses about 20 shows locally in radio, and film shows in 22 local TV markets in addition to its baseball schedule of the *Game of the Week* on Mutual, plus sponsorship of the St. Louis Browns on a regional network.

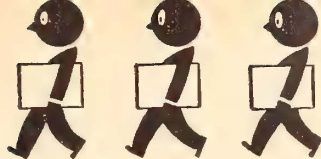
Mr. Woodruff is married to the former Katharine McNamara. They have two children, Kay, 23, and Charles 21. The Woodruffs live in a New York apartment.

His hobbies are sculpturing and presenting talks on advertising at Harvard and DePaul U. among others.



Mr. WOODRUFF

beat



CARLTON A. JOHANSON, Doremus & Co., S. F., elected vice president.

GARDINER LAYNG and **WILLIAM L. SHINNICK**, account executives Young & Rubicam, Chicago, elected vice presidents and named contract supervisors. Mr. Layng has been with the agency since 1933, and Mr. Shinnick since 1947.



Mr. Layng



Mr. Shinnick

RICHARD P. EHST, art director Gordon Manchester Adv., Washington, appointed director of art and production. **GEORGE D. McGUINNESS**, account executive, appointed director of radio and TV. **MILLICENT A. THOMAS** named secretary to office manager. Firm also announced opening of newly expanded offices at 1737 H Street, N.W.

JAY ELIASBERG, research department Kenyon & Eckhardt, N. Y., to Foote, Cone & Belding, N. Y., as supervisor of advertising research.

MEL SMITH discontinued Robert Smith Adv. Agency, L. A. to join Erwin, Wasey & Co., that city, in executive capacity and member of plans board.

CASS MUSLER, Lester Harrison Inc. Adv. Agency, N. Y., admitted to membership in firm. He will participate actively in general management and will become associate chairman of plans board and new business department.

RICHARD LEMEN, art director Beaumont & Hohman, S. F., to Richard N. Meltzer Adv., S. F., in same capacity. He will be succeeded at B&H by Victor Persson, assistant art director.

KEN BARTON named West Coast manager Duane Jones Co., to service Vitamin Corp. of America (Rybutol, Juvenal, Vyons) account. He was former West Coast manager Schwimmer & Scott Inc. and one-time radio-TV director Walter McCreery Inc., Beverly Hills.

KINNARD & KINNARD Inc., Minneapolis, Minn., elected to membership in American Assn. of Advertising Agencies.

DON GIBBS, vice president Warwick & Legler, L. A., to Kudner Agency, N. Y., as member of copy staff.

JERRY COLEMAN, partner Coleman-Jones Adv., L. A., opens new agency, Coleman-Packard Adv., at 707 N. Heliotrope Dr., L. A. Telephone OLympia 1104.

JOHN LaCERDA, president John LaCerde Adv., Phila., elected president of Philadelphia chapter of American Public Relations Assn.

W. B. STUART-BULLOCK, creative director Campbell-Mithun, Minneapolis, to Alfred Colle Co., Minneapolis.

LEONARD M. SIVE & Assoc., Cincinnati, elected to membership in American Assn. of Advertising Agencies.

JEAN LAURENT, staff *Cosmetics & Toiletries* Magazine, N. Y., to Lawrence Boles Hicks Adv., that city, as account executive and feminine products copy chief.

JARMAN & SKAGGS Adv., Ogden, Utah, moved to new offices at 1467 S. Main St.

WILLARD G. GREGORY Adv., L. A., moves to new quarters at 416 E. 8th St.

JAMES LOVICK & Co. Ltd., Vancouver, moves to new location, fifth floor, 789 West Pender St., Vancouver.

GEORGE R. JOHNSON, Doremus & Co., Chicago, to copy staff M. L. Sampson Co., Chicago.

WIL ROBERTS Adv., Phila., moves to new and larger quarters at 1524 Chestnut St.

BROADCASTING • Telecasting

...in radio and...in TV



"The MODERN WOMAN" is your best buy!

RUTH CRANE'S PERSONALIZED COMMERCIALS PRODUCE OUTSTANDING SALES RESULTS

Since 1943 "The MODERN WOMAN" on radio has produced significant sales figures for an impressive—and impressed—list of accounts. Leading advertisers will testify to the effectiveness of Ruth's "telling and selling" technique. Heard MONDAY thru FRIDAY 11:30 a.m. to 12 noon.

The television version of MODERN WOMAN retains all the charm of the informal format of its radio cousin but adds the *plus* factor of RUTH'S live product demonstrations. Announcer Jackson Weaver contributes fun to interesting and informative features. Seen and heard each weekday—3:00 to 3:30 p.m.

Call or Wire
The KATZ AGENCY, Inc.

W AM **M** FM **A** TV **L**

The Evening Star Stations
WASHINGTON, D. C.

Easy Answer

EDITOR:

Gremlins, leprechauns and Santa Claus are all acceptable as realities and I know from long experience that radio is a miraculous medium. Almost, I believe everything except "WSTV Calms Public," a story that appeared on page 102 of BROADCASTING • TELECASTING for Dec. 17.

As that story goes, virtually all electric lines for 10 miles around Steubenville were short circuited on Nov. 30 and five hours passed before electricity was restored to most of the area. WSTV's power remained on and the station, every five minutes during the blackout, flashed news bulletins to calm a war-jittery audience.

Now, how did the listeners listen? Crystal sets, maybe? Or don't the receivers in Steubenville, Ohio, operate on the same power that lights the lights?

One of our clients has furnished

open mike



a fur-lined beer stein that we'll award to the one who best tells us how WSTV did it. . . .

Pat Moseley
P. S./the Advertising Co.
St. Louis

[EDITOR'S NOTE: Send us the fur-lined beer stein. Auto radios and battery-operated portables abound in Steubenville as in every other place.]

Salesman's Friend

EDITOR:

We are very anxious for our salesmen to have a copy of BROADCASTING • TELECASTING issue of Dec. 17, 1951, in their portfolio. We believe they can use the article,

"How Do Agencies Rate the Raters?," to a great material benefit . . .

Gene Tanner
Commercial Director
WSIX-AM-FM Nashville

See Your Lawyer

EDITOR:

I think your magazine is one of the most unique and exciting that I have ever seen. I became acquainted with it in the reception room of my lawyer's office and found, up until I subscribed to it myself, that I hoped he would be busy a few minutes longer the next

time I called on him so that I would have more time to digest it. Your journal does what I consider a most conscientious job of reporting. I find that it is of real value in assessing radio and television in relation to other media . . .

S. H. Rose, President
Grand River Chevrolet Co.
Detroit

Resurrection

EDITOR:

. . . The next time you run a piece on me, for gosh sakes pick something beside an obituary with which to mix it up. I came awfully close to being in the same boat with Mark Twain. Wasn't he the guy who reported his own published obituary as being greatly exaggerated? . . .

Fred C. Brokaw
Executive Vice Pres.
Paul H. Raymer Co.

[EDITOR'S NOTE: Into a story in B•T Dec. 24 announcing Mr. Brokaw's appointment as executive vice president of the Raymer company, an astigmatic printer slipped in two lines which belonged in an obituary appearing elsewhere on the same page. We are glad to announce that Mr. Brokaw is alive and kicking—but not as hard as he has a right to.]

Misrepresented

EDITOR:

. . . Please be advised that Harlan G. Oakes & Assoc. are a national representative firm, specializing in Mex-American radio. We are not "the western representatives for XEO-XEOR" as stated in your [issue of Dec. 17]. National Time Sales in New York are the New York offices of Harlan G. Oakes & Assoc. . . . We also maintain offices in Chicago, San Francisco and Los Angeles . . .

Harlan G. Oakes
Harlan G. Oakes & Assoc.
Los Angeles

Loyalty

EDITOR:

I was exceedingly pleased with your recent editorial titled "Air Raid Channels" in which you discussed the President's executive order regarding control of electromagnetic radiation. The broadcast industry will play a major part in community affairs so far as civil defense operation in an emergency is concerned, and it is of the utmost importance that the operating and management personnel of the industry be of unquestioned integrity.

Chas. E. Dewey Jr., Chief,
Communication Division
Civil Defense Agency
Jefferson City, Mo.

BAB Sets Meetings

BAB's Research Advisory Committee, under Crosley Broadcasting Corp. president, Robert E. Dunville, will meet at BAB headquarters in New York on Jan. 14 and the Promotion Advisory Committee, headed by President Donald W. Thornburgh of WCAU Philadelphia, will meet there Jan. 15.

WLOF NEWS INCREASES AUDIENCE 250%

When the Hooper Study of January-February, 1951 revealed that a network woman commentator on WLOF at 12:00 till 12:15 Noon, Monday thru Friday, had a Hooper Rating of 2.0; and a Share-of-Audience of 10.9, it was yanked from the air. The replacement was WLOF's own Production of "Front Page News" as reported by Paul Marlowe. These concise, hard-hitting, news broadcasts keyed to the interests of Orlando and all of Central Florida built an amazing following in a few short months. The October-November, 1951 Hooper Report discloses that Paul Marlowe's FRONT PAGE NEWS has a Hooper Rating of 7.0. This is a 250% INCREASE IN AUDIENCE. This WLOF News program has a 23.5 Share-of-Audience, representing a 115% Increase in Share-of-Audience. AND IT'S STILL BUILDING!

Radio Sets-in-Use jumped from a 15.7 in January-February up to a 29.8 in October-November, 1951. RADIO'S IMPACT IS GROWING IN ORLANDO, FLORIDA!

FOR SPOT AVAILABILITIES CONTACT:

PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

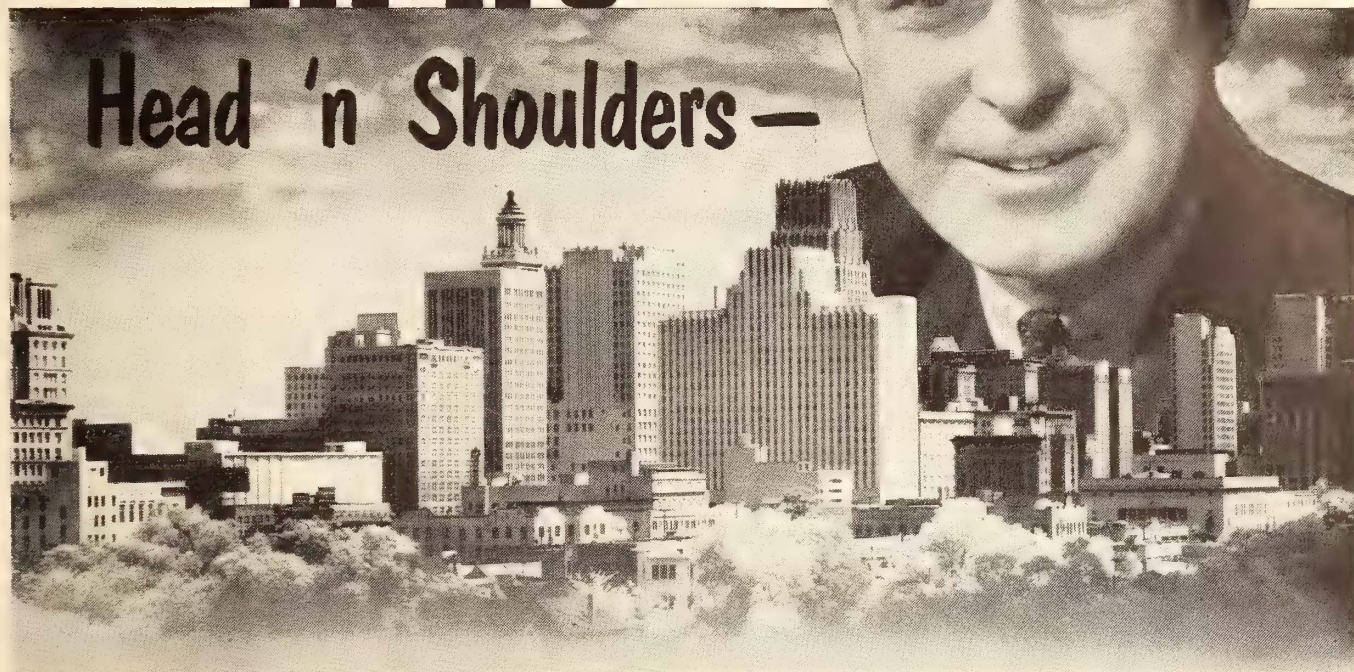
ORLANDO, FLORIDA

J. ALLEN BROWN

VICE-PRESIDENT & GENERAL MANAGER

KPRC

Head 'n Shoulders —



33.7% Above Station B*

67.3% Above Station C*

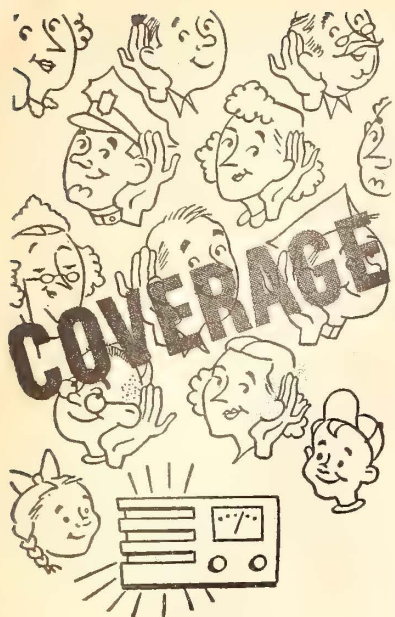
125.4% Above Station D*



A-1-52

*Total rated time periods, share of
Radio Audience Index. Hooper Radio Audience Index
Report, October 1951.

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY and COMPANY



**OVER
1,000,000
PER DAY**

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

**IN THE NATION'S CAPITAL
YOUR BEST BUY IS**

**FIRST in WASHINGTON
WRC**

5,000 Watts • 980 KC

Represented by NBC SPOT SALES



feature of the week

MARJORIE RAMSEY, winner of the WCHS Charleston, W. Va., Defense Bonds sales contest, has returned from an all-expense trip to Europe with renewed enthusiasm for "the fine job our men are doing over there." The WCHS-sponsored contest was conducted among West Virginia schoolteachers [B•T, Oct. 22].

Miss Ramsey, 27-year-old science teacher at Logan, W. Va., flew out of New York Nov. 20 to visit five countries.

The whirlwind trip took Miss Ramsey to England, France, Germany, Switzerland and Italy. As one might expect, Paris made a very deep impression. She returned Dec. 12.

Lewis C. Tierney, West Virginia Defense Bond chairman and president of the Tierney Co. which operates WCHS, explained that the purpose of the trip was twofold: To stimulate bond buying and to give the winning teacher an opportunity to see first-hand what American defense dollars are doing to bolster the western world against communism.

Quota for the state drive was \$6 million. With the help of the WCHS contest, bond sales soared to \$9.2 million. In the three weeks that the school contest was in progress, \$500,000 worth of bonds were sold.



Looking very pleased are Mr. Tierney and Miss Ramsey as they examine Defense Bond pledges.

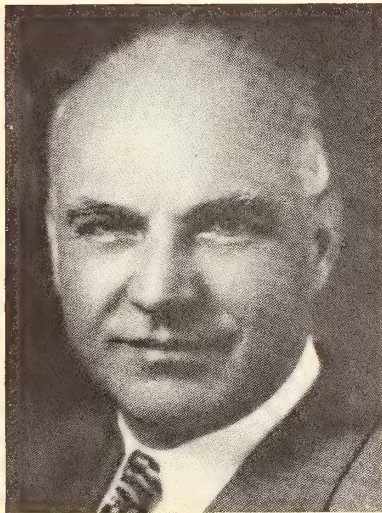
Pupils canvassed their neighborhood and sold bonds on behalf of their favorite schoolteacher. Miss Ramsey's pupils enthusiastically amassed a sales total of \$50,000 maturity value.

Runner-up in the contest received for her school a sound motion picture projector with a film library. Third-place winner was awarded a radio-phonograph and a record library. All prizes were awarded by WCHS.

Since Miss Ramsey was away from her classroom several weeks, WCHS paid the salary of a substitute teacher.



strictly business



Dr. JULES MONTENIER

THE MAN who revolutionized the deodorant business by carrying on full-fledged advertising campaigns in the winter months and making an appealing

product pitch to men as well as women is a Swiss scientist with a doctorate from the U. of Geneva.

Dr. Jules Montenier, president of the Chicago company of the same name, developed the formula for Stopette anti-perspirant just four years ago. Working closely with Earle Ludgin, advertising agency there, he mapped out a city-by-city, medium-by-medium campaign which has gained national distribution for Stopette and put the product among the leaders in a highly-competitive field. The major vehicle for successful sales has been the popular quiz show, *What's My Line?*, on CBS Television.

Born of French parents in Switzerland, Dr. Montenier was asked by the European perfume industry to handle research on the mutation of flowers for perfumes when he was still in his early 20s. His interest in the limited application of his scientific knowledge was broadened to all phases of the cosmetics industry, in which he has

(Continued on page 20)

Wilkes Barre's Reliable EARWay*



**If You
Want Coverage
That Counts...**

. . . you want and need WBRE in this unusual 500,000 population market. Yes, other stations have more power . . . but WBRE has the programming power that produces profits for the advertiser.

* **EARWAY** . . . means listening power! Conlan shows that more people listen to WBRE more consistently than to any other station in the Wilkes-Barre trading area.





Do Some *Independent* Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today ... some *independent* thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading *independent* radio stations. Don't take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

JUST READ WHAT THESE *INDEPENDENT* THINKERS SAY:

"Sales overall for the month of November have tripled those of the same month last year, thanks to our daily 15-minute program on the Danny Ryan Show."

—To Radio Station
WBBW,
Youngstown, Ohio

—From Yahrling-Rayner
Music Company
Youngstown

"... we scheduled advertising on your station to run through 10 days. In exactly half that time, however, your radio blast had been so effective that our Denver warehouse was almost entirely sold out."

—To Radio Station
KMYR,
Denver, Colorado

—From Bernstein Brothers,
Pueblo, Colorado

THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

WCUE —Akron, Ohio
WBMD —Baltimore, Maryland
WBNY —Buffalo, New York
WJMO —Cleveland, Ohio
WVCO —Columbus, Ohio
KMYR —Denver, Colorado
KCBC —Des Moines, Iowa
WIKY —Evansville, Indiana
WCCC —Hartford, Connecticut
WXLW —Indianapolis, Indiana
WJXN —Jackson, Mississippi
KLMS —Lincoln, Nebraska

WKYW —Louisville, Kentucky
WMIE —Miami, Florida
WMIL —Milwaukee, Wisconsin
WKDA —Nashville, Tennessee
WBOK —New Orleans, Louisiana
WWSW —Pittsburgh, Pennsylvania
KXL —Portland, Oregon
WXGI —Richmond, Virginia
KSTL —St. Louis, Missouri
WMIN —Minneapolis-St. Paul
KNAK —Salt Lake City, Utah
KITE —San Antonio, Texas

KSON —San Diego, California
KYA —San Francisco, California
KING —Seattle, Washington
KREM —Spokane, Washington
WACE —Springfield, Massachusetts
KSTN —Stockton, California
WOLF —Syracuse, New York
KFMJ —Tulsa, Oklahoma
WNEB —Worcester, Massachusetts
WBBW —Youngstown, Ohio

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

Aim for **BULL'S-EYE** results...with the **AIMS GROUP**



THE NATIONAL BOARD OF FIRE UNDERWRITERS
INVITES ENTRIES FOR

Gold Medal Awards

For Outstanding Public Service In Fire Safety
By A Radio Station (AM-FM and TV) in 1951



GET READY FOR NEXT YEAR!

Right now is the best time to plan your 1952 fire safety campaign. Winning campaigns are based upon long-range planning and effective use of every means at your command. Save all clippings, photos, letters of your campaign so you'll be ready with your exhibit when next year's Gold Medal entries are requested!

Each year since 1941, The National Board has awarded a Gold Medal or \$500 in cash, to the radio station which, in the opinion of impartial judges, carried out the best fire safety campaign. In addition, Honor Award Citations are made to other stations. Identical awards are also made to daily and weekly newspapers.

Check through your files for 1951—your station may have done much more than you think for fire safety. Assemble clippings, photos, letters of commendation or any other material pertinent to your fire safety work. Send in your exhibit—it need not be elaborate—to The National Board of Fire Underwriters, 85 John Street, New York 38, N. Y., *before February 15, 1952.*

Any radio executive may send in an entry on behalf of his own station—or the local fire chief may do it in your behalf. The National Board takes no part whatever in the judging. Awards are based on worthiness and effectiveness of the campaigns involved. All decisions of the judges are final.

WINNER LAST YEAR

Station KANS, Wichita, Kansas, wins its second Gold Medal Award. Walter Gage, left, NBFU, presents check to Announcer George Gow and Manager Archie Taylor. Honor Award Citations were made to four stations.



THE NATIONAL BOARD OF FIRE UNDERWRITERS

85 JOHN STREET, NEW YORK 38, N. Y.



What happened to the time?

A lot of things are scarce these days.

Steel. Aluminum. Machine tools. Raw materials. So scarce, in fact, that Uncle Sam has them on a priority list.

But in American industries today, the scarcest commodity of all is... *time!*

With military orders urgent, with complex new weapons in the making, *time* is the key word of our defense program.

But there's one way a manufacturer can get a "priority" on *time*.

He can ship his parts and products via Air Express—the service that gets *top priority* of all commercial shipping services!

Air Express is first off the loading platform...first on the planes...first to arrive at destinations anywhere in the 48 states!

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

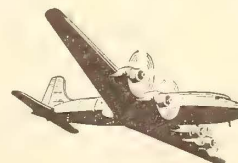
IT'S FASTEST — Air Express gets *top priority* of all commercial shipping services — gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns at *no extra cost*.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way

and gets a *receipt upon delivery*.

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

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



 **AIR EXPRESS**
GETS THERE FIRST

► KXO El Centro, Calif., today celebrates its 25th anniversary. Its first broadcast was aired Jan. 7, 1927, under call letters KGEN.

► Nostalgia of old songs and top news and sports headlines flavored the quarter-century anniversary of WJBW New Orleans, La., Nov. 27. Silver Jubilee broadcast, *I Hear Music*, culminated a month-long campaign of reminders of the occasion. Other radio stations also joined in celebration and Veterans of Foreign Wars and other groups gave testimonial luncheon citing WJBW's public service role. Station is owned by Mrs. Louise C. Carlson, general manager. Assistant manager is her son, Ed Carlson. Anniversary show was emceed by Jim Landry and written by Bob Smith.

► Gillham Adv. Agency, Salt Lake City, noted its 40th year Dec. 14 at its annual employees' dinner at the local Alta Club. Marion C.

milestones...

Nelson, president and with the agency 31 years, paid special tribute to veteran employees Lon Richardson, senior vice president, 20 years service; Dan H. Leahy, artist, also 20 years; Clair Lindgren, artist, 13 years; J. R. Furner, production manager, 12 years.

► Quarter century of broadcasting by Westinghouse Radio Stations' KEX Portland, Ore., was theme of special programs aired Dec. 2. Westinghouse has owned and operated the station since 1944. In the past five years, station occupied new, modern studios in Portland, increased its power to 50 kw and installed an FM transmitter.

► Dinner at the Athletic Club in Columbus, Ohio, for employees of

Byer & Bowman Adv. Agency marked that firm's silver anniversary on Nov. 30. When it started in business, working capital was \$200. Now its projected annual billing is about \$2,750,000.

► Engineering staff member Raymond J. Lloyd of WIP Philadelphia was honored at an informal party last month by Benedict Gimbel Jr., president and general manager, WIP, in recognition of 25 years with the station. He is now the station's oldest engineer in point of service.

► RCA Victor Div. now has more than 1,200 employees boasting 25 or more years of continuous service. Total was reached with addition in December of 154 men and women

to the RCA Victor 25-Year Club at dinners held in various plants located in Indianapolis, Chicago, Hollywood, Harrison, N. J., Detroit, Philadelphia, Pulaski, Va., and Lancaster, Pa. Club was organized in 1948.

► KYA San Francisco staffers observed the station's 25th anniversary Dec. 18.

► Les Farber, CBS-KNX Hollywood writer, has completed his 21st year in radio. Mr. Farber currently is writing KNX's *Second Cup of Coffee Club* and *Command Theatre*.

► Bill Pierce, personality at WQAN Scranton, Pa., celebrated his 25th year in radio Jan. 1. Mr. Pierce, who is the start of *The Bill Pierce Show* and *Bill Pierce Open House Show* on WQAN, has spent his entire radio life in Scranton.

Strictly Business

(Continued from page 16)

specialized since coming to this country when he was 29.

An active researcher as well as a successful businessman, Dr. Montenier has worked on most of the major cosmetic research carried on in the U. S. of recent years. Many name-brand cosmetics are the result of his research and formulas, and they include such products as hair dyes, eyelash coloring, face powder, lipsticks, perfume, creams, hand lotions and deodorants.

When he perfected Stopette he took the subject of body odor out of the bathroom and into the living-room. Via television, Stopette was advertised as a non-irritating, non-damaging anti-perspirant.

Dr. Montenier was the first in his field to use the flexible plastic bottle with a fine spray. Packaging in the plastic bottle, following development of DuPont's polyethylene material, set a trend in the cosmetic industry.

"Poof," the word in Stopette commercials describing the sound of the spray as it comes from the bottle, has been chosen as the name for a new product which Dr. Montenier will introduce in January. Television alone will be used to advertise the new deodorant powder, described as a complement to Stopette for overall body use. Poof will be packaged in the same kind of spray bottle.

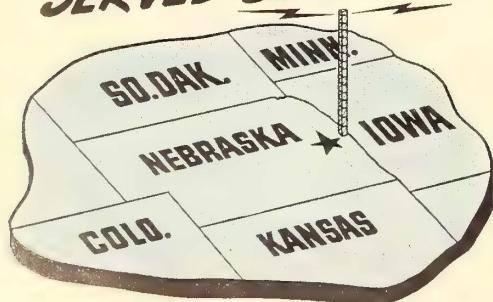
Dr. Montenier says television "has played an important part in the growth of our business. In the cosmetic industry, we have been the first firm to use television extensively because our product, Stopette, can be very dramatically demonstrated in full action, which no other form of advertising does as well.

"While we believe other forms of advertising media are necessary in the promotion of a cosmetic, we find that in the cities where we use TV we have a higher percentage of increases in business. We intend to keep on using television for any product of the future that lends itself to this medium as well as our Stopette spray deodorants."



KFAB's Farm Service Department is nationally known for its achievements. Bill Macdonald, farm service director, has received numerous awards during his quarter-century of farm broadcasting. This picture, taken during the recent 25th anniversary banquet for Bill Macdonald, shows Nebraska's Governor Peterson presenting him with the coveted "People's Award." Looking on is Hugo Srb, clerk of Nebraska's famed unicameral, who is presenting a similar award from the people of Dodge County, Nebraska. . . . BIG RESULTS can be YOUR ACHIEVEMENT when you use KFAB. Address: Harry Burke, General Manager; or, contact Free & Peters.

**THE MIDWEST-EMPIRE
SERVED BEST BY KFAB**





A Young Man of **DISTINCTION...** in a **MARKET OF DISTINCTION**

The market is Minneapolis—St. Paul where the PER CAPITA CONSUMPTION OF FLUID MILK IS THE HIGHEST OF ANY MARKET IN THE UNITED STATES!

WTCN is the station in the market which for 10 years has carried 80% of the joint advertising budget sub-

scribed by the Milk Producers and the Milk Dealers.

No spectacular offers or "gimmicks"—just a solid program of news and the telling of the milk story by John Ford—a WTCN Town Crier. The increased rate of milk consumption, year by year, has been steady—rather than spectacular. A desirable method, we submit!

"They knew his bell,"

his voice: and so the friendship of a voice with many people was formed"



WTCN *of the*
Town Crier Northwest

MINNEAPOLIS—ST. PAUL

National Representatives
FREE AND PETERS

RADIO ABC 1280 • TELEVISION ABC CBS DUMONT CHANNEL 4



"58,508 votes! Is everybody voting in WAVE's Disk Jockey Contest?"

If you think there's any other important advertising medium in Louisville, aside from WAVE, we won't say you're wrong. But for the past ten weeks, The Oertel Brewing Company's late-evening Disk Jockey Show (10:15 to 11:30 p.m.) has been pulling an average of 3,771 individual mail

pieces per week, plus 2,080 individual telephone calls. Emcee Bob Kay is swamped, and Oertel's '92 Beer is selling like mad all over the WAVE area. This in a market with six other radio stations and two television stations. Write us for *all* the facts—or ask Free & Peters!

5000 WATTS



NBC



**WAVE
LOUISVILLE**



Free & Peters, Inc., *Exclusive National Representatives*

MILLER ATTORNEY GENERAL?

Will Coy Move to NARTB?

BIG RADIO names entered the Washington political scene last week in the speculation over appointment of a successor to Attorney General J. Howard McGrath.

Justin Miller, NARTB board chairman and general counsel and a former federal judge, was mentioned as a possible successor to Mr. McGrath. Both President Truman, at his news conference last Thursday, and Judge Miller were non-communicative.

And the mere mention of the possibility of a vacancy at NARTB gave rise to the inevitable speculation that FCC Chairman Wayne Coy might be enticed into the industry fold—either as Judge Miller's immediate successor, or as head of the television operations of the trade association.

Washington's sizzling political cauldron has been stoked to white heat for weeks over the Government corruption disclosures. The popular pastime has been to pick the successor to Mr. McGrath, on the assumption that he would resign or receive appointment to another high post—possibly in the diplomatic corps. Mr. McGrath, however, has stated he knew nothing about his impending appointment abroad.

Miller Declines to Comment

Judge Miller, who became NARTB board chairman last year, relinquishing the presidency to Harold E. Fellows, likewise declined comment last week on the report—first used by Ray Henle (NBC—Sunoco Three-Star Extra) on Wednesday. Mr. Henle did not mention Judge Miller by name, but his description of the man was pat.

Judge Miller told BROADCASTING•TELECASTING Wednesday afternoon—before the Henle broadcast—that he “appreciated the compliment” of being mentioned for the Attorney Generalship. He said that even if he had been approached, he would be in no position to comment. Afterward, however, he was unavailable to newsmen.

Mr. Henle in his Jan. 2 broadcast stated that he had been informed that “the new Attorney General already had been decided upon, he has been approached and presumably has agreed to serve.” He

added that the appointment would be announced within a week, perhaps in view of the broadcast, “within a matter of hours.” Then, he continued, “McGrath’s successor, we understand, will be a former federal judge who stepped down from the federal bench a few years ago, one of the highest courts in the country, to accept an important quasi-judicial position in private industry. The prospective Attorney General is said to be a close friend of the Chief Justice of the United States, Fred Vinson, and highly thought of by the bar.”

At his Thursday news conference the President was armed for bear on questions regarding the Attorney Generalship. Asked whether Mr. McGrath had requested in writing that he be relieved, the President said that he was not going to answer any questions regarding continued drastic action that he proposed to take. He added that when he was ready he would make further announcement.

There was the view that Judge Miller perhaps had been sounded out as to his possible availability, but with no actual approach from President Truman. Also, it is presumed entirely possible that the speculation was in the wrong direction, and that the President perhaps wanted to know whether

Judge Miller might be willing to become a member of the proposed three-man clean-up commission to root out corruption in Government. Judge Miller now is serving as chairman of the Salary Stabilization Board, and his background would appear to qualify him ideally for either the Attorney Generalship or any other high-level activity. He is a former assistant attorney general, and served both on the U. S. Court of Appeals for the District of Columbia, which bench he left to join NAB (NARTB’s predecessor) in 1945, and the United States Tax Court.

Lighter Duties

Since Mr. Fellows assumed the NARTB presidency last June, Judge Miller has not been burdened with day-to-day operations of the NARTB. He is required to spend only about one-third of his time on NARTB affairs in Washington headquarters. It was for this reason that he accepted the call by former Stabilization Director Eric Johnston to assume the chairmanship of the SSB on a parttime basis.

Mr. Fellows has won high tribute from both broadcasters and telecasters since he assumed the presidency six months ago. He has tightened up the association’s operations, and effected substantial

economies. When the reorganization was effected, it originally had been contemplated to have in the TV organization the counterpart of Mr. Fellows. This, however, was changed to give him supervision over all operations.

There exists, however, the desire on the part of some directors—notably in TV—to bolster operations, particularly in the light of the new TV self-regulation code. Mr. Coy’s name previously had been mentioned for a top NARTB post, either in the overall organization or in TV.

Even before the President’s refusal to answer any inquiries concerning the Attorney Generalship, questions were being asked in broadcasting quarters whether Mr. Coy might not be persuaded to discuss possible affiliation with the NARTB. The FCC chairman, it is known, has been approached informally in recent months about the NARTB TV position, but only to the extent of sounding him out on a top trade association status. Mr. Coy has shown intense interest in adoption of the NARTB TV Code, which becomes effective March 1.

Mr. Coy, it is reliably understood, has listened but hasn’t been

(Continued on page 91)

SET OWNERSHIP

Up in Nearly All Counties

OWNERSHIP of radio receivers increased in nearly every county in the United States during the 1940-50 period though population rose in only 50.3% of the counties.

Revised data showing 1950 radio homes by counties (see table) have been computed by BROADCASTING•TELECASTING from new county household figures just made available by the U. S. Census Bureau on the basis of the decennial census. (New radio homes and total households data by metropolitan areas were printed in the Dec. 31 BROADCASTING•TELECASTING.)

In only a relatively few in-

stances, the new figures show, was there a loss in number of radio homes in a county. Heaviest decline, percentagewise, occurred in tiny Esmeralda County, Nev., which lost three-fifths of its 1,500 population in the decade.

This, of course, is a freak case. It is matched on the other hand by Benton County, Wash., where both total households and radio homes more than quadrupled.

The Census Bureau’s household figures cover the 3,070 counties in the United States, showing a total of 42,856,051 households as of April 1950, when the decennial cen-

sus was taken. In a figure compiled for BROADCASTING•TELECASTING, the bureau found a total of 44,380,000 households (occupied dwellings) in the nation as of Jan. 1, 1952 [B•T, Dec. 31, 1951]. In these households live 155,800,000 persons compared to 150,697,361 as of April 1950.

No breakdowns showing areas where the increase of 1,860,000 households has occurred since April 1950 can be made, according to the Census Bureau. The increase occurred as the total population was increasing 4,224,000, or 2.8% (April 1950 to Nov. 1951).

In computing radio homes by counties in 1950, BROADCASTING•TELECASTING used the new Census

(Continued on page 38)

**Complete Tabulation of all U. S. Counties
With Breakdown of Radio Homes on page 38**

H. STONE TO ABC

Resigns From KPHO-AM-TV

HARRY L. STONE, general manager of KPHO-AM-TV Phoenix, Ariz., has joined ABC in San Francisco in an executive capacity, it was learned last week. He will assume charge of the Pacific Coast regional and national radio network sales for the network there, according to ABC headquarters in New York.



Harry Stone

Mr. Stone has been active in radio for some 30 years.

Gayle Grubb, vice president and general manager of KGO and KGO-TV, remains in charge of ABC San Francisco radio and TV operations.

The shift was consonant with ABC's evolution into separate radio and video operations, it was explained.

Assumes Stone Duties

John C. Mullins, president of KPHO-AM-TV, in announcing Mr. Stone's resignation indicated he will assume the general managership vacated by Mr. Stone in addition to his present duties. Mr. Mullins will continue to spend the majority of his time in Phoenix.

Mr. Stone joined KPHO-AM-TV on Jan. 22, 1951. Previously he had been associated with WSM Nashville, Tenn., for 22 years, part of them as vice president and general manager. He is credited with having helped construct in 1922 WCBQ, Nashville's first station, which later became WBAW. He served as announcer, program director, and commercial manager.

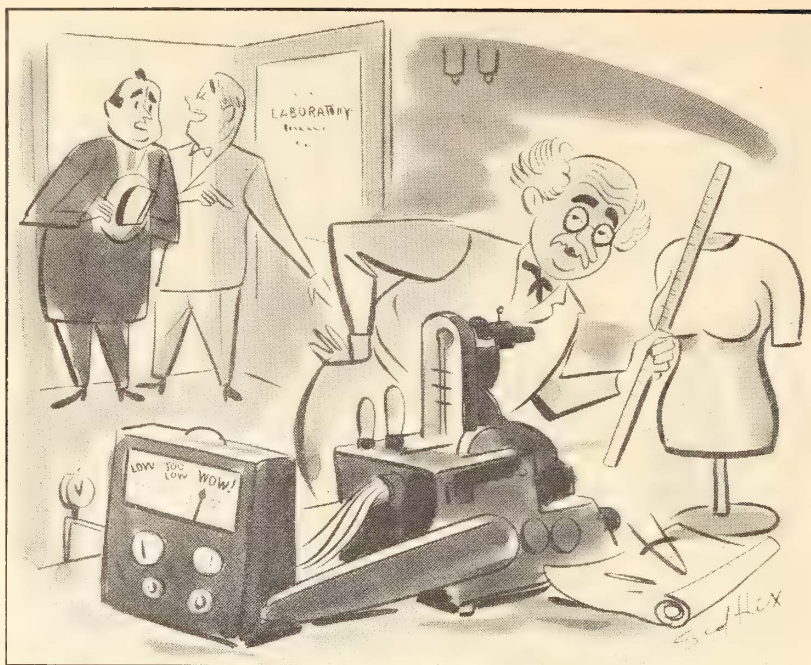
In 1928 he moved to WSM as announcer and subsequently was named general manager. He also served as chairman of NBC's Station Planning Advisory Committee in 1941 and of the original Clear Channel Group. In 1947 he was chairman of employee relations for NAB's 6th District.

BAB's '52 Promotion

WILLIAM B. RYAN, president, BAB, will outline BAB's radio promotional plans for 1952, and Kevin Sweeney, BAB vice president, will describe results of measuring radio on a truly competitive basis with newspapers Jan. 10 (Thursday) at a luncheon meeting of the Radio Executives Club of New York at the Waldorf-Astoria Hotel.

WDAF Appoints

WDAF Kansas City has named Henry I. Christal Co. as national representative, effective Jan. 1.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"He's designing an automatic neck-line monitor for the NARTB television people!"

NBC RATES

LETTERS to notify NBC radio affiliates of their new rates under the network's new rate formula will be sent out about Jan. 15, with the new rates to be effective July 1, a spokesman reported last week.

He said the letters are still being drafted, but that at the present time there was no plan to have them include a statement that the rate formula—a method of appraising rates which has drawn criticism from many affiliates—might be changed after the present rate adjustments have been made.

The latter relates to reports which circulated a week previously to the effect that NBC President Joseph H. McConnell had said the rate formula might be revised or abandoned following the current round of adjustments. Mr. McConnell said at the time that his comments had been misinterpreted and that what he actually said was a reiteration of earlier statements that NBC does not plan to keep the formula so rigid that it cannot be revised "as the necessities dictate" [B•T, Dec. 31, 1951].

Time Not Definite

Mr. McConnell, who was on the West Coast last week, also had said he was not sure as to exactly when the rate letters would be sent to affiliates, but that they would go at an "appropriate" time. In reporting last week that Jan. 15 is the approximate date for the letters to be sent, an official said this is now the plan.

Application of the formula means downward adjustments in the rates of a majority of NBC's radio affiliates, with upward adjustments for others, resulting overall in little change in the total rate for the complete network.

The projected rate changes have aroused substantial opposition—by a vote of 72 to 22 affiliates voted at the NBC convention in late November that effectuation of the formula

Affiliates' Letters Scheduled Jan. 15

★
be held up pending further studies—and some opponents have predicted there will be a substantial number of dis-affiliates if the plan is put into effect.

TIEMER NAMED

Is Foster Successor

PAUL TIEMER, eastern sales manager of Paul H. Raymer Co., radio and television station representative, has been named manager of the company's New England office with headquarters in Boston, it was announced last week. He succeeds Robert Foster, who has joined WGAN Portland and WGUY Bangor, Me. The changes were effective



Mr. Tiemer

Jan. 1.

Mr. Tiemer has been with the Raymer organization for 12 years, serving as account executive before he was named eastern sales manager two years ago. He formerly was on the national advertising staff of the Scripps-Howard newspapers. The duties of eastern sales manager are among those being assumed by Fred Brokaw with his return to the New York office as executive vice president in direct charge of all AM operations [B•T, Dec. 24, 1951].

L. STONE RESIGNS

Leaves KIRO, Joins KBRO

LOREN B. STONE, veteran radio executive on the West Coast, plans to resign as vice president and manager of KIRO Seattle effective Jan. 15, it was learned last week.



Loren Stone

Mr. Stone, it was said, will become general manager of KBRO Bremerton, Wash. Associated with KIRO for the past 16 years, Mr. Stone served seven years in the post he now vacates. Saul Hass is president of Queen City Broadcasting Co., operator of KIRO-AM-FM.

In 1931, Mr. Stone entered radio by joining the KOMO Seattle sales staff. Later, he went to KIRO.

CBS-GUEDEL PACT

TV Show Also Planned

A LONG-TERM agreement between CBS Radio and John Guedel Productions, under which the *Link-letter House Party*, CBS Radio series, will also be presented in a television version on CBS-TV, is to be announced today (Monday) by Howard S. Meighan, president of the CBS Radio Division.

CBS Radio in effect takes over ownership of the program for the duration of the contract, it was understood.

Tentative plans look toward starting the TV version in March and to schedule it immediately preceding the radio version, which will continue in the 3:15-3:40 p.m. segment Monday through Friday. The TV show will be 30 minutes instead of the radio version's 25, however.

Pillsbury Mills, which sponsors the radio *House Party*, will sponsor the last 15 minutes of the TV version and will cut its sponsorship of the radio show to the 3:30-3:40 p.m. portion, after which it sponsors Cedric Adams from 3:40-3:45 p.m.

Settel to DuMont

IRVING SETTEL, advertising director of Connord's Inc., retail stores, and instructor in advertising at Pace College, has been appointed sales, promotion, merchandising, and advertising consultant for the DuMont Network, Donald A. Stewart, coordinator of the film program division, announced Wednesday. Mr. Settel is author of the widely-used textbook, *Effective Retail Advertising*, and of the *"Adviser,"* syndicated feature. A new book by Mr. Settel, *Television Advertising and Production Handbook*, is scheduled for September publication by Thomas A. Crowell Publishing Co.

CONVENTIONS

A PAIR of prize political plums had been picked off by the NBC and CBS Radio and Television Networks last week and other networks were actively—and hopefully—searching for more.

Philco Corp. announced it would sponsor—at a cost reported unofficially as about \$3.8 million—NBC Radio and TV coverage of the Democratic and Republican Conventions in Chicago next July, certain pre-convention activities and results of the November elections.

Westinghouse Electric Corp. already had announced [B•T, Dec. 31, 1951] that it will sponsor convention and election coverage, plus a 13-week get-out-the-vote campaign, on CBS Radio and CBS Television, though on a more restricted number of stations—100 major markets, with the radio station selections representing the network's first sale under its new "Selective Facilities Plan" [B•T, Dec. 10, 1951]. This requires Westinghouse to make the broadcasts available to all other CBS Radio affiliates, for sale through CBS Radio to non-competing advertisers. Cost of the Westinghouse pact was placed unofficially at about \$3 million.

Negotiating With Prospects

ABC officials meanwhile were in active negotiations with prospective sponsors for both radio and TV coverage and DuMont TV Network also was reported "in negotiations."

Mutual spokesman said Friday that they were undertaking "strong presentations" to a number of potential sponsors.

Sears Roebuck & Co., which has rarely used network radio, reportedly was considering the sponsorship role on the ABC Radio and TV Networks.

Another prospect which was said to be considering convention sponsorship was Time Inc., which sponsored off-the-floor developments at the 1948 conventions on NBC-TV and whose plans for *Time* and *Life* campaigns for 1952 are under study by Young & Rubicam, New York [CLOSED CIRCUIT, Dec. 31, 1951].

The negotiations with both Westinghouse and Philco had the unofficial, tacit approval of both the Democratic and Republican National Committees, it was learned.

Both groups have under study a proposed code of standards for physical coverage of the conventions, including sponsorship factors. The Democratic National Committee is expected to pass approval on the standards of practice at a special midwestern party conclave in Kansas City, Kan., Jan. 25-27.

Still at issue, as reported in the Dec. 31, 1951, issue of BROADCASTING • TELECASTING, is the question of who shall bear the cost of installing studio equipment. Feeling in some political quarters is that

the networks should sustain the financial burden. Multiple sponsorship also is an industry problem, it also is felt.

Reasoning on facilities is that conventions are held to select Presidential candidates, and that broadcast coverage is secondary, with responsibility for facilities falling on industry shoulders.

In disclosing its plans for coverage for Philco, NBC predicted it would have "the largest lineup of radio and television stations ever assembled by a single network to carry the more than 60 hours of convention coverage."

Two special NBC TV studios and one for NBC Radio are being constructed in the International Amphitheatre, site of both conventions, NBC reported, and one other for TV and another for radio will be set up at the Hotel Conrad Hilton, headquarters for the two parties. Additionally, the new "Walkie Lookie" portable television camera will get its first convention use during the sessions, NBC said.

Coverage from the convention floor presumably will be handled on a pool basis to all the networks. NBC said it would handle the audio transmission from the convention hall for all TV networks.

NBC-TV coverage will be under the direction of William R. McAndrew, director of public affairs for the television network, while

Henry C. Cassidy, director of news and special events for radio, will direct the radio network coverage.

Overall convention coverage supervision for NBC will be in the hands of William F. Brooks, vice president in charge of public relations; Davidson Taylor, general production executive for NBC-TV, and General Executive for NBC-TV A (Abe) Schechter.

Several NBC and NBC-TV forum and discussion programs will originate from Chicago.

Elaborate Coverage Plans

In addition to "elaborate plans" for both radio and TV coverage of the convention itself, including a minimum of 20 hours to be devoted to each convention by each CBS network, Westinghouse-CBS plans include a get-out-the-vote series in both radio and TV, to start in August and extend to the night before elections, with equal time to be afforded each of the two major parties.

The Westinghouse campaign will cover 100 major markets. These will include TV in all cities which are interconnected by convention time, with the remainder to be reached by radio. Three cities—New York, Philadelphia and Pittsburgh—will have both radio and TV under Westinghouse sponsorship, but under CBS Radio's selec-

tive Facilities Plan the radio coverage also will be made available to all CBS Radio affiliates. In markets not selected by Westinghouse, the Selective Facilities Plan stipulates, coverage may be sold to non-competitive advertisers through CBS Radio or, if not sold, may be broadcast sustaining with commercials deleted.

Construction of special studios to handle the CBS networks' coverage also is planned.

Election night coverage by CBS Radio and TV will start at 9 p.m.

CBS TV is assigning a staff of more than 100 for its convention coverage, including Newscasters-Commentators Edward R. Murrow, Robert Trout, Douglas Edwards, Charles Collingwood, Walter Cronkite and others.

For CBS Radio, the group will include these and Lowell Thomas, Larry Le Seuer, Don Hollenbeck, Winston Burdette, Allan Jackson, David Schoenbrun, Eric Sevareid, Bill Shadel, Joe Wershba, Griffing Bancroft, Bill Costello, Ron Cochran, Dwight Cooke and Lyman Bryson.

For the Philco coverage on NBC, the network said arrangements had been made for Bill Henry to report the running story of both conventions on both radio and TV. Mr. Henry said in Washington he expects to concentrate largely on TV. NBC said it assigned its combined radio and TV staffs of more than 100 reporters, commentators, analysts and writers.

(Continued on page 36)

MBS BILLINGS

'51 Time Sales Show Increase

MUTUAL Broadcasting System during 1951 had gross time sales of \$17,875,758, a gain of 11.0% over the \$16,102,797 gross time sales of this radio network during 1950, probably the only one of the four nationwide networks whose figures are regularly reported, to show an increase in time sales for the year.

Figures, reported last week by MBS, are for the first 11 months of 1951, with December billings estimated by the network's statisticians. 1950 figures are gross billings.

Other Figures Not Available

While other networks' 12-month figures were not available last week, it is almost certain that ABC, CBS and NBC would wind up the year with time sales more or less lagging behind their 1950 grosses. Preliminary estimates were made by BROADCASTING • TELECASTING on the basis of 10-month gross time sales as reported by Publishers Information Bureau [B•T, Dec. 24, 1951]. PIB does not cover Liberty Broadcasting System time sales.

Kellogg Co. was the leading purchaser of MBS time during 1951, the network breakdown of gross sales by clients shows. This cereal company spent \$1,407,900 for MBS time during the year, largely for

programs primarily appealing to the juvenile consumers of Kellogg products, such as *Mark Trail*, *Wild Bill Hickok*, and *Clyde Beatty*, although during the first six months of 1951 this company also had the Danish comedian-pianist, Victor Borge, on MBS in a three-a-week, five-minute program series.

Other MBS clients spending more than \$1 million for time on that network during 1951 were Johns-Manville Corp., sponsoring Bill Henry's five-minute newscasts five evenings a week with a total gross time cost of \$1,275,723; B. T. Babbitt Inc., spending \$1,245,809 for time for the five-minute, five-a-week daytime *BAB-O Reporter*; P. Lorillard Co., using \$1,245,415 worth of time for *Queen for a Day*; American Federation of Labor, whose sponsorship of Frank

Edwards' late evening newscasts utilized \$1,208,675 worth of MBS time; and Quaker Oats Co., buying \$1,056,596 worth of time on Mutual for *Roy Rogers Show*, *Challenge of the Yukon*, *Sergeant Preston of the Yukon* and *Man on the Farm*.

J. Walter Thompson Co. placed more time on MBS during 1951 than any other agency, according to the network's records, which show gross billings for this agency of \$1,899,926 for the year. William H. Weintraub Co. ranked second with gross Mutual time purchases of \$1,430,744. Lennen & Mitchell stood third in the agency line at Mutual, with a total of \$1,245,415 worth of time purchased for its clients during the year. Furman, Feiner Co. was fourth with gross time purchases of \$1,208,675, and Sherman-Marquette Inc., fifth, with gross MBS time billings of \$1,056,596.

When Mutual time sales are broken down by product classes, seven such categories are seen to have accounted for more than \$1 million worth of time purchases on this network (at gross rates) during 1951. Food and food products was the heaviest user of network time, \$4,115,127 worth. Drugs and toilet goods ranked second with \$3,257,343. Cigars, cigarettes and

(Continued on page 34)

MBS 1951 Gross Billings*

	Monthly	Cumulative
January	\$1,542,887	\$1,542,887
February	1,426,705	2,969,592
March	1,648,006	4,617,598
April	1,539,801	6,157,399
May	1,510,818	7,668,217
June	1,191,691	8,859,908
July	1,347,841	10,207,749
August	1,329,375	11,537,124
September	1,324,061	12,861,185
October	1,759,468	14,620,653
November	1,583,291	16,203,944
December	1,671,814	17,875,758

TOTAL\$17,875,758

* December billings estimated

LEGISLATION

Bills Wait Congress' Return

THERE is no dearth of issues in waiting for the second session of the 82d Congress which convenes tomorrow (Tuesday).

When the gavel is rapped, bringing to order the legislative houses, the broadcaster can ask: What does this Congress mean to me?

There are issues affecting every American, broadcaster and brick layer, television applicant and grocer. They cover high taxes—they may go higher; voting—who is to return in 1953?; investigations—unless unforeseen international crises develop, Congress will be looking for more scandal and government inefficiency; appropriations—how much and where the government is going to spend.

All these factors involve defense—how far are we to go and how high the cost? This yardstick in turn is measured by the fateful cast of the inflation dice.

The broadcaster also can ask: Might Congress do something that may substantially change the pattern of my industry? The answer is: It can; that is, partly so.

For one, there is the bill (S 658) now being studied which would amend the Communications Act of 1934. This measure, authored by Sen. Ernest W. McFarland (D-Ariz.), was under perusal by the House Interstate & Foreign Commerce Committee last October when Congress adjourned. At that time, Chairman Robert Crosser (D-Ohio), who told BROADCASTING • TELECASTING a fortnight ago that the committee "is intent on concluding the study of this matter and hopes to make a lasting contribution in this difficult field" [B•T, Dec. 31, 1951], announced the McFarland Bill would be first on the committee's agenda when Congress goes back into session.

Important to Broadcaster

This bill is important to the broadcaster. If reported out of the committee and voted out of the joint Senate-House conference this year (it has been passed by the Senate), the bill will become law once the President affixes his signature.

As now written, the McFarland bill could affect not only FCC's position in the broadcaster's world, but also the procedures by which the broadcaster does business with the regulating agency.

While the measure is technical in parts and in the words of Rep. Crosser, bridges "the triple relationship between American broadcasters, the public interest and the federal government," the McFarland Bill would do these things:

- When the broadcaster goes before FCC for renewal of his license, he would not need to prove he is operating in the public interest, as he must do now. The "burden of proof" would be placed with the Commission.

- The broadcaster would no longer be required to file a detailed original application when he is filing for a license renewal.

- There would be 30-day protest

period allowable on grants which are issued without a hearing.

- But hearing cases would have to be completed within six months.

- A time limit would be placed, within three months of filing, for FCC's action on original applications, renewals and transfer cases. And a notification of 30 days would be required before applications are set for hearing or grants are issued without hearing.

- FCC would have the authority to issue cease and desist orders where a licensee has failed to live up to regulations. At present, FCC must either ignore violations or refuse renewal.

- When the Commission's regulations or requirements are not clear or have double entendre, it would be authorized and would be required to use declaratory orders. The FCC has resorted to proceedings on license renewals to clarify where clarification has been necessary.

- FCC's procedure in cases which must go to formal hearing and any

court review that may ensue would be defined and simplified.

- The current problem of "double jeopardy" in anti-trust cases, whereby a licensee is subject to both FCC action and the courts, would be alleviated. FCC could refuse a license only after the court has ruled that an applicant's license is revoked.

On another tack, a key challenge to the broadcaster is that posed by Sen. William Benton's (D-Conn.) proposal that a National Citizens Advisory Board on Radio and Television be established by Congress. Sen. Benton's own description of his plan—that it would create an "annual Blue Book" for the industry—best describes its far-reaching potential.

When Congress adjourned last October, Sen. Benton indicated that he expected the Senate Interstate & Foreign Commerce Committee, which already has held a preliminary hearing on the bill (S

1579), to proceed with hearings.

Broadcasters can expect to hear more about Sen. Benton's proposal as the second session gathers steam this year.

Congress, as both the chairmen of the Senate and House Interstate & Foreign Commerce Committees noted in year-end statements in the Dec. 31 issue of BROADCASTING • TELECASTING, will be watching the outcome of the TV Code as composed by the NARTB.

Added to this dynamite-packed legislation is the expected lifting of the television freeze early this year. Congress may well have much to say about it—the legislative body has expressed interest in the past and this year is an election year.

Political, Libel Issues

Should there be a swelling desire that Congress look into the problem of political broadcasts by stations—and the wherefores and whys of libel—legislators can be expected to take a crack at the situation. This was indicated only a month ago by Sen. Ed C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee, in an interview [B•T, Dec. 17, 1951].

In the field of investigations, the Senate Internal Security Subcommittee, headed by Sen. Pat McCarran (D-Nev.), has been sifting information dealing with possible subversive infiltration in the radio-TV industry. The Senate group reportedly has a list of several hundred names. Question has been what to do with them, since for months, the subcommittee has been attempting to determine which might be considered to be "loyal."

This month, President Truman will present his budget requests for the operation of government in the fiscal year 1953 (July 1, 1952, to June 30, 1953). With the requests will come a preview of how much money will be needed to operate the FCC, the Federal Trade Commission, the State Dept.'s Voice of America, and, if any, what money sought will go to media (for

(Continued on page 93)

ZIV SIGNS

TEN-YEAR radio rights to Matt Cvetec's *I Was a Communist for the FBI* have been acquired by Frederic W. Ziv Co., and film actor Dana Andrews has been signed, also for 10 years, to star in a transcribed-syndicated series based on the former communist's experiences, John L. Sinn, Ziv executive vice president, announced today (Monday).

The series, slated for release March 30, already is in production in Hollywood—at a cost estimated at \$12,500 per half-hour program—and it is expected that 52 shows will be taped by next July 30, Mr. Sinn reported. He said the \$12,500 production cost is believed to make the show the highest budgeted of any being prepared for 1952.

The Ziv company's national force of 100 salesmen will start selling the series today.

"This is probably the most important show in Ziv's history," Mr. Sinn said, "not only because of the large investment we have placed in it, but because of the fact that the company is combining a commercial venture with an important public service. Through this program the American radio public will be made more aware of the inner working, methods, and goals of communists in the U. S., therefore more conscious of the menace of communism to our nation."

He also viewed the project as further evidence of Ziv's faith in the future of radio. In three series alone within the past 12 months, he noted, Ziv has committed itself to at least \$2 million a year in production costs. The two others of this trio are *Bold Venture*, starring Humphrey Bogart and Lauren Bacall, and *Bright Star*, featuring Irene Dunne and Fred MacMurray.

Musical director for the *I Was a Communist* series will be David Rose. Frederic W. Ziv Co. will produce, and Henry Hayward will direct. Two complete shows are cur-

Acquires 10-Year Rights For 'I Was a Communist'

rently being transcribed each week. The programs will be open-ended, with each a complete story based on Mr. Cvetec's experiences.

Mr. Cvetec's work as an undercover agent for the FBI for nine years was made known in early 1950 when he appeared before the House Committee on Un-American Activities and produced voluminous data on communist activities. He later wrote a three-part serial on the subject which appeared in *Saturday Evening Post* in July 1950, and the following May the motion picture, "I Was a Communist for the FBI," was released nationally.

Ziv spokesmen noted that during his nine years' work for the FBI he had provided the bureau with 20,000 pages of reports, 30,000 pages of exhibits, letters, party propaganda pamphlets, and



Messrs. Sinn (l) and Andrews discuss the forthcoming series.

other material, apart from 1,000 names, and was credited by Pittsburgh newspapers with "splintering Pittsburgh's communist organization." He was said to have belonged to 75 organizations identified as communist fronts, and to have served as secretary of the American-Slovene Communist Bureau, among other party posts.

Mr. Sinn negotiated the radio rights with Mr. Cvetec and Mr. Andrews' contract with Famous Artists Corp., representing the actor.

His appearance in the new series, in the role of Matt Cvetec, will be Mr. Andrews' first venture in a regular radio series, the Ziv executive pointed out. He also noted that Mr. Andrews has both a distinctive voice and "an unblemished personal reputation," and in his 33 motion picture appearances has become well known "in large and small communities throughout the nation."

1950 AM-FM REVENUE

Up 7.1% Over '49, FCC Says

TOTAL 1950 AM-FM revenues of \$444.5 million, up 7.1% over 1949's \$415.2 million, was announced last week by the FCC in its annual financial data report.

Expenses for AM-FM stations totaled \$376.3 million, compared with 1949's \$362.6 million.

Income before federal taxes added up to \$68.2 million, 29.7% over 1949's \$52.6 million.

Total figures are for all networks and stations.

The four national networks, including their 18 owned and operated stations, took in \$106.0 million in 1950, compared with \$105.3 million in 1949. Expenses amounted to \$87.3 million in 1950 vs. \$86.8 million the year before. Income totaled \$18.7 million in 1950, compared with \$18.5 million in 1949.

Report issued last week contained final figures. They are more conservative than the FCC estimate last spring which looked for a \$70.9 million revenue total for 1950 [B•T, April 23, 1951].

Significant is comparative report on revenues, expenses and income of 1,665 identical AM stations in markets with and without TV. Revenues in 1950 for 389 radio stations in TV markets totaled \$159.3 million, compared with \$152.5 million in 1949—an increase of 4.5%. Revenues for 1,276 radio stations in non-TV markets were \$150.0 million, compared with \$138.5 million in 1949—a gain of 8.3%.

Income before federal taxes for the 389 radio stations in TV markets was \$33.5 million, compared with \$27.7 million in 1949—up 21%. Income for the 1,276 radio stations in non-TV markets totaled

ALL NETWORKS AND STATIONS			
Item	1949	1950	Percent (increase or decrease)
	(\$ millions)	(\$ millions)	
Total broadcast revenues	\$449.5	\$550.4	22.4
AM and FM	415.2	444.5	7.1
TV	34.3	105.9	208.7
Total broadcast expenses	422.2	491.4	16.4
AM and FM	362.6	376.3	3.8
TV	59.6	115.1	93.1
Broadcast income (before Federal income tax)	27.4	59.0	116.1
AM and FM	52.7	68.2	29.7
TV	¹ (25.3)	¹ (9.2)	

¹ Deficit.

BROADCAST REVENUES, EXPENSES AND INCOME OF FREQUENCY MODULATION (FM) STATIONS

Item	1950		1949	
	Number of stations	Amount	Number of stations	Amount
		(Millions of dollars)		(Millions of dollars)
FM stations operated by:				
AM licensees:				
Reporting no FM revenues ¹	420	...	452	...
Reporting FM revenues	163	\$1.4	167	\$1.2
Non-AM licensees	86	1.4	104	1.4
Total FM stations	669	2.8	723	2.6
FM stations operated by:				
Non-AM licenses	86	4.0	104	5.0
Industry total		1		1
TOTAL FM BROADCAST REVENUES				
TOTAL FM BROADCAST EXPENSES				
TOTAL FM BROADCAST INCOME (Before Fed. Income Tax)				
FM stations operated by:				
Non-AM licensees	86	(2.6)	104	(3.6)
Industry total		1		1

() Denotes loss.

¹ In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.

\$20.6 million, compared with \$13.9 million in 1949—a gain of 48.2%.

Only two TV cities showed a decrease in radio revenues for 1950 compared with 1949—Cleveland and Chicago. Cleveland's aural revenues dropped 1.6% and Chicago's 0.1%.

In the 63 TV markets, there were 518 AM and FM stations and 107 TV stations in 1950. Radio revenues for 1950 totaled \$264,469,000, TV revenues \$69,192,000. TV therefore was 26.2% of total broadcast revenues in 1950, 10.7% in 1949 (with 58 TV cities) and 4.4%

NATIONWIDE NETWORKS ONLY (Including Owned and Operated Stations)			
Item	1949	1950	
Revenues:	(\$ millions)	(\$ millions)	
AM	\$105.3	\$106.0	
TV	19.3	55.5	
Total	124.6	161.5	
Expenses:			
AM	86.8	87.3	
TV	31.4	65.5	
Total	118.2	152.8	
Income (before Federal income tax):			
AM	18.5	18.7	
TV	¹ (12.1)	¹ (10.0)	
Total	6.4	8.7	

¹ Deficit.

Note:—The 4 nation-wide AM networks (ABC, CBS, MBS and NBC) owned and operated a total of 18 stations in 1949 and 1950.

The 4 TV networks (ABC, CBS, DuMont and NBC) owned and operated a total of 14 stations in 1949 and 1950. Some networks indicated that expense allocations between AM and TV operations were not complete to the extent that certain indirect operating expenses of TV are included under AM operations.

in 1948 (with 18 TV areas).

But in Los Angeles TV revenues were 42.3% of all broadcast revenues in 1950, Philadelphia 39.6%, Columbus, Ohio 38.9%, Baltimore 38.3%, New York 33.8%, Washington 33.4%, Cleveland 32.3%, Chicago 30.8%, Detroit 27.4%, San Francisco 20.1%, Cincinnati 18.1%.

Standard (AM) broadcasting took in \$443,057,845 in 1950, spent \$372,314,583 and made a profit of \$70,743,262 before federal taxes, according to the FCC. In 1949, total revenues were \$413,784,633, expenditures \$357,521,718 and income \$56,262,915. These are for four national networks and their 18 owned and operated stations, three regional networks and eight owned

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COMPARATIVE FINANCIAL DATA OF STANDARD (AM) NETWORKS AND STATIONS 1949-1950

Item	INDUSTRY TOTALS		NATIONWIDE & REGIONAL NETWORKS & THEIR OWNED & OPERATED STATIONS		STANDARD (AM) STATIONS	
	Amount	Percent of increase (decrease)	Amount	Percent of increase (decrease)	Amount	Percent of increase (decrease)
Number of networks	1950		1950		1950	
Number of stations	2,143		26		2,117	
A. Revenues from the sale of time:						
1. Network time sales by:						
a. Nation-wide networks	\$126,044,560	(3.6)	\$80,881,835	(4.14)	\$45,162,725	(2.7)
b. Regional networks	3,962,534	2.8	3,422,891	7.32	539,643	(18.8)
c. Miscellaneous networks and stations	2,934,593	37.1	85,200	7.85	2,849,393	38.2
Total	132,941,687	(2.8)	84,389,926	(3.71)	48,551,761	(1.2)
Deduct—Payments to foreign stations and elimination of miscellaneous duplications	1,411,471	(24.2)	(1,664,460)		3,075,931	7.4
Revenues from network time sales	131,530,216	(2.5)	86,054,386	(2.92)	45,475,830	(1.7)
2. Non-network time sales to:						
a. National and regional advertisers and sponsors	118,823,880	9.7	18,980,209	2.26	99,843,671	11.2
b. Local advertisers and sponsors	203,210,834	11.6	7,681,610	8.15	195,529,224	11.7
Total revenues from non-network time sales	322,034,714	10.9	26,661,819	3.89	295,372,895	11.5
Total revenues from time sales	453,564,930	6.6	112,716,205	(1.39)	340,848,725	9.6
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	52,475,775	4.3	23,413,939	(2.13)	29,061,836	10.1
Net revenues from time sales	401,089,155	6.9	89,302,266	(1.20)	311,786,889	9.5
B. Revenues from incidental broadcast activities:						
Talent	25,202,721	14.6	13,340,481	24.67	11,862,240	5.0
Sundry broadcast revenues	16,765,969	0.2	7,835,711	(6.23)	8,930,258	6.6
Total revenues from incidental broadcast activities	41,968,690	8.3	21,176,192	11.12	20,792,498	5.7
Total broadcast revenues	443,057,845	7.1	110,478,458	0.95	332,579,387	9.3
C. Total broadcast expenses of networks and stations	372,314,583	4.1	91,494,116	(0.05)	280,820,467	5.6
D. Broadcast income (or loss) before Federal income tax	70,743,262	25.7	18,984,342	6.03	51,758,920	34.9

¹ Includes 3 regional networks, the Yankee Network Inc., the Don Lee Broadcasting System and the Texas State Network Inc.

² 2021 stations reported in 1949.

³ 28 Stations reported in 1949.

⁴ Of this amount \$18,973,521 is applicable to the total sale of network time.

⁵ 1993 stations reported in 1949.

⁶ Small amount of network and national non-network time sales may be included here since stations with less than \$25,000 time sales for year do not report detailed revenue breakdown.

COMPONENTS

Seen Major Hurdle in '52

CHANNELING of the flow of component parts into electronics and other equipment for military and civilian uses emerges the basic problem as the United States prepares to hurdle the "hump" of mobilized production during 1952.

Placement of components in the right place, at the right time, and in the proper quantities, has been a major source of concern among government, military and Congressional leaders in recent months. In a sense, the problem is more pressing than materials shortages.

Prospect of continued cutbacks in radio-TV receivers and other consumer durable goods is held out for the second and third quarters of the new year, with little relief for the latter part of 1952. The same holds true for commercial broadcast equipment.

Ominous reports circulating last week that a worsening condition might preclude the issuance by the FCC of construction permits, once the TV freeze is lifted, were discounted by authorities. Structural steel, it was pointed out, is the most critical item, but self-certification is permitted and manufacturers are still producing towers. Moreover, it was pointed out that possibly 50 to 100 TV transmitters are in stock, which should be adequate to take care of construction permits authorized by the FCC, once the TV freeze is thawed, for most of 1952, in any event.

As for the steel situation, it was stated that even if the capacity isn't expanded to permit installation of towers, wooden structures could be used temporarily, as was done during the last war.

The electronics industry in America has expanded to meet increased demand for components in complex equipment, according to E. T. Morris Jr., chairman of the Electronics Production Board. He claims that the industry has the best record for delivery of military end-equipment among the most critical products.

Review Is Needed

Despite this record, a review of the electronics picture is needed to take stock of 1952. Looking toward a re-evaluation of the new year, Mr. Morris is expected to call a conference along lines similar to those conducted for machine tools, chemical and other fields.

To that end, the Defense Production Administration is enlarging its Electronics Products Division to cope with shortages stemming from bottlenecks in the siphoning of parts to vital projects.

The "turning point" or "hump" in the American defense mobilization was cited by Manly Fleischmann, Defense Production Administrator, in a new year review of progress and future prospects.

Predicting that military goods in 1952 will double the 1951 rate and approach \$50 billion per year, Mr. Fleischmann said the manu-

facture of electronics equipment is due to rise about 268% because of progress in "tooling up" for production. Shortages of materials for civilian goods will be intensified, he added.

"During 1951, civilian industry was able to produce at relatively high levels because there was still a supply of materials in inventories," he stated. This will mean a scarcity of metals for radio-TV sets, transmitters and related items, and station construction or alteration projects.

"High production in 1951 and an unexpected low consumer demand . . . kept retailers' shelves comfortably filled," he pointed out. "In 1952, with nationwide employment at record levels, a return to normal consumer demand is anticipated, and with it a slow but certain depletion of many civilian items."

Copper Problem

Mr. Fleischmann, in his statement released this past Friday, termed copper the most difficult problem, felt aluminum would remain status quo (supply below demand) and an increase in steel earmarked for military uses.

But electronics will become "more abundant once the defense program is completed," he said, also citing other industries. Overall employment will continue at peak level.

Aside from the industry conference to be called by Mr. Morris, components will command more scrutiny from government production officials. The Electronics Products Division of the National

Production Authority, DPA's operating agency, has called a meeting of the loudspeaker industry advisory committee for tomorrow (Tuesday), with Lee Golder of NPA presiding.

Loudspeaker producers have not yet begun to feel the "pinch" of shortages because of the defense program, Mr. Golder told BROADCASTING • TELECASTING. A 10-member industry group will discuss the 1952 picture.

Conservation techniques, size of alnico magnet speakers and paucity of cobalt and other metals will be weighed. Shortages remain acute, Mr. Golder said, explaining that cobalt will continue critical and that copper will be more scarce. Only solution, as Mr. Golder sees it, is for manufacturers to use less quantities of materials for speakers.

As in the past year, manpower will pose a serious dilemma. Most electronic firms are short on senior engineers, draftsmen and technicians, as well as wiremen and toolmakers.

Broadcasters got their first wind of increasing restrictions on construction last month, with the majority of them being rejected [B•T, Dec. 24, 1951]. But NPA did take action to help all industrial firms (including broadcasting) in the form of MRO (maintenance, repair and operation) relief.

In the case of construction rejections, NPA authorities conceded that the governing reason was a delayed start on the part of some radio-TV broadcasters.

The ratio of 15 denials to three

grants—or five to one—points up the warning of government production authorities last month that only those projects "at least 20% completed" may receive favorable consideration. This situation applies, of course, to requests for materials in excess of the self-authorization ceiling [B•T, Nov. 26, 1951].

It means that broadcasters will have to forego expansive construction, remodeling or alteration plans during the foreseeable future—probably through July 1 anyway. Only small studio projects consuming small quantities of metals are assured of a go-ahead, though NPA authorities said that "type of facilities" will carry more weight than degree of completion after April 1.

On the favorable side, it was pointed out that the new construction compilation did not take into account radio-TV broadcasting's reclassification as "industrial" building. The decisions were reached before the shift from the commercial category could be taken into consideration.

Decisions on applications for building quotas for the second quarter may reflect a higher proportion of authorizations now that NPA has transferred this function from the Construction Controls to the Industrial Expansion units which has been more liberal with allotments.

Project Requests

Meanwhile, more light was shed on projects reported in the Dec. 24 issue of BROADCASTING • TELECASTING but not clarified at that time. The projects involved requests from RKO Keith Orpheum Theatres Inc., Anco Enterprises Inc. and Rockefeller Center Inc., all of New York.

RKO was turned down on materials for its Colonial Theatre which, under present plans, would house new NBC-TV studios. Originally, it was surmised the bid involved theatre TV. NBC-TV also figured in a Radio City studio application, though the request was filed through Rockefeller Center Inc.

Anco Enterprises had planned to lease certain television studios to NBC in a project costing \$21,000. The request drew an exemption from NPA.

NBC also hopes to break ground for a proposed \$25 million radio-TV center at Burbank, Calif., with an initial \$2.7 million earmarked for the first unit.

NPA explained that the request was for materials during the second quarter beginning April 1, on which it has not yet acted. The first unit comprises "TV studio facilities" with applicant listed as KNBH (TV) Los Angeles. No decision is expected for another month or six weeks.

Broadcasters also may obtain priority materials for existing buildings or facilities where a component (copper wiring or other item) is needed for completion of installation or "minor capital addi-

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FM NETWORKS

AT&T Tariff Revision Seen Aiding Relays

THROUGH a revision of American Telephone & Telegraph Co. tariff schedules, the way has been opened for FM networks to use a combination of off-the-air pickups and AT&T lines in connecting their stations.

This is the same provision which the AT&T permits to television.

The revision in the tariffs came after the FCC requested AT&T to change tariff schedules to allow interconnection of Bell program channels with FM broadcast facilities. The purpose is to encourage FM stations to further their network plans, FCC said. Previously, FM networks had to either depend entirely upon off-the-air pickups or else use AT&T facilities for the entire route of the network.

The plight of FM stations, which wanted to employ interconnected facilities but were thwarted by the tariffs previously in effect, was brought to the Commission's attention originally by WFLN (FM) Philadelphia. That station wanted to rebroadcast programs originating at WQXR-AM-FM New York. It sought to have the programs from WQXR picked up, off-the-air, at Trenton, N. J., and have them relayed by AT&T lines from Trenton to Philadelphia. AT&T re-

★ fused to lease lines from Trenton, however, and insisted they either be leased from New York to Philadelphia or not at all.

WFLN applied to FCC for authority to use certain frequencies for a private FM network on a common carries basis, but the Commission did not want to set aside frequencies for this purpose because of lack of spectrum space.

Realizing WFLN had a problem, the Common Carrier Bureau of FCC persuaded AT&T to revise tariffs which would permit receiving FM programs off the air at an intermediate point and transmitting them over the shorter distance on telephone company facilities without obtaining such facilities for the entire distance.

The cost of FM network programming should be reduced in many instances under the new tariff revision, FCC reported.

PROTEST DROPPED

By CWV in Lamb-WHOO Case

OPPOSITION by the Catholic War Veterans against purchase of WHOO-AM-FM Orlando, Fla., by Broadcaster-Attorney Edward Lamb has been withdrawn.

Telegram received by the FCC from Donald J. McQuade, national commander of the CWV, withdrew letter of protest received by the Commission in October, shortly after Mr. Lamb filed for FCC approval of his \$200,000 purchase of the Orlando stations [B•T, Oct. 15, 1951].

Mr. Lamb expressed his gratitude for the confidence shown in his newspaper and broadcast operations, upon being informed of last week's action by CWV, and said he was happy that what may have been a serious injustice had been corrected after an examination of the facts.

Mr. Lamb has been under attack by Rep. Leonard W. Hall (R-N.Y.) ever since the WHOO sale was announced [B•T, Oct. 15, 1951, et seq.]. At one time Rep. Hall was pressing for a Congressional investigation and he has indicated he intended to press the matter further. Reason for Mr. Hall's antipathy, according to the New York congressman, is Mr. Lamb's reputed affiliation with organizations named subversive by the Attorney General. Mr. Lamb has denied the charges.

Mr. Lamb is owner of WICU (TV) Erie, Pa., where he publishes the *Erie Dispatch*; WTVN (TV) Columbus and WTOD and WTRT (FM) Toledo. He gained national prominence as attorney for the pottery workers union which gained portal-to-portal pay.

SET OUTLOOK

Three Firms Report

REPORTS from three manufacturers on electronics production point up the ratio of orders between essential military production and civilian output.

Westinghouse Electric Corp., Pittsburgh, reported that over 40% of all unfilled orders are being siphoned off to military needs. Production of consumed durables (radio-TV receivers, etc.) was down only 10% last year compared to 1950, chiefly because of material substitutions, changes in designs and a scrap-reduction drive.

Raytheon Mfg. Co. expects peak production this year when two plants begin full-blown operation. Firm's Belmont Div. reports an upsurge in TV set business, reflected in black ink statements. During the quarter ended Aug. 31, Raytheon reported a drop in earnings because of higher taxes and slackened TV demand throughout most of 1951.

Ross Siragusa, president of Admiral Corp., Chicago, feels that shortages "so freely prophesied" will not materialize this year. He

RECORD FIRMS

Outlook Bright—Folsom

OUTLOOK for the record industry in 1952 "may be regarded as very optimistic," Frank M. Folsom, RCA president, said last week.

"The sales trend of records should continue sharply upward," he predicted, "unless material shortages cause a slackening in the present production rate of the new-speed instruments. But even then, sales should be above those of 1951 due to the increased number of these instruments now in use and the eagerness of their owners to obtain larger quantities of the improved recordings."

Further increases in sales are expected in the transcription and packaging business during 1952, according to James P. Davis, manager of RCA Victor Custom Record Sales Div., and A. B. Sambrooke, sales manager of RCA Recorded Program Service. Mr. Davis sees further revenue gains "... through the introduction of such products and services as the 45 rpm system for sales training, plus a new and comprehensive line of premium, promotion and children's records."

Following the "biggest" 10 years in company history, Mr. Sambrooke feels, 1952 will produce even larger billings. "Our huge success is based on big name, commercial programming designed to earn talent fees as well as time charges for stations."

Samuel A. Gaines

SAMUEL ALEXANDER GAINES, 34, commercial manager and assistant station manager of WLET-AM-FM Toccoa, Ga., died Dec. 20 following a heart attack. Mr. Gaines had been in Toccoa for the past seven years. He was a member of the First Methodist Church where he served as Sunday school superintendent; a member of the board of stewards and of the Toccoa Chamber of Commerce. Surviving are his wife and two children, Samuel Alexander Jr., 6, and Susan, 4. A brother, Roy Gaines, serves as WLET program director.

Frederick Gleason

FREDERICK B. GLEASON, 75, former general commercial manager of the Western Electric Co., New York, died at his home at Greenwich, Conn., Tuesday night. Mr. Gleason joined Western Electric as a member of the Chicago sales force in 1904 and was associated with the company for 33 years before retiring in 1937. He had been general manager for the ten years prior to his retirement. He is survived by his widow, a son and a sister.

said there would be no TV set shortage and claimed economic experts have "underestimated the ingenuity and productive capacity of American industry."



HANDS clasp in signing of I. G. A. Food Stores of Greater Cleveland with WHK Cleveland. L to r: Mike Craver, WHK account exec., Jack DuRoss, I.G.A. supervisor; Norman Rutzin, adv. and prom. manager, I. G. A., and Esko Townell, WHK m. c. who'll sell I. G. A. to Northeastern Ohio housewives.



HOLDING pen is Naugatuck Valley Industrial Council Pres. Charles L. Eyanson okaying public relation firm's sixth straight year on WBRY Waterbury, Conn. Standing (l to r) WBRY Program Mgr. Walter Howard and Writer Bob Noah. Seated (2d l) is Coml. Mgr. Harry DeVorken.

PROGRAM, *Symphonic Hour*, is signed by WAAF Chicago with Chicago Federal Savings & Loan Assn., as the sponsor. Bank's agency man, Robert Cunningham (l) of Critchfield Adv., inks dotted line. Watching signing is Station Mgr. George E. Hallemann Jr.



BASSETT & CRAIG Co. local Ford dealers, bought 8,400 spot announcements on WLRP, New Albany, Ind., when Oliver Pedigo (r), station coml. mgr., stuffed fan mail into a currency bag, commenting WLRP advertising was "money in the bank." Shirley L. Bassett (l) and Roy W. Craig (seated) complete contract.

CONTRACT for 31-station hookup in Florida signed by Eelbeck Milling Co., Jacksonville, via the facilities of Fidelity Broadcasting System. L to r: H. G. Mehaffey, asst. mgr., Eelbeck; Ralph T. Huston, v. p., FBS; C. R. Mehaffey Sr., firm's pres. Agency: Bacon, Hartman & Vollbrecht, St. Augustine, Fla.

EXCLUSIVE contract is signed by Frank Brookhouser (l), Philadelphia news columnist for radio "gossip and commentary column" on WIP Philadelphia. At ceremony are Benedict Gimbel Jr. (center l), pres. and gen. mgr., WIP; co-sponsors Charles Boise (center r), v. p., Tele King Distributors, Philadelphia, and Vic Hendler (r), Philadelphia Tele King dealer.



NBC RENEWALS

Eight Radio Shows Signed

NBC RADIO network last week announced renewals of eight evening programs—representing total weekly gross time billings of \$111,500—including Cities Service Co. through Ellington & Co., New York, for *Band of America* (9:30-10 p.m., Mondays); and Sun Oil Co., Philadelphia, through Hewitt, Ogilvy, Benson & Mather, New York, for *Sunoco Three Star Extra* (6:45-7 p.m., Mon.-Fri.).

Other renewals in the group but previously reported [B•T, Dec. 24, 1951]: R. J. Reynolds Tobacco Co. (Prince Albert Tobacco) for *Grand Ole Opry*; Mutual Benefit Health & Accident Assn. of Omaha sponsorship of *On the Line with Bob Considine*; E. I. DuPont de Nemours & Co.'s *Cavalade of America*; Reynolds Metals Co. for 6:30-7 p.m. Sunday portion of *The Big Show*, plus three "Operation Tandem" programs.

ILLEGAL RADIO

Two Men Caught in N. Y.

COMPLAINTS that transmission signals of WJZ New York were being jammed from an East Manhattan source led to the arrest Saturday of two men charged with violating Federal communications and gambling acts by taking bets over a homemade radio-telephone relay.

The accused were reported by FCC Engineer William Kiser as the first persons ever held in New York for setting up such a system for gambling purposes.

Arrested were Fred Fisher, 33, of Brooklyn, a former New York policeman, and Edward Chudy, 27 of Manhattan, who were charged with operating a radio transmitter without a FCC license and of gambling without \$50 Internal Revenue Tax stamps.

The two men were arrested by New York police at the request of Federal authorities. Police raiding two apartments held by the men uncovered a system whereby a telephone in one could be answered from another, via a radio hookup.

Arraigned on the FCC complaint, Mr. Chudy was held on \$5,000 bail for hearing this week, and it was expected that Mr. Fisher would face similar charges. U. S. Attorney Myles J. Lane said that both men would probably incur tax stamp charges from the Dept. of Internal Revenue.

ARB Expands Service

AMERICAN Research Bureau last week announced inclusion of cumulative audience reports on multi-weekly daytime programs for all stations receiving ARB's city rating service. Subscribers are to begin receiving the additional service this month. The cumulative audience rating indicates the number of video sets tuned in to a daily program at least once during the rating week, ARB explained.



"GOOD FELLOWS get together" at annual KFWB Hollywood Christmas party. They are (l to r) Harry Maizlish, president and general manager KFWB; Station Sales Manager Sydney Gaynor; Austin E. Joscelyn, director of CBS Hollywood operations; Robert J. McAndrews, managing director, Southern California Broadcasters Assn., who joins KBIG Avalon, Calif., in January as commercial manager.

NLRB VACANCY

Peterson Is Mentioned

THE NAME of Ivar Peterson, well known in trade association circles, was mentioned in Washington last week in connection with a possible appointment to the National Labor Relations Board.

There were reports that Mr. Peterson, an administrative aide to Sen. Wayne Morse (R-Ore.), would succeed James Reynolds as a member of the NLRB. The latter resigned late last month.

Mr. Peterson was assistant director of NARTB's Employee-Employer Relations Dept. from February 1946 to April 1947 when he was transferred to NARTB's Legal Dept. as an attorney. He was instrumental in preparing the Wage-Hour Act manual published by the then NAB and a review on the political time question involving stations' rights. He resigned in September 1948 to become an assistant to Sen. Morse.

NEW UP V. P.'s

Thomason, Keller Elected

LeROY KELLER, general sales manager of United Press, and Mims Thomason, general manager of United Press Newspictures, have been elected vice presidents of UP, President Hugh Baillie announced Thursday.

After working on several Knoxville papers, Mr. Thomason was made North Carolina-Virginia manager of UP in 1935, moved to Chicago as business representative in 1937, became Central Division manager in 1943 and on Jan. 1 was named head of UP's new newspaper operation [B•T, Dec. 31, 1951].

Mr. Keller joined the Denver Bureau of UP in 1929, was transferred to the New York sales staff in 1936 and served the press association successively as eastern sales manager, assistant business manager and general sales man-

A-V Rate Card

RATE CARD listing charges for use of its studio facilities, tape recording, editing, multiple tape recording and instantaneous and master disc recording has been issued by Audio-Video Recording Co., New York. Issuance followed completion of the firm's five new studios and offices at 730 Fifth Ave., which was marked by a cocktail party and buffet for approximately 1,000 industry people Dec. 14. In the expansion program, more than 10,000 sq. ft. of sixth floor space were converted to house the four Audio & Video companies: Audio & Video Products Corp.; Audio-Video Recording Co.; A-V Tape Libraries and Magna-Crest Corp.

Greystone Buys

GREYSTONE Press, New York, will sponsor two special one-time-only ABC Radio programs on Tuesday: In the 8-8:15 p.m. time period, on behalf of its book, *Family Legal Advisor*, the show titled *Sidney Walton News* will be sponsored, and from 8:15-30 p.m. the book *Magic of Believing* will be promoted on a show of the same name. Huber Hoge & Sons, New York, is the agency.

ager, which title he assumed in 1948. It was under his direction that UP, in cooperation with Twentieth Century-Fox, entered the television news program field by producing *United Press Movie-tone News*, now syndicated to TV stations across the country.



Mr. Thomason



Mr. Keller

WOW-AM-TV SPLIT

Now Operate Separately

AM and TV operations of WOW Omaha began independent operation last Tuesday.

The new operations policy, announced by Frank P. Fogarty, general manager, WOW Inc., included the following personnel changes:

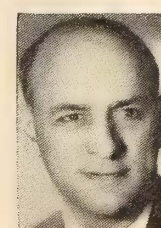
Assistant General Manager Lyle DeMoss now devotes full time to TV programming and production.

Fred Ebener, local radio sales manager, has been elevated to the post of television sales manager.

W. O. Wiseman, sales promotion manager, has been named WOW-AM sales manager. Messrs. Ebener and Wiseman succeed Robert Dooley, who resigned as sales man-



Mr. Ebener



Mr. Wiseman

ager for both stations to accept a post in New York.

Ray Olson, who served as radio program director under Mr. DeMoss, has been appointed full time radio program director.

Merrill Workhoven, chief announcer, also has been made radio production manager.

Ken Quaife, assistant promotion manager, *Omaha World-Herald*, was named radio promotion manager. Fulltime promotion and merchandising men will be added to both staffs, Mr. Fogarty said.

NRDGA MEET

Program Award Highlights

MAJOR broadcasting event scheduled for the 41st annual convention of National Retail Dry Goods Assn., to be held today (Monday) through Thursday in New York's Statler Hotel, will be awards for the best retailer-sponsored program during 1951. Presentation will be made 9:30 a.m. Wednesday.

All Wednesday meetings, with the day's agenda to be given over completely to promotion sessions, may be of interest to broadcasters, according to one NRDGA spokesman. Sessions will include a forum among prominent ex-retailers, now also outstanding in other fields, who will give suggestions and pass judgments under the title, "If I Were Back in Retailing."

Broadcast Advertising Bureau's Jack Hardesty is expected to discuss radio participation by retailers when he presents the best program awards, and radio's Tex and Jinx McCrary will attend the convention as moderators for a session on display, to be held at 11 a.m. Thursday. Broadcasters interested in attending any meetings are advised by Robert Mayer, NRDGA public relations director, to register at the press room.

A True Anniversary Story

FOR FOLKS WHO LIKE DOGS

(under-dogs, that is)

and enjoy happy endings...

AN amazing thing has happened in Lorain, a prosperous industrial city of 52,000 people in Northern Ohio.

Merchants may now spend their advertising dollars where they choose.

The butcher, the baker, all businessmen can now advertise on *both* the radio and in the newspaper with no fear of being forced to cancel their radio contracts to retain their newspaper advertising.

"But what's amazing about that?" you ask.

This. *Until a year ago—or to be more precise, January 5, 1951—no merchant had this freedom in Lorain.*

If he advertised on the Elyria-Lorain radio stations, WEOL and WEOL-FM, his contract for advertising in the only Lorain newspaper, the Journal, was summarily terminated. If he cancelled his radio contract, he was again acceptable to the advertising columns of the Journal.

There were some merchants who were unable to swallow this un-American concept. These few stubborn men believed that the disposition of their advertising money was a choice reserved for themselves. These merchants refused to be coerced. They spent their advertising money on WEOL.

Of course, their advertising in the Journal was refused. But it's pleasant to report that they suffered no calamitous setbacks in the operation of their businesses. They prospered, in fact, proving again that people enjoy listening to the radio, have confidence in radio advertising and buy the goods radio advertises.

Well, that's how the situation stood. If you advertised exclusively in the Journal, you were okay. Split your appropriation to include WEOL and you were out of the paper.

It might have gone on like that. It has, in some places, for a long time.

But the President of WEOL, Roy W. Ammel, feels pretty strongly about individual liberties, including his own, and our American system of freedom of enterprise. It was his firm conviction that the actions of the Lorain Journal were monopolistic and in violation of the Sherman Act.

Mr. Ammel asked the assistance of the Department of Justice. After full investigation, the Department charged the Journal and its officers with violation of the Sherman Act in Cleveland District Federal Court. On January 5, 1951, Judge Emerich B. Freed published his decree finding the Lorain Journal and its officers guilty of the charge and enjoining them from further monopolistic action.

The Journal appealed the decision to the United States Supreme Court.

On Tuesday, December 11, 1951 the Supreme Court handed down its momentous verdict, sustaining Judge Freed's decision by the unanimous vote of 7-0. So it is that Lorain merchants can now spend their advertising money wherever they choose, for whatever they choose.

We're happy about it at WEOL, of course. Operating under such a handicap for several years has meant frequent recourse to the red ink. But in spite of the Journal's campaign we've kept our transmitters on the air. And thanks to a grand, loyal staff and the world's most patient stockholders, we've continued to serve a continually growing audience with the best of broadcasting service.

Yes, we're happy that things are looking up for us.

But far more important than our immediate prosperity, we believe, is the vital precedent that has been set by this case; a precedent that reaffirms the freedoms that have brought greatness to our nation and established America as the shining hope of the world.

930
KC

WEOL and WEOL-FM

1 KW
day and night

The Elyria-Lorain Broadcasting Company

Roy W. Ammel
President

Maurice J. Condon
General Manager

IN REVIEW

Programs: New Year's Eve pickups from the Meadowbrook, Cedar Grove, N. J.; The Stork Club; Hotel Astor Ballroom; and Times Square; 10 p.m.-12:30 a.m.

Networks: ABC-TV, DuMont Television Network, CBS-TV, NBC-TV.

Celebrities: Bernie Cummins and Eddie Lane and bands; Commentators Ben Grauer, Walter Herlihy and Taylor Grant; Bob Eberly, Sherman Billingsley, Peter Lind Hayes, Mary Healy, Guy Kibbee, Jim Farley, Morton Downey, Dolores Gray, Paul Lukas.

FOR THOSE who wisely preferred to shun the bright lights on New Year's Eve and elected to night club through television's revealing eyes, the experience was at least a sober if not always rewarding adventure.

Television invaded radio's traditional domain of picking up top festivities with mixed success, proving that the mere existence of TV's penetrating eye does not *per se* make good televiewing.

While viewers were treated free to a not inconsiderable dosage of dance music and cabaret acts, the thought persisted that radio has done this sort of thing much better—and with greater dexterity.

FRANK DALY's Meadowbrook at Cedar Grove, N. J., emerged as perhaps the choice offering of the DuMont Television Network. But not even the presence of Bob Eberly, an able singer, on this TV-tailored show saved it from the temptation of channel-switching.

The program featured Mr. Eberly in a singing-emcee role, along with Don Russell and the orchestra of Bernie Cummins, who has won some measure of popularity on the strength of sustaining radio pickups.

Perhaps it was not so much the fault of Messrs. Eberly, Cummins and Russell as a poorly organized program characterized by loose ends and a jumble of confusion. Typical of the confusion was Mr. Russell's comment at one point when he felt perhaps the dancers should leave the floor: "Say, who's running this show anyway?" A good question.

Mr. Eberly, who gained fame through recordings and appearances with Jimmy Dorsey's band, plainly showed his own discomfort, too. He was, however, in fine voice, though Mr. Eberly with Bernie Cummins is not Mr. Eberly with Jimmy Dorsey.

It is a mystery to this reviewer why, with first-class talent at a premium, Mr. Eberly does not have his own program.

ABC-TV's New Year's *Dance Party* proved generally more rewarding. The program featured band and song stylists from New York's Hotel Astor Ballroom. Featured was the band of Eddie Lane.

Commentators Walter Herlihy

and Taylor Grant filled in with tableside interviews which, while interesting, aren't likely to be preserved among TV's milestones. And what can you say after you say that the music was good and the floor show acceptable?

* * *

NBC-TV planted an old New Year's Eve veteran, Ben Grauer, on the marquee of the Hotel Astor for its Times Square Pickup. Mr. Grauer kept reminding viewers that 1952 would be a memorable year, a prediction obviously more soberly evident to home viewers than celebrants, either in night clubs or in Times Square.

Mr. Grauer had difficulty in raising his voice above the din of an estimated million people—"most of them are young kids, too"—who crowded the square. Best shot on the welcome to 1952: The slow descent of the luminous ball from the New York Times Bldg.

* * *

CBS-TV also had its cameras in Times Square—but not until after you had spent 25 interminable minutes at Sherman Billingsley's celebrated Stork Club. Viewers taking in this spectacle doubtless were glad they had stayed home.

Mr. Billingsley was shown in his conventional role of table-hopping with such "guests" as Peter Lind Hayes, Mary Healy, Jim Farley, Guy Kibbee, Morton Downey, Dolores Gray and Paul Lukas. It must be reported that Mr. Billingsley was not up to his usual communicative standard. Sometimes the words would just not come out.

Here, too, a lack of camera coordination was painfully evident with the result that the host was not always aware he was in range. When assured he was, there was a plug for the cigarette which sponsors him multi-weekly.

Program: Prologue. LBS, Sundays, 9:30-10 p.m. EST.

Cast: Jan. 6 show included Maurice Jarvis, W. Jack Roney and Denis E. Connell. (Actors, who are professionals, not Georgetown students, vary from week to week.)

Director: Rev. Francis J. Heyden, S. J., Georgetown U. Technical Director: Rev. Stephen X. Winters, S. J., Georgetown U.

Writer: Vera Cassidy Ash.

"THE PAST is prologue. Study the past."

From this quotation which adorns the front of the National Archives Bldg., Georgetown U. takes the title of *Prologue*.

The program, produced and directed on the campus of the Washington Jesuit institution, attacks communism not by frontal assault but by insinuation and by praising the United States.

Neither does it lay itself open to the charge of being a vehicle for Catholic propaganda. Its regular format begins with current events,

reflects back to similar situations in United States history, then obliquely presents the Christian view.

Prologue is slated for 52 performances including four cycles, each dealing with 13 episodes in this nation's history. Yesterday's presentation, 11th in the first cycle, dealt with "The Flag, Its History and Meaning."

Program was aimed at bringing a deeper understanding of the significance of our flag.

Through recalling brave deeds of our history's heroes under the flag, it was pointed out that Christ himself thought men should "Render unto Caesar the things that are Caesar's and to God the things that are God's."

Over-sentimentalism toward the flag as well as scoffing is derided. *Prologue* attempted to show that a true understanding of the flag's symbolism will eliminate the need for over-sentimentalism.

In the program's own words, it tries simply to "bring a message of faith, hope, and courage from the pages of history." In this reviewer's opinion, it succeeds.

ADVISORY POST

Streibert Is Named

APPOINTMENT of Theodore C. Streibert, president of WOR-AM-FM-TV New York, as chairman of the Radio Advisory Committee of the U. S. Advisory Commission on Information was formally announced by the Dept. of State last Wednesday [B•T, Dec. 31, 1951].

Mr. Streibert has been serving as chief of a radio panel—one of four set up by the department during 1951. He has been active on investigative work relating to planning and operation of the Voice of America.

At the same time the advisory group announced the radio committee had decided to operate in four specific fields—facilities, program, evaluation, personnel and management. William A. Fay, WHAM Rochester, and Dr. Kenneth H. Baker, Standard Measurements Inc., have been named to serve on subcommittees.

In accepting the chairmanship Mr. Streibert succeeds Judge Justin Miller, NARTB board chairman and administrator of Salary Stabilization Board. Judge Miller is on leave of absence as commission member and radio committee chairman.

Other members of Radio Committee are Charles R. Denny, NBC; Wesley I. Dumm, Associated Broadcasters; Donley F. Feddersen, Northwestern U., president of University Assn. for Professional Radio Education; Jack Harris, KPRC Houston; Henry P. Johnston, WSGN Birmingham; John F. Patt, Richards Stations; Mefford R. Runyon, American Cancer Society; G. Richard Shafter, WIS Columbia, S. C.; Hugh Terry, KLZ Denver.

'SAM SPADE' SUIT

CBS, Regis Radio Win Case

WARNER BROS. last week lost the almost three-year-old "Sam Spade" plagiarism case against CBS, Regis Radio and Dashiell Hammett when a federal judge ruled in Los Angeles that the motion picture studio's purchase of Mr. Hammett's *Maltese Falcon* in 1925 did not give it all future rights to *Sam Spade*, central character in the book.

In the suit, introduced in 1948, Warner Bros. contended, on the basis of its purchase of the *Maltese Falcon*, that CBS airing of the *Sam Spade* series constituted plagiarism. Regis Radio packaged the series for CBS, which has since discontinued its airing. Decision held that, although studio had all rights to the story, principal characters such as Sam Spade remain the author's property.

JOHN KING

Was Radio, Movie Pioneer

JOHN KING, 77, pioneer radio and theatre operator in Detroit, died Tuesday at his home in Encino, Calif. He had operated Gateway Inn, near Eagle River, Wis., in recent years.

Mr. King was born John Kunsy. He started Detroit's motion picture theatre in 1907, enlarging his interests in Detroit and spreading to California. Eventually he helped form the Kunsy-Trendle interests, including ownership of WXYZ Detroit and WOOD Grand Rapids, Mich.

In 1928 he was elected vice president of First National Pictures, one of the dominant motion picture concerns of the era. Since 1930 he had been in semi-retirement. Surviving are his wife, Mrs. Sara A. King, and a daughter, Mrs. Robert Albright.

Patent Rules Delay

FCC postponed until Jan. 31 deadline for comments on its proposed patent disclosure rules [B•T, Dec. 3, 1951] following requests for extensions from "a large number of companies and individuals." Only filing up to last week was opposition by John M. LeBolt of Cromwell Paper Co. who said it would be "difficult to comply with, and would provide unnecessary information to competitors and would require a great deal of paper work by all those holding patents. I feel," said Mr. LeBolt, "that it would discourage the filing of patents . . ." Proposed rule would require annual filing of patent information by broadcast-communication companies.

ABC Radio will again broadcast annual "Coach of the Year" dinner honoring outstanding football coach of 1951—Jan. 10 at 10:30-11 p.m. EST, from Netherland Plaza Hotel, Cincinnati. ABC Sportscaster Harry Wismer will act as emcee.

NORTHEAST OHIO'S

Chief

STATION



CHIEF SAYS:

"Greater Cleveland

is sold on WJW."

WJW

CLEVELAND'S *Chief* **STATION**

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

**Greater Cleveland's strongest signal
sells for WJW advertisers.**

MBS Billings

(Continued from page 25)

tobacco were in third place with \$2,240,719.

Laundry soaps and household supplies stood fourth in line among types of MBS advertisers during the year, spending together a total of \$1,658,071 for MBS time. Religious advertisers, fifth, account for \$1,528,693; building materials advertising contributed \$1,284,219 to the MBS gross for the year, and

labor and political business added another \$1,208,675.

Month-by-month billings breakdown shows October as high revenue month of the year for MBS (\$1,759,468), due to the sale of the World's Series broadcasts to Gillette Safety Razor Co. otherwise, MBS billings hit an early year high in March (\$1,648,006), declined to a June low of \$1,191,691 and climbed to December's \$1,671,814.

1951 Advertiser Expenditures*

Kellogg Co.	\$1,407,900
Johns-Manville Corp.	1,275,723
B. T. Babbitt Inc.	1,245,809
P. Lorillard Co.	1,245,415
American Federation of Labor	1,208,675
Quaker Oats Co.	1,056,596
Miles Labs Inc.	677,834
Kraft Foods Co.	624,203
American Tobacco Co.	562,342
Derby Foods Inc.	545,217
Pearson Pharmaceutical Co.	464,444
Williamson Candy Co.	463,497
Sterling Drug Inc.	462,236
Cudahy Packing Co.	403,860
Lutheran Laymen's League	381,355
Ronson Art Metal Works	372,560
Belmont Hearing Aid Co.	372,138
National Biscuit Co.	358,945
Radio Bible Class	352,577
U. S. Tobacco Co.	307,427
Voice of Prophecy Inc.	307,156
Gillette Safety Razor Co.	296,183
VCA Labs. Inc.	267,937

Christian Reformed Church	256,672
State Farm Mutual Auto	
Ins. Co.	247,016
Personna Blade Co. Inc.	232,534
Dawn Bible Students Assn.	230,933
Noxema Chemical Co.	213,016
Blatz Brewing Co.	184,935
Pal Blade Co. Inc.	163,172
U. S. Army & U. S. Air Force	145,530
Rhodes Pharmacal Co.	139,672
Admiral Corp.	127,157
Wildroot Co. Inc.	118,835
R. J. Reynolds Tobacco Co.	115,700
General Foods Corp.	82,486
Joe Lowe Corp.	77,165
Benjamin Moore & Co.	69,563
Miller Brewing Co.	68,156
Acousticon Div. of Dictograph	
Products Inc.	66,622
American School	57,560
Brewing Corp. of America	55,339
Murine Co.	52,470
Toni Co.	50,000
Orange-Crush Co.	48,883
Amurrol Products Co. Inc.	43,946

Capehart-Farnsworth Corp.	40,189
Burrus Mill & Elevator Co.	39,780
Book Assoc.	35,887
Harrison Products Inc.	29,444
American Chiclet Co.	25,268
Motorola Inc.	24,571
American Protam Corp.	21,061
Pontiac Motor Div.-General	
Motors Corp.	20,232
The Le Blanc Corp.	16,383
Mutual Benefit Health &	
Accident Assn.	14,325
Shrine East-West Football	
Committee	12,285
Airways Corp.	10,738
Wm. H. Wise & Co.	10,056
Mail Pouch Tobacco Co.	9,835
A. O. Smith Corp.	8,456
S. C. Johnson & Son	8,402
Wafex Inc.	8,176
Phillips Petroleum Corp.	7,583
Shipstad & Johnson	5,723
American Medical Assn.	5,608
Curtis Circulation Co.	4,097
American Bird Products Inc.	3,922
Kiplinger Washington	
Agency Inc.	2,306

*December billings estimated

1951 Agency Expenditures*

J. Walter Thompson Co.	\$1,899,926
Wm. H. Weintraub & Co.	1,430,744
Lennen & Mitchell	1,245,415
Furman, Feiner Co.	1,208,675
Sherman-Marquette	1,056,596
Leo Burnett Co.	895,651
Needham, Louis & Brorby	800,635
Batten, Barton, Durstine	
& Osborn	737,744
Harry B. Cohen Adv.	704,077
Geoffrey Wade Adv.	677,834
Grant Adv.	549,390
Kenyon & Eckhardt	512,249
Aubrey, Moore & Wallace	463,497
Dancer-Fitzgerald-Sample	462,236
Oliant Adv. Co.	430,120
Gotham Adv. Co.	381,355
Grey Adv. Agency	376,138
McCann-Erickson	358,945
Stanley G. Boynton Co.	352,577
Kudner Agency	307,427
Western Adv. Agency	307,156
Maxon Inc.	296,183
Glenn-Jordan-Stoetzel	256,672
Sullivan, Stauffer, Colwell	
& Bayles	238,284
J. D. Tarcher Co.	232,534
Wm. Gleason & Co.	230,933
O'Neil, Larson & McMahon	183,618
Al Paul Lefton Co.	163,172
Benton & Bowles	137,825
Erwin, Wasey & Co.	127,157
Wm. Esty & Co.	115,700
Blaine-Thompson Co.	77,165
St. Georges & Keyes	69,563
Mathison & Assoc.	68,156
Atherton Adv. Agency	63,316
Foot, Cone & Belding	50,000
Fitzmorris & Miller	48,883
J. M. Mathes Inc.	40,189
Tracy-Locke Co.	39,780
Huber Hoge & Sons	35,887
Sidney Garfield & Assoc.	29,444
Duane Jones Inc.	28,304
Ruthrauff & Ryan	24,571
Dowd, Redfield & Johnstone	21,061
MacManus, John & Adams	20,232
Majestic Adv. Agency	16,383
Bozell & Jacobs	14,325
Direct	12,285
Thwing & Altman	10,056
Charles W. Hoyt Co.	9,835
Dorland Inc.	8,536
Henri, Hurst & McDonald	8,496
Grady & Wagner Co.	8,176
Lambert & Feasley	7,583
Walter McCreery Inc.	5,723
Campaigns Inc.	5,608
Weston-Barnett Inc.	3,922
McCreery, Quick & McElroy	3,306
Albert Frank-Guenther Law	2,306
Harold Kaye Adv.	2,202

*December Billings Estimated

Expenditures by Industry 1951*

Food & Food Products	\$4,115,127
Drugs & Toilet Goods	3,257,343
Cigars, Cigarettes & Tobacco	2,240,719
Laundry & Household	
Supplies	1,658,071
Religious	1,528,693
Building Materials	1,284,219
Labor & Politics	1,208,675
Confectionery & Soft Drinks	614,813
Medical Appliances &	
Equipment	439,182
Smoking Accessories	376,138
Beer, Wine & Liquor	308,430
Insurance	261,341
Radios, TV sets, etc.	191,917
U. S. Government Advertising	145,530
Miscellaneous	95,836
Paints	69,563
Publishing & Media	52,346
Automotive	20,232
Lubricants, Petroleum & Fuel	7,583

TOTAL \$17,875,758

*December billings estimated

CAPPER WILL

Management to Continue

MANAGEMENT OF Capper Publications Inc., including WIBW Topeka and KCKN Kansas City, Kan., will continue under the same group of business associates and executives who have operated the properties for the past three decades, under terms of the will of former Sen. Arthur Capper, probated in Topeka Dec. 27. Ben Ludy is general manager of the station properties.

A major bequest of Capper Publications stock, amounting to 13,500 of the 100,000 shares of \$10 par value, was made to top ranking employees of the newspaper and farm paper organization. Under the will, additional shares may be sold to those employees still active in the company. In addition to the stations, properties involved include two daily newspapers and eight arm and household publications [B•T, Dec. 24, 1951]. Value of the business properties owned by Sen. Capper was placed at \$1,200,000 but no evaluation was placed upon the publishing business or the two stations. It was estimated, however, that the value would exceed outstanding indebtedness of \$1,500,000.

Harry S. Blake, vice president and general manager of Capper Publications, is sole executor. The will was drawn in 1941 and a number of beneficiaries have died or retired since then. Their stock bequests revert to the corporation.

D. M. FREDERICK

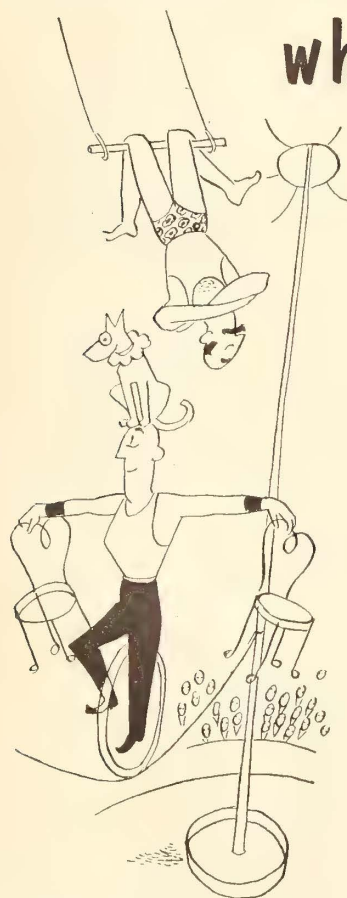
Dies From Heart Attack

DAVID M. FREDERICK, 43, business manager of *Harper's* magazine, and former director of sales promotion and advertising for CBS, died Wednesday in his home at Noroton, Conn., after suffering a heart attack.

A native New Yorker, Mr. Frederick started his career in advertising at two agencies in Boston, leaving them to become a freelance writer and reporter for *The Boston Herald*, *The Boston Traveler*, and the Associated Press there. Returning to New York, he became president and publisher of *Tide* magazine and served, during the war, with the Office of War Information in Washington.

Mr. Frederick joined CBS in August 1946 as director of sales promotion and advertising, remaining with the network until November 1947. He was further associated with broadcasting when he served as vice president in charge of sales and promotion for Crossley Inc., New York market and opinion research organization, from January 1948 until January 1949. He resigned his position there to join *Harper's*.

He is survived by his widow, the former Barbara Allan Bement, two daughters and a son, his parents and three sisters.



why do it the hard way!

Make your selling job easy in the mid-west in HANNIBAL* with KHMO, Hannibal, Mo.

Currently there are over 35 towns throughout the entire Hannibal* area in which there are organizations advertising on KHMO (local).

They know that KHMO reaches the buying power of the 240,470 radio families who live in this large, 41 county area.

You can reach the majority of this rich population too with KHMO. Write, wire or phone KHMO or Pearson today for availabilities.

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

KHMO

Representative
John E. Pearson Company

Mutual Network
Hannibal, Missouri

5000 watts day • 1000 watts at night

We cannot quarrel about our competitors underselling us—they ought to know what their product is worth.

SELL WITH



TRANSCRIPTION SERVICES, INC.

140 N. La Brea Avenue, Hollywood • WEbster 8-9181

360 N. Michigan Avenue, Chicago • CEntral 6-0041

444 Madison Avenue, New York City • PLaza 3-6690

DOWN IN ARKANSAS THINGS ARE LOOKING UP!

Yes sir, things are really booming in Arkansas. And when we say "things," we mean, among others:

- ★ Radio Families
- ★ Station Audience Families
- ★ Family Buying Power

Radio Families UP!

DAYTIME		
1944	1949	UP 37%
CBS	BMB	
248,840	343,340	

NIGHTTIME		
1944	1949	UP 60%
CBS	BMB	
198,920	319,090	

KLRA Families UP!

DAYTIME		
1946	1949	UP 14%
BMB	BMB	
166,100	189,530	

NIGHTTIME		
1946	1949	UP 18%
BMB	BMB	
127,670	150,550	

Buying Power UP!

The Little Rock Metropolitan Area shows a 252% sales increase over 1939—45% above average for cities of the 100,000 class, by Sales Management figures. The Little Rock trading zone (224,000 families in 26 counties) spent \$522,255,000.00 out of an effective buying income of \$642,504,000.00, according to the same source.

and

Effective Jan. 15, 1952 Time Charges UP

KLRA will increase its base hour rate by 15%. This increase is the first since 1945, and is a modest increase when rising costs are considered.

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

KLRA

LITTLE ROCK

CBS RADIO FOR ARKANSAS

Conventions

(Continued from page 25)

to the two conventions and that these will be supplemented by some 200 technical staff members.

NBC news figures who will report include John Cameron Swayze, Dave Garroway, H. V. Kaltenborn, W. W. Chaplin, Leon Pearson, George Hicks, Ben Grauer, Robert McCormick, Morgan Beatty, Earl Godwin, Richard Harkness, David Brinkley, Leif Eid, Ned Brooks, Ray Henle, Albert Warner, Clifton Utley, Alex Dreier, Bob Letts and Elmer Peterson.

Philco's sponsorship was announced by James H. Carmine, Philco executive vice president, and Joseph H. McConnell, NBC president. Mr. Carmine added:

"Philco welcomes the opportunity to bring to the American public these history-making events in 1952. Philco pioneered in televising the 1940 convention in Philadelphia, which was seen by only a few thousand persons. So rapidly has television grown that this year it is estimated that 18 million homes will be equipped with television receivers by election day 1952 and television is expected to

exercise for the first time in history a profound influence on the outcome of the 1952 convention and election, with an estimated NBC audience of 70 to 75 million seeing and hearing the candidates in action."

Philco distributors and more than 25,000 dealers plan to hold "open house" so that additional persons can hear and watch the coverage the announcement said.

Westinghouse plans on CBS Radio and TV were announced by J. M. McKibbin, Westinghouse vice president in charge of consumer products, who said its purpose is "to stimulate maximum interest in the world's greatest demonstration of democracy at its best" and "to help produce the biggest turnout of well-informed voters in the history of American elections" [B•T, Dec. 31, 1951].

The Republican Convention is slated to open July 7 and the Democratic Convention July 21.

Mutual announced meanwhile that it will present "extensive plans" for Republican convention coverage to the GOP Convention

Components

(Continued from page 28)

tions." Limitation of two tons of carbon steel and 200 pounds of copper (and no aluminum) was drawn. Quarterly quota is \$1,000 for each MRO project.

NPA defines installation as "the setting up or relocation of machinery, fixtures, or equipment in position for service and connection thereof to existing service facilities in an existing building, structure or project. . . ." Distinction is drawn between installation and actual construction.

Comparable priority is given to "repairmen"—"radio and/or television sales, service or repair shop." It entitles the repairmen to obtain a TV antenna to install a television receiver, but he is not permitted to use the symbol to secure a new receiver "for installation as a complete unit." Installation again is defined as "relocation," etc.

U. S. electronics manufacturers, sorely pressed for component parts to meet defense and civilian needs also are in line for relief through potential imports from Germany and Italy.

This was the substance of a report issued by EPB Chairman Morris, and released by the Defense Production Administration.

Mr. Morris' views were based on a survey he and military authorities compiled while visiting those two countries in October. It holds out major hope for increased availability of selenium rectifiers, resistors and resistance wire in the U. S.

"In the case of resistors, selenium rectifiers and fine enameled wire, however, we are unable to

obtain, from domestic sources entirely, the quantities or types of components needed to round the electronics program," Mr. Morris said. He noted shortage of high-grade selenium and said importation of half a million German rectifiers (using Swedish selenium) "would help avert an impending shortage. . . ."

Rectifiers are needed by "several important defense-supporting and civilian industries, and the home radio and television receiver industry," he pointed out.

Mr. Morris has recommended to his board that individual contractors use these sources—some seven firms in Western Germany and Milano, Italy—when delivery schedules of American-made components are impeding the defense electronic program.

Tax Writeoffs

RAPID tax writeoffs for a number of electronic firms have been announced by the Defense Production Administration for the period Nov. 24 to Nov. 30. Approvals will enable the following firms to accelerate tax amortization on new or expanded defense facilities: United Electronics Co., Newark, N. J., for electron tubes, \$25,224 out of \$27,287 requested (or 65%); Electronic Associates Inc., Long Branch, N. J., for electronic equipment, \$147,500 out of \$150,000 (or 70%) and Consolidated Engineering Corp., Pasadena, Calif., for electronic instruments, \$39,003 out of \$58,104 (65%).

Committee when it meets in San Francisco Jan. 16-19. (Democratic Convention Committee meeting date had not been set.) "Every phase of both major party conventions" will be covered, according to MBS, which noted that it now carries 16½ hours of news programs per week.

MBS convention coverage will be supervised by Art Feldman, director of special events, and Milton Burgh, director of news. Newscasters slated to take part, the network said, include Bill Henry—who is coordinating chairman of the broadcasting committees for both conventions—and Gabriel Heatter, Fulton Lewis jr., Cecil Brown, Cedric Foster, Robert F. Hurleigh, H. R. Baukhage, Sam Hayes, William Hillman, Fred Vandeventer, Frank Singiser, Hazel Markel, Helen Hall, Bill Cunningham, Les Nichols, Les Higbie, and Frank Edwards.

upcoming



Jan. 7-10: Retail Dry Goods Assn., 41st annual convention, Hotel Statler, New York.

Jan. 8: Second session of the 82d Congress of the U.S. begins.

Jan. 10: Radio Executives Club of New York, luncheon meeting, Waldorf Astoria Hotel, New York.

Jan. 10-12: National Collegiate Athletic Assn., meeting, Cincinnati, Ohio.

Jan. 13-15: National Appliance and Radio Dealers Assn., annual convention, Conrad Hilton Hotel, Chicago.

Jan. 14: BAB Research Advisory Committee meeting, BAB headquarters, New York.

Jan. 15: BAB Promotion Advisory Committee meeting, BAB headquarters, New York.

Jan. 15: FCC-Paramount hearing, Washington.

Jan. 18: Washington State Assn. of Broadcasters Radio Sales Clinic, Tacoma, Wash.

Jan. 18: Board of Governors, Canadian Broadcasting Corp., Victoria Bldg., Ottawa.

Jan. 18-19: South Carolina Broadcasters Assn. winter meeting, Hotel Columbia, Columbia, S. C.

Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.

Jan. 21: Canadian Copyright Appeal Board, Ottawa.

Jan. 21-23: Newspaper Advertising Executives Assn., convention, Edgewater Beach Hotel, Chicago.

Jan. 21-26: American Institute of Electrical Engineers, winter general meeting, Hotel Statler, New York.

Jan. 24-26: Advertising Assn. of the West, midwinter conference, Oakland, Calif.

Jan. 25-26: Assn. of Railroad Adv. Managers, Sheraton Hotel, St. Louis.

Jan. 26-27: National Advertising Agency Network, Eastern Regional Meeting, New Weston Hotel, New York.

Jan. 27-31: U. S. National Commission for UNESCO, third national conference, Hunter College, New York.

Feb. 4: Maritime Broadcasters Assn. meeting, Fort Cumberland Hotel, Amherst, Nova Scotia.

Feb. 9-29: International Radio and Electronics Exhibition, Bombay, India. (Further information obtainable from Consulate General of India, 3 E. 64th St., New York 21, N. Y.)

Feb. 10-15: NARTB Radio and TV Boards, San Antonio, Tex.

Feb. 11: British Columbia Assn. of Broadcasters meeting, Hotel Vancouver, Vancouver, B. C.

Feb. 25: FCC-Theatre Television hearing, Washington.

Feb. 28-29: Oregon State Broadcasters Assn. annual meeting, Eugene Hotel, Eugene, Ore.

What makes WREC *lead the parade?*

LISTENERS!

What makes the most listeners?

Program superiority . . .
plus operational perfection.

CONSEQUENTLY WREC'S
HOOPER RATINGS
AVERAGE HIGHER THAN
ANY OTHER
MEMPHIS STATION.

*that's
why
we
say*



Affiliated with CBS Radio, 600 KC, 5000 Watts

Represented by The Katz Agency, Inc.

Set Ownership

(Continued from page 23)

Bureau household figures for 1950 and latest radio homes saturation figures of Broadcast Measurement Bureau.

Of 1,560 counties that showed increased population in the 1940-50 decade, 864 gained 10% or more in number of people, 498 gained 20% or more and 28 gained 100% or more, according to Census Bureau.

It was pointed out that a loss in population by nearly half of U. S. counties (49.7%) during the decade occurred while the population total was gaining 19 million. Of counties suffering a loss, one-fourth lost 10% or more.

All of the counties that more than doubled in size during the 1940-50 period were located in the South or West, it was found. Elsewhere, over four out of five counties in New England and three out of five counties in the West

showed population increases. In the North Central area 43.9% of counties showed gains, with 47% of southern counties showing increases.

In all regions but the West the increase in total dwelling units was well in excess of the rate of population increase, the bureau found. The in-migration almost kept pace with rise in dwelling units there.

Significant increase in home ownership is shown in each section of the country, especially the West and South, according to the Census Bureau. The gain resulted from new construction and from the sale of existing rental homes for owner occupancy. In all areas but the West the shift from renter to owner occupancy was so great that there was a loss in the number of rental units despite the large volume of such units built during the

decade. Both renter and owner-occupied dwelling units rose substantially in the West.

According to the Census Bureau, all regions had more renters than owners in 1940 whereas in 1950 home owners exceeded renters in every region except the Northeast where the ratio was about equal. Highest home ownership rate was found in the North Central Region, where it was 61%.

The one-dwelling unit detached house was still the most common type in all regions in 1950. This type amounted to 75% in the South with a low ratio of 40% in the Northeast where large multi-unit structures are most popular.

During the decade the size of households became generally smaller, aside from the West. In general, there were relatively more one-person households than in 1940 and fewer households with six or more persons. Households with two persons were most numerous.

The median size of city households in 1950 varied from 2.5 to 3.4 persons. Households with two or three persons constituted from half to three-fifths in individual metropolitan areas.

The nation's center of population moved during the 1940-50 decade from a point two miles from Carlisle, Ind., to a point eight miles northwest of Olney, in south-eastern Illinois. Since 1790 the center has moved westward from a point 23 miles east of Baltimore, Md., with possibility it will reach dead center around St. Louis, around 200 miles east of the geographical center of the nation in Smith County, Kan.

Census Bureau computations showing households cover 3,070 counties plus 29 independent cities. Of these cities 27 are in Virginia. Others are Baltimore and St. Louis. Separate geographic districts are District of Columbia and Yellowstone National Park.

Radio Homes in the United States by Counties

(Radio Homes are BROADCASTING • TELECASTING estimates based on just released figures from the decennial census now being computed by the Bureau of the Census. Households are official Census Bureau figures.)

County	Radio Homes 1950	Households 1950
ALABAMA		786,476
Autauga	3,464	4,476
Baldwin	8,981	10,730
Barbour	5,330	7,126
Bibb	3,728	4,401
Blount	5,982	7,340
Bullock	2,858	3,905
Butler	5,429	7,033
Calhoun	17,164	20,556
Chambers	8,576	10,210
Cherokee	3,704	4,302
Chilton	5,551	6,896
Choctaw	3,367	4,448
Clarke	5,193	6,658
Clay	2,877	3,561
Cleburne	2,318	2,919
Coffee	6,066	7,737
Colbert	8,584	10,305
Conecuh	4,021	5,162
Coosa	2,345	2,928
Covington	8,286	10,650
Crenshaw	3,800	4,786
Cullman	10,365	12,237
Dale	4,281	5,453
Dallas	10,559	14,250
De Kalb	9,682	11,581
Elmore	6,387	7,885
Escambia	5,994	7,646
Etowah	22,091	25,276
Fayette	4,060	4,988
Franklin	5,306	6,527
Geneva	5,226	6,624
Greene	2,926	3,965
Hale	3,681	4,889
Henry	3,460	4,385
Houston	10,421	12,406
Jackson	7,822	9,504
Jefferson	136,948	153,529
Lamar	3,475	4,228
Lauderdale	11,813	14,302
Lawrence	5,195	6,469
Lee	8,206	10,629
Limestone	7,059	8,769
Laudes	3,060	4,152
Macon	4,896	6,494
Madison	15,614	18,413
Marengo	5,365	7,299
Marion	5,656	6,806
Marshall	9,920	11,768
Mobile	51,852	62,098
Monroe	4,608	6,055
Montgomery	30,206	37,663
Morgan	12,302	14,422
Perry	3,570	4,667
Pickens	4,632	5,827
Pike	5,944	7,689
Randolph	4,665	5,745
Russell	7,582	9,924
St. Clair	5,585	6,610
Shelby	6,397	7,588

County	Radio Homes 1950	Households 1950
ARIZONA		210,398
Apache	4,203	5,559
Talladega	12,212	15,170
Tallapoosa	7,542	9,054
Tuscaloosa	18,183	22,147
Walker	13,915	16,218
Washington	2,810	3,612
Wilcox	3,923	5,280
Winston	3,774	4,536
ARKANSAS		524,708
Arkansas	5,664	6,711
Ashley	5,419	6,665
Baxter	2,895	3,297
Benton	10,128	11,641
Boone	4,219	4,844
Bradley	3,708	4,332
Calhoun	1,566	1,915
Carroll	3,584	4,073
Chicot	4,859	6,286
Clark	5,235	6,239
Clay	6,348	7,280
Cleburne	2,660	3,144
Cleveland	1,889	2,290
Columbia	6,391	7,747
Conway	3,986	4,814
Craighead	11,805	13,339
Crawford	5,377	6,356
Crittenden	9,324	12,078
Cross	5,023	6,232
Dallas	2,633	3,316
Desha	5,257	6,637
Drew	3,722	4,705
Faulkner	5,774	6,738
Franklin	3,036	3,514
Fullton	2,126	2,565
Garland	12,715	14,649
Grant	2,102	2,467
Greene	7,005	7,942
Hempstead	5,639	6,987
Hot Spring	5,097	6,104
Howard	3,158	3,796
Independence	5,644	6,578
Izard	2,294	2,731
Jackson	5,625	6,860
Jefferson	17,123	21,087
Johnson	3,934	4,612
Lafayette	2,949	3,592
Lawrence	4,965	5,720
Lee	4,618	6,117
Lincoln	3,243	4,168
Little River	2,649	3,234
Logan	4,592	5,327
Lonoke	6,146	7,273
Madison	2,572	3,191

County	Radio Homes 1950	Households 1950
CALIFORNIA		3,336,308
Alameda	235,250	237,867
Alpine	75	78
Amador	2,736	2,815
Butte	20,614	21,273
Calaveras	3,135	3,249
Colusa	3,483	3,561
Contra Costa	82,304	83,388
Del Norte	2,487	2,607
El Dorado	5,269	5,506
Fresno	78,285	80,375
Glenn	4,609	4,718
Humboldt	20,743	21,429
Imperial	15,401	16,525
Inyo	3,619	3,794
Kern	63,121	65,006
Kings	12,650	13,068
Lake	4,035	4,126
Lassen	5,334	5,454
Los Angeles	1,352,162	1,369,972
Madera	9,635	10,078
Marin	25,030	25,232
Mariposa	1,633	1,710
Mendocino	11,600	12,021
Merced	18,529	19,566
Modoc	2,844	2,941
Mono	675	710
Monterey	35,987	36,910
Napa	12,433	12,648
Nevada	6,436	6,608
Orange	68,390	69,431
Placer	11,737	12,063
Plumas	4,141	4,273
Riverside	51,976	53,584
Sacramento	81,041	82,779
San Benito	4,169	4,272
San Bernardino	83,710	85,945
San Diego	165,970	169,012
San Francisco	254,497	259,162

County	Radio Homes 1950	Households 1950
COLORADO		391,517
Adams	9,953	10,368
Alamosa	2,713	2,841
Arapahoe	14,820	15,122
Archuleta	750	810
Baca	2,207	2,340
Bent	2,173	2,292
Boulder	13,794	14,104
Chaffee	2,173	2,283
Cheyenne	938	967
Clear Creek	1,088	1,115
Conejos	2,163	2,349
Costilla	1,217	1,339
Crowley	1,371	1,430
Custer	478	512
Delta	4,974	5,203
Denver	127,540	130,143
Dolores	521	558
Douglas	1,076	1,113
Eagle	1,313	1,349
Elbert	1,253	1,308
El Paso	22,695	23,253
Fremont	5,285	5,505
Garfield	3,422	3,565
Gilpin	306	317
Grand	1,169	1,213
Gunnison	1,579	1,633
Hinsdale	100	100
Huerfano	2,751	3,023
Jackson	637	659
Jefferson	16,069	16,330
Kiowa	851	889
Kit Carson	2,355	2,461
Lake	1,716	1,797
La Plata	3,986	4,240
Larimer	12,865	13,195
Las Animas	6,450	7,026
Lincoln	1,699	1,762
Logan	4,709	4,875
Mesa	11,031	11,467
Mineral	214	222
Moffat	1,764	1,828
Montezuma	2,660	2,821
Montrose	4,287	4,498
Morgan	4,822	5,028
Otero	6,932	7,289
Ouray	645	655
Park	607	635
Phillips	1,477	1,516
Pitkin	499	516

County	Radio Homes 1950	House- holds 1950
Prowers	4,142	4,275
Pueblo	23,627	24,484
Rio Blanco	1,408	1,443
Rio Grande	3,114	3,302
Routt	2,565	2,644
Saguache	1,420	1,501
San Juan	377	386
San Miguel	745	790
Sedgwick	1,406	1,448
Summit	380	391
Teller	925	953
Washington	2,078	2,158
Weld	18,036	18,613
Yuma	3,164	3,265

CONNECTICUT 570,404

Fairfield	142,323	143,906
Hartford	151,331	152,398
Litchfield	28,248	28,913
Middlesex	18,277	18,689
New Haven	154,066	155,780
New London	39,524	40,788
Tolland	11,308	11,753
Windham	17,558	18,195

DELAWARE 90,362

Kent	10,301	11,246
New Castle	58,833	60,715
Sussex	17,039	18,401

DISTRICT OF COLUMBIA

Washington, D. C.	216,921	224,092
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FLORIDA 822,045

Alachua	12,359	14,837
Baker	1,276	1,593
Bay	9,671	11,582
Bradford	2,556	3,021
Brevard	6,533	7,553
Broward	22,546	26,493
Calhoun	1,620	2,020
Charlotte	1,328	1,497
Citrus	1,571	1,870
Clay	2,960	3,478
Collier	1,523	1,857
Columbia	3,723	4,905
Dade	145,371	154,815
De Soto	2,033	2,495
Dixie	907	1,099
Duval	76,073	85,379
Escambia	26,349	30,532
Flagler	843	1,027
Franklin	1,340	1,722
Gadsden	6,028	7,709
Gilchrist	693	885
Glades	516	614
Gulf	1,734	2,016
Hamilton	1,844	2,328
Hardee	2,387	2,915
Hendry	1,494	1,729
Hernando	1,741	2,024
Highlands	3,430	4,140
Hillsborough	66,575	74,888
Holmes	2,760	3,498
Indian River	3,148	3,669
Jackson	6,783	8,832
Jefferson	2,109	2,680
Lafayette	751	916
Lake	9,637	11,180
Lee	6,459	7,433
Leon	10,690	12,895
Levy	2,517	3,104
Liberty	685	875
Madison	2,751	3,596
Manatee	9,548	11,154
Marion	9,189	11,098
Martin	2,202	2,554
Monroe	6,118	7,336
Nassau	2,748	3,307
Okealoosa	5,569	6,694
Okeechobee	864	1,023
Orange	32,081	35,725
Osceola	3,552	4,050
Palm Beach	31,484	36,996
Pasco	5,441	6,386
Pinellas	52,009	56,655
Polk	30,862	35,970
Putnam	5,552	6,905
St. Johns	6,040	7,384
St. Lucie	4,767	5,966
Santa Rosa	3,802	4,676
Sarasota	8,566	9,723
Seminole	6,616	7,923
Sumter	2,663	3,186
Suwannee	3,506	4,438
Taylor	2,273	2,964
Union	986	1,232
Volusia	21,217	24,557
Wakulla	1,110	1,365
Walton	3,141	3,961
Washington	2,474	3,116

GEORGIA 889,716

Appling	2,515	3,229
Atkinson	1,454	1,760
Bacon	1,759	2,135
Baker	1,039	1,347
Baldwin	3,701	4,592
Banks	1,389	1,686
Barrow	3,228	3,595
Bartow	5,908	6,862
Ben Hill	3,219	3,960
Berrien	2,755	3,385
Bibb	25,968	31,941
Bleckley	1,905	2,335

County	Radio Homes 1950	House- holds 1950
Brantley	1,170	1,492
Brooks	3,311	4,295
Bryan	1,120	1,298
Bulloch	4,758	6,000
Burke	4,406	5,946
Butts	1,964	2,322
Calhoun	1,778	2,294
Camden	1,508	1,876
Candler	1,639	2,008
Carroll	7,735	9,079
Catoosa	3,558	3,923
Charlton	934	1,157
Chatham	36,162	43,050
Chattahoochee	1,005	1,217
Chattooga	4,843	5,417
Cherokee	4,541	5,349
Clarke	8,055	9,476
Clay	1,139	1,462
Clayton	5,081	5,834
Clinch	1,277	1,542
Cobb	14,814	16,534
Coffee	4,384	5,628
Colquitt	6,778	8,536
Columbia	1,855	2,279
Cook	2,538	3,062
Coweta	6,012	7,314
Crawford	1,128	1,430
Crisp	3,491	4,674
Dade	1,473	1,731
Dawson	732	913
Decatur	4,607	6,078
De Kalb	35,880	38,415
Dodge	3,430	4,443
Dooley	2,762	3,474
Dougherty	9,354	11,811
Douglas	2,527	3,100
Early	3,213	4,216
Echols	500	620
Effingham	1,837	2,259
Elbert	3,942	4,873
Emanuel	3,982	4,996
Evans	1,413	1,732
Fannin	3,113	3,628
Fayette	1,531	1,914
Floyd	14,656	16,467
Forsyth	2,315	2,796
Franklin	3,126	3,708
Fulton	115,522	130,830
Gilmer	1,947	2,389
Glascok	734	882
Glynn	6,656	7,990
Gordon	4,298	4,857
Grady	3,727	4,718
Greene	2,621	3,201
Gwinnett	7,063	8,359
Habersham	3,676	4,250
Hall	9,035	10,494
Hancock	1,866	2,424
Haralson	3,316	3,842
Harris	2,215	2,735
Hart	3,058	3,627
Heard	1,332	1,705
Henry	3,167	3,843
Houston	4,127	5,178
Irwin	2,212	2,744
Jackson	4,018	4,829
Jasper	1,605	1,939
Jeff Davis	1,773	2,168
Jefferson	3,760	4,585
Jenkins	1,917	2,566
Johnson	1,964	2,505
Jones	1,501	1,835
Lamar	2,132	2,619
Lanier	1,034	1,269
Laurens	6,518	8,314
Lee	1,195	1,591
Liberty	1,630	2,068
Lincoln	1,187	1,476
Long	692	882
Lowndes	7,263	9,182
Lumpkin	1,194	1,487
McDuffie	2,320	2,937
McIntosh	1,266	1,581
Macon	2,774	3,446
Madison	2,529	3,040
Marion	1,139	1,464
Meriwether	4,171	5,149
Miller	1,784	2,264
Mitchell	3,960	5,273
Monroe	2,089	2,563
Montgomery	1,436	1,816
Morgan	2,398	2,972
Murray	2,203	2,550
Muscogee	25,827	30,492
Newton	4,481	5,247
Oconee	1,418	1,740
Oglethorpe	1,888	2,345
Paulding	2,486	2,974
Peach	2,160	2,983
Pickens	1,931	2,232
Pierce	2,094	2,585
Pike	1,673	2,055
Polk	6,927	7,880
Polk	1,691	2,243
Putnam	1,554	1,937
Quitman	497	671
Rabun	1,506	1,825
Randolph	2,595	3,441
Richmond	23,297	28,376
Rockdale	1,771	2,093
Schley	600	952
Screven	3,283	4,343
Seminole	1,522	1,907
Spalding	7,309	8,459
Stephens	3,610	4,298
Stewart	1,688	2,159
Sumter	4,864	6,409
Talbot	1,375	1,786
Taliaferro	862	1,098

County	Radio Homes 1950	House- holds 1950
Tattnall	3,048	3,695
Taylor	1,821	2,265
Telfair	2,669	3,299
Terrell	2,688	3,647
Thomas	7,166	8,935
Tift	4,623	5,786
Toombs	3,406	4,300
Towns	941	1,132
Treutlen	1,251	1,586
Troup	10,460	13,075
Turner	2,157	2,640
Twiggs	1,444	1,895
Union	1,404	1,788
Upson	5,451	6,482
Walker	9,084	10,082
Walton	4,299	5,075
Ware	6,636	8,024
Warren	1,786	2,116
Washington	3,990	5,202
Wayne	2,745	3,457
Webster	709	924
Wheeler	1,282	1,577
White	1,176	1,445
Whitfield	8,230	8,054
Wilcox	2,013	2,500
Wilkes	2,315	3,103
Wilkinson	2,076	2,547
Worth	3,591	4,523

IDAHO 169,274

Ada	21,154	21,630
Adams	974	1,010
Bannock	11,182	11,434
Bear Lake	1,887	1,914
Benewah	1,881	1,935
Bingham	5,664	5,797
Blaine	1,472	1,595
Boise	561	588
Bonner	4,376	4,582
Bonneville	8,056	8,297
Boundary	1,669	1,722
Butte	727	741
Camas	312	322
Canvon	15,000	15,416
Caribou	1,472	1,499
Cassia	3,828	3,946
Clark	255	264
Clearwater	2,246	2,318
Custer	931	963
Elmore	1,836	1,991
Franklin	2,427	2,459
Fremont	2,471	2,547
Gem	2,518	2,601
Gooding	3,045	3,129
Idaho	3,220	3,320
Jefferson	2,558	2,644
Jerome	3,239	3,332
Kootenai	7,589	7,832
Latah	5,771	5,877
Lemhi	1,818	1,902
Lewis	1,218	1,243
Lincoln	1,132	1,161
Madison	2,239	2,299
Minidoka	2,645	2,713
Nez Perce	6,825	7,051
Oneida	1,188	1,207
Owyhee	1,699	1,788
Payette	3,464	3,567
Power	1,093	1,124
Shoshone	6,544	6,650
Teton	761	781
Twin Falls	12,106	12,366
Valley	1,182	1,220
Washington	2,503	2,580
Yellowstone National Park (part)		

ILLINOIS 2,585,691

Adams	18,929	19,925
Alexander	5,447	6,319
Bond	4,176	4,466
Boone	5,062	5,139
Brown	2,157	2,295
Bureau	11,354	11,633
Calhoun	1,846	1,968
Carroll	5,805	5,960
Cass	4,501	4,733
Champaign	26,383	26,894
Christian	11,533	12,001
Clark	5,406	5,715
Clay	5,218	5,498
Clinton	6,046	6,371
Coles	12,307	12,780
Cook	1,314,310	1,337,040
Crawford	6,520	6,863
Cumberland	3,133	3,274
De Kalb	11,667	11,869
De Witt	5,326	5,502
Douglas	5,182	5,348
Du Page	42,571	42,914
Edgar	7,238	7,540
Edwards	2,757	2,927
Effingham	5,990	6,285
Fayette	6,967	7,372
Ford	4,881	4,960
Franklin	15,031	16,024
Fulton	13,615	14,109
Gallatin	2,709	2,916
Greene	5,542	5,908
Grundy	5,791	5,903
Hamilton	3,559	3,848
Hancock	7,879	8,259
Hardin	1,990	2,147
Henderson	2,466	2,579
Henry	14,180	14,544
Iraquois	9,730	9,979

County	Radio Homes 1950	House- holds 1950
Jackson	10,795	11,558
Jasper	3,608	3,818
Jefferson	10,691	11,361
Jersey	4,018	4,348
Jo Daviess	6,092	6,339
Johnson	2,456	2,667
Kane	41,695	42,546
Kankakee	17,713	18,038
Kendall	3,530	3,602
Knox	16,521	17,032
Lake	46,371	46,982
La Salle	29,347	30,007
Lawrence	5,995	6,337
Lee	9,304	9,455
Livingston	10,667	10,918
Logan	7,779	8,003
McDonough	8,448	8,764
McHenry	14,650	14,858
McLean	22,467	22,949
Macon	30,051	30,727
Macoupin	13,465	14,174
Madison	52,351	54,194
Marion	12,435	13,243
Marshall	3,992	4,040
Mason	4,704	4,936
Massac	3,944	4,325
Menard	2,871	3,013
Mercer	5,155	5,325
Monroe	3,726	3,981
Montgomery	10,029	10,524
Morgan	9,295	9,702
Moultrie	3,823	4,020
Olge	10,032	10,268
Peoria	50,283	51,519
Perry	6,349	6,798
Piatt	4,216	4,333
Pike	6,797	7,216
Pope	1,637	1,774
Pulaski	3,666	4,055
Putnam	1,415	1,468
Randolph	8,222	8,700
Richland	5,083	5,367
Rock Island	38,653	39,362
St. Clair	57,035	59,350
Saline	10,034	10,663
Sangamon	39,724	40,826
Schuyler	3,059	3,167
Scott	2,179	2,311
Shelby	7,452	7,795
Stark	2,577	2,651
Stephenson	12,510	12,818
Tazewell	22,129	22,627
Union	5,147	5,517
Vermilion	25,642	26,627
Wabash	4,331	4,549
Warren	6,443	6,656
Washington	4,263	4,569
Wayne	5,960	6,388
White	6,141	6,533
Whiteside	14,523	14,893
Will	36,693	37,366
Williamson	14,875	15,757
Winnebago	45,298	45,848
Woodford	6,186	6,325



Advertisement

From where I sit by Joe Marsh

Experienced Hand Wanted

Cappy Miller's back from visiting relatives and tells about a big snow storm that knocked out the electric power for miles around.

Naturally, the local power company was doing everything possible to restore service but a good many folks kept calling in and one woman gave them a new twist.

"I don't mind not having lights," she grumbled, "but I've got 20 cows in my barn and they all have to be milked by machine. Nobody around here knows how to milk a cow by hand any more."

From where I sit, it's only too easy to forget how to do something—even as simple as milking a cow—if we don't keep at it. And that goes for practicing tolerance, too. Like forgetting our neighbor has a right to decide for himself whether or not to enjoy a temperate glass of beer. If we don't keep the other fellow's point of view in mind we're all liable to get "snowed under" by intolerance.

Joe Marsh

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STORM SERVICE

Rendered by AM, TV

WINTER storms swept across the nation in December, pointing up radio-TV's effectiveness as a public service medium as demonstrated in these reports reaching BROADCASTING • TELECASTING:

KGEZ Kalispell, Mont.—Worst blizzard in many a year struck the Flathead Valley in mountainous western Montana Dec. 18. During two-day period KGEZ relayed messages from the stranded to their relatives, flashed weather and storm news items to listeners. Communities in storm's path were given advance warning to prepare. The storm was progressing at the rate of 20 miles per hour.

WLWT (TV) Cincinnati — As cold, snow, sleet, ice carried by the storm struck Cincinnati and environs, WLWT whipped into its emergency plan, alerting the area on changing weather conditions, driving hazards and whether schools and industry would be operating. Plan was formed following last year's bitter weather experience, station reports.

Simply, the plan was compilation of phone numbers by which schools, highway department and business firms could call in all storm information to either WLWT or WLW, the Crosley AM outlet. Areas included Dayton and Columbus, WWLD (TV) and WWLC (TV) respectively. Setting up and taking part in the emergency plan were Newsmen Dallas DeWeese and Peter Grant, Special Broadcast Director Katherine Fox, WLW Program Vice President William Robinson, Assistant Director of WLW TV Bernie Barth and WLWT Program Director Lin Mason.

WWNY Watertown, N. Y.—Station cancelled local and network commercial programs to broadcast emergency messages to listeners, suffering from the heaviest snowfall in the city's history. Virtually all civic activity ceased. Because of WWNY's emergency broadcasts, two persons lost in the storm for hours were found; a woman who told the station her home was without fuel oil, was quickly supplied with adequate fuel. All streets were impassable, so the Watertown Daily Times, which owns WWNY, was unable to deliver copies to subscribers.

Form French Assn.

A NEW French Canada Broadcasters Assn., replacing the Quebec Assn. of Broadcasters, was formed at Quebec early in December with probable membership of 13 stations. A committee was appointed to draft a constitution. Membership meeting to approve this constitution is to be called early in 1952. On the committee are Phil Lalonde, CKAC Montreal; Henri LePage, CHRC Quebec, and Flavio Daniel, CHLP Montreal. Representatives of nine Quebec stations were at the formation meeting.

KITE Employees Share

KITE San Antonio employees have received second payment in their share of the station's profits. These employees' payments averaged an extra month's pay during 1951 for staff members with a year or more of service. Three staffers, Pearl Brewer, office manager; Alec Chessner, program director, and John Siercovich, chief engineer, have been with the station since its inception in 1947. In addition, KITE staffers are paid a sliding-scale cost of living allowance, which is hinged to the U. S. Dept. of Labor index. Besides the usual vacations, KITE two years ago established a policy of giving each employee his birthday off, with pay. Charles W. Balthrope, KITE president - general manager, described the practice as "my most expensive pastime," and added, "I still think it's a good investment, though, after four years."

U. S.-CANADA

To Extend Conelrad

COORDINATION of broadcast and other electromagnetic radiation signals between Canada and U. S. in the event of air raids along border was subject of a U. S.-Canadian meeting in Washington last month.

Group drafted first draft of diplomatic note to be exchanged between the two countries. The note is an agreement to coordinate plans for broadcast stations and other devices which radiate signals. For broadcasters, principal interest is extension of Conelrad plan to Canadian stations.

Meeting followed by a week the issuance of an executive order by President Truman making the FCC officially responsible for the working of all segments of emergency operation and silence during an emergency [B•T, Dec. 17, 1951].

Group agreed to meet again by mid-January to get down to brass tacks.

Those present included:

U. S. representatives—Don R. MacQuivey, State Dept., chairman; Col. Gomer Lewis, USAF; William L. Wight Jr., State Dept.; Lt. Col. George L. Wells, Air Defense Command, USAF; A. Prose Walker, FCC; Robert D. Linx, FCC; Ernest C. Thelemann, FCC; George MacClain, FCC; Col. William M. Talbot, Federal Civil Defense Administration; R. H. McRoberts, FCDA; Harry E. Roderick, FCDA.

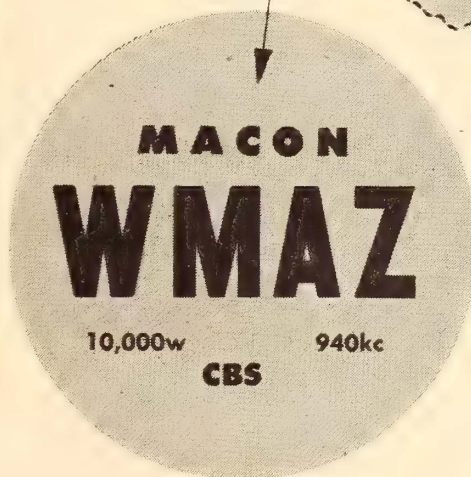
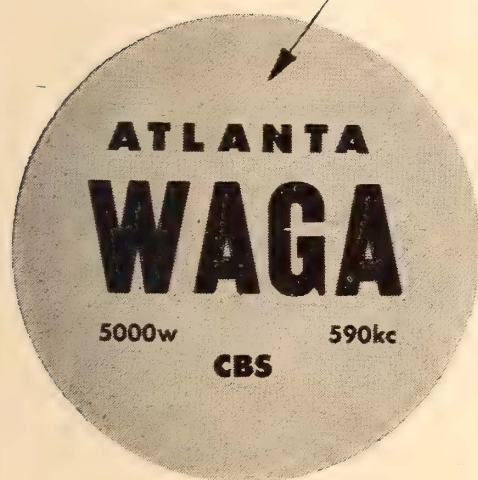
Canadian representatives—G. C. W. Brown, controller of telecommunications, Transport Dept., chairman; W. A. Caton, chief radio inspector, Transport Dept.; W. B. Smith, radio engineer, Transport Dept.; Wing Comdr. E. J. Gauthier, RCAF; H. R. Finley, civil air inspector, Transport Dept.; H. T. Patterson, civil air inspector, Transport Dept.; Peter Towe, telecommunications attache, Canadian Embassy.

PENTAGON'S Armed Forces Review, heard on MBS the past six months 9-9:30 p.m. EST. Friday, moved to 9:30-10 p.m. time slot Jan. 4. Program features music, documentary and military interviews.

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can
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THE KATZ AGENCY, INC.

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Radio Homes by Counties

(Continued from page 39)

County	Radio Homes 1950	House-holds 1950	County	Radio Homes 1950	House-holds 1950	County	Radio Homes 1950	House-holds 1950	County	Radio Homes 1950	House-holds 1950
Martin	2,749	2,972	Wabash	8,532	8,787	Crawford	5,524	5,695	Madison	3,965	4,152
Miami	8,685	8,935	Warren	2,511	2,618	Dallas	7,385	7,582	Mahaska	7,588	7,888
Monroe	12,140	12,888	Warrick	5,962	6,390	Davis	2,947	3,138	Marion	7,309	7,543
Montgomery	8,842	9,153	Washington	4,539	4,907	Decatur	3,554	3,749	Marshall	10,544	10,781
Morgan	6,718	7,132	Wayne	19,677	20,120	Delaware	4,864	5,020	Mills	3,477	3,622
Newton	3,259	3,374	Wells	5,939	6,123	Des Moines	12,577	13,047	Mitchell	3,969	4,117
Noble	7,408	7,645	White	5,465	5,675	Dickinson	3,831	3,913	Monona	4,586	4,817
Ohio	1,203	1,282	Whitley	5,606	5,785	Dubuque	18,021	18,540	Monroe	3,452	3,615
Orange	4,651	4,964				Emmet	4,001	4,138	Montgomery	4,925	5,051
Owen	3,328	3,613				Fayette	8,081	8,340	Muscatine	9,705	10,036
Parke	4,632	4,907				Floyd	6,259	6,419	O'Brien	5,581	5,689
Perry	4,456	4,865				Franklin	4,740	4,867	Osceola	2,850	2,926
Pike	4,266	4,617				Fremont	3,763	3,883	Page	6,898	7,141
Porter	10,931	11,188				Greene	4,677	4,787	Palo Alto	4,257	4,371
Posey	5,409	5,829				Grundy	4,165	4,224	Plymouth	6,359	6,549
Pulaski	3,464	3,654				Guthrie	4,669	4,833	Pocahontas	4,407	4,483
Putnam	6,084	6,344				Hamilton	5,905	6,025	Polk	68,519	70,060
Randolph	8,420	8,707				Hancock	4,243	4,330	Pottawattamie	19,929	20,630
Ripley	5,122	5,478				Hardin	6,910	7,073	Poweshiek	5,398	5,531
Rush	5,652	5,863				Harrison	5,607	5,902	Ringgold	2,931	3,066
St. Joseph	57,762	59,122				Henry	5,130	5,338	Sac	5,144	5,260
Scott	3,160	3,358				Howard	3,591	3,748	Scott	28,932	29,583
Shelby	8,516	8,889				Humboldt	3,790	3,875	Shelby	4,349	4,479
Spencer	4,224	4,576				Ida	3,235	3,301	Sioux	7,035	7,275
Starke	4,233	4,489				Iowa	4,553	4,689	Story	11,983	12,178
Steuben	5,028	5,221				Jackson	5,272	5,485	Tama	6,463	6,636
Sullivan	7,378	7,832				Jasper	9,560	9,825	Taylor	3,888	4,054
Switzerland	2,191	2,341				Jefferson	4,715	4,911	Union	4,823	5,003
Tippecanoe	19,455	19,954				Johnson	11,491	11,871	Van Buren	3,457	3,609
Tipton	4,569	4,701				Jones	5,267	5,452	Wapello	14,067	14,562
Union	1,870	1,938				Keokuk	5,237	5,421	Warren	5,121	5,345
Vanderburgh	45,643	47,644				Kossuth	6,979	7,165	Washington	5,821	6,038
Vermillion	6,014	6,297				Lee	12,378	12,934	Wayne	3,808	3,963
Vigo	31,937	33,512				Linn	31,213	32,013	Webster	12,745	13,072
						Louisia	3,272	3,401	Winnebago	3,714	3,805
						Lucas	3,812	3,963	Winneshek	5,682	5,888
						Lyon	3,968	4,086	Woodbury	30,272	31,273
									Worth	3,115	3,201
									Wright	5,944	6,059

KANSAS 587,647

Allen	5,584	6,004
Anderson	3,042	3,314
Atchison	6,016	6,313
Barber	2,584	2,709
Barton	8,534	8,871
Bourbon	5,949	6,424
Brown	4,669	4,899
Butler	9,304	9,794
Chase	1,469	1,568
Chautauqua	2,268	2,455
Cherokee	7,541	8,188
Cheyenne	1,607	1,704
Clark	1,162	1,231
Clay	3,768	3,917
Cloud	4,877	5,128
Coffey	3,180	3,412
Comanche	1,182	1,236
Cowley	11,094	11,641
Crawford	12,878	13,642
Decatur	1,897	2,012
Dickinson	6,648	6,896
Doniphan	3,083	3,294
Douglas	8,913	9,362
Edwards	1,802	1,899
Elk	2,082	2,231
Ellis	4,603	4,861
Ellsworth	2,556	2,662
Finney	4,067	4,350
Ford	5,787	6,034
Franklin	6,024	6,375
Geary	5,846	6,045
Gove	1,083	1,175
Graham	1,345	1,467
Grant	1,220	1,292
Gray	1,325	1,398
Greeley	537	569
Greenwood	4,088	4,382
Hamilton	1,002	1,075
Harper	3,202	3,349
Harvey	6,343	6,594
Haskell	711	749
Hodgeman	868	919
Jackson	3,351	3,603
Jefferson	3,281	3,539
Jewell	2,967	3,173
Johnson	18,146	18,746
Kearny	923	961
Kingman	3,011	3,160
Kiowa	1,435	1,493
Labette	8,809	9,361
Lane	775	804
Leavenworth	10,464	10,992
Lincoln	2,034	2,134
Linn	3,052	3,354
Logan	1,139	1,214
Lyon	8,009	8,413
McPherson	6,978	7,276
Marion	4,779	5,020
Marshall	5,539	5,806
Meade	1,573	1,670
Miami	5,352	5,718
Mitchell	3,021	3,180
Montgomery	14,444	15,448
Morris	2,609	2,752
Morton	743	808
Nemaha	4,038	4,251
Neosho	6,210	6,635
Ness	1,813	1,925
Norton	2,501	2,718
Osage	4,011	4,272
Osborne	2,648	2,779
Ottawa	2,327	2,421
Pawnee	2,659	2,778
Phillips	2,843	3,028
Pottawattomie	3,583	3,787

(Continued on page 80)

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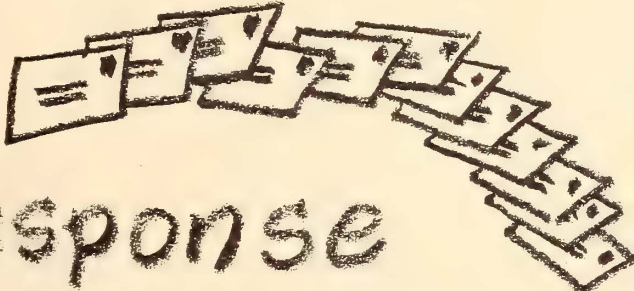
**610
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**1,000
WATTS**



Midnight disc show

draws  mail response

( female response, too)

from **30** states

WOWO FORT WAYNE
NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

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

For a low-cost show with high response... in a Midwest market with a terrific sales potential... get the details on "Fisher 'Til One," the WOWO record-and-news program that holds a big audience nightly from 11:15 to 1:00.

Bill Fisher's unusual slant draws letters from men and women in 30 states, at a rate of more than a thousand a week. One recent offer, for example, drew well over two thousand replies, of which some 60 percent came from communities *outside* Fort Wayne.

In addition to a varied musical bill of fare, Bill features tape-recorded interviews with all sorts of interesting personalities, from state governors to bootblacks. And every half-hour, he halts the proceedings for two minutes of late news.

This, briefly, is the formula that keeps the "Fisher 'Til One" audience growing. It's a formula that can **sell** for you in WOWO's widespread territory! Check with WOWO or Free & Peters.

RADIO HIGHLIGHTS OF 1951

As Reported In BROADCASTING • TELECASTING

(Television Highlights of 1951 are on page 75)

Jan. 1—Total radio time sales in 1950 (after trade deductions but before agency commission deductions) were \$448,198,000, up 5.4% over sales in 1949. Dr. Kenneth H. Baker, NAB research director, estimates. But operating costs were \$376.8 million in 1950, also up 5.4% over 1949.

Jan. 1—NBC decides to shelve proposal to reduce nighttime radio rates in TV markets, after majority of affiliates express opposition.

Jan. 1—Pulse Inc. survey for Free & Peters finds radio is America's principal news source.

Jan. 1—FCC announces new antenna construction and marking rules, effective Feb. 15, to reduce alleged hazards to air traffic.

Jan. 4—William B. Ryan, NAB general manager, elected president of Broadcast Advertising Bureau at \$36,000 salary first year, \$40,000 the second and \$50,000 the third.

Jan. 15—Upsurge of new business on major radio networks accounts for sales of 15 hours and 35 minutes per week of regular schedules plus 10 1/4 hours of short-term campaigns.

Jan. 15—FCC orders all stations to fill out detailed questionnaire on horse race information they broadcast.

Jan. 22—BROADCASTING • TELECASTING YEARBOOK estimates 1950 radio time sales at \$453.6 million, compared with \$425.4 million in 1949.

Jan. 22—William S. Paley, CBS chairman of board, named chairman of government Materials Policy Commission.

Jan. 22—Musicians union presents demands to key stations of radio networks that include ban on all recorded music between 8 a. m. and midnight, 50% pay increase.

Jan. 23—New McFarland bill (S 658) to streamline FCC procedures introduced in Senate.

Feb. 5—NAB structure overhauled, becomes National Assn. of Radio and Television Broadcasters, names Justin

Miller, ex-NAB president, chairman of combined board composed of autonomous 25-man radio and 13-man TV boards.

Feb. 16—Glen McDaniel, vice president of RCA, elected president of Radio-Television Manufacturers Assn.

Feb. 26—Procter & Gamble first among radio network advertisers for 1950, spending \$15.5 million; Miles Labs second with \$7.89 million; General Mills third with \$7.82 million, according to B•T analysis of Publishers Information Bureau reports.

Mar. 1—Edgar Kobak elected chairman of board of Broadcast Advertising Bureau.

Mar. 5—NBC's gross income in 1950 was \$92 million, 27% bigger than year before; the increase entirely due to TV.

Mar. 10—Alfred I. duPont Memorial Awards go to NBC-TV Commentator John Cameron Swayze, WFIL-TV Philadelphia and WAVZ New Haven.

Mar. 19—Assn. of National Advertisers

issues second report claiming TV has cut into radio evening time values by as much as 60%.

Mar. 26—CBS gross radio network billings in 1950 were \$70.7 million, up 12% over 1949, according to CBS annual report.

Apr. 2—Harold Fellows, manager of WEEI Boston, elected president of NARTB.

Apr. 12—CBS, in stock exchange, acquires Hytron Radio & Electronics Corp., which makes radio and TV sets, subject to stockholder approval.

Apr. 13—CBS, in surprise move, announces reductions of 10-15% in radio network rates effective July 1.

Apr. 16-19—CBS rate reduction and probable repercussions dominate discussion at annual NARTB meeting at Chicago's Stevens Hotel, although subject isn't on agenda.

Apr. 18—Some 700 officials of network-affiliated stations, all in Chicago for annual NARTB convention, hold spontaneous meeting to protest CBS rate cut and urge other networks not to follow suit. Meeting ends with election of Paul W. Morency, WTIC Hartford, as chairman of Affiliates Committee charged with staving off further rate cuts and with restoring equilibrium to radio.

May 3—NBC announces it will cut its radio network rates 10-15%, following CBS pattern.

May 18—ABC announces it will cut its radio network rates 15% between 1 p. m. and 10:30 p. m.

May 22—President Truman reappoints Wayne Coy to seven-year term on FCC.

May 23—ABC and United Paramount Theatres enter merger agreement, subject to FCC approval, in \$25 million deal. As part of transaction, CBS would acquire UPT's WBKB (TV) Chicago for \$6 million.

May 28—George A. Richards, chairman of board of WJR Detroit, WGAR Cleveland, KMPC Los Angeles, dies in Detroit.

May 29—Mutual completes round of radio network rate cuts by announcing extra 10% discount on afternoon and evening time, plus cut in Sunday afternoon rate.

May 31—Sen. William Benton introduces bill to set up National Citizens Advisory Board for Radio and Television, to "advise" FCC on program standards.

June 1—U. S. Court of Appeals rules that Transcasting deprives bus and street car passengers of liberty without due process of law.

June 10—U. S. Census Bureau reports 40,093,000 of the 42,520,000 U. S. homes have radios—95.6% saturation.

June 11—President Truman nominates FCC Comr. Frieda B. Hennock to New York federal judgeship.

June 22—ABC reorganized into four divisions—ABC Radio Network, ABC Television Network, ABC Owned Radio Stations and ABC Owned Television Stations, each headed by vice president.

June 22—NBC announces new code of radio and television broadcast standards, specifying, among other things, limits on commercial messages.

July 12—ABC-United Paramount Theatres merger approval asked of FCC.

July 16—CBS reorganized into six divisions, with presidents heading each: CBS Radio Division, Howard S. Meighan; CBS Television Division, J. L. Van Volkenburg; CBS Laboratories Division, Adrian Murphy; CBS-Columbia Inc., David H. Cogan; Columbia Records Inc., James B. Conkling; Hytron Radio & Electronics Corp., Bruce A. Coffin.

July 30—B•T TRENDS survey finds local spot radio volume hitting new highs; on the average it was 14.1% bigger in May, 1951, than in May, 1950.

Aug. 6—Ford Foundation creates Television-Radio Workshop, financed by

(Continued on page 46)

THE BRANHAM COMPANY

representing

CHICAGO

NEW YORK

DETROIT

DALLAS

ATLANTA

CHARLOTTE

ST. LOUIS

MEMPHIS

SAN FRANCISCO

LOS ANGELES

WABB

KTHS

KFMB

WGBA

WNEX

WTPS

KWKH

WTBO

WRBC

KOB

WCPO

WDEF

WTJS

WNOX

WMC

KFDA

KRIC

KWBU

KAND

KRLD

KMO

KIT

WCHS

WBLK

WSAZ

WPAR

WPAR

KFMB-TV

KOB-TV

WCPO-TV

WEWS

WMCT

KRLD-TV

TELEVISION

San Diego, Calif.

Albuquerque, N. M.

Cincinnati, Ohio

Cleveland, Ohio

Memphis, Tenn.

Dallas, Texas

RADIO

Mobile, Ala.

Hot Springs, Ark.

San Diego, Calif.

Columbus, Ga.

Macon, Ga.

New Orleans, La.

Shreveport, La.

Cumberland, Md.

Jackson, Miss.

Albuquerque, N. M.

Cincinnati, Ohio

Chattanooga, Tenn.

Jackson, Tenn.

Knoxville, Tenn.

Memphis, Tenn.

Amarillo, Texas

Beaumont, Texas

Corpus Christi, Texas

Corsicana, Texas

Dallas, Texas

Tacoma, Wash.

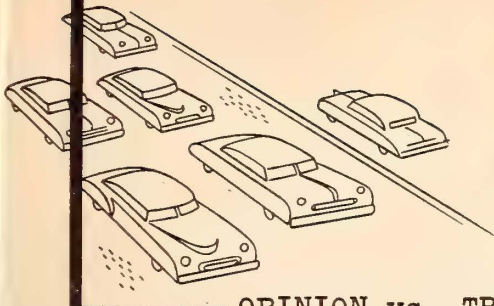
Yakima, Wash.

Charleston, W. Va.

Clarksburg, W. Va.

Huntington, W. Va.

Parkersburg, W. Va.



NEWS and VIEWS ON AUTOMOBILES

OPINION vs. TRUTH ABOUT NEW CAR DEALERS

Washington, D. C. -- We Asked for It. Recently, we commissioned Elmo Roper's famous firm to ask the American people about a subject close to our hearts: the opinions of Americans about new car dealers. They had been, you may remember, the topic of a lot of loose talk during the difficult years of world war and automobile shortages, to say the least.

And We Got It. In due course, as editors like to say to hopeful contributors, the results came back -- tastefully bound in light blue, and emblazoned with an impressive title: "Attitudes of the American People Toward New Car Dealers." Well, some of the opinions were good, some were bad. We hadn't expected them all to be good. We read them with the greatest interest, all the same, as you can imagine.

What Did They Mean? We found, to put it briefly, that while our reputations as new car dealers were pretty good among people who'd had some experience of dealing with us, many American families took a dim view of us. In the words of the man who analysed the survey results, dealer public relations "left a good deal to be desired." But the analysis showed that some of the poor opinions were based on hearsay evidence. In that degree, they were misconceptions about us.

So What Did We Do? Well, for one thing, we didn't echo the words of a famous 19th century industrialist, who roared: "The public be damned!" We were disturbed. So we set out to correct practices, where we could -- and to intensify our public relations effort to correct as many as possible of those misconceptions about us. We wanted to throw some new light on the new car dealer -- a man who is, after all, one of our trustworthy businessmen, a man of integrity who cares about his community's welfare (witness the millions of dollars' worth of cars lent to high school driving classes and safety demonstrations by dealers).

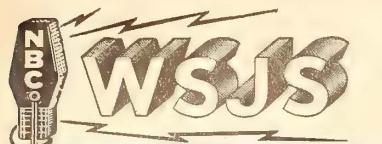
And How Do We Do It? We believe that the proper approach to our problem is a local approach -- one for the community new car dealer, with all the help we can give him, and all the help we can give you to give him. To help with that effort, we've put together a kit -- a portfolio of facts, ideas, suggestions, case histories, copy approaches, program outlines, spot guides. These kits are being sent, not to dealers, but to radio and television station personnel and newspaper people who are concerned with dealer advertising.

Would You Like One? If you haven't received one of these kits, maybe you'd like to have one. Let us know. We think it will be helpful to you -- and thus to our dealers who need to tell their true story in the best way.

*one of a series from the National Automobile Dealers Association—
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for further information or research material on New Car Dealers write or phone

Director of Public Relations, N.A.D.A. 1026 17th St. N.W. Washington 6, D. C. Republic 6946



Only **ONE** Station
DOMINATES
This
Rich, Growing
15-COUNTY
MARKET
With
1950 PER CAPITA
EFFECTIVE BUYING
INCOME OF
\$745.00*

*Sales Management, 1951
Survey of Buying Power



ASSOCIATED Tulsa Broadcasters made the slogan, "Wherever You Go, There's Radio," literally true during Tulsa radio week, Dec. 2-8. Six stations went all out in a mutual promotion effort to stimulate radio listening and timebuying. High spot was talk by Dr. Forrest L. Whan, research consultant. Head table guests included (l to r) W. G. Skelly, KVOO owner; Bill Johnston, executive secretary, ATB; Dr. Whan; Bob Jones, KRMG general manager; William B. Way, KVOO vice president-general manager; Dr. John E. Brown, president, John Brown U., which just bought KOME; Jim Neal, KAKC general manager; Dr. C. I. Pontius, U. of Tulsa president; Bud Blust, KTUL commercial manager, and Lawson Taylor, KFMJ general manager.

CANDY SUIT

Settlement Is Delayed

SUIT BROUGHT against Breaker Confections Inc., Chicago candy manufacturer, by ABC and M. and M. Ltd., Newark candy maker, may not be settled for two years because of a crowded federal district court docket, although a temporary restraining order was granted. Court stopped Breaker Confections from using the figure of a clown jumping through a hoop on a bag of candy called "Super Circles."

ABC and M. and M. charge unfair trade practices. ABC carries a network TV show, *Super Circus*, which features a clown and a hoop.

M. and M. is co-sponsor of the weekly show. The case was not based on violations of trademark registration, as provided for in the Lanham Act.

Judge Walter J. LaBuy of Federal District Court admitted unique court evidence by permitting the showing of a *Super Circus* kinescope, adding it was the "most enjoyable" evidence he'd yet seen in a court.

Walter Emerson, ABC Chicago attorney, and Rogers and Woodson, Chicago law firm, are handling the case for ABC and M. and M., Milton J. Sabath for Breaker.

Likes Losing Business

KFLD Floydada, Tex., likes to "lose business" this successful way. Station had broadcast just two spots for the local Cone cotton gin and three for the Barwise gin when emergency phone calls put a stop to further scheduling. Within two hours after the first spot, over 600 wagons loaded with West Texas cotton bales had rolled up to the two plants and swamped available facilities.

ALASKAN MARKET

KFAR, KENI Cite Increases

MIDNIGHT Sun Broadcasting Co. (KFAR Fairbanks and KENI Anchorage, Alaska) reported last week both national spot and network accounts are at the highest level in the history of the company. Among factors responsible for the upsurge in national business are great government defense expenditures now being poured into the Fairbanks and Anchorage areas and a resultant heavy increase in both population and general business activity in both markets, firm said.

KFAR and KENI are affiliated with NBC, ABC and Mutual-Don Lee and many advertisers placing programs on these networks in the states are now adding KFAR and KENI to their list, firm stated. Examples in recent weeks are NBC's *Halls of Ivy* (Joseph Schlitz Brewing Co.); ABC's Walter Winchell (Richard Hudnut); NBC's *Phil Harris and Alice Faye Show* (RCA Victor); NBC's *Mario Lanza Show* (Coca-Cola); ABC's *This is Your FBI* (Equitable Life Assurance); Mutual's *Man on the Farm* (Quaker Oats) and ABC's *Richard Diamond* (Camels).

New national spot accounts buying KFAR and KENI include A. Schilling & Co., Miller's Brewing Co., Superior Biscuit Co., Anheuser Busch Inc., Pacific Northern Airlines, Albers Milling Co., Coleman Lamp & Stove Co. and Borden's Starlac.

Due to the fact Alaska produces very little in the way of consumer goods, practically everything consumed there carries a national brand label and is shipped in from the states. Because of Alaska's boom-time market, Midnight Sun predicts a continuing upsurge in national spot and network business for 1952.

Radio Highlights

(Continued from page 44)

\$1.2 million grant, to produce cultural-educational programs for broadcast on commercial stations.

Aug. 23-24—First NARTE district meeting of 1951 (District 4) at Roanoke, Va., protests network rate cuts.

Aug. 24—NARTE analysis shows 75% of all radio stations made profit in 1950, as compared with 67% year before.

Aug. 27—Special A. C. Nielsen study done for BT shows morning radio listening in 1951 is bigger than ever.

Aug. 27—FCC sets ABC-United Paramount Theatres merger application for consolidated hearing with Paramount Pictures-DuMont license renewals at unscheduled date, apparently intending to explore whole question of movie interests in broadcasting.

Sept. 17—B•T Trends survey reports business volume on radio stations will be 14.53% bigger in fall of 1951 than in fall of 1950.

Sept. 24—New Jersey Superior Court issues precedent-setting opinion that the Bill of Rights provisions protecting freedom of speech and press apply to broadcasting.

Oct. 5—NBC announces new radio Economic Plan, including rate revisions, realignment of basic stations, freedom of choice for advertiser in how many (or how few) markets to use.

Oct. 8—U. S. Dept. of Commerce reports average income of radio-TV employees is highest in all U. S. industry.

Oct. 15—Radio-TV properties of General Tire & Rubber Co. and R. H. Macy & Co. will merge. Radio properties: WOR New York, WNAC Boston, WEAN Providence, WONS Hartford, KHJ Los Angeles, KFRC San Francisco and KGB San Diego. TV properties: WOR-TV New York, WNAC-TV Boston, KHJ-TV Los Angeles.

Oct. 31—After Senate Judiciary Committee pigeonholes her nomination as federal judge, FCC Comr. Frieda B. Hennock announces she will stay on FCC, declines offer of interim appointment by President.

Nov. 8—Affiliates Committee criticizes NBC Economic Plan, says it will turn its guns on any similar plan that crops up.

Nov. 15—NBC marks 25th anniversary.

Nov. 19—NBC announces it will guarantee circulation of some programs, with money back to advertisers if promised number of advertising impressions not delivered.

Nov. 26—CBS Radio President Howard S. Meighan says re-evaluation of network radio rates is premature and "dependent on obsolete data."

Nov. 29—FCC renews licenses of Richards stations, WJR Detroit, WGAR Cleveland, KMPC Los Angeles, ending three-year case that started when stations were charged with slanting news.

Nov. 30—NBC Affiliates at annual convention vote 3-1 urging network to delay putting new rate formula into effect until question thoroughly researched.

Dec. 10—CBS Radio announces new radio network selling policies; will let sponsors use reasonable minimum of affiliates provided programs made available in other markets for sale to non-competitive advertisers; substitutes dollar volume discounts for station hour discounts.

Dec. 11—Louis G. Caldwell, dean of radio law, dies in Washington at 60.

Dec. 17—B•T reports the FCC is looking into network radio rate plans to see whether the networks are building up TV at radio's expense.

Dec. 24—A B•T special year-end survey finds radio business prospects for 1952 are best in history. AM stations believe total billings in first quarter of 1952 will be 12.65% bigger than in first quarter of 1951.

Dec. 31—A projection of new U.S. Census Bureau figures shows 42,427,000 radio homes in the U.S. as of Jan. 1, 1952.

SIGHTMASTER Corp., New Rochelle, N. Y., reported net profit for fiscal year ending Sept. 30 of \$60,243.93 before taxes.



NOW!

A NEW ZIV HIT STARRING
DANA ANDREWS
In the most provocative
show in America today....

ZIV *ROCKS* THE IN

40,000,000

AROUSSED 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
Reds orders?

WHAT
are they
after?

HOW
do they
work?

TRANSCRIBED
FOR LOCAL
AND REGIONAL
SPONSORSHIP!

WITH THIS SENSATIONAL N

"I WAS

I WAS

COMMUNIST

FOR THE

F. B. I.

EACH HALF-HOUR A COMMERCIAL
5 SPONSOR IDENTIFICATIONS INCLUDING
COMMERCIAL



INDUSTRY!

NEW HALF-HOUR SERIES

SA UNIST HE I.

COMPLETE EPISODE!
THREE FULL LENGTH
EPISODES!



MORE THAN JUST ACTING! MORE THAN JUST STARRING!

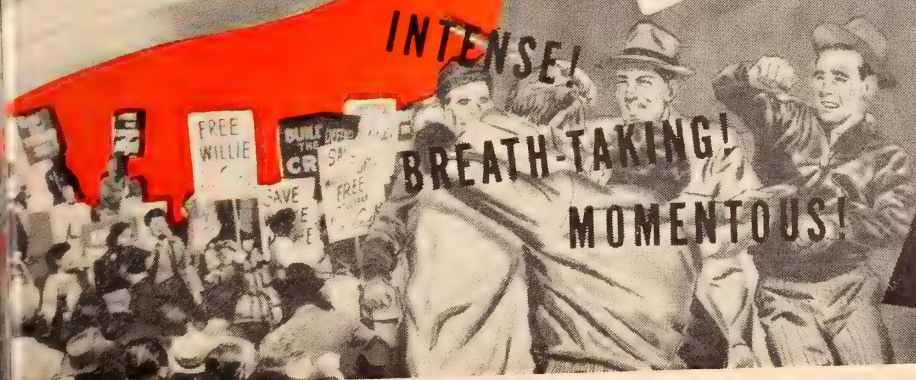
DANA ANDREWS

HE LIVES THIS DYNAMIC ROLE!

INTENSE!

BREATH-TAKING!

MOMENTOUS!



FREDERIC W.

ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD



See America First

FROM April 1950 through 1951 radio was being written off the map by a lot of Madison Avenue heavy thinkers who can plot a nation's destiny by surveying opinion at a single table at 21.

They figured out a campaign that forced sizable radio rate reductions in mid-1951 and doubtless are still at work on future efforts of similar purpose.

Some new information from the U.S. Census Bureau may, however, render their plans more difficult. The Bureau says that since it counted noses in April 1950, the number of U.S. households has increased from 42,856,051 to 44,380,000 as of Jan. 1, 1951. By the most conservative projection, that means that the number of radio homes now stands at 42,427,000.

That's about 2,300,000 more radio homes than the Bureau reported in a preliminary estimate of its April 1950 census. Actually, the increase is unquestionably bigger. The RTMA says that more than 13 million radio receivers have been made since the census was taken and certainly not all of them were replacements.

There must be something wrong here. While the Madison Avenue experts were observing radio's decline and fall, radio was really growing bigger and healthier every day.

It's a long way from the 21 Club to America. We think maybe some of 21's customers ought to try to make the trip.

The Radio-TV Elections: I

IT IS NOT difficult to understand why some newspapers have already begun to object, on a high, ethical and intellectual plane, of course, to the networks' sales of political convention coverage to sponsors.

In a way, we don't blame the newspapers for being worried about these financial arrangements, which will provide rather large funds to pay for elaborate coverage. If we were competing with radio and television in covering the forthcoming political events, we'd be awfully worried too.

In past political years it's been tough enough for newspapers to compete with radio alone. (Franklin D. Roosevelt, a great radio voice, was repeatedly reelected despite a predominance of newspaper opposition.) Now that television has been established, the newspaper will find the rivalry even more taxing.

Now of course the newspapers are not bringing up matters of this kind in their arguments against broadcast sponsorship. They are objecting because they say that commercial radio-TV broadcasts will somehow degrade the serious business of selecting Presidential candidates and lead to biased reporting.

We fail to see how either of these objections can be entertained seriously. To begin with, the networks are veterans at handling political coverage, and the record will show that over many years they have carried it off with as much impartiality as was humanly possible.

As to the chance of bias in selecting candidates for appearance on the air, there isn't any, or at least so little that it is not worth considering. Federal law compels broadcasters to give equal treatment to all.

The fact that broadcasts will be sponsored does not in any way detract from the public

usefulness they will serve. We do not imagine that the newspapers which are objecting to commercialism will withdraw all advertising from the editions carrying political news.

The plain truth is that both radio and the remarkable reporting instrument of television will be of more importance in this political year than the press will be. That is simply because, as mechanical devices, they are fundamentally superior to the press and also because several advertisers will help provide the big money it takes to do a thorough job.

No matter how thick a smoke screen of fake ethics the press may try to blow up, the U. S. public in 1952 will get the best and clearest look at national political campaigning it ever got in all the history of this democracy.

Rule Britannia

HAVING troubles of their own, our good friends, the British, and our good neighbors, the Canadians, have slowed down their generation-old campaign to "BBC-ize" world broadcasting. Indeed, there are signs that the British, due to their economic plight, might go partially commercial, following the dual pattern in Canada and other British dominions.

The new Churchill government, according to informed reports, intends to remedy this. Most significant is the presence on the Churchill cabinet of Selwyn Lloyd as the new minister of state. He is the legislator who, after a survey of radio-TV activities in the United States last year (we had the pleasure of supplying him with considerable data), submitted a minority report to that of the so-called Beveridge Committee. Whereas the majority report recommended continuance of the BBC monopoly, Mr. Lloyd urged commercial competition for BBC.

Of more immediate concern are the antics of the Canadian government-control advocates. In Canada there's the incongruous situation wherein the state-controlled CBC operates the main commercial stations and networks and, at the same time, regulates the privately-owned stations—its competitors. CBC takes the pick of the U. S. network radio programs through a central control board. It proposes to do the same thing in television—doling out to itself the first channels, with no provision for private operators to enter TV at all.

The absurdity of the Canadian position is reflected in a recent debate in Parliament. Socialist Leader M. J. Coldwell said that to let private interests develop television would be "a punishment on the Canadian people." He was convinced Canadians would rather wait "than have the kind of television inflicted on them that they have in the United States."

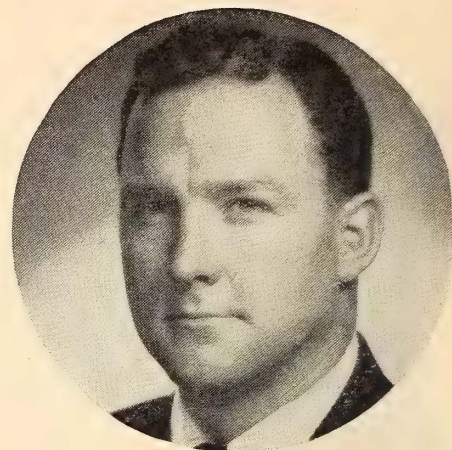
That calumny should not go unchallenged. If that is so, then why are plans being pursued posthaste to interconnect Toronto and Montreal with Buffalo?

The obvious answer is that the CBC, as both operator and regulatory authority, wants to follow in TV the pattern it has used so successfully in radio. It will pipe in the pick of the programs of the four U. S. TV networks—those same programs abhorred by Socialist Coldwell. The top-rated radio programs in Canada are the U. S. network programs. And so it will be in TV.

We are not trying to mind Canada's business, but the very term democracy connotes free enterprise. Apparently there's no intention to have free enterprise in Canada television, since there's no provision to allot channels to free enterprise broadcasters, ready, willing and able to risk their capital, even in competition with the state-controlled CBC.



our respects to:



HENRY BREVARD CLAY

IT IS A BASIC assumption with Henry Brevard Clay, general manager of KWKH Shreveport, La., that radio is the greatest advertising medium in the world per dollar spent.

And, Mr. Clay adds, he will include television along with any other medium in the comparison.

"People in radio," he says, "do not realize the value of the medium, simply because of its acceptance; acceptance by those who direct and use it, and by the public. It is accepted without thought or comment.

"But the power of radio is greater by far than the public realizes. It has been only recently that national surveys have begun to show station operators the tremendous selling power of radio.

"Nine times out of 10, if a person cannot remember 'where he heard it,' he heard it on radio. It is the subconscious effect of radio that makes its message remembered and therefore a vital, selling force."

Belief in radio is but one of two precepts which have motivated and guided Mr. Clay's radio career. The second precept has been the strict observance of sound business principles.

"The first thing I learned in radio," he recalls, "was the fact of general inefficiency in radio operation. Drawing a line between 'talent' and office personnel has been one of my major targets. The two don't mix."

Even at the comparatively young age of 33, Mr. Clay has a well-founded right to discuss sound business principles. He began learning about business principles 22 years ago.

Henry Clay was born in Atlanta, Dec. 9, 1918. Came 1929 and young Henry, one of 10 children, got a realistic lesson about the basic economics of life.

At age 11 he began delivering 250 copies daily of the *Atlanta Constitution*. Saturdays he earned \$2.50 additional by working from 6 a. m. to midnight in a chain grocery store. From high school on he worked summers for the telephone company—"In the manholes as well as on the poles," he recalls with a smile.

High school behind him, he worked for the phone company a full year to set aside money for furthering his education. With that money, and a partial scholarship, he enrolled at Vanderbilt U., in Nashville.

Scholarship students are required to maintain an A-B average which Mr. Clay did in his economics and history course. That in itself is a time-consuming task but Mr. Clay had enough

(Continued on page 57)

into a million homes...



"this is WFAA ... Dallas"

A million voices
selling throughout
Radio Southwest*

Your product story
is told in over a
million homes—not
only in the concentrated
Dallas-Ft. Worth metropolitan
area, but in 171 counties
of Texas, Oklahoma and
Arkansas—told to an
audience with a spendable
income of better than
\$7 billion.

Coverage in the
.5MV M Contours:

WFAA-820 (50 KW)
116,000 Square miles,
1,143,000 Radio homes.
WFAA-570 (5 KW)
95,214 Square miles,
964,000 Radio homes.

* Radio Southwest: primary coverage
area of **WFAA-820 WFAA-570**
Radio Service of the **Dallas Morning News**

Martin B. Campbell, Gen'l Mgr.

NBC - ABC - TQN Affiliates

Edward Petry & Co., Inc., National Representatives

**30
Years**

of
**Fitting a Medium
to a Market**

WSYR ACUSE
NBC
AFFILIATE

**Covers ALL
of the Rich
Central N.Y. Market**

Write, Wire, Phone
or
Ask Headley-Reed

**30
Years**

of
**Fitting a Medium
to a Market**

WSYR ACUSE
NBC
AFFILIATE

**Covers ALL
of the Rich
Central N.Y. Market**

Write, Wire, Phone
or
Ask Headley-Reed

OPS COMPLIANCE

Firms to Be Checked

"IMMEDIATE" compliance will be sought of manufacturers who failed to file proposed new price ceilings under the Dec. 19 deadline, OPS Director Edward Morgan said last Wednesday.

The deadline applied to producers subject to GPR 22, who were required to submit data on Form 8 in compliance with OPS instructions. Radio-TV set makers were exempt pending issuance of tailored directives early this year [B•T, Dec. 31, 10, Nov. 19, 1951].

Mr. Morgan also noted that manufacturers of a fairly wide range of products had been given the option of continuing to price under general price regulations. No deadline was set for applications of producers who wish to take advantage of the so-called Capehart formula for advertising and other cost allowances.

The allowance amendment, sponsored by Sen. Homer E. Capehart (R-Ind.), enables manufacturers to include the cost of advertising, selling, administration and research, plus labor and materials costs, in computations looking toward revised ceiling prices.

Mr. Morgan said plans are under study for a compliance survey and that non-complying firms will be faced with injunctive actions in U. S. district courts.

OPS has received only 120,000 Form 8 applications thus far and said between 5,000 and 10,000 had failed to file by the deadline. These firms, OPS added, "have not established legal ceiling prices for their commodities."

'AD WOMAN' JUDGES

Three Named to Panel

PANEL of judges to select the 1952 Advertising Woman of The Year was announced last week by Helen Corathers, chairman of the council on Women's Advertising Clubs and vice president of the Advertising Federation of America, which sponsors the award.

Judges are Clarence Francis, Board chairman of General Foods Corp; Richard Babcock, President of Farm Journal and Pathfinder; and Beatrice Adams, executive vice president of Gardner Adv. Co., St. Louis. The presentation will be made during the AFA convention in New York June 8-11. Deadline for entries is April 1.

Contest Deadline

CLOSING deadline of Guedel's Dinky Foundation \$2,000 contest [B•T, Dec. 10, 1951] for the best public service messages on sponsored transcontinental radio and TV programs, was extended last week to Jan. 15. Scheduled to close Dec. 31, contest's closing date was extended because of holiday season pressure, according to John Guedel, head of John Guedel Productions, Hollywood. One thousand dollars award is to be made in each category.

front office



THOMAS B. PRICE, vice president and sales manager WBVP Beaver Falls, Pa., appointed station manager.

BILL WHITLOCK, Midwest-Kansas City representative Harry S. Goodman Co., appointed executive vice president and general manager KRES, St. Joseph, Mo.

CHARLES N. EVANS, manager WIZE Springfield, appointed general manager WING Dayton, Ohio. **ARTHUR L. MARTIN**, program director WIZE, appointed manager.



Mr. Evans

NORMAN J. HENDERSHOT, sales manager Sudler & Hennessey, N. Y., commercial art firm, to ABC, as account executive.



Mr. Martin

HEADLEY-REED Co., N. Y., appointed national representative for KSFO San Francisco and WCOS Columbia, S. C.

C. RICHARD WATTS, sales manager KGN Knoxville, Tenn., to WFMY-TV Greensboro, N. C., as account executive.

DEAN R. UPSON, commercial manager KTBS Shreveport, La., to staff WAPI-WAFM (FM)-TV Birmingham.

DAVE MEBLIN, salesman KSFO San Francisco, to KGO-TV San Francisco, in same capacity. He replaces **ED HEWITT**. Mr. Meblin is replaced at KSFO by Tom Boise, formerly with KSL and KSL-TV Salt Lake City.

RICHARD A. MOORE, general manager KTTV (TV) Hollywood, named vice president and member of board of directors.

Comdr. C. P. EDWARDS, deputy minister of the Dept. of Transport, Ottawa, retired on Dec. 15 after 42 years in Canadian government service. He was an early associate of Marconi in development of radio transmission in Canada.

Personals . . .

GEORGE P. ADAIR, former FCC chief engineer, and Mrs. Adair, as his administrative assistant, have returned after seven week, 30,000 mile mission for Economic Recovery Administration. Trip carried them from Europe to Indo-China for survey of telecommunications in French possession under special ECA assignment. **ROBERT E. RITCH**, associate, was in charge of Adair engineering consultancy in Washington during Mr. Adair's absence.

MARV SHAPIRO, sales representative WCAU-TV Philadelphia, appointed boxing judge by Pennsylvania State Athletic Assn. . . **PAUL H. GOLDMAN**, vice president-general manager, KNOE Monroe, La., named chairman, public relations committee, Monroe-West Monroe Chamber of Commerce. . .

OF LEADERSHIP

COMPLETE YOUR SALES PICTURE

WJDX

NBC AFFILIATE

JACKSON, MISS.

REPRESENTED NATIONALLY
by the
GEORGE P. HOLLINGBERY CO.

So the new year begins, as well as all during the year, listeners in the Jackson area continue to depend on popular WJDX (the "Voice of Mississippi") for news, for entertainment and for advertising messages of interest.

What's your stake in adequate railroad revenue?

Because railroad service is vital to the life and progress of the nation and everyone in it, you have a real stake in railroad health and prosperity. That's why America's railroads feel that you will want to know about their need for more revenue—to enable them to keep on meeting your transportation needs and those of the nation.

It takes money to keep up tracks and buildings and signals . . . to keep cars and engines in running condition . . . to operate trains and turn out transportation service.

It takes still more money to buy new cars and locomotives, lay heavier rail, install improved signals, build better shops, and make all the other improvements necessary to keep pace with national transportation needs.

Since the end of 1945, the railroads have spent an average of more than a billion dollars a year on improvements alone — including more than 400,000 new freight cars and 13,000 new locomotive units.

But still more is needed — and since fighting began in Korea the railroads have ordered 200,000 freight cars and more than 5,000 new units of locomotive power.

In part this has been — and is being — financed

through installment buying of cars and locomotives; in part, through drawing on the working capital of the railroads.

But this working capital has now been diminished to where the railroads have in their treasuries only a little more than enough to cover current cash expenditures for one-half of one month.

National needs of commerce and defense require that expansion and improvement of facilities *must* go on. To meet the expenditures necessary, the railroads can no longer rely on reserves. They must depend on the kind of financing which can be supported only by earnings more nearly adequate than in 1951.

Such earnings — needed to sustain the credit without which the railroads could not continue their vital program of building to meet transportation demands — can come only from freight rates based on current costs.

Association of American Railroads

Transportation Building, Washington 6, D. C.

TOP

MARKET

MARKET DATA

for Counties Covered by
K-NUZ Houston, Texas

Population	1,073,940
Radio Homes	314,446
Retail Sales	\$ 13,433,056,500
Food Sales	323,428,000
Drug Sales	40,732,600
Apparel Sales	100,617,000
Home Furnishing Sales	80,845,800
Auto Supply Sales	93,859,700
Bldg. & Hardware Sales	116,781,200
Food & Beverage Sales	93,113,000

SRDS Consumer Markets 1951.
1952 for all market figures.

TOP

BUY

Call **FORJOE**
or **Dave Morris**
General Manager
at **KE-2581**

K-NUZ

HOUSTON'S LEADING INDEPENDENT

IT WILL PAY YOU TO LOOK
INTO OUR TOP HOOPERATED
AVAILABILITIES.

MULTITAPE

Speeds Tape Copying

NEW PROCESS of duplicating tape-recorded programs has been announced by Rawdon Smith Assoc., Washington, following several years of development. The process is described as adaptable to television and motion pictures.

The machine can turn out 40 copies of a half-hour tape program in one hour without coupling two or more standard tape recorders under current techniques.

Co-developers of the method are L. S. Toogood, Chicago, and Rawdon Smith, Washington consulting engineer. The new process permits duplication described as indistinguishable from the original tape, or even better if equalizing techniques are used to overcome flaws.

Known as Multitape, the new process has attracted the interest of NBC and other networks as well as military and government officials. Dr. Smith demonstrated the machine publicly for the first time last Friday.

Should Remove Barrier

John Shields, vice president of Rawdon Smith Assoc., said development of a tape duplicating process should remove the main barrier to development of magnetic tape recording. The machine can turn out nine copies of a program simultaneously, operating at a speed far in excess of program speed. It can duplicate a 1,200-foot master tape (half-hour program) in 10 minutes, he said.

Mr. Shields said the process can be adapted to motion picture and TV program duplication by the use of wider tape. He did not disclose how far research has progressed in these fields.

He explained that the Multitape process can turn out tape-recorded programs of exactly same length as the original, whereas older and slower methods could not exactly match the running time. Both plastic and paper tape can be used, with paper bringing down costs.

RELIGIOUS OUTLET

KYBS (FM) Leaves Air

KYBS (FM) Dallas went off the air Dec. 16, writing finis to an experiment by the Baptist General Convention of Texas to create a religious network of FM stations in the state.

After a little more than two years and an expenditure of about \$130,000, KYBS failed to develop the kind of listening audience hoped for in "bringing Christ into the home," it was reported.

Original plans had been to create a chain of Baptist-supported FM stations in Texas, with KYBS to serve as the key station. Dr. R. Alton Reed, director of public relations and radio activities for the Baptist Convention, will assist a committee in disposing of the station's properties.

air-casters



RUSSELL BURROUGHS, business supervisor NBC Radio Hollywood, named operations supervisor in addition to his present duties. New title is business and operations supervisor NBC Radio Hollywood.

RAY F. MCCARTHY appointed director of public affairs KMOX St. Louis.

MILT HIBDON, program and sales promotion director KTRB Modesto, Calif., appointed merchandising and promotion manager Lincoln Dellar Radio Stations (KXOA Sacramento, KXOB Stockton, KXOC Chico and KDB Santa Barbara).

SHEILA HASSELL, who for past year has been assisting **JIM SCOTT** in taking over his new work as national advertising manager CKNW New Westminster, B. C., returns to her regular position as director of publicity.

S. TEBBS CHESTER JR. named promotion manager WMAL-TV Washington. He succeeds **HOWARD BELL**, resigned to join NARTB.

HOWARD TINLEY Jr., announcer WOOK Washington, D. C., to announcing staff WBTM-AM-FM Danville, Va.

JOSEPH ROBINSON, assistant promotion director WNHC-AM-TV New Haven, Conn., named director of promotion, succeeding **WILLIAM DUKE-SHIRE**, resigned to become advertising manager of Whitney Labs of New Haven. **KENNETH WYNNE** to production staff of WNHC-TV, as assistant to director-producer **DAVID HARRIS**. **WILLIAM BENNET** appointed musical director of WNHC. **JOSEPH SABIA**, announcer WNHC New Haven, to WHOB Gardner, Mass.

CHARLES ROMM to publicity staff WCAU-AM-TV Philadelphia. He was with Franklin & Gladney Adv., N. Y. **BARRY KAYE** to announcing staff WCAU, to handle nightly disc jockey show. He was with WTVJ (TV) Miami.

SEWALL CLARK, publicity staff CBS Radio Hollywood, to Television Associated Productions, L. A., as head of publicity and sales promotion.

KEN BROWN, CBC International Service, Montreal, named producer CBO Ottawa. **LAMONT TILDEN**, senior announcer CBM Montreal, to CBL Toronto, replacing **DON SIMS**, who has moved to Chicago.

PAUL MASON, disc jockey and announcer WISE Asheville, N. C., father of girl, Mary Kathryn, Dec. 28.

DICK DOWLING to WORC Worcester, Mass., as disc jockey. He was with WCNX Middletown, Conn.

JAMES KIRKCONNELL, WFLN (FM) Philadelphia staff announcer, father of girl, Heather Anne, Dec. 17.

MEREDITH NORCROSS to WTAG Worcester, Mass., as special program assistant.

News . . .

J. M. REYNOLDS named press and information representative CBC International Service, Montreal, succeeding **FRED BRICKENDEN**, who was moved to Toronto as assistant to director of TV for Toronto.

KEN HOMER, CBH Halifax, named press and information representative CBC Halifax.

HAL O'HALLORAN, WHBL Sheboygan, Wis., appointed sports editor KFH Wichita, Kan. **BRANDON CHASE** to KFH, as newscaster. **DON RICHARDSON**, KAUS Auston, Minn., to news staff KFH, as rewrite man.

ROBERT R. SIEGRIST, news commentator WGN Chicago, resigns following announcement of his candidacy for state congressional representative from Illinois' 9th district.

BEN GRAUER, radio-TV commentator, has been honored by Lt. Gen. Willis D. Crittenberger, commanding general of headquarters, First Army, for "exceptionally meritorious service in support of the Armed Forces" in connection with his weekly *Headquarters*, New York program on WNBC (TV) New York.

Our Time
is
Our Own
and we spend
it giving
more people
more reasons
to listen
more often
to

WJPG

THE RADIO SERVICE OF THE
GREEN BAY PRESS-GAZETTE

Our programs are "Made in Green Bay" and merit and have the ears of the whole Green Bay market . . . one of America's best test markets.

ASK MCGILLVRA Chicago or New York

NEGRO MARKET

WLIB Issues N.Y. Report

THE U. S. Negro market, "largely ignored" by American business in the past, consists of 15 million persons with a buying power exceeding in value the total volume of goods exported annually by the U. S., WLIB New York reports in releasing Dec. 31 the initial findings of what it plans as a continuous survey of metropolitan New York's Negro market.

Basic findings with respect to the New York Negro market:

Population is 1,012,883, which "makes it sixth city in the U. S."; it has increased 63.1% in the last 10 years and, despite popular conception, is by no means limited to Harlem, whose population has remained static during these 10 years and, since the war, is actually decreasing; the average family's income has tripled since 1940, and the average middle-class family head earns \$3,200 a year; 95.7% of all employable Negroes were working in a typical week and job opportunities are increasing; more than 200,000 are living in new homes; high school attendance is highest in history and college enrollment is 10 times as high as in 1940; in their buying habits, Negroes prefer nationally advertised brands "almost exclusively"—and, from the standpoint of reaching them, "radio ownership [is] almost fully saturated today . . . was 92.4% in 1940."

Harry Novik, general manager of the independent daytimer which has been programming toward the Negro community and the second-generation English-speaking Jewish community since shortly after its purchase by the Novik group in mid-1949, explained the study was



FINAL touches are put on American Newspaper Guild-WQXR New York contract a fortnight ago [B* T, Dec. 24, 1951]. L to r: Seated, Mrs. Elliott M. Sanger, program director; Elliott M. Sanger, WQXR president; Anthony Stella, who negotiated contract with station; Robert Bloom, WQXR unit chairman; standing, Joseph D. Moran, assistant to Mr. Sanger; Louis M. Loeb, counsel for WQXR and The New York Times; Barbara Meyer, station's unit secretary, and Wills Hollingsworth, station's unit vice chairman. Contract was described as first between ANG of New York and a radio station.

initiated last spring because of "the complete lack" of authoritative data on the Negro market.

WLIB undertook the survey, he said, because "we want to know something about the New York Negro's buying habits, income, living conditions, employment picture and in general everything that he does in his daily life. We have heard all kinds of rumors, half-truths, claims and counter-claims, and we want to get the facts." Supplementary reports will be issued from time to time, he said.

Negroes, the report said, have an "understandable desire for recognition" which makes them "more brand conscious than the average consumer." Store operators were quoted as saying they have found the Negro tends to buy goods in the higher-priced categories.

Harlem Studios

In addition to its special programming for Negroes—which extends from 7-11 a.m. and includes shows featuring Negro name personalities, plus special reports and regular programs by Negro leaders—WLIB maintains studios in Harlem. Early this month the Negro Actors Guild cited the station for "wonderful work in opening avenues of opportunity for members of our group in radio."

Time sales in the Negro programming block are up 49%, it was reported. Among the satisfied sponsors listed were Rem, which "signed four consecutive contract renewals after noting definite increases in sales"; 20th Century-Fox, which "selected WLIB as its exclusive broadcast medium to reach the Negro market," and Raytheon TV, which "received over 500 replies on an announcement offering a gift certificate in return for identifying a mystery tune."

The report placed annual expenditures of Negroes—nationwide—at \$10 billion dollars.

MINE DISASTER

Stations Aid Rescuers

RADIO and video stations, including KSD-AM-TV St. Louis, WMPS Memphis and WMIX-AM-FM Mt. Vernon, Ill., performed a vital role in rescue operations at the scene of the West Frankfort, Ill., mine disaster.

In addition to providing on-the-spot coverage, stations were instrumental in obtaining badly-needed equipment for rescue workers. At the mine, rescue workers told a KSD newsman that gas mask cannisters were urgently needed. The station located a company official who left immediately by automobile for the scene with the cannisters.

KSD AM-TV arranged for the story of Cecil Sanders, lone survivor of the 120 entombed miners, to be fed to NBC's *World News Roundup* from Mr. Sanders' hospital bed. Earlier KSD-AM-TV had his story in greater detail on a special simulcast. Both broadcasts closed with appeals for contributions to the relief fund being raised for the families of those killed.

WMPS dispatched two newsmen to the scene in its station wagon immediately after receiving the first report. Through tape-recordings and on-the-scene interviews, WMPS gave its listeners prompt coverage.

WMIX had a three-man news team on the scene, including General Manager James E. Muse, following the first flash of the disaster. Station reporters remained on the scene until Monday, recording the rescue operations and interviewing survivors, mine officials and rescuers. WMIX fed LBS a full hour account of the tragedy at 11 a.m. Saturday and at 1 p.m. fed ABC a full hour of comprehensive coverage. Station followed up its coverage by forwarding contributions, sent in by listeners, to miners families.

Why WFBR is

BIG

in Baltimore



CLUB 1300 is the big participating program in the Baltimore area! Biggest average ratings for the full seventy-five minutes, biggest mail pull, biggest studio audiences, biggest in every way.

CLUB 1300 success stories are legion. Ticket requests are fabulous. Audience loyalty is tremendous! Get aboard CLUB 1300 for your share!

Ask your John Blair man or contact any account executive of . . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE, MD.

1ST in
CHATTANOOGA
in the morning

2ND in
CHATTANOOGA
in the evening

3rd in the nation
of all ABC Hooper-
rated stations in
A.M. share of
audience

Source: March, April, May—Hooper

WDEF

CHATTANOOGA
1370 KC • 5000 WATTS
Carter M. Parham, President

Represented by BRANHAM

CHARLESTON CASE

WGKV Favored in Proposal

INITIAL decision favoring change of facilities of WGKV Charleston, W. Va., from 1490 kc, 250 w, to 1300 kc, 1 kw with directional antenna day and night was issued by FCC Hearing Examiner Hugh B. Hutchison fortnight ago.

At the same time, Examiner Hutchison proposed denial of the request of WCAW Charleston to change from 1400 kc, 250 w to the same facilities proposed to be granted WGKV.

Basis for the examiner's decision was the overbalance on sports programs indulged in by WCAW. The station's program schedule "is literally saturated with the broadcasting of baseball games for a period of five months during the year," the examiner found. He pointed out that WCAW's program schedule showed that there were 75 days during which two or more baseball games were broadcast per day; 14 days when three games were broadcast per day, and eight days when four games were broadcast during one day. He also questioned the correctness of WCAW's past and proposed program analysis.

Although proposed operation of WGKV would subject WVOW Logan, W. Va., to slight interference, examiner said the NBC-affiliated WGKV offered a more meritorious, well-rounded program schedule.

allied arts



N. C. SAFFERSTEIN elected vice president in charge of sales, and **RICHARD MALKIN** elected vice president in charge of programs and promotion Storecast Corp. of America. Mr. Safferstein replaces **GEORGE H. HENNESSY**, resigned to accept executive post with Minute Maid Corp.

A. F. MOITORET, manager of Seattle office Braun & Co., elected first vice president of Public Relations Roundtable of Seattle.

JOHN ARMITAGE, director of Czechoslovakia unit of Voice of America, father of son, Lewis Leighton, born Dec. 30. **LEWIS ALLEN WEISS**, assistant administrator NPA and former chairman of Don Lee Network, is grandfather of child.

AUGUST A. RICKERT, program director of WFUV (FM) New York, to New York State Assn. for Crippled Children Inc., as public relations representative.

SANFORD BUCHSBAUM, sales promotion department WFDR (FM) New York, to *This Week* magazine, in newspaper relations department.

Equipment . . .

MARTIN F. SHEA elected vice president of Auto-Radio Div., in charge of

car radio manufacturing sales and head of Detroit operations for Philco Corp., Phila. Mr. Shea has been with Philco since 1930.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces production of Model KX, klystron power supply. It is designed to power high power klystron tubes.

PHILIP BARNES, general sales manager Weston Electrical Instrument Corp., Newark, N. J., appointed director of sales division. **HUBERT M. RICKS** appointed general sales manager.

RALPH R. SHIELDS, engineer in a Test Equipment Merchandising department Sylvania Electric, Emporia, Pa., appointed merchandising supervisor for Television Picture Tube Div.

DAVEN Co., Newark, N. J., announces availability of its new radio frequency attenuator, series RF-550. Units have a zero insertion loss, and have a frequency range from D. C. to 225 mc.

NEWCOMB AUDIO PRODUCTS Co., Hollywood, Calif., announces new variable speed, portable player and public address combination that plays all records. Model TR-16AM has individual bass and treble tone controls.

GEORGE BEISE, director of market research department Crosley Div., Avco Mfg. Co., Cincinnati, elected chairman of statistical and market research committee of National Electrical Manufacturers' Assn.

PAUL BARAN appointed field engineering representative for Audio & Video Products Corp., N. Y.

EUGENE ROESKE, manager of cubicle division S & C Electric Co., Chicago, appointed head of new transformer core division Permoflux Corp., Chicago. **FLOYD J. VAN ALSTYNE**, director of buying and merchandising of loudspeaker Allied Radio Corp., Chicago, appointed jobber sales manager Permoflux.

Technical . . .

RUSS BUTLER, **NORMAN TAPPER**, **BOB SALLE**, **HOWARD RETSCHER**, engineers KNBC San Francisco, transferred to NBC Hollywood, to meet technical needs of large network TV expansion in Hollywood. A fifth KNBC technician will be transferred later. No replacements yet named for San Francisco.

W. ROBERT PRESTIE and **KEVIN J. GARDNER** named to operating staff CBC-TV Toronto.

ELTON B. CHICK, transmitter supervisor WQXI Atlanta, appointed chief engineer.

CENTRAL Region Sales Div. of General Foods Corp. is to be moved from New York to Chicago, with company scheduled to open offices in North Shore National Bank Bldg. in January to handle all sales management and accounting functions pertaining to packaged grocery products.

U. S. ECONOMY

Reviewed by Tobin

THE AMERICAN economy maintained a "remarkable stability" despite many challenges during 1951 and Americans showed "considerable restraint and wisdom in their spending," Secretary of Labor Maurice Tobin declared Dec. 27.

In a yearend statement hailing 1951 as a record year, Secretary Tobin noted that progress toward defense aims was made without undermining the American standard of living. No production was lost the past year because of manpower shortages, he added.

"Although Americans owned more homes, television sets, automobiles, radios, washing machines and other possessions in 1951," he added, "they were acquiring them at a slower rate than in the preceding year."

Mr. Tobin foresees "more severe" cutbacks in materials for civilian goods, a tighter labor supply than in any year since World War II and greater "stresses and strains" on the expanding economy.

Other points stressed by Secretary Tobin were:

- Americans saved eight out of every hundred dollars this year compared to five out of every hundred in 1950.

- Total output of goods and services was nearly 10% higher quantitatively than in 1950 and at least 5% higher than in 1944, previous peak year.

- Employment in 1951 reached an all-time high of 62.6 million last August, with unemployment down to 1.6 million. Average employment for year was million above 1950. ("Less time was lost as a result of strikes in 1951 than in any previous postwar year," Mr. Tobin said.) There were, however, "some areas of severe unemployment."

KJAY Night Bid

CONCLUDING it is better to protect the limited service of 1,140 persons than to add a service for 13,000 who already receive more stations, FCC Hearing Examiner Elizabeth C. Smith has issued an initial decision proposing to deny KJAY Topeka, Kan., a nighttime power boost from 1 kw to 5 kw. KJAY now operates on 1440 kc with 5 kw day, 1 kw night, directional day and night. The 1,140 persons cited, because of KJAY interference, would lose service from KEIO Pocatello, Ida., ruling said. Examiner Smith said "it cannot be concluded that there is a showing of a greater need for the proposed service than for the existing service which would be lost . . ."



THEY'RE GOING STEADY . . .

Seventy percent of WLAV clients go steady. Many of them have long since forgotten the date of the original signing: most of them are on a "till forbid" basis. WLAV has a lower percentage of

turnover in advertisers than any Grand Rapids station. If you judge a radio station by the local clients it woos and wins—and holds—then join the happy throng. Based on results alone, you'll be a "steady" from this day forward.

- | | | |
|---|---|---|
| 11 YEARS
Boston Store
Mich. Gas Co
Holsum Bread | 8 YEARS
Central Reformed Church
Children's Bible Hour
General Mills
Goebel Brewing
Hickok Oil Company | Jergens
Philco
Swift & Co |
| 10 YEARS
Bennett Fuel
Burkholder Chevrolet
Fox Jewelers
Herrud Packing
Wurzburg | 6 YEARS
Baxter Laundry
Chase & Sanborn
Cody Cafeteria
Elston Storage
Frost Pack | 5 YEARS
A C Spark Plugs |
| 9 YEARS
Economy Shoes
Fox Brewing Co
Sears Roebuck | | 4 YEARS
J & J Music Co |
| | | 3 YEARS
Atlas Brewing
Galewood Outfitting
Griffith Shoe Polish
Lever Brothers
P. Lorillard
Republic Distributing |

WLAV

GRAND RAPIDS, MICHIGAN

Make your date with
JOHN E. PEARSON
AM-FM • ABC for
Michigan's Second Market

REACHES
93,217
RADIO
FAMILIES
WEEK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

We Pay Our Respects

(Continued from page 50)

outside activities to approach perpetual motion.

In addition to maintaining a high scholastic average, he taught boxing, tumbling, and three hours each afternoon; operated a laundry and dry cleaning concession; was an agent for a florist; sold ads printed on desk blotters which he distributed to every fellow student.

He did take time out to win the Southern Golden Gloves championship. In June 1941, he was graduated *cum laude*.

Throughout college, Mr. Clay had served in the U. S. Naval Reserve as an enlisted man. At the close of his college career, he went into active service and was sent to the Northwestern U. Midshipman's School.

Commissioned an ensign in January 1942, he served for a year on the heavy cruiser, *USS Tuscaloosa* as gunnery officer. During that year he made five runs to Murmansk, Russia, on convoy duty and was in on the show at Casablanca. Subsequently he was transferred to the *USS Iowa* before it was commissioned and helped plan the ship's anti-aircraft gunnery set-up.

Carried President

He served on the *Iowa* 18 months. During that time the ship carried the late President Franklin D. Roosevelt to the Teheran conference and took part in the invasions of the Marshall Islands, Hollandia, Saipan and in the Battle of the Eastern Philippine Sea.

Mr. Clay later was transferred to a Naval air training base at Ottumwa, Iowa, and he won his pilot's wings at Pensacola, Fla.

In 1945, two things happened which helped shape Mr. Clay's immediate future: The atomic bomb was dropped, ending the war and his military career, and he married the former Helen May Ewing. Mrs. Clay is a director of KTHS Hot Springs, Ark.

"Then," continued Mr. Clay, "I returned whence I came. I went back to the telephone company in Nashville."

In May 1946, he had a long talk

with a Nashville attorney, Frank Farris, who owns WLAY Muscle Shoals, Ala.

"Frank wanted me to learn radio so I could manage the station. So he farmed me out, at his own expense, to WLAK in Lakeland, Fla., as a general worker. I worked 18 hours a day for Odell Ward, WLAK's manager, asked a million questions and got a million answers. I wrote copy, announced, sold time and swept the floor."

After completion of this course under Mr. Ward, Mr. Clay was transferred to WLAY where he worked at timeselling until he had gotten "the feel of things."

Doubles Business

In May 1946, he became manager of the station. During that first year he was with WLAY he doubled the business of the station, earned the nick-name, "Ole Whip Hand," from a crew which remained loyal to him until October 1947 when he was asked to take over the direction of KWKH. At 27, he became reportedly the youngest manager in the country of a 50 kw station. He also began helping direct KTHS.

Today he is not only deeply involved in the management of KWKH and KTHS but also is a member of the board of directors of the Shreveport Chamber of Commerce; a vice-commander of the Louisiana Dept. of the American Legion; a member of the board of directors of the Shreveport Goodwill Industries; of the Salvation Army, of the local Safety Council and of the Shreveport Symphony Society.

Mr. Clay is the father of two girls, Helen, 4, and Virginia, 2. At 33, he maintains the same pace he struck in his early life, managing to fit golf, hunting and occasionally badminton into his rigorous business life.

"As a kid my ambition was to become heavyweight champion of the world. Today it is to raise KTHS to the 50 kw level we have here in KWKH."

It looks as though Mr. Clay has a better than fair chance to realize his current ambition. Last month [B•T, Dec. 31, 1951] FCC handed down an initial decision granting approval for KTHS to move to Little Rock, Ark., and permitting 50 kw operation with a night-time directional antenna.

JERROLD ELECTRONICS has introduced a new RF attenuator with wide usefulness for television and radio engineers, technicians and servicemen. Uses of this new Jerrold attenuator in TV-radio-electronic design and maintenance include its application as a standard to calibrate laboratory, bench and field test instruments.

WRTA

Altoona, Pa.

Twenty-eight years radio experience and a life dedicated to the community has made Roy Thompson's WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy J. Thompson

Represented by
Robert Meeker Associates

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

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

REGULAR WEEK NOVEMBER 18-24, 1951
NIELSEN-RATING*

Current Rank	Programs	Rating Homes %
EVENING, ONCE-A-WEEK (Average for All Programs)		
1	Lux Radio Theatre (CBS)	16.3
2	Jack Benny (CBS)	16.0
3	Amos 'n' Andy (CBS)	14.9
4	Charlie McCarthy Show (CBS)	13.1
5	Arthur Godfrey's Scouts (CBS)	12.4
6	People Are Funny (CBS)	11.2
7	Fibber McGee & Molly (NBC)	11.0
8	Walter Winchell (ABC)	10.4
9	You Bet Your Life (NBC)	10.0
10	Bob Hawk (CBS)	9.8
EVENING, MULTI-WEEKLY (Average for All Programs)		
1	Beulah (CBS)	8.3
2	Tide Show (CBS)	6.9
3	Club 15 (CBS)	6.6
WEEKDAY (Average for All Programs)		
1	Romance of Helen Trent (CBS)	8.3
2	Arthur Godfrey (Liggett & Myers) (CBS)	8.3
3	Pepper Young's Family (NBC)	8.0
4	Road of Life (NBC)	7.6
5	Our Gal, Sunday (CBC)	7.4
6	Ma Perkins (CBS)	7.4
7	Big Sister (CBS)	7.3
8	Right to Happiness (NBC)	7.0
9	Arthur Godfrey (Nabisco) (CBS)	6.9
10	Sky King (MBS)	6.7
DAY, SUNDAY (Average for All Programs)		
1	Shadow, The (MBS)	6.3
2	True Detective Mysteries (MBS)	6.0
3	Greatest Story Ever Told (ABC)	5.8
DAY, SATURDAY (Average for All Programs)		
1	Theatre of Today (CBS)	7.5
2	Stars Over Hollywood (CBS)	6.4
3	Grand Central Station (CBS)	6.1

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

(*Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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SIEGEL NAMED

To UNESCO Conference Post

APPOINTMENT of Seymour N. Siegel, director of radio communications for New York City, as chairman of the Radio and Television Committee for the Third National Conference of the U. S. National Commission for UNESCO, to be held at Hunter College in New York Jan. 27-31, was announced last week.

Members of the Industry committee to serve with Mr. Siegel were named as follows: Arnold Hartley, WOV New York; Carl S. Ward, WCBS New York; Charles Baltin, WHOM New York; Leon Goldstein, WMCA New York; Dave Driscoll, WOR New York; Richard Pack, WNEW New York; Chris J. Witting, DuMont Television Network; Ted Cott, WNBC New York; Helen Sioussat, CBS; and Doris Corwith, NBC.

Approximately 2,000 persons are expected to attend the conference. Purpose is "to bring together a group of leaders, broadly representative of American life, to consider ways to improve our understanding of and participation in world affairs, particularly through the United Nations and the specialized agencies".

CALL letters of KWWB Walla Walla, Wash., will be changed Feb. 1 to KTEL, Jack Keating, general manager, announced last week.

COME ON IN... *Radio's Fine!*

AND
RIGHT ON TIME!

Every day, people live 'round the clock by radio in these markets. They get up, they go to bed, they buy — by radio! Why don't YOU buy radio in these markets?



SPOT THESE, TOO!

Buy in a Package . . . One Order—
One Billing. Sell the home-town
folks in these markets!

Represented by—JOHN E. PEARSON CO.

Owned and Operated by SOUTHWESTERN PUBLISHING CO.

Don W. Reynolds, President

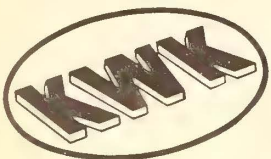
Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

How are your sales running in St. Louis?



Remember... the fastest,
most economical
way to move merchandise
in the St. Louis market, is
to use KWK... the best
radio buy in St. Louis.

Globe-Democrat Tower Bldg.
Saint Louis



Representative
The KATZ AGENCY

WQXR TO DISCOVER JAZZ JAN. 28

'Music Magazine' Readies Great Event

WQXR, Manhattan station of the *New York Times* specializing in serious music, will break its long-standing precedent and present jazz—when necessary—on its new program, *Music Magazine*, a periodical of feature "articles" now heard Monday through Friday since Jan. 1.

Series will follow a magazine format with each program presenting a specific idea to be illustrated with music. Wednesday broadcasts will be devoted to current events when the *Magazine's* "March of Music" department will be based on musical events in the news. "Letters to the editor"—to be called "The Listener Has His Say"—will be broadcast on the last day of each month, offering letters from listeners, music to which the letters refer, and controversies on the month's program subjects.

Remaining programs in the series, to be heard from 9:05-10 p.m. EST, will focus on an unusual aspect of a musical subject, with such topics scheduled for consideration as "Great Expectations—The Care and Feeding of Child Prodigious," "3,000 Years of Music for Brasses—An Anthology," "Music for Bare Feet—Martha Graham and Others," "How Modern Is Modern Music?" and "Whispers From the Roaring Twenties." It is on the latter program, scheduled for Jan. 28, that WQXR will forego its standing rule with the performance of hot jazz.

While all WQXR staff members will contribute ideas and suggestions to *Music Magazine*, the program will be written and presented by staff member Frederic V. Grunfeld, who has been piano teacher, choir conductor, radio scrip writer, composer, music critic and newspaperman since receiving a B.A. in philosophy from U. of Chicago. In addition to his work in the WQXR Continuity Dept., which he joined two years ago, he is a lecturer at Brooklyn College and freelance writer.

In announcing the new series, Elliott M. Sanger, executive vice

president of WQXR, said, "Because of WQXR's unique record collection and the more than 15 years' experience of its staff in writing about and presenting good music, we have great expectations for the success of this new program idea. A wide range of musical subjects will be covered; some serious, some less so, but all—we hope—will be entertaining and instructive."

IBEW PROGRESS

Hardy Reports Expansion

MORE stations joined the ranks of the International Brotherhood of Electrical Workers in 1951 than in any year since 1940 and the union's broadcast division has expanded to 43 states.

This report was given by A. O. Hardy, IBEW international representative in charge of broadcasting, in a yearend statement to BROADCASTING • TELECASTING. Mr. Hardy is former business manager of IBEW Local 1215 and previously was with WTOP Washington.

According to Mr. Hardy, IBEW agreements now cover some 600 AM-FM and 60 TV stations, as well as 21 recording companies.

The union's international staff, realigned the past year, will be expanded still further this year, Mr. Hardy said [B•T, Dec. 3]. He cited publication of a new monthly magazine devoted to the interests of members in the broadcasting-recording fields. First issue is dated January 1952.

Additionally, plans are being mapped for closer coordination of activities of international representatives, with a view toward a better exchange of information and assistance. First annual progress meeting, without precedent in broadcasting, will be held by the union early in 1952, he added.

"With a change in the mechanics of operation, confidence in the future of the industry and steadily growing acceptance of the principles of its members, IBEW looks to the new year with confidence and happy anticipation," Mr. Hardy stated.

William H. Chew

WILLIAM H. CHEW, 51, control room supervisor for NBC Washington, died New Year's Day after suffering a heart attack while driving to work. Mr. Chew, a native of Washington, had been employed by NBC for 25 years. Surviving are his wife, Mr. Anne B. Chew, and two daughters, Mrs. Emery Pearce, and Melanie Jean Chew.

John K. Hough

JOHN K. HOUGH, 60, director of advertising for the Goodyear Tire and Rubber Co. since 1937, died Dec. 29 at Akron, Ohio. He had worked for the firm for 37 years.

Phillip L. Combs

PHILLIP L. COMBS, 25, farm director of WSBT South Bend, Ind., died December 27, at his home in Mishawaka, Ind., after suffering from a kidney ailment four months. A member of the National Assn. of Radio Farm Directors, he handled farm programs on WBAA Lafayette, Ind., before joining WSBT in June 1947.

RECORD mail count of 500,000—highest monthly total in station history—was tabulated by WGN-AM-TV Chicago for November, Raymond F. Dumalski, director of mail and services, reports.



ONLY representative of the broadcasting industry to win a distinguished American award from Northwestern U. was Judith Waller, director of public affairs and education at NBC Chicago. Miss Waller, one of the four women to be cited, was among 100 persons from the Midwest cited by the university for their contributions.

Allard to Report

TWO CANADIAN regional meetings are set for February, when reports will be heard from James Allard, general manager of Canadian Assoc. of Broadcasters on the Parliamentary Radio Committee hearings and the Canadian Copyright Appeal Board sessions. The stations in the Atlantic Coast provinces will hold a meeting at Fort Cumberland Hotel, Amherst, N. S., Feb. 4, and elect 1952 officers of the Maritimes Assoc. of Broadcasters. The British Columbia Assoc. of Broadcasters will hold its annual meeting at Hotel Vancouver, Vancouver, B. C., Feb. 11. Regional business will be transacted and recommendations made for passing along to the annual meeting of the Canadian Assoc. of Broadcasters, March 24-27, at Toronto.

William O'Reilly

WILLIAM O'REILLY, 35, program director, CBM Montreal, died suddenly on Dec. 27 at his home. He started in radio at CKCH Hull, and joined the Canadian Broadcasting Corp. at Toronto about 1938, being moved later to Halifax and then to Montreal. He is survived by his wife and one daughter.

Wally Maher

WALLY MAHER, 43, radio and TV actor, died Dec. 26 in St. Vincent's Hospital Hollywood which he entered that morning after complaining of illness. Surviving are his wife, Molly, two daughters, Patricia and Judy, and a son, Wally Jr.

A GAIN of \$3,888,976 in the consolidated net income of International Telephone & Telegraph Corp. and its subsidiaries was reported last week for the first nine months of 1951 compared to the same period of 1950. For the nine months ending Sept. 30, 1951, the company said, the figure was \$12,636,119, while the amount for the same period of the preceding year was placed at \$8,747,143.