

BROADCASTING TELECASTING

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**THEY PICKED WOR-TV
FOR ONE GOOD
REASON—SALES**

N. W. Ayer is using WOR-TV to advertise Dole Hawaiian Pineapple to consumers throughout the New York market area.

The Dole display in "Sally Smart's Kitchen" creates more than a quarter of a million sales impressions every week. Also, Dole products are featured in cooking schools which the show's producer conducts throughout New York and its suburbs.

WOR-TV's effective technique—combining TV's selling impact with consumer-level merchandising—gets *sales results* in America's top market!

22ND
year

THE NEWSWEEKLY
OF RADIO AND TV

WOR-TV

CHANNEL 9

MEANS

NEW YORK

BUSINESS

How do you get them to look and listen
in Virginia's greatest market?

They look via WTVR, Richmond's only television station.
They look so enthusiastically that
although WTVR must work alone in stimulating set sales,
already there are over 145,000 television
sets in the WTVR area.

They listen via WMBG (AM) and WCOD (FM)
And they've been listening to WMBG first since 1926.

Stop!

These constitute Havens & Martin Stations,
the only complete broadcasting institution in Richmond,
the NBC outlets (both sight and sound) for this huge market.

These First Stations of Virginia stop sales problems
in the Old Dominion. Try them and see.

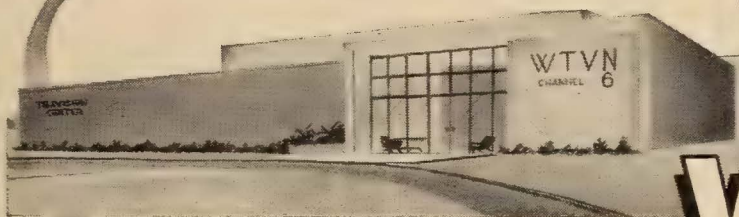


WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
WTVR—Represented Nationally by Blair TV, Inc.
WMBG—Represented Nationally by The Bolling Company

COLUMBUS OHIO



Channel 6

WTVN TV

COLUMBUS OHIO

COLUMBUS THRILLS TO THE GREATEST TV SHOWS IN CENTRAL OHIO—LOCALLY PRODUCED ON WTVN, CHANNEL 6 THE BIGGEST, MOST MODERN TELEVISION CENTER IN THE MIDWEST!



All of Central Ohio raves about NITA'S GUEST BOOK . . . the musical interview show that dares to be different . . . starring Nita Hutch.



Hundreds of housewives each day attend PAT'S OPEN HOUSE in the large, air conditioned WTVN studios.

★ **JUST NEIGHBORS**
the "Homey" show for all the family.

★ **O-HI-OPINION**
a controversial panel, produced by and for Ohio people.

★ **CLUB 630**
delightful and informal musical.

★ **PLUS** outstanding shows from ABC and Dumont.



PROSPECTOR BILL entertains many youngsters each day at his chuck wagon. He has over 25,000 "prospectors" in his club. It's a Columbus must!

The Renie Riano show —comedy, plus helpful kitchen hints on cooking by a master of the culinary art.



T.V.

Edward LAMB ENTERPRISES INC.

New York Office—Hotel Barclay, 111 E. 48th St.—Home Office—500 Security Bldg., Toledo, Ohio

National Representatives: WIKK—H-R Co. WICU-TV, WTVN-TV, WTOD—Headley-Reed Co. ERIE DISPATCH—Reynolds-Fitzgerald, Inc.

WHOO—Avery-Knodel, Inc. WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction



**Delaware Tops
all U. S. in
1951 Average Income***

WDEL

AM • FM • TV

Wilmington, Delaware

TOPS

all stations in this

richest market.

Let it sell your

product effectively,

economically.

Write for information.

Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

Los Angeles

San Francisco

*Figures released August 1952
by U. S. Dept. of Commerce.



at deadline

CLOSED CIRCUIT

WITH RETURN of President-elect Eisenhower to home shores this week, stepped up activity on appointments to upcoming vacancies on FCC is anticipated. Best guess remains Hyde for elevation to Chairmanship. On Commissionerships to fill expected Merrill (two-year term) vacancy and Walker (seven-year term) expiration in June 1953, feeling is that one former member of Congress and one "practical" broadcaster will be named.

COUNT OUT Rep. Harris Ellsworth (R. Ore.) as candidate for one of upcoming vacancies on FCC. He reports from his Roseburg, Ore., home that, whereas he had been interested few years ago, he now wants to serve out his new two-year term. Part-owner of KRNK Roseburg and also newspaper publisher, he will move to important Rules Committee this session, leaving Interstate & Foreign Commerce Committee where he was mainstay on broadcasting matters.

ATTY. GEN. James P. McGranery's terse comment on anti-trust suit against 20 electronics corporations: "No comment." Evidence still before grand jury sitting in New York. View of one highly-placed official in Justice Dept.'s Anti-Trust Div. is that proceedings will drag on before jury indicts firms or rejects evidence. Attorney General-designate Brownell, however, has already stated he intends to review all pending anti-trust cases upon assuming office Jan. 20.

PLANS to establish General Telecasting System film network program service for TV stations are not dead but held in abeyance for present, pending resolution of more pressing problems of parent company, General Tele-radio.

IS FCC Commissioner, Eugene H. Merrill (D. of Utah) angling for post of Telecommunications Advisor to President, now held by Haraden Pratt, former president of IRE? Reports were current last week that he's interested in this assignment under Eisenhower and that he has Gen. Lucius Clay, one of Ike's top advisors, pitching for him. Mr. Merrill served under Gen. Clay as communications coordinator when former was High Commissioner in German Occupied Zone.

STATION Representatives Assn. warning members to "watch out for advertising agency that puts out feelers to bribe commercial managers and sales managers of radio stations on per inquiry deal." Unless such unethical practices are brought to quick halt, SRA declares, "we will all go to hell in a handbasket."

EFFORTS to have all four applicants for Ch. 8 assignment in Portland, Ore., merge in interest of getting immediate grant evaporated last week. Project would have given each one-fourth interest, but it couldn't be sold so they're all going their own way in four-way battle. Applicants are Westinghouse (KEX); North Pacific Television Inc. (Gordon Orput, President, Mrs. A. Scott Bullitt, Exec. Vice

(Continued on page 6)

NEW YORK FIRST ORIGATION POINT

NEW YORK easily outdistances all other cities as point of origination for television network program transmission, according to weekly Ross Report out today (Monday).

Report shows four major TV networks will transmit 139 hours of programming, live and film, from New York during week of Dec. 14-20, and from Los Angeles, 17¼ hours; Chicago, 8¾ hours; Washington, 6¾ hours; Philadelphia, 4¼ hours, and Pittsburgh, ½ hour.

CBS-TV according to report, will send total of 67½ hours of programming to affiliates this week to lead all networks. NBC will transmit 66½ hours; DuMont, 35¼ hours and ABC, 22 hours.

TWO MORE TV PROGRAMS EXCEED 10 MILLION HOMES

TWO more programs have reached more than 10 million TV homes, making three in all, according to American Research Bureau. November figures of ARB show *Comedy Hour* (NBC-TV) and *Godfrey and Friends* (CBS-TV) passed mark which had been reached only once before—by *I Love Lucy* (CBS-TV). Last-named show went to 10 million mark in April.

James W. Seiler, ARB director, said Nov. 9 *Comedy Hour* starring Bob Hope was seen on 10,170,000 sets and second 30-minute segment of *Godfrey and Friends* Nov. 12 went to 10,030,000 TV sets. ARB said Nov. 9 *Comedy Hour* reached 32,544,000 viewers and *Godfrey* segment attracted 29,087,000 persons.

Debut of Ford Foundation *Omnibus* program on CBS-TV Nov. 9 in 20 markets drew 3,780,000 viewers with average ARB rating of 10.6 for full 90 minutes. In first hour audience was almost constant at 11.3 but dropped to 9.3 in last half-hour. Available coverage was about 56% of TV homes in nation, with 1,260,000 sets tuned to 4:30-6 p.m. telecast.

ECAC FAVORS RESTRICTED FOOTBALL ON TV

EASTERN Collegiate Athletic Assn. voted 48 to 2 Friday for continued restrictions on national football television next year.

Francis Murray, U. of Pennsylvania, and Douglas Greene, Drexel Tech., were listed as dissenters. E.C.A.C. also voted down Mr. Murray's proposal that Dept. of Justice be asked to rule on legality of any limited television plan (see story, page 23).

WRS EXECUTIVES CITED

TWO veteran executives of Westinghouse Radio Stations Inc. received long-service awards Friday during managers meeting at Washington headquarters (picture on page 27). Arthur C. Goodnow, headquarters engineering, received 20-year WRS service pin. George E. Hagerty, assistant engineer-manager, received 15-year pin.

ROANOKE TV LINK

MICROWAVE link connecting Roanoke, Va., with nationwide TV network facilities opened Friday, AT&T announced, making TV network service available to 112 stations in 69 U. S. cities. First Roanoke TV station, WSLV-TV, began operations Dec. 1. WROV-TV expected to go on air in January.

BUSINESS BRIEFLY

SCOTT PARTICIPATES ● Scott Paper Co. signs for participation in sponsorship of Ford Foundation's *Omnibus* on CBS-TV, Sun., 4:30-6 p.m. Program now sold out, with five sponsors. Scott participation starts Dec. 21. Agency: J. Walter Thompson Co., N. Y.

FLORIDA CITRUS DRIVE ● Florida Citrus Commission, through J. Walter Thompson Co., New York, planning spot radio campaign using minutes and/or 20-second announcements starting on varied dates from Jan. 1 to Jan. 8 in number of scattered markets. Five announcements weekly for 20 weeks will be placed on some stations and two announcements weekly for five weeks on others.

FLOTILL TO MOVE ● Flotill Products Tasti-Diet, N. Y., spot advertiser, is expected to move its account from Ruthrauff & Ryan, N. Y., to Geyer Adv., N. Y.

TRAVEL SHOW ● Fram Corp., Providence, sponsoring *Vacationland America*, 15-minute weekly travel program starring John Cameron Swayze and his family, over NBC-TV, starting in late Feb. 1953. Time period not set. Agency: Van Sant, Dugdale, of Baltimore.

FITCH AGENCY ● Grove Labs., St. Louis, expected officially to appoint Harry B. Cohen Adv., New York, as its advertising agency for Fitch shampoo. Latter account has been handled by Gardner Adv., St. Louis.

DANCE CAMPAIGN ● Dale Dance Studios, national chain, planning local radio program schedule in Baltimore, Washington, New York and San Francisco, and in New Jersey, starting early in January. Firm will use 10 to 15-minute programs for 26 weeks. Agency: William Warren, Jackson & Delaney, New York.

ALLEN SERIES ● Sportscaster Mel Allen preparing series of 39 five-minute radio programs of sports anecdotes for recruiting service of U. S. Marine Corps. They are to be broadcast on 2,000 stations, starting in early 1953.

MUSICAL TRADEMARK ● Phil Davis Musical Enterprises Inc., N. Y., commissioned by Leonard M. Sive & Assoc. to originate musical trademark for new 1953 Chevrolet.

CONSIDER CAMPAIGN ● Bob Richards Nursery, Div. of Owen Nursery, Bloomington, Ill., considering use of broadcast media after first of year. Schedules being worked on now at C. Wendel Muench, Chicago. Mr. Muench is account executive.

KKTV (TV) JOINS CBS-TV

KKTV (TV) Colorado Springs joins CBS-TV as primary supplementary non-interconnected affiliate, effective immediately, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced Friday. Operating on Ch. 11, station is owned and operated by TV Colorado Inc. James Russell is president.

for more AT DEADLINE turn page



at deadline

KHQ-TV STARTS TESTS IN SPOKANE WITH 100 KW

KHQ-TV Spokane, Wash., reported it started airing test patterns last Monday at 2 p.m. (PST) with full power of 100 kw. Report was made by Dick Dunning, KHQ-AM-TV president and general manager.

KHQ-TV expects to go on air with commercial programs next month, operating on vhf Ch. 6 (80-86 mc). It will affiliate with NBC-TV and ABC-TV (story page 73).

Due on air Dec. 25 in Spokane is KXLY-TV on Ch. 4 as CBS-TV affiliate that city. KXLY-TV is half-owned by Harry L. (Bing) Crosby and by KXLY, of which E. B. Craney is principal stockholder.

REFUSE TO DISMISS TWA PETITION

NBC, CBS and ABC were thwarted last week in attempt to have dismissed Television Writers of America's petition for certification as bargaining agent for Hollywood writers on network shows.

NLRB Field Examiner Norman Greer ruled this motion must be acted upon by National Labor Relations Board as whole. He continued with hearing in which Screen Writers Guild and Authors League of America have intervened. SWG and ALA, too, had their move for dismissal referred to full NLRB.

Attorneys argued that contract already exists between networks and TV Writers and is bar to TWA petition. They further contended that new union is not representative of craftsmen it seeks to represent.

Desilu Productions Inc., producers of CBS-TV's *I Love Lucy*, respondent to another TWA filing, sought dismissal on grounds that writers of that program are not employees but independent contractors. Hearing which began Thursday was expected to continue well into this week.

DRUG STORE AGENCY

NEA Advertising Agency, Drug Store Adv. Assoc., has been formed by Prof. S. B. Jefferies, chairman of Pharmaceutical Business Administration Dept. of L. I. U. Brooklyn College of Pharmacy and Hilton Soba, management consultant, to handle Pharmaceutical Council of New York. Latter is representative for 4,000 independent retail pharmacies in New York.

Agency plans to use radio and television and other media.

Prof. Jefferies is former director of video trade promotion for National Assn. of Retail Druggists' television show, *Cavalcade of Stars*, which starred Jackie Gleason.

KLZ REPLY TO WOLFBURG MOTION

OPPOSITION to proposal of Denver Television (Wolfberg Theatres) to reopen record in hard-fought Ch. 7 proceeding, in order to correct record, filed with FCC Friday by Aladdin Radio & Television Inc. (KLZ). Contention made that correction of record proposed by Denver TV is "untimely" (see early story, page 74).

In this Issue—

There's talk that somebody may sue the National Collegiate Athletic Assn. in an effort to break up its monopolistic restrictions on telecasting football games. With or without legal action, the explosive question is expected to dominate the NCAA's annual convention, just three weeks away. *Page 23.*

Crosley Broadcasting Corp. is buying WLTV (TV) Atlanta for \$1.5 million. The syndicate of 25 businessmen who are selling the station bought it for \$525,000 in March 1951, but probably have about \$1,250,000 tied up in the property. *Page 23.*

Two rival newspapers owning rival radio stations join to apply for Miami TV. The unique part of this consolidation is that a third party would hold the balance of power. *Page 25.*

The third party in the Miami TV consolidation is Niles Trammell, who resigns as NBC board chairman after almost 30 years' service in RCA and NBC. He'll continue as consultant to both companies. General Sarnoff will return to the NBC chairmanship, at least temporarily. *Page 25.*

In the past two years, a majority of U.S. radio stations have increased their circulation. The 1952 Nielsen Coverage Reports show that small and medium radio outlets have fared better than big ones. *Page 26.*

How big is TV and how big a punch does it deliver? NARTB President Fellows is directed by the association's television board to recommend a research project to measure TV circulation and to outline a plan for TV sales promotion. *Page 27.*

Three Crosley stations in Cincinnati, Dayton and Columbus are granted change to new frequencies and higher power. The FCC originally raised a question as to overlap of the three stations. The decision may ease the sailing for others in somewhat the same boat. *Page 69.*

FCC dashes hope for quick decision on the ABC-United Paramount merger, orders oral argument for Jan. 5. *Page 69.*

Seven TV C.P.'s are granted by the FCC, including one for a commercial uhf station in Los Angeles, where seven vhf outlets are already in operation. *Page 71.*

AFTRA is on the verge of reaching agreement on new radio and television contracts with the networks. *Page 76.*

Upcoming

Dec. 27-29: American Marketing Assn. conferences, Palmer House, Chicago.

Jan. 3: 83d Congress convenes, Washington, D. C.

Jan. 5-10: National Collegiate Athletic Assn. annual meeting, Mayflower Hotel, Washington, D. C.

(Other Upcomings, page 38)

Closed Circuit

(Continued from page 5)

Pres., 64.46% owner of KING-AM-TV Seattle; Portland Television Inc. (Ralph E. Williams Jr., president), and Cascade Television Co. (George C. Sheahan, president, David McKay, vice president, owner of KOLO Reno, KORK Las Vegas and minority owner KGYW Vallejo, Calif.)

THAT new radio project, *Hometown, USA* announced by American Legion touched off minor controversy in Defense Dept. Legion said series would work both ways—with servicemen overseas and families in U. S. recording messages for reciprocal use. Armed Forces Radio Networks don't have adequate facilities, however, to play recordings abroad, though Army Dept. is working on that goal. One of guiding hands behind morale project is Col. Ed Kirby, Army radio-TV chief.

GORDON OLIVE, 54, director of engineering for Canadian Broadcasting Corp., understood resigning next spring to devote his time to farming. W. G. Richardson, assistant chief engineer, will succeed Mr. Olive.

THREE TV APPLICATIONS FILED FRIDAY

THREE requests for new television stations, plus one request to modify license and another to modify CP, filed with FCC late Friday. They are:

NEW APPLICATIONS

Alexandria, La.—Barnet Brezner, uhf Ch. 62 (758-764 mc); ERP 21 kw visual, 11.43 kw aural; antenna height above average terrain 644 ft., above ground 620 ft. Estimated construction cost \$178,584, first year operating cost \$137,540, revenue \$180,000. Barnet Brezner, sole owner of applicant, is general contractor in Alexandria and also owns 50% of Red River Construction Co. (general contracting), Shreveport, La. City priority status: Gr. A-2, No. 131.

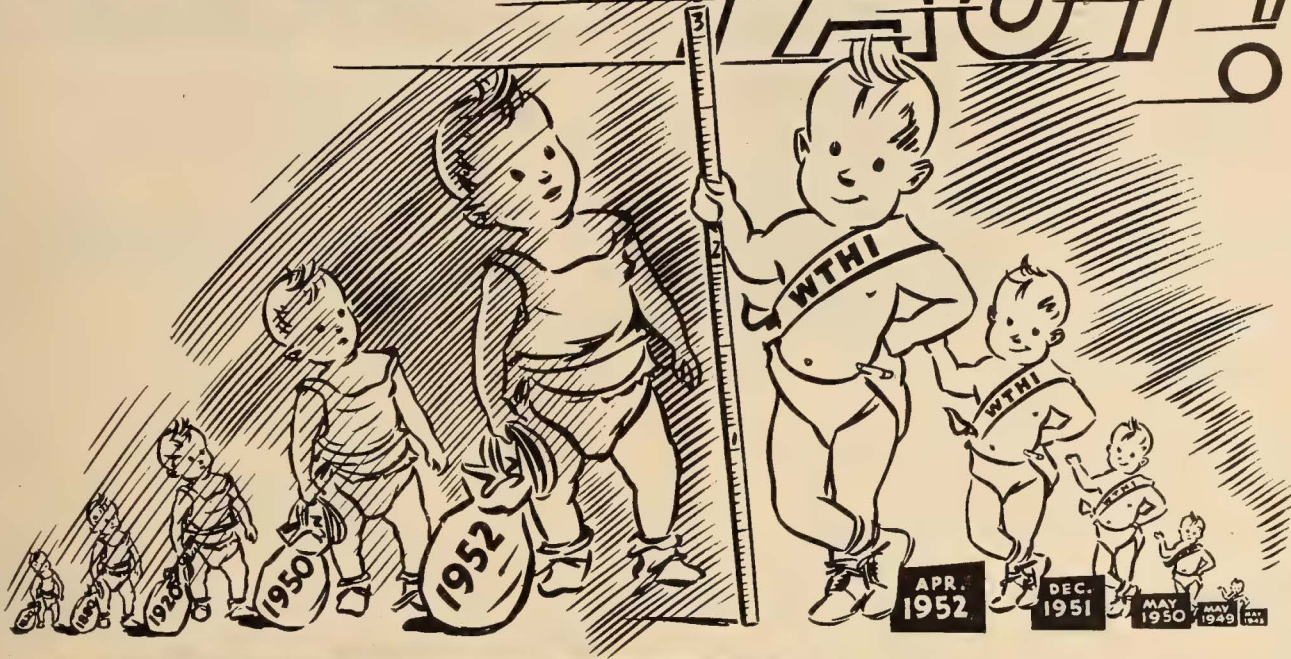
Montpelier, Vt.—Colonial Television Inc., vhf Ch. 3 (60-66 mc); ERP 6.76 kw visual, 3.18 kw aural; antenna height above average terrain 817 ft., above ground 449 ft. Estimated construction cost \$113,150, first year operating cost \$150,000, revenue \$150,000. Principals include President and Treasurer George Agel, Burlington, Vt., attorney, and Clerk Shirley Agel, no business interests, who own 50% of stock jointly, and Vice President Frank Wool, general contractor and roofer, who owns 50% of stock. City priority status: Gr. A-2, No. 604.

Honolulu, T. H.—Territorial Telecasters, vhf Ch. 13 (210-216 mc); ERP 12.13 kw visual, 7.12 kw aural; antenna height above average terrain 793 ft., above ground 437 ft. Estimated construction cost \$158,400, first year operating cost \$120,000, revenue \$150,000. Principals include President Christmas Early (12.5%), actress and employee of KHON Honolulu; Vice President William B. Murphy, employee of KPOA Honolulu from 1951 to November 1952; Ada (Mrs. E. L.) Cragen (41.7%), war surplus equipment business owner and wholesale hardware, Honolulu; Jerry J. Neville (33.3%), owner of Press Dispatch (transoceanic radio communications) and owner of Hawaiian Hills Communications (radio telephone service), both in Honolulu, and Frank W. Fitch Jr. (12.5%), electronics consulting

(Continued on page 106)

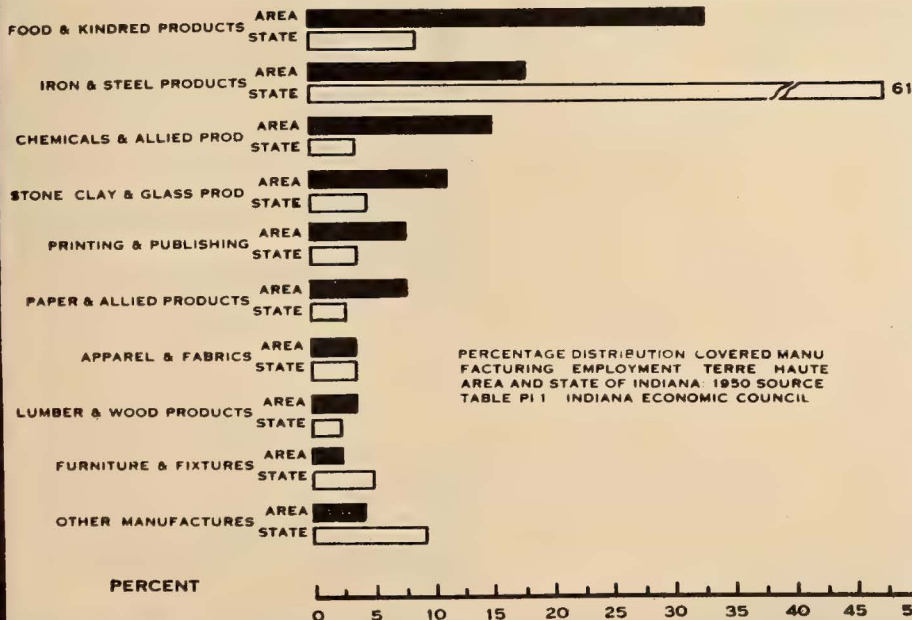
for more AT DEADLINE see page 106

GROWING FAST!

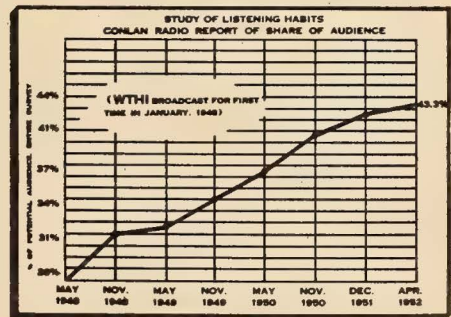


TERRE HAUTE AREA

... Spearhead of Industrial
Development over all of Indiana!



... Steady-Increased AUDIENCE
SURPASSING COMMUNITY GROWTH!



... WTHI
is your
best medium
in this

RICH, GROWING and ISOLATED MARKET.
OUR MOTTO: "Aggressiveness with Imagination"

NATIONALLY REPRESENTED BY THE BOLLING COMPANY, INCORPORATED

Mr Thaddeus Kelly
McCann-Erickson Inc.
New York City



Dere Ted:

Santy Claus will be comin' reel soon and I'm sure lookin' fer somethin' good in my stockin'. Ov course, evryday in th' yere these fellers here at WCHS kind of fill a stockin' with thousands of lisseners to th' stashun. As a mattur of fack, them advurtisurs here on WCHS gets more W. Va. lisseners then on any othur stashun in th' state which is a purty good deel fer any time of th' yere. Pleeze say hullo to Mr. Mac and Mr. Erickson fer me and I hope you hev a very merry Christmas.

Yrs,

algy.



CBS **WCHS**
5,000 watts
580 KC
Charleston, W. Va.

Represented by Branham

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WASHINGTON HEADQUARTERS

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

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Annual subscription including BROADCASTING Yearbook (53rd issue): \$9.00, or TELECASTING Yearbook (54th issue): \$9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: \$11.00.

Add \$1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: \$5.00 per copy.

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*Reg. U. S. Patent Office

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BROADCASTING • Telecasting

MEASURE FOR MEASURE

or How to Win at Poker



SOME of our best friends are surveys. Surveys are handy things. After you make one you can always throw it away if it doesn't show your station in a favorable light. We just had one made and have no intention of throwing it away. That should give you a clue.

If you can bear to wait just a minute, here are a couple of old Texas stories which might be considered appropriate:

"That guy just slipped a card from the bottom of the deck!" said a naive visitor to another watcher of a poker game. The latter, a weather-beaten old cowman, answered equably, "His deal, wasn't it?"

This is about another poker game. *The dealer unexpectedly pulled his gun, leveled it at a fellow player, and ominously remarked, "This game's crooked. You're playing a different hand than the one I dealt you."*

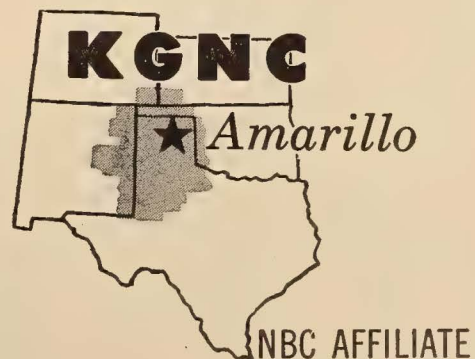
* * *

About this survey: It was conducted at Amarillo's 1952 Tri-State Fair by Market Research of Cleveland. One thousand farm-

ers were interviewed. Results were tabulated by counties and preferences. Of our 38 BMB counties in Texas (50% or better), KGNC was the undisputed first choice as a farm station in 33, tied in one, second in the other four. Of the 53 BMB Texas counties in which KGNC shows a BMB of any kind, we were first choice in 41 (3 ties), second in 6, third in 3.

Well, it's true that we were the dealer. But the players didn't know it. Neither interviewers nor interviewees knew who sponsored the survey. And if you want to cut the deck, our national reps will show you a copy.

KGNC - TV is now under construction, with a mid-March target date.

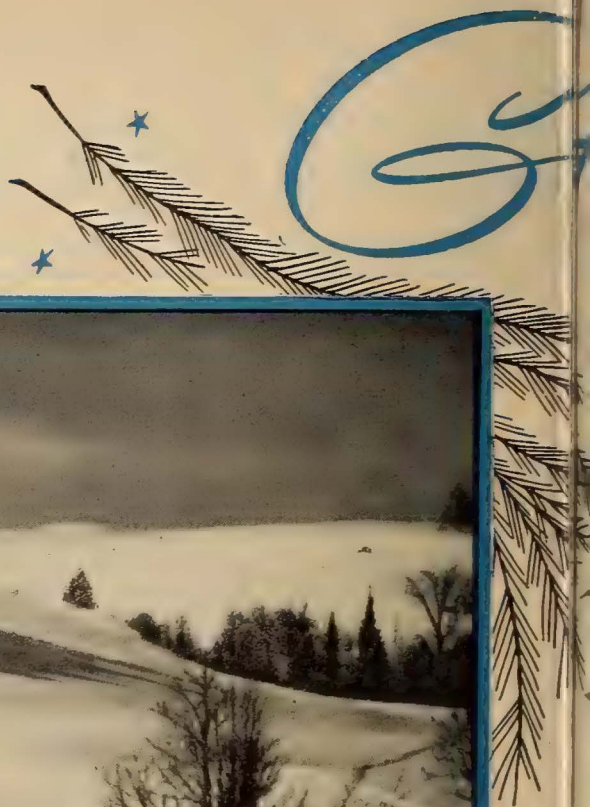


710 KC

10,000 WATTS

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

SEASONS



GREETINGS



o our many
friends in radio, and
to all who may chance
to read this, our sincere
and warm good wishes
for a joyous holiday season.



REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., inc.

CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS

SPOT RADIO LIST

| | | |
|-------|-----------------|-----|
| WSB | Atlanta | NBC |
| WBAL | Baltimore | NBC |
| WFAA* | { Dallas } | NBC |
| | { Ft. Worth } | ABC |
| KOA | Denver | NBC |
| KSO | Des Moines | ABC |
| KARM | Fresno | ABC |
| KPRC* | Houston | NBC |
| KFOR | Lincoln | ABC |
| KARK | Little Rock | NBC |
| KECA | Los Angeles | ABC |
| KSTP | { Minneapolis } | NBC |
| | { St. Paul } | |
| WSM | Nashville | NBC |
| WSMB | New Orleans | ABC |
| WJZ | New York | ABC |
| WTAR | Norfolk | NBC |
| KOIL | Omaha | ABC |
| WIP | Philadelphia | MBS |
| KPHO | Phoenix | ABC |
| KGW | Portland, Ore. | NBC |
| WRNL | Richmond | ABC |
| WOAI* | San Antonio | NBC |
| KGO | San Francisco | ABC |
| KOMO | Seattle | NBC |
| KTBS | Shreveport | NBC |
| KGA | Spokane | ABC |
| WMAS | Springfield | CBS |
| KVOO | Tulsa | NBC |
| KFH | Wichita | CBS |

*Also represented as key
stations of the

TEXAS QUALITY NETWORK

new business



Spot . . .

TV TIME FOODS, Chicago, is using radio jingles and TV kid shows with contests to open new distribution areas nationally for its TV Time Popcorn. New product has been introduced successfully in some 90 markets. Agency: M. M. Fisher & Assoc., Chicago.

J. HENRY HELSER & Co., Portland, Ore., expands sponsorship of *London Calling* to include KPOJ Portland, KSLM Salem, KITO San Bernardino, Calif., and KNEW Spokane. The 15-minute program will be broadcast for 10 weeks on each station.

Network . . .

AMERICAN MACHINE & FOUNDRY Co., N. Y., to sponsor segment of Ford Foundation's *Omnibus* on CBS-TV, Sun. 4:30-6 p.m. effective Dec. 21. Firm is fourth advertiser to sign for sponsorship of program. Agency: Fletcher D. Richards, N. Y.

CENTRAL CALIFORNIA ARTICHOKE GROWERS Assn., Salinas, Calif., will sponsor Junior Rose Bowl Game on 23 CPRN stations, 1:15-4:30 p.m. PST Sat., Dec. 13. Agency: John Cohan Adv., Salinas.

PRUDENTIAL INSURANCE Co., L. A., renews *Virgil Pinkley* on 60 ABC radio Pacific & Mountain stations, 5:15-5:30 p.m. PST, Mon.-Fri., for 52 weeks from Dec. 29. Agency: Calkins & Holden, Carlock, McClinton & Smith Inc., L. A.

FORD MOTOR Co. reportedly set to sponsor five-minute newscasts by Robert Trout on CBS Radio five times weekly, Mon.-Fri., 10:30-35 p.m. EST, starting in January. Agency: J. Walter Thompson Co., N. Y.

EDWARDS FOOD Co., S. F. (supplier for Safeway stores), starts *Art Baker and the News* on 14 NBC Western radio stations, Mon. through Fri., 4:55-5 p.m. PST, for 13 weeks. Agency: M. E. Harlan Adv., S. F.

MERCURY TELEVISION & RADIO Corp., L. A., starts Chet Huntley's news commentaries on 30 ABC Pacific & Mountain radio stations, five times weekly, 5:30-5:45 p.m. PST, for 52 weeks from Jan. 1. Agency: Edwards Agency, L. A.

REGAL AMBER BREWING Co., S. F., renewed *Tom Hanlon's Press Box* on 12 CBS California radio stations, Sat., 5:30-5:45 p.m. PST, for 13 weeks from Dec. 6. Agency: Abbott Kimball Co., S. F.

FRAM Corp., Providence, R. I., plans early spring sponsorship of new 15-minute series titled *Vacationland America*, on NBC-TV. Series will star John Cameron Swayze and his family. Agency: VanSant, Dugdale & Co., Baltimore.

FAITH FOR TODAY (formerly called Voice of Prophecy) has renewed its half-hour title series on ABC-TV, Sun., 12:30-1 p.m. EST, effective Jan. 4, for 52 weeks. Agency: Rockhill Co., N. Y.

STANLEY HOME PRODUCTS Inc., Westfield, Mass., sponsoring Boys Town choir of 50 voices for fifth straight year in program of Christmas carols and Christmas music over ABC radio, Dec. 21, 5:5-5:30 p.m. EST. Agency: Charles W. Hoyt Co., N. Y.

MUTUAL BENEFIT HEALTH & ACCIDENT Assn., Omaha, renews *On the Line With Bob Considine* on NBC-AM-TV for 52 weeks. Radio show, Sun., 2:30-2:45 p.m., becomes effective Jan. 19; TV renewal for Tues., 9:45 p.m. on 20 stations, begins Jan. 27. Agency: Bozell & Jacobs, Omaha.

BENDIX HOME APPLIANCES, South Bend, Ind., sponsoring 13 five-minute participations in NBC-TV's *Today* Feb. 23-April 3. Agency: Earl Ludgin & Co., Chicago.

Agency Appointments •

SOLAR LIGHT Mfg. Co., Chicago, appoints Bozell & Jacobs Inc., same city. Account executive is HAROLD KAPLAN.

MINNEAPOLIS BREWING Co., Minneapolis, appoints Bruce B. Brewer & Co., same city.

(Continued on page 64)

Kansas Farmers are Doing a Lot of Building

In every direction, you'll see the results of another year of bumper crops. Kansas farmers are building, remodeling, buying new equipment, home appliances.

You can sell this statewide army of farm families as a *unit* with WIBW. These families themselves say so. For the 16th consecutive year they report that WIBW is the station they listen to most—day in and day out.

Right there is the reason that WIBW gets such consistently fast results. You sell *more* goods when your message reaches *more* buyers.

Let us prove it by increasing sales for your product.

WIBW

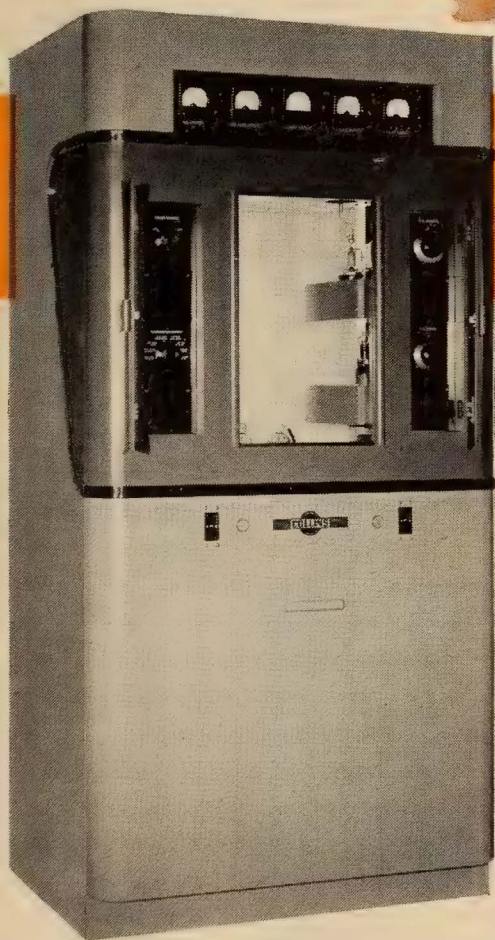
Serving and Selling
"THE MAGIC CIRCLE"

Rep.: Copper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

CBS RADIO
TOPSEAL KANSAS

in building monuments . . .

or broadcast transmitters . . .



Collins 300J 250 watt
Broadcast Transmitter

ENGINEERING makes the difference

The best manufacturing processes in the world can't create a quality product without sound, advanced engineering — whether you're building monuments or broadcast transmitters. The Collins 300J transmitter has engineered features that give you *superior* performance, *minimum* operating and maintenance costs and *maximum* dependability.

Enclosed in the full-size, two-tone grey cabinet of this 250 watt transmitter are other engineering accomplishments that have established Collins as the leader in broadcast equipment quality. Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components and all terminals are quickly accessible from the rear. All tubes are visible at a glance.

Collins consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . .



COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

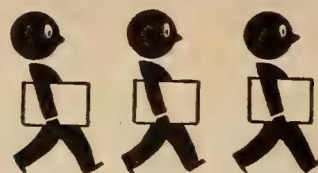


**TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE**

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.



agency

FREMONT J. KNITTLE, vice president of Market Research Corp., N. Y., to Robert W. Orr & Assoc., same city, as vice president in charge of marketing and research.

MARTIN T. KANE Jr. to media department, Hewitt, Ogilvy, Benson & Mather Inc., N. Y., as radio-TV timebuyer.



Mr. Kane

JOHN T. McHUGH elected senior vice president, The Joseph Katz Co., Baltimore. Following agency personnel were elected vice presidents: ROLAND BRAVE and EDGAR KASSAN, account and copy executives; GEORGE C. ADAMS, art director, and STANLEY E. BLUMBERG, manager of retail department.

RICHARD W. LIPPMAN, Ed Shapiro Inc., Phila., to Lavenson Bureau of Adv., same city, as account executive.

NEAL D. IVEY Jr., Neal D. Ivey Co., Phila., has formed own agency.

LUCREZIA KEMPER, manager, Albert Frank-Guenther Law Inc., S. F., elected vice presidency of agency.



on all accounts

THE wearability of Schwimmer & Scott commercials has saved a number of clients a lot of money. Some radio trick lines, created as long ago as 10 years, are still in use.

A few film commercials shot in 1948 are still aired occasionally. That shooting was the TV debut of Bob Knapp, radio-television director of the Chicago agency. He worked on location with a camera crew for 28 straight hours.

The pace has slackened a bit now, but S & S continues as a Chicago leader in the broadcast business, handling some 30 such accounts. Mr. Knapp is creative director on all radio-TV business, supervising a department of 10 persons whose functions are divided between writing and production.

He has been with the agency since 1939, when he was hired as a writer after submitting "cold" a successful sales pitch by letter.

Bob Knapp was born in Bloomington, Ill. He lived later in Louisiana, where his father, who was head of the music department at the U. of Wyoming (now a newspaperman), acquired an orange grove without oranges. One day while his father was singing from

a remote control studio at Lake Charles for a station in nearby Beaumont, the young Knapp took over a bread commercial and also worked the board.

He was hired, and his indoctrination included one and one-half hours daily remote duty for six months. Thoroughly converted to radio, he journeyed as an announcer-producer-writer to Memphis, Shreveport, Cincinnati and elsewhere.

He settled in Chicago after marrying a librarian whom he'd met at the Chicago World's Fair. She is the former Patricia Bryan, now librarian of George Williams College, Chicago. They have many mutual interests, among which are "amateur independent politics", photography, jazz, golf and traveling, and "even radio and TV."

Mr. Knapp deviated from his parent's classical music patterns by taking

up the vibraphone, which he learned during off-hours at radio stations when the records he was turning bored him. Politics and civic affairs take most of his spare time, however. He is a past board member of the Independent Voters of Illinois, a board member of the

(Continued on page 64)



Mr. KNAPP

beat



LELAND C. ARBUTHNOT to Patch & Curtis Adv., Long Beach, Calif., as vice president in charge of marketing.

JEAN G. LALONDE appointed radio-TV director of Stewart-Bowman-Macpherson Ltd., Toronto.

LEE LAUFER, editor, *Industrial News*, L. A., to Elwood J. Robinson & Co., that city, as director of publicity.

STANFORD MEIGS, account executive, Leo Burnett Co., Chicago, named manager of agency's N. Y. office. He replaces **DONOUGH PRICE**, resigned.

MARILYN LAND, media director, Yambert-Prochnow Inc., Beverly Hills, to Vick Knight Inc., Hollywood, in same capacity. **ROBERT B. JARVIS**, publicity director, 1952 Red Feather Campaign, L. A., rejoins Vick Knight as director of creative activity.

HAMILTON Adv., Chicago, will merge with **REINCKE, MEYER & FINN**, same city, Jan. 1, with headquarters at 520 N. Michigan Ave., where RM&F is now located. **JOHN J. LAWLER**, Hamilton president, and **CLAIRE C. LOVELESS**, vice president, worked previously for RF&M.

LEONARD FORSGREN, account executive, Searcy Adv. Agency, Portland, Ore., elected vice president. Agency has moved to 530 S. W. 10th St., that city.

WILLIAM DRAGER, Fuller & Smith & Ross, N. Y., to Morey, Humm & Johnstone, that city, as director of research.

WALTER W. MEAD, Sullivan, Stauffer, Colwell & Bayles, N. Y., to Dancer-Fitzgerald-Sample, that city, as copy supervisor.

EDWARDS AGENCY and **JAMES K. SPEER**, both L. A., elected to membership in Southern California Adv. Agency Assn.

HAYES MacFARLAND, board chairman of MacFarland, Aveyard & Co., Chicago, elected a director of Hallicrafters Co., same city.

SID KAHN, recently separated from U. S. Navy, to Carson-Roberts Inc., L. A., as production manager.

LEWIS S. ROSS, formerly vice president, Hosler Adv., Peoria, Ill., and **ROBERT L. FLINK**, former art director, John H. Wells & Assoc., Chicago, have formed **ROSS Adv.**, Peoria. Mr. Ross will serve as president; Mr. Flink as vice president.

EDWARD B. SCULL, account executive, Geare-Marston Inc., Phila., to Gray & Rogers, same city, in contact department.

WILLIAM REGA to MacFarland, Aveyard & Co., Chicago, as radio-TV director.

ROBERT E. ADAMS, H. M. Dittman Adv., Phila., forms own agency in that city.

CARTER CORDNER, Lennen & Newell, N. Y., to copy staff, Sherman & Marquette, same city.

FREDERICK GOLDMAN, copy chief, Adrian Bauer Adv., Phila., promoted to merchandising director.

LEE LAUFER appointed director of publicity department, Elwood J. Robinson Adv., L. A.

OSCAR E. RUDSTEN, president, Arnold & Co., Boston, forms **OSCAR E. RUDSTEN & Assoc.**, 262 Washington St., same city.

HARRY FEIGENBAUM Adv., Phila., relocates at 1922 Spruce St., same city.

BROADCASTING • Telecasting



1057 FEET HIGH
(2699 Feet Above Sea Level)

NOW

NEW GIANT TOWER PLUS MORE POWER FOR **WBEN-TV** AND **WBEN-FM**

NOW

WBEN-TV now carries your television sales message clear and strong to over one million potential customers never reached before with Grade A coverage.

This increase makes WBEN-TV Grade A reception available to a total of 2,144,000 people — all concentrated in the *high income* areas of Western New York, Western Pennsylvania, and Southern Ontario.

Check with our representatives for further facts on the great productive market *served exclusively* by WBEN-TV, and WBEN-FM in combination with WBEN-AM.

Effective Monday, Nov. 24,
WBEN-TV increased power from 16.2 KW to 50 KW ERP.
WBEN-FM increased from 6 KW to 105 KW.
(WBEN-FM carries WBEN'S regular programs.)

WBEN-TV FM

NBC BASIC • BUFFALO

WBEN-TV Rep. — HARRINGTON, RIGHTER & PARSONS, INC.
New York, Chicago, San Francisco.

WBEN and WBEN-FM Rep. — HENRY I. CHRISTAL CO.
New York, Chicago, San Francisco.



Edison

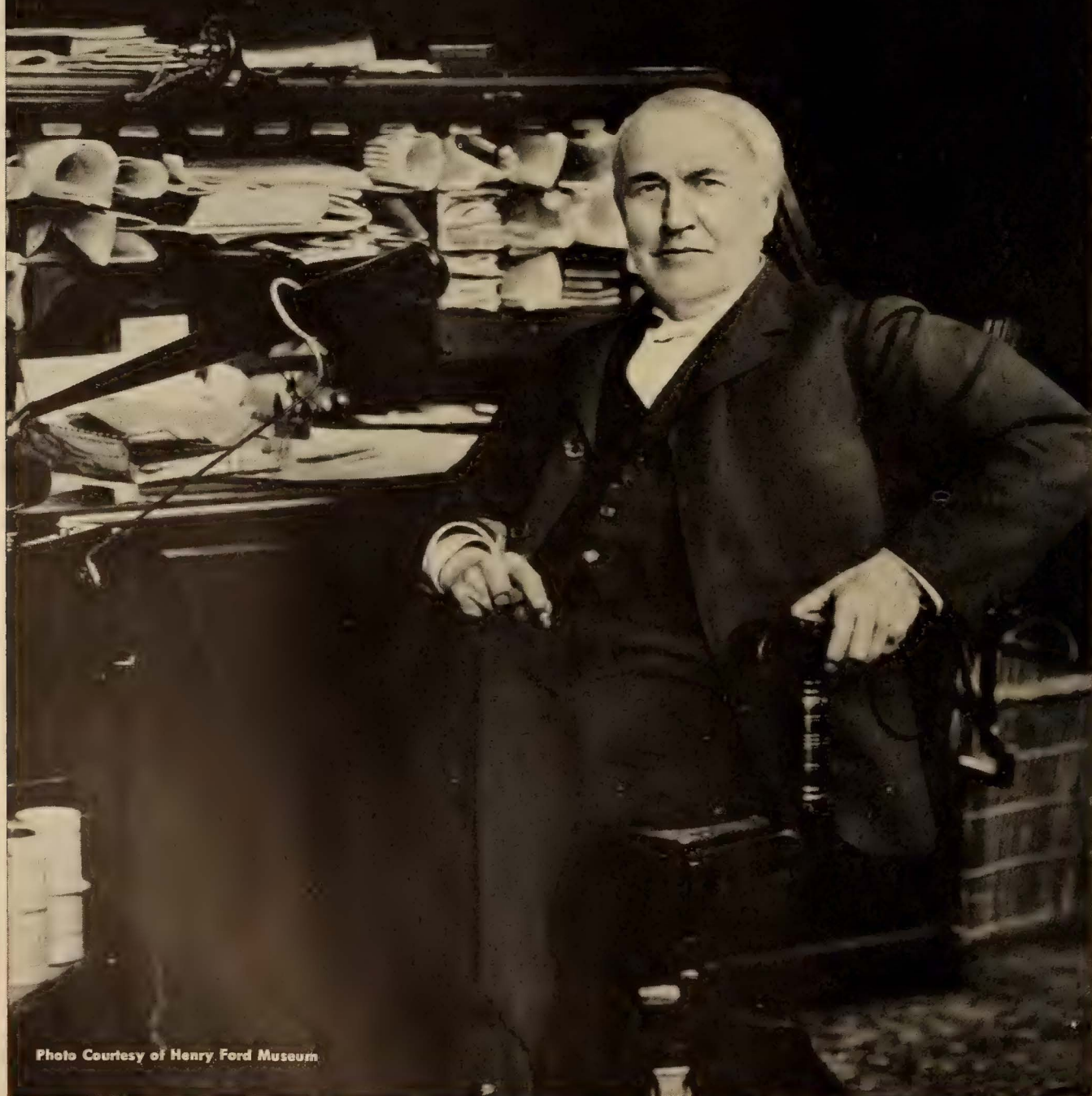


Photo Courtesy of Henry Ford Museum

... *a name to remember*

No one was more surprised than Thomas A. Edison when in 1877 a cylinder covered with tin foil faithfully repeated words he had spoken. Many years later, as he listened to a modern recording, he may well have remembered those first words. They were simple, "Mary had a little lamb...", but the uproar they created swept 'round the world. They heralded a new day in the world of communications. Few people those days recognized the true scope of this invention or even what tremendous influences it was destined to have in almost every industry.

One of the most widespread influences has been in the field of radio. Edison's discovery paved the way for programming as we know it today, opening vast new opportunities for popular broadcasting . . . opportunities that have made possible the progressive policies and rapid growth of the STORER BROADCASTING COMPANY. This year STORER STATIONS are celebrating 25 years of broadcasting in the public interest. This public trust is a responsibility that has been accepted and firmly maintained for this quarter century. It has built a strong following in each of the eight markets served by STORER STATIONS . . . stations where wise buyers hear what wise sellers have to say.

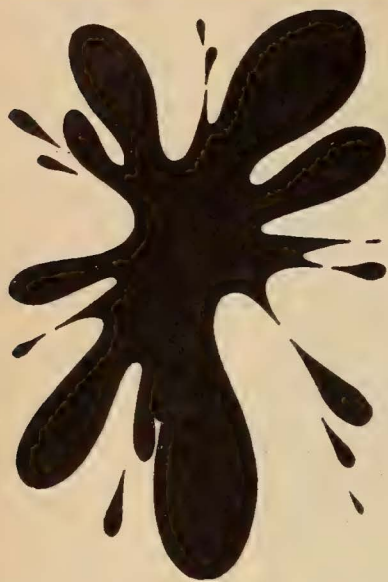


STORER BROADCASTING COMPANY

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

NATIONAL SALES HEADQUARTERS:

488 Madison Ave., New York 22, Eldorado 5-2455 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498



WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

IN THE NATION'S CAPITAL
YOUR BEST BUY IS
FIRST in WASHINGTON

WRC 

980 KC • 93.9 FM

Represented by NBC Spot Sales



feature of the week

DETROIT'S largest jewelers concern and biggest user of television in that market, according to WJBK that city, is programming to late night-early morning radio listeners in addition to sponsoring concurrent time on television.

Assuring itself of maximum unduplicated coverage in the Detroit market, Rose Jewelers has inaugurated *Symphony Hall*, a two-hour musical broadcast beginning at 11:30 every night on WJBK.

Symphony Hall is aired in direct competition with heavy video programming in the area. The musical show, according to WJBK General Sales Manager Harry R. Lipson, is aired exclusively on that station while the jewelers firm itself sponsors movies on television beginning at 11:15 p.m.

Rose Jewelers' President Emil Rose and his associates, according to Mr. Lipson, inaugurated the WJBK program after a careful analysis of the radio market which indicated a substantial radio tune-in at 11:30. WJBK was chosen for its high listenership and its reputation as a music station, Mr. Lipson said.

An outstanding feature of the program is presentation of a complete work without interruption,



APPROVING two-hour WJBK musical show are station's Messrs. Murphy and Lipson (standing, l and r) and sponsor's President Rose.

* * *

according to Mr. Lipson. Musical selections include classical, semi-classical, pop-concert and theatre music. Host and commentator on *Symphony Hall* is Bob Murphy, WJBK personality.

The sponsor, a shrewd Detroit merchandiser who realizes the importance of radio in producing sales, added the two-hour musical show to assure completion of its local sales picture, Mr. Lipson said.



strictly business



Mr. COFFIN

... radio to sell TV sets

THE more than half-dozen words that make up the title of Ralston H. Coffin—director of consumer products advertising and sales promotion for RCA Vic-

tor—take in a lot of territory.

Certainly, Mr. Coffin, who is coordinator of these activities in the company's consumer products departments, each of which operates as a separate independent unit, must do just that—take in a lot of territory.

In his advisory capacity, Mr. Coffin must determine promotion policy on such varied products and activities as Victrola phonographs, radio and television sets, records and the RCA Service Co.

Radio and television advertising accounts for nearly a third of RCA Victor's advertising budget. Thus, Mr. Coffin has some practical experience to support his belief that:

"Radio is the better medium for the sale of television sets to new owners. But to trade up present owners to larger size tubes or different models, where demonstration is vital, television can do a better job."

Radio is used extensively by
(Continued on page 102)



PROGRAM PERSONALITIES

SELL YOUR PRODUCT!

PAUL "BUZZ" BERLIN —

("Mission in Music" — "Dinner Date") Houston's Number One — the most popular radio personality ever to hit town — with an audience greater than all other pop music jockeys combined!



WALTER COLVIN —

("Joe's Show" — "Spinner Sanctum") Known as "Joe Chrysanthemum" to a tremendous following of both Negroes and whites, Walt spins the finest platters in the jazz, blues, and be-bop department.



BIFF COLLIE —

("Collie's Corral" — "Houston Hoe-down") *Billboard* rated as one of the top Western jockeys in the nation, Biff's sensational popularity and loyalty to his commercial products makes him the finest sales vehicle in the market.



BILL CRAWFORD —

(News — "Dateline Houston") Bill gathers and reports local, national, and world news daily over K-NUZ. Legman, reporter, editor and writer — Crawford is second to none in Houston!



FOR CONSISTENT SALES RESULTS, PUT YOUR PRODUCT ON A K-NUZ PERSONALITY PROGRAM

Call FORJOE

National Representative

Or DAVE MORRIS,

General Manager

at KEystone 2581

Houston, Texas

K-NUZ

HOUSTON'S LEADING INDEPENDENT

To sell Appliances to inland Californians

(and western Nevadans)



... Be on the Beeline

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

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined*. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Bee-line combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

KFBK

Sacramento (ABC)
50,000 watts 1530 kc.

KOH

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

KERN

Bakersfield (CBS)
1000 watts 1410 kc.

KWG

Stockton (ABC)
250 watts 1230 kc.

KMJ

Fresno (NBC)
5000 watts 580 kc.

KFBK-FM

Sacramento
96.9 megacycles, channel 45

KMJ-FM

Fresno
97.9 megacycles, channel 50

KERN-FM

Bakersfield
94.1 megacycles, channel 31

KBEE-FM

Modesto
103.3 megacycles, channel 77



A million people listen to the Beeline every day

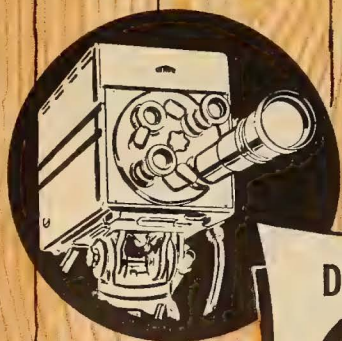
Another

DU MONT

Station

COMPLETE TELECASTING EQUIPMENT

ON SCHEDULE



DESTINATION:

**COLORADO
SPRINGS**

TV COLORADO, INC.

All eyes turn to "Lucky Channel 11" as 265,000 people watch TV become a reality. Du Mont, the leader in successful telecasting "starts" across the country, marks another TV "first" in Central Colorado.

The nation's newest TV station to throw the "big switch", is on-the-air. Du Mont is proud to have been selected to give television to the people in this great Colorado area—on schedule!

RUSH



DU MONT

TELEVISION TRANSMITTER DIVISION

Allen B. Du Mont Laboratories, Inc.

1500 Main Avenue, Clifton, N. J.



all eyes turn to "Lucky Channel 11"

COLORADO SPRINGS

Serving **COLORADO SPRINGS** and **PUEBLO**

The light manufacturing of Colorado Springs,
heavy industry of Pueblo, and the agricultural
abundance of the Arkansas Valley,
create a rich market that
spells advertising results.

**The
HEART
OF
COLORADO**

KKTV

From the heights of Cheyenne Mountain

—nearly a mile above the market area

channel 11 booms your sales message to **265,000** new

potential customers in the fast growing Colorado market

COLORADO SPRINGS

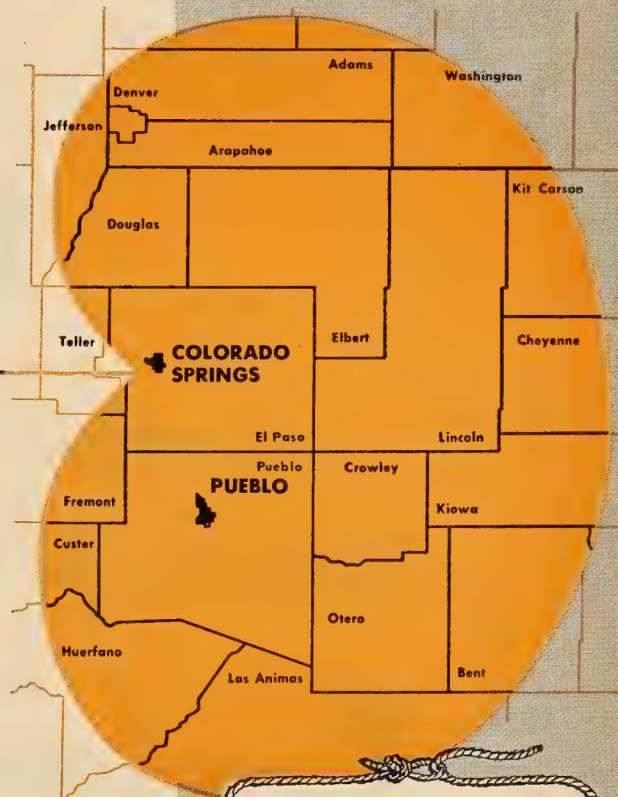
second

largest retail market in the state.

PUEBLO

with the largest steel mill west of the

Mississippi—market place for the rich Arkansas Valley



| | |
|------------------|----------------------|
| POPULATION* | 265,000 |
| FAMILIES | 75,000 |
| RETAIL SALES | \$248,288,000 |
| DRUG SALES | \$9,564,000 |
| HOME FURNISHINGS | \$14,086,000 |
| BLDG. MAT. HDWR. | \$24,549,000 |
| APPAREL | \$11,469,000 |

| County | Population |
|----------|------------|
| EL PASO | 75,700 |
| PUEBLO | 91,300 |
| ELBERT | 4,600 |
| CROWLEY | 5,300 |
| DOUGLAS | 3,600 |
| OTERO | 25,800 |
| LINCOLN | 6,000 |
| ARAPAHOE | 52,700 |

*Estimates based on figures from the
SRDS Consumer Markets Survey of
1951-1952.

TV COLORADO, INC.

115 East Mill St.
Colorado Springs, Colo.

JAMES D. RUSSELL

President General Manager

ROBERT D. ELLIS

V. P. National Sales Manager

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

**north
carolina's**

Number

1

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

Salesman

WPTF

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA



FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTADT, SALES MANAGER

RESENTMENT TOWARD NCAA

Developing on TV Plan

MOVES developing inside National Collegiate Athletic Assn. to break down the tight football TV monopoly gathered speed last week as behind-scenes talk of damage suits was heard at several points.

The chance that multi-million-dollar suits might be filed served to emphasize the wide public and industry resentment of NCAA's tactics in enforcing its so-called monopoly by threats. Several major developments in the football area occurred last week, with NCAA's annual convention in Washington, D. C., just three weeks away.

Developments included:

- NCAA charged by Arch Ward, *Chicago Tribune*, with operating "unworkable, unmoral and un-American" monopoly based on use of "fear" tactics.

- Deceptive use of NORC data by NCAA charged by C. L. Jordan, N. W. Ayer & Son executive vice president, who claimed NCAA has never been able to show TV causes a decline in gate.

- High Notre Dame official charged NCAA controls "are not in public interest."

- Survey by *Chicago Herald-American* showed five midwest colleges "don't need" NCAA's "protection."

- Big 10 Conference urged NCAA to drop national control for regional telecasting of football (see story, page 70).

- Top Southeastern Conference official, Dr. J. H. Miller, U. of Florida president, advocated regional TV schedule.

Grounds for Action

Thus far the talk about filing damage suits against NCAA, individual colleges, telecast facilities and sponsors has not reached the point of imminent action. It's known, however, that interests affected by the NCAA monopoly feel they have grounds for damage suits because of what they consider a conspiracy to freeze them out of football telecasting.

More than one aggrieved college is understood to be seriously considering legal action.

At this stage none of the groups is willing to come out in the open. Legal angles of the situation have been explored, however, and a number of attorneys feel NCAA is highly vulnerable to damage suits.

The charge by Arch Ward that

NCAA was using "fear" tactics in an "unworkable, unmoral and un-American" monopoly was made Thursday night in the DuMont TV Network program *The Author Meets the Critics*. Mr. Ward is author of an article in *Sports* magazine that gives NCAA a shaking-up because of its plan.

Suppose a college with a strong science school made threats to its smaller college neighbors to close down their science departments, Mr. Ward suggested in describing the way NCAA's plan operates to squeeze all but a handful of college teams out of TV coverage. He recalled that the Ivy League and Big 10 froze radio out of football three decades ago only to have the late Knute Rockne break up the ban by offering Notre Dame football to radio.

Loss Less in TV Areas

Mr. Jordan claimed NCAA's reports prepared by NORC actually show that games in TV areas drew 4% fewer persons whereas the loss in non-TV areas was 10%. He cited specific tables in the study.

Capt. Tom Hamilton, U. of Pittsburgh athletic director, said NCAA wants to save the game of football from TV and preserve athletic

training programs for college students. Capt. Hamilton defended the NCAA policy against criticism by Mr. Ward and Mr. Jordan.

Theory that TV hurts gate attendance was ridiculed last week by Fr. Edmund P. Joyce, CSC, executive vice president of Notre Dame U. and secretary-treasurer of Michiana Telecasting Corp., Notre Dame subsidiary and applicants for commercial uhf Ch. 46.

He told B•T radio originally had been under criticism because of a belief it hurt the gate at sports events. When efforts to ban radio were made, he said, it was shown conclusively that broadcast coverage helped schools get increased stadium attendance. "Television may do the same," he added.

Arguing against NCAA controls, Fr. Joyce said controls "tend to be restrictive, and they are not in the public interest." Referring to a projected scheme of NCAA to share a percentage of television receipts with all member schools, the Notre Dame official termed this suggestion "socialistic" and one which many lawyers think is "illegal" and in violation of federal anti-trust laws.

He said control of Notre Dame football telecasts has taken the

emphasis off education, the school's primary function. This angle is omitted completely in telecasts as they are now managed, he said, explaining that before the NCAA system went into effect Notre Dame made its own network agreements and arranged for educational material to be incorporated into the football telecasts. One season, he said, the school spent more than \$50,000 for a single series of TV films showing the educational features of Notre Dame. He reported that this sum is all the school received last fall for the airing of the Oklahoma contest.

Dr. Miller, who is vice president of the Southeastern Conference as well as Florida U. president, said, "The NCAA has eight regions with good men in each region. I think it would be advisable to let each region handle its own TV program. The regions are more familiar with the particular problems involved in televising football games in their areas. It's a ticklish matter that will require a lot of study but I don't think a nationally controlled program by the NCAA is the best answer. Maybe the regional method wouldn't be ideal either, but it

(Continued on page 38)

WLTV SALE

To Crosley for \$1.5 Million

NEGOTIATIONS for the acquisition of WLTV (TV) Atlanta by the Crosley Broadcasting Corp. for a reported price of \$1.5 million were completed last Friday. It was expected that the application for transfer from Broadcasting Inc. will be filed forthwith with FCC.

James D. Shouse, chairman of the board of Crosley, and vice president of its parent Avco Corp., was in Atlanta last Thursday and Friday for the closing of the contract whereby the capital stock of the station, held by 25 prominent Atlanta businessmen, would be acquired. The station has been on the air since Oct. 1, 1951, and in its 13th month of operation began showing black ink [B•T, Nov. 17].

A joint announcement Friday by Messrs. Shouse and Lane said:

"The Crosley Broadcasting Corp. announced today that an agree-

ment has been reached with the stockholders of Broadcasting Inc., owners and operators of television station WLTV, Atlanta, for the purchase of all the outstanding capital stock of that company, subject to approval by the FCC."

Crosley pointed out Avco already has a major investment in the South at Nashville, where it is heavily engaged in the manufacture of appliances, freezers, ranges etc.

Crosley now is the operator of three television stations and two broadcasting outlets, as well as several international shortwave stations functioning as part of the Voice of America operations. The TV stations are WLWT Cincinnati, WLWD Dayton and WLWC Columbus. The 50 kw WLW operates in Cincinnati, and Crosley also owns WINS, New York independ-

ent. Crosley also is an applicant for TV stations in Indianapolis and Toledo.

WLTV is an ABC outlet and operates on Ch. 8, with effective radiated power of 23.8 kw visual and 12.5 kw aural. It holds a construction permit for the maximum Ch. 8 power of 316 kw, however, and is now awaiting CAA clearance of its new antenna site.

Robert E. Dunville, Crosley president and general manager, was in Atlanta a fortnight ago to inspect the WLTV operations with William T. Lane, vice president and general manager, who placed the station on the air. Mr. Lane left the co-ownership and management of WAGE Syracuse to become operating head and minority stockholder of WLTV. In the transaction, he is slated to sell his

(Continued on page 36)

THROWER QUIT

Hylan Succeeds at CBS-TV

FRED M. THROWER resigned as vice president in charge of network sales for CBS Television last week, effective today (Monday) and is succeeded by Eastern Sales Manager William H. Hylan.

Both the resignation and the appointment were announced by CBS-TV President J. L. Van Volkenburg. It was understood that policy differences led to Mr. Thrower's resignation.

Mr. Thrower said his future plans would be announced later and that, in the meantime, he would spend part of his time in helping Audio-Video Products Corp. launch its first major entry into the TV package field. He is a substantial stockholder and a director of Audio-Video.

President Van Volkenburg said he accepted the Thrower resignation "with considerable regret." He asserted:

"The outstanding gains that CBS Television Network sales have enjoyed during the past year, and the fact that this network has led all others in increased gross billing is due to Mr. Thrower's efforts and leadership in no small measure. Naturally, we all wish him every success in his new endeavors."

Mr. Thrower joined CBS-TV in November 1951 after nine years as a vice president of ABC. Before that, he was with NBC from 1929 to 1942 as an account executive and as a member of the promotional department.



Mr. Hylan



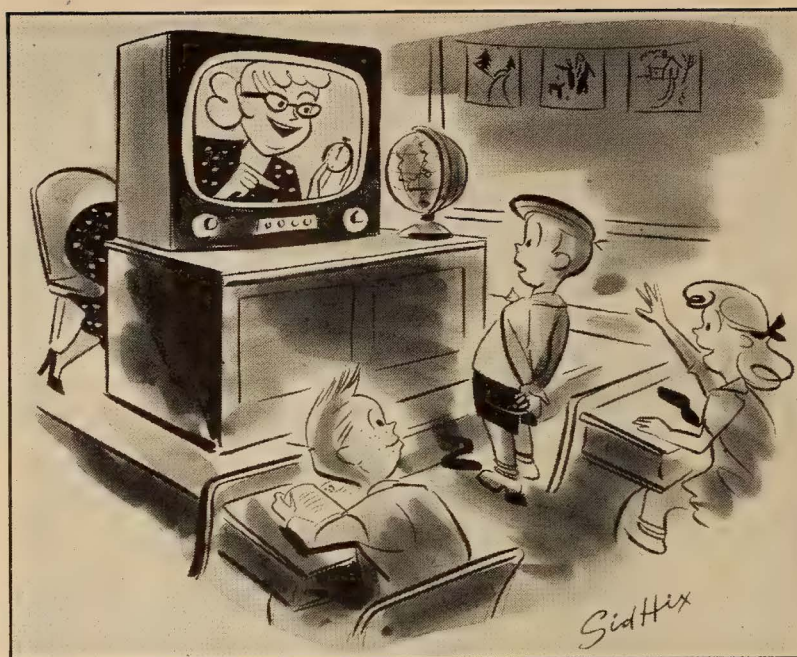
Mr. Thrower

Mr. Hylan, the new vice president in charge of network TV sales, has been with CBS since 1937 and in the eastern sales managership for the past year. For the preceding six months he had been assistant sales manager, including service as head of color TV sales during the period CBS-TV engaged in commercial colorcasting. He was an account executive in CBS-TV sales during the 1948-51 period.

SERVEL INC., Evansville, Ind., has allotted \$6 million for its overall 1953 advertising budget to promote a new product line featuring the "Ice Maker" refrigerator. The budget will include a radio-television campaign totaling 5,000 spots in 80 markets. Starting date would be around mid-March. Hicks & Greist, New York, is the agency.

Servel Ad Budget

How They Rank



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Now, Johnny, you have 15 seconds . . . what's the capital of Colorado?"

TONI BUSINESS

TONI CO., division of Gillette, split its \$10 to \$12 million yearly advertising budget among four Chicago agencies last week after the account was resigned by Foote, Cone & Belding, same city. [B•T, Dec. 8.]

Weiss & Geller, which formerly handled the Prom home permanent account, gained the largest chunk of business, getting an estimated \$4 million worth in Toni home permanent and Tonette, a companion home permanent designed for children.

Don Paul Nathanson, W & G vice president and former advertising manager of Toni, is account supervisor on all Toni products.

Other Account Executives

Account executive on the new products is Eugene Cooper. Prom home permanent, previously handled by Weiss & Geller, has moved to Leo Burnett, which now has Bobbi home permanent. Bobbi, when the changeover is completed March 1, will go to Tatham-Laird. John Willem, a vice president of Leo Burnett, is account executive for Bobbi.

The executive on Toni products at Tatham-Laird is James Mc-Edwards. That agency continues White Rain shampoo and Toni Creme rinse, in addition to the new Bobbi business. Tatham-Laird, as well as Price, Robinson & Frank, has tested products in behalf of the client.

P R & F was named to handle Toni Creme shampoo, formerly billed through Foote, Cone & Belding. Guy Mercer is the P R & F account executive.

How They Rank

Agency rank, in terms of billing: Weiss & Geller, Tatham-Laird, Leo Burnett and Price, Robinson & Frank.

Leo Rosenberg, vice president of Foote, Cone & Belding, and Jerry

Four Agencies Split

Stolzoff, F C & B account executive, will continue as Toni account supervisors until the switch is completed.

NEFF-ROGOW

Agency to Terminate Jan. 1

WILLIAM ROGOW, president of Neff-Rogow, New York, last week announced the termination of his agency effective Jan. 1.

Mr. Rogow explained that after 25 years of applying himself to radio and television he had decided to take a six-month trip to Europe for a rest. He will be accompanied by Mrs. Rogow.

Mr. Rogow told BROADCASTING • TELECASTING that he had notified his clients of his determination to disband the agency in September. He thought that new affiliations would be announced shortly.

The agency handled the spot radio and television activity of Bond Stores, Melville Shoes, and Martinson's Coffee.

Bond Stores, New York, it was learned, plans to appoint Biow Co., also New York, as its agency. Official announcement probably will be made within a fortnight.

The two other accounts, Thom McAn Shoes, a division of Melville Shoe Corp., and Joseph Martinson & Co., effective Jan. 1 have named Anderson & Cairns, New York, to handle their radio and television advertising. Stewart Pierce Brown, who joins the agency at that time, will supervise both accounts. Mr. Brown has been with Neff-Rogow as vice president and timebuyer.

ARF ELECTIONS

Schachte Board Chairman

HENRY SCHACHTE, director of advertising of the Borden Co., was elected chairman of the board of the Advertising Research Foundation at an ARF board meeting Thursday afternoon. He will serve for one year.

Re-elected for one-year terms were Frederic Gamble, president of the American Assn. of Advertising Agencies, as ARF treasurer, and Paul West, president of the Assn. of National Advertisers, as ARF secretary. Edgar Kobak continues to serve as ARF president, a board appointment not requiring annual election.

At an ARF membership meeting that morning, B. B. Geyer, retiring board chairman, reported an increase from 89 subscribers a year ago to 163 at present, with ARF's subscription income concurrently rising from approximately \$100,000 to \$167,000.

Analyzing the increase by type of membership, Mr. Geyer noted that media subscribers had shown the largest increase, from 13 to 49. Advertiser members in the past year have increased from 35 to 52 and agency members from 39 to 60. The two founder members, AAAA and ANA, complete the roster. Mr. Kobak reported that renewals have come from 90% of those whose subscriptions expired Nov. 1 and from more than half of the Dec. 1 expirations, with an almost 100% renewal record anticipated.

Directors for the coming year were elected as follows:

Advertisers members: John S. Aspey Jr., Black & Decker Mfg. Co.; Lowrey H. Crites, General Mills; W. B. Potter, Eastman Kodak Co.; Mr. Schachte; Paul Smelser, Procter & Gamble Co.; H. M. Warren, National Carbon Co.; Mr. West. Messrs. Crites, Smelser, Warren and West were appointed by ANA in accordance with ARF by-laws which provide for four ANA appointees, including the ANA president, on the ARF board.

Agency members: Mr. Gamble; Marion Harper Jr., McCann-Erickson; Earle Ludgin, Earle Ludgin & Co.; Fred B. Manchec, BBDO; Fergus Mead, Buchen Co.; Charles Pooler, Benton & Bowles; W. H. Wulfeck, William Esty Co. Mr. Geyer, Geyer Adv., as immediate past board chairman, automatically remains on the board for another year. Messrs. Gamble, Harper, Ludgin and Manchec were AAAA appointees, under by-law provisions similar to those for ANA.

Media members: Paul Montgomery, McGraw-Hill Publishing Co.; Adrian Murphy, CBS Radio; Vernon C. Myers, Look magazine; E. A. Schirmer, Crowell-Collier Publishing Co.; John C. Stirling, This Week magazine; Frank White, NBC. One media directorship was left unfilled at this time to provide for representation of another type of media on the board as these memberships increase in number.

Anahist Signs CBS 'Plan'

ANAHIST CO., Yonkers, N. Y., signed last week for participation in CBS Radio's "Power Plan" shows for three weeks. Shows: *FBI in Peace and War*, Wed.; *Meet Millie*, Thurs.; and *Mr. Keen, Tracer of Lost Persons*, Fri., all at 8-8:30 p.m. First Anahist commercial under the new contract was aired on the *FBI* program Wednesday night a few hours after sponsorship was definitely set. Agency: Ted Bates & Co., N. Y.

MIAMI CH. 7 BID

Trammell Key Man in Consolidated Application

A NEW and unique approach to the problem of the consolidation of two AM stations applying for TV was put before the FCC last week. The WIOD-Miami *Daily News* group (Cox) and WQAM-Miami *Herald* principals joined forces—with Niles Trammell, resigned chairman of NBC board, holding the key to control [CLOSED CIRCUIT, Dec. 8].

Application is in the name of Biscayne Television Corp., applying for Miami's Ch. 7.

Mr. Trammell, who is president and general manager, is practically the controlling stockholder by virtue of his 15% stockholding. This carries the balance of power between the 42.5% held by the Cox group and the 42.5% held by the Knight stockholders.

Corporation was carefully drawn up with balanced stockholders in order to overcome any FCC objection to the "marriage" of the two AM broadcasters in the TV field.

The applicants hope the arrangements—which include a statement assuring the Commission of the continued "arms length" competition of WIOD and WQAM—will convince the FCC that there is no question of duopoly involved.

Two Previous Cases

In two previous cases, the FCC notified the applicants that doubt existed whether a grant of a TV channel could be made without a hearing and "McFarland letters" were sent. They went to Macon Television Co., applicant in Macon, Ga., for uhf Ch. 47, comprising WBML and WNEX, and to El-Cor Television Inc., applicant in Elmira, N. Y., for uhf Ch. 18, composed of WELM Elmira and WCLI Corning, associated with the *Corning* (N. Y.) *Leader*, and WENY Elmira, owned by the *Elmira* (N. Y.) *Star Gazette* [B•T, Dec. 8].

Contract with Biscayne Television gives Mr. Trammell a salary of \$25,000 a year, plus \$10,000 annually for expenses. It also provides for one-year's sick leave with pay.

Mr. Trammell, whose retirement becomes effective Dec. 31 (see separate story this page), will continue as a consultant to the network and RCA. Now 58, he will continue to participate in the network's pension-retirement fund until the age of 65. But his entire time will be devoted to Biscayne, except for his availability for general consultation.

The WIOD group consists of James M. Cox Jr., head of the Cox radio-TV and newspaper properties, who will be a vice president and 30.5% stockholder in the Miami applicant; J. Leonard Reinsch, executive director of the Cox radio-TV properties, secretary and 5% stockholder; James M. LeGate, gen-



Mr. KNIGHT



Mr. COX JR.



Mr. TRAMMELL

... Join in Biscayne's application for Ch. 7 in Miami

eral manager of WIOD, 3.5%; Milton C. Scott, chief engineer of WIOD, 3.5%, and John L. Fox, an executive of WIOD-Miami *Daily News*, as a director.

In addition to the Miami radio-newspaper properties, former Ohio Gov. Cox and Mr. Cox Jr., and family own WHIO-AM-FM-TV Dayton, Ohio; WSB-AM-FM-TV Atlanta, Ga., and the *Dayton News* and *Journal Herald*, *Atlanta Journal* and *Constitution*, and the *Springfield* (Ohio) *News* and *Sun*.

Publisher-broadcaster John S. Knight heads the WQAM group as a vice president and 17.5% stockholder in the Miami applicant. Associated with him is his brother, James L. Knight, treasurer and 10% stockholder; Owen F. Uridge, general manager of WQAM, 5%;

Lee Hills, executive editor of the *Detroit Free Press*, 5%, and C. Blake McDowell, Akron, Ohio, attorney, 5%.

In addition to the WQAM-AM-FM and the *Miami Herald*, and the *Detroit Free Press*, Mr. Knight publishes the *Akron* (Ohio) *Beacon Journal*, which owns 45% of WAKR-AM-FM Akron, holder of a TV grant for Ch. 49 there, and the *Chicago Daily News*, which owns 42% of WIND Chicago.

The application asks for 316 kw with the antenna at the site of the WIOD two-element directional array in Biscayne Bay. The TV antenna will be 443 ft. above average terrain.

Station construction will be \$1,249,951, the applicant estimated. First year's operating costs will

be \$792,000, and revenue is estimated at \$876,000. Affiliation with NBC-TV and ABC-TV is contemplated, the application indicated. Grade A service was calculated at 33 miles from the transmitter site, and Grade B service 50 miles from that point, reaching south to beyond Key Largo and north almost to Lake Worth.

Total assets of the corporation are \$250,000, all paid in by the 11 stockholders. The applicant has commitments from the Winters National Bank and the First National Bank, both of Akron, for a loan of \$500,000 each.

In the event of a grant, Biscayne proposes to buy the land and buildings at the WIOD transmitter site. It plans also to construct ad-

(Continued on page 60)

TRAMMELL'S POST

Sarnoff to Absorb Duties

WITH THE RESIGNATION of NBC Board Chairman Niles Trammell, Brig. Gen. David Sarnoff will act as board chairman of the network in addition to his duties as chairman of the RCA Board, spokesmen said last week.

One of radio's best known figures, and generally acknowledged to be one of its top salesmen, Mr. Trammell resigned effective Dec. 31 to become president of Biscayne Television Corp., Miami TV applicant formed by two major newspaper publishers, James M. Cox Jr., and John S. Knight, and associates (story, this page).

Terminating almost 30 years of active service to RCA-NBC, Mr. Trammell's resignation also covered his position as member of the RCA Board, but he will continue as a consultant to both NBC and the parent corporation.

Whether Gen. Sarnoff will serve as NBC board chairman on a per-

manent basis, or only for an interim period, was not disclosed. He held the post prior to Mr. Trammell's elevation to it from the NBC presidency in October 1949.

Mr. Trammell's contract, covering a 10-year span extending to the retirement age of 65, had about seven years to run when he resigned.

Previous Earnings

The network board chairman was paid \$125,000 last year—\$100,000 in salary, and \$25,000 as incentive compensation. This represented a gain of \$25,000 over what he was paid the preceding year. In addition, on his behalf the company paid \$6,138 into the RCA Retirement Plan, while he contributed a like amount.

Officials said Mr. Trammell, if he continues as a consultant to RCA-NBC until he reaches retirement age, will be eligible for benefits under the retirement plan. In

his status as board chairman, he would have been eligible for approximately \$33,650 a year starting at age 65, according to an RCA proxy statement issued last March.

Mr. Trammell's resignation was announced Tuesday morning, to coincide with the filing of the Miami TV application.

In a formal statement, Gen. Sarnoff said:

"It is with a deep sense of personal regret that I acceded to Mr. Trammell's request to relinquish the chairmanship of the NBC, a post he filled with great distinction as he had done with every other office he held in the RCA and the NBC."

Gen. Sarnoff described him as "a fine example of the opportunity America affords for self-development and personal advancement to the man who wants to work hard, to serve faithfully, and to make his

(Continued on page 38)

NIELSEN STUDY

Radio Group Up Since '49

DESPITE growth of television in the past three years, analysis of a true cross-section of radio stations throughout the country shows the majority have increased circulations since 1949, Arthur C. Nielsen, president of A. C. Nielsen Co., reported today (Monday).



Mr. Nielsen

This conclusion is based on the 1952 Nielsen Coverage Reports for radio and TV, first nationwide study of radio station and network circulation since the second BMB survey completed in 1949, and the first such study for TV. The NCS reports stem from a survey last spring. Subscriber stations now are subscribing individual reports.

Taking a representative group of 96 stations which had not changed power, frequency or network affiliation since the last BMB study, Nielsen found an average coverage increase of 11% daytime and 5% night. To insure statistical stability and significance, the analysis was confined to stations with 1949

circulations of 10,000 homes or more.

These average figures varied widely among individual stations, Mr. Nielsen noted. The 11% average daytime increase ranged from -48% to +213%. The average 5% nighttime increase varied from -63% to +112%.

Increases were found among all types of stations, but were more prevalent among small and medium outlets, while decreases were more noticeable among large stations.

Influence of TV on radio circulation depends on saturation of TV in each area, NCS reported. Where more than 50% of area homes contained television sets the average radio station showed a coverage loss since 1949 of 4% daytime and 30% night. Conversely, where TV ownership is below 10%, radio stations showed average increases of 21% daytime and 31% night.

Other pertinent changes from 1949 to 1952 reported by Mr. Nielsen are: Increase of 11% in total U. S. radio homes; an average decrease of 11% daytime and 29% night in number of radio stations listened to by the typical home; an increase of 5% in the average number of radio and TV stations tuned in by the typical family over the number of radio stations dialed in 1949. (Once-a-week data were used for both years to compare the 1949 BMB figures and 1952 NCS findings.)

Mr. Nielsen said, "In the face of evidence that the over-all levels of national radio listening are down, these first NCS studies sharply emphasize the fact that generalities cannot be applied to a specific market or station. NCS reports show the total number of different homes reached by a specific station

in a specific market in the course of a week. They indicate the net result of the increase in radio homes since 1949, changes in power, frequency and programming, the influence of TV and other factors affecting station coverage."

MBS RENEWALS

Billings Total \$11 Million

ELEVEN MBS programs totaling nearly \$11 million in annual gross billings have been renewed on the Mutual network effective Jan. 1, Adolf N. Hult, MBS vice president in charge of sales, announced last week.

Representing 9 hours and 30 minutes of sponsored time on Mutual, the advertisers signed for 1953 include S. C. Johnson & Son Inc.; Johns Manville Corp.; P. Lorillard Co.; Sterling Drug Inc.; Kellogg Co.; Kraft Foods Corp.; American Federation of Labor, and State Farm Insurance Co.

Among programs renewed: "Ladies Fair," "Queen for a Day," "Bill Henry and the News," and "Frank Edwards News," all five days a week; "S. C. Johnson News Reports," six days weekly [B.T. Dec. 8]; "Wild Bill Hickok," three days; Cecil Brown, two days, and Bobby Benson and Gabriel Heatter, both weekly programs.

Flexiclogs Agency

FLEXICLOGS, New Holstein, Wis. (shoes), has named Phil Gordon Agency, Chicago, to handle its advertising. Phil Abrams is account executive. Broadcasting has been used. Media schedules will be completed in January.

Network Costs Down, Magazines Rising

NBC REPORT

NIGHTTIME radio today offers advertisers the best buy in the industry's history—delivery of a multi-million audience at a new low cost-per-thousand which has steadily declined in the past three years, while cost-per-thousand of leading magazines has risen just as steadily—NBC stated last week in releasing Nielsen Coverage Survey figures on network radio.

All four radio networks show decreased cost-per-thousand while leading magazines show increases, according to data presented by Ruddick C. Lawrence, NBC director of promotion, planning and development, and Hugh M. Beville Jr., director of research and planning. NBC uses BMB figures for 1949 and NCS for 1952 for the weekly radio audience, and Audit Bureau of Circulation figures for magazines for the first six months of each year. The network compares net time cost of a weekly half-hour network program with net cost of a black-and-white magazine page run in each issue throughout a full year. The follow-

ing figures were issued by NBC to show the 1949-1952 trend of media cost-per-thousand:

RADIO NETWORKS (Evening) Per Cent Decrease

| | |
|-----|------|
| NBC | 17.5 |
| CBS | 14.3 |
| MBS | 9.3 |
| ABC | 9.1 |

MAGAZINES Per Cent Increase

| | |
|------------------------|------|
| Ladies' Home Journal | 7.7 |
| Good Housekeeping | 8.4 |
| Woman's Home Companion | 8.9 |
| Better Homes & Gardens | 11.8 |
| Life | 14.5 |
| McCall's | 16.0 |
| Saturday Evening Post | 16.9 |
| Collier's | 24.6 |
| Look | 25.4 |

Sale of 8,335,000 new radio sets so far this year offers further proof of radio's vitality, NBC pointed out.

NATIONAL NIELSEN-RATINGS TOP RADIO PROGRAMS Regular Week October 19-25, 1952 NIELSEN-RATING*

| Current Rank | Program | Current Rating Homes % |
|--|---------------------------------|------------------------|
| EVENING, ONCE-A-WEEK (Average For All Programs) (5.3) | | |
| 1 | Jack Benny (CBS) | 13.5 |
| 2 | Charlie McCarthy Show (CBS) | 11.2 |
| 3 | Amos 'n' Andy (CBS) | 11.2 |
| 4 | Lux Radio Theatre (CBS) | 11.1 |
| 5 | Our Miss Brooks (CBS) | 10.1 |
| 6 | Great Gildersleeve (NBC) | 9.4 |
| 7 | Yankee Doodle (NBC) | 9.3 |
| 8 | Railroad Hour (NBC) | 8.6 |
| 9 | Fibber McGee and Molly (NBC) | 8.4 |
| 10 | People Are Funny (CBS) | 8.2 |
| EVENING, MULTI-WEEKLY (Average For All Programs) (3.4) | | |
| 1 | News of the World (NBC) | 6.1 |
| 2 | One Man's Family (NBC) | 5.9 |
| 3 | Club 15 (CBS) | 5.4 |
| WEEKDAY (Average For All Programs) (4.1) | | |
| 1 | Ma Perkins (CBS) | 7.7 |
| 2 | Guiding Light (CBS) | 7.6 |
| 3 | Our Gal, Sunday (CBS) | 7.2 |
| 4 | Romance of Helen Trent (CBS) | 7.1 |
| 5 | Big Sister (CBS) | 6.8 |
| 6 | Aunt Jenny (CBS) | 6.6 |
| 7 | Right to Happiness (NBC) | 6.6 |
| 8 | Perry Mason (CBS) | 6.4 |
| 9 | Young Dr. Malone (CBS) | 6.4 |
| 10 | This Is Nora Drake (Toni) (CBS) | 6.4 |
| DAY, SUNDAY (Average For All Programs) (2.2) | | |
| 1 | New York Symphony (CBS) | 4.2 |
| 2 | True Detective Mysteries (MBS) | 4.0 |
| 3 | Symphonette (CBS) | 3.7 |
| DAY, SATURDAY (Average For All Programs) (2.6) | | |
| 1 | Stars Over Hollywood (CBS) | 5.1 |
| 2 | Fun For All (CBS) | 4.8 |
| 3 | Theatre of Today (CBS) | 4.7 |

(*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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CANADA RATINGS

Top 10 Programs Listed

MORE Canadian programs this season are among the top 10 evening network programs than ever before. According to November national program ratings of Elliott-Haynes Ltd., Toronto, 5 of 10 leading shows are Canadian. The same percentage applies for the 23 evening network programs covered in the survey.

Leading were American imports, with *Edgar Bergen* having rating of 30, followed by *Amos 'n' Andy* 28.7; *Our Miss Brooks* 25.8; *Radio Theatre* 24.7; *Your Host* 18.6 (Canadian); *Great Gildersleeve* 18.4; *NHL Hockey* 18.1 (Canadian); *Share the Wealth* 17.8 (Canadian); *Treasure Trail* 17.3 (Canadian); and *Ford Theatre* 17.3 (Canadian).

Topping daytime programs in November were *Ma Perkins* 16.2; *Pepper Young's Family* 15.3; *Big Sister* 15.3; *Happy Gang* 14.3 (Canadian), and *Life Can Be Beautiful* 13.6.

Leading evening French-language shows were *Un Homme et Son Peche* 35.2; *Metropole* 28.3; *Radio Carabin* 26; *Tambour Battant* 24.1; *Chanson de l'Escadrille* 24.1.

Five high-rated French-language daytime shows were *Rue Principale* 31.8; *Jeunesse Doree* 30.9; *Les Joyeux Troubadours* 28.3 *Je Vous ai Tant Aimee* 25.4 and *Vies de Femmes* 23.3.

| | Oct. 1951 | Oct. 1952 | % change |
|----------------------|-----------|-----------|----------|
| New York | 12.7 | 17.4 | +37 |
| Los Angeles | 14.7 | 17.3 | +18 |
| Chicago | 12.9 | 16.6 | +29 |
| Philadelphia | 15.9 | 16.2 | +2 |
| Boston | 15.0 | 14.9 | -1 |
| Detroit | 14.2 | 16.2 | +14 |
| Cleveland | 13.8 | 17.4 | +26 |
| St. Louis | 16.9 | 17.8 | +5 |
| Washington | 14.0 | 15.2 | +9 |
| San Francisco | 16.9 | 16.4 | -3 |
| Atlanta | 17.1 | 15.1 | -12 |
| Birmingham | 18.1 | 15.4 | -15 |
| Buffalo | 15.5 | 15.8 | +2 |
| Cincinnati | 13.7 | 15.7 | +15 |
| Dayton | 15.3 | 15.5 | +1 |
| Minneapolis-St. Paul | 17.5 | 17.2 | -2 |
| New Orleans | 21.1 | 21.6 | +2 |
| Seattle | 16.5 | 20.5 | +24 |
| WEIGHTED AVERAGE | 14.4 | 16.8 | +17% |

TV'S SPREAD AND IMPACT *NARTB Looks to Industry Survey*

By J. FRANK BEATTY

TELEVISION broadcasters will start looking for a uniform plan to show station and network circulation—a search that has been going on three decades in sound broadcasting.

Even as seven radio stations were planning a continuing research project to bring out the significance and impact of radio [B•T, Sept. 8], the NARTB's Television Board last week was working out details of a study that will cover video's spread and impact.

Having decided to help TV find a way to discover its strength, the NARTB directors promptly took another step—a plan to cash in on research findings for the benefit of the entire television industry. This action looks toward industrywide sales promotion.

Day and Night Sessions

The NARTB Television Board met Sunday-Monday-Tuesday of last week at Cat Cay, Florida coastal island. Holding both night and day sessions, the board took several major steps in addition to the research and sales promotion projects. Besides, it reviewed from a TV standpoint some of the decisions reached at the Dec. 3-4 joint radio-TV board session [B•T, Dec. 8].

The Florida meeting produced these developments:

- Decision to watch attempts to keep TV cameras out of public events and sports contests, with action to be taken where indicated.
- TV Code Board to hear religious groups on code operation.
- Set of ground rules adopted to help stations follow code provisions.
- Code seal redesigned and wording changed in effort to get public to comment on programs and advertising.
- Be-kind-to-animals clause added to code.
- Committee named to study subscription TV.

In deciding to throw open the whole problem of TV research, with emphasis on circulation, the NARTB TV directors turned down a proposal to contribute \$10,000 toward a project started by the Advertising Research Foundation. This cooperative agency was set up at the instigation of Assn. of National Advertisers along with American Assn. of Advertising Agencies and media. It proposes to conduct cooperatively financed studies of the effectiveness of ways of measuring advertising media, with much emphasis on television.

The NARTB TV directors, after rejecting the ARF proposal, decided that NARTB President Harold E. Fellows should conduct a study of TV research techniques and report to the board "as soon as feasible" on any plan the association staff might develop.

In essence the Fellows study is

to explore the chance of finding a standard of circulation measurement—a standard that sound broadcasters have been groping for since the medium was born in 1920.

Robert D. Swezey, WDSU-TV New Orleans, chairman of the TV board, explained the project this way:

One of the most difficult problems facing television, the fastest growing public service medium, is the selection of a system which reduces to standardized form the measurement of the medium's circulation.

Advertisers know of the medium's selling power, a fact which is demonstrated by the tremendous support which they have offered. But as we grow, and before the nation is saturated with stations—which may be quite some time in the not-too-distant future—we feel it is necessary to establish basic policies now that will meet the needs of the future when competition becomes more intense.

One of these policy problems, of course, is basic research in circulation. We need such a standardized program to demonstrate the value of the medium to new advertisers; and of course we need it to properly evaluate our own business enterprises. In the search for such a single system of standardized measurement we have every intention of profiting fully from the experiments which have been made in the general field, both in radio and other media.

Study Immediate

President Fellows is getting his study underway at once. It appeared at the weekend that the field work would be conducted by an outside research firm.

The research action was taken on motion of Campbell Arnoux, WTAR-TV Norfolk, Va., and seconded by Herbert Akerberg, CBS.

Recognizing that the story of TV's impact must be told to those who buy its facilities, the TV directors felt the time had come to work out a system of industrywide sales promotion. Apparently the need for a separate sales agency such as radio's Broadcast Advertising Bureau is not planned—cer-

tainly not at this time. It was obvious, however, that with 117 U. S. stations on the air and the FCC turning out construction permits at a rapid rate there's obviously a sales promotion problem in TV's future.

The board requested President Fellows "to prepare and propose a long-range well-integrated plan for a continuing industrywide sales promotion of the medium."

President Fellows then told the directors he would see that the study is carried out and submit a report to the next board meeting. This meeting is tentatively set around Feb. 1. It will be held jointly with the Radio Board. One site now considered is Belleair, Fla., where the 1951 winter meeting was held.

The sales promotion study will involve consultation with all of the TV networks and many stations throughout the nation, Mr. Fellows said, adding that stations and networks alike have already made considerable progress in this field. He said the association's effort will be directed toward coordinating these promotion plans and supplementing them with other proposals for all-industry selling. Network members of the board volunteered to help carry out the project.

Much of the board's time was devoted to code consideration. The only change made in the code itself was minor, originating at the suggestion of the National Society for the Prevention of Cruelty to Animals. In essence this new language points out that humane treatment should be given animals in TV programming.

As chairman of the TV Code Board, John E. Fetzer, WKZO-TV Kalamazoo, Mich., reported to the board on enforcement problems. He was flanked by Edward H. Bronson, director of television code affairs.

In reporting on the religious language of the code, Mr. Fetzer told of the plan to hear the reac-

tions of all religious groups to the code language recommending against sale of time to religious organizations. He recalled that the National Council of Churches of Christ had been concerned lest NARTB's code be changed to drop the recommendation [B•T, Dec. 1]. The council had felt such a step might mean that telecasters were going to stop giving free time to churches and try to sell more time to them.

Religious Situation

The religious situation pointed up the danger of misunderstanding in the practical operation of the code. The TV Board was then presented a set of ground rules drawn up by Chairman Fetzer and Mr. Bronson. These ground rules were described as follows:

That the Television Code Board should deal directly with top station and network management in the continuing effort to improve the character of television programming and advertising.

Decisions reached through full Code Board consideration constitute the Code Board's policy on such matters and serve as a guide to everyone concerned.

The Code Board is not prepared to preview scripts or films in advance—but the director of code affairs may render informal and advisory opinions.

The director of code affairs is to handle inquiries from subscribers as "simply as possible by correspondence or telephone."

Every attempt should be made to give stations advisory help so they can more completely render code decisions.

Continuing contact with code subscribers—95 stations at this writing—is necessary, Mr. Fetzer said, so they themselves will become expert in interpreting the letter and spirit of the code. Chairman Fetzer conceded some critics of the standards are saying the document is not effective but he claimed the Code Board members, who have studied the subject thoroughly since it went into effect last March, feel much progress has been made in elevating industry standards and eliminating undesirable practices.

"Serious-minded and thoughtful people in legislative and judicial bodies and among the general public believe we're on the right track," Mr. Fetzer said. "We don't plan to be diverted from our course by unjust criticism—nor do we plan to disregard intelligent comment."

Voluntary efforts made by the networks in code enforcement brought a tribute from Mr. Fetzer. He said Mr. Bronson, as director of TV code affairs, had personally called on all the networks as well as numerous stations on behalf of the code enforcement group.

The proposal to redesign the seal was approved by the full TV board. Idea of the new design is to

(Continued on page 105)



MANAGERS meeting was held Thursday-Friday at Washington headquarters of Westinghouse Radio Stations Inc. Taking part were (seated, l to r): W. C. Swartley, WBZ-AM-TV Boston; Joseph E. Baudino, WRS vice president; Carl Vandagriff, WOWO Fort Wayne. Standing, Eldon Campbell, WRS general sales manager; Frank Tooke, KYW Philadelphia; L. R. Rawlins, KDKA Pittsburgh.

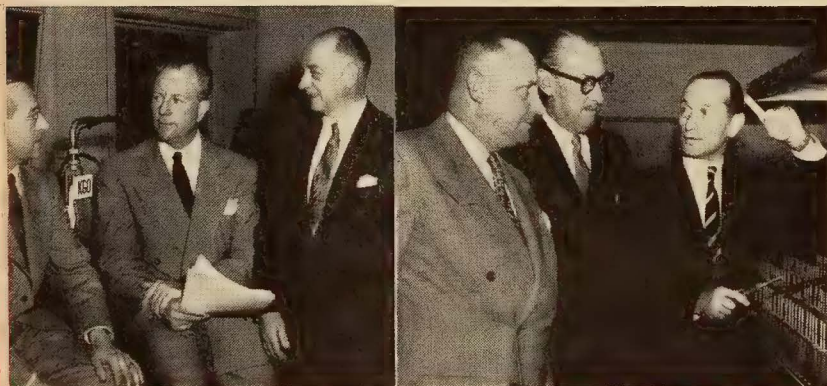


MUTUAL congratulations are offered after performance of NBC radio's *First Nighter*, sponsored by Miller Brewing Co., Milwaukee. L to r: Charles C. Smith, West Coast mgr., Mathisson & Assoc., L. A.; Michael T. Pural, Sierra Div., Miller Co.; Joseph Ainley (in rear), prog. prod.; Barbara Luddy and Olan Soule, program stars.



HELPING to celebrate KWKW Pasadena's 10th anniversary are (l to r) Willard Waterman, star, NBC radio's program, *The Great Gildersleeve*; Claire Hughes, KWKW asst. mgr., and William J. Beaton, gen. mgr. of KWKW.

7-UP Bottling Co., Phila., has signed for 52-week co-sponsorship of *Children's Hour* on WCAU-AM-TV Philadelphia. At lunch following first program are (l to r) H. C. Grigg, pres., 7-Up, St. Louis; Stan Lee Broza, show m. c.; A. Imbesi, 7-UP, Phila.



PLANS for Virgil Pinkley's thrice-weekly quarter-hour ABC newscasts are discussed by (l to r) William W. R. Peterson, mgr., Prudential Insurance Co.; Mr. Pinkley ed.-pub., *Los Angeles Mirror*, and Andrew Potter, radio-TV dir., Calkins & Holden, Carlock, McClinton & Smith, L. A.

CHARLES GLETT (r), CBS v. p. for network services, Hollywood, explains "Izenhour" stage lighting control in new CBS-TV City to Glenhall Taylor (l), mgr., Hollywood office, N. W. Ayer & Son, and Wayne Tiss, mgr., Hollywood office, BBDO.

COMPLETING contract for commercial sponsorship of series of binaural sound transmissions are (seated l to r) Harvey E. Sampson, pres., Harvey Radio Co., and Robert L. Krieger, asst. coml. mgr., WQXR-AM-FM New York; standing, Roy Neusch, Harvey sls. mgr.; Norman S. McGee, WQXR v. p. for sales, and James E. Kovach, WQXR sta. mgr.



MORALS INQUIRY

Report This Week
Is Indicated

POSSIBILITY that the House Commerce subcommittee investigating radio-TV programs for immoral and offensive material might have its final report ready for release this week was indicated last week by Rep. Oren Harris (D-Ark.), chairman of the seven-man subcommittee.

Subcommittee staff is drawing up a report on the basis of recommendations made two weeks ago, after the public hearings came to a close [B•T, Dec. 8]. Rep. Harris said that a meeting of the subcommittee might be held today (Monday) at which time members would go over the report for final approval.

Strong belief exists among those who have followed the hearings that the subcommittee will not recommend legislation to censor broadcast programs.

These same sources believe, however, that the subcommittee will stress licensees' responsibilities as to what goes out on the air from their stations. This has been a key consideration in the hearings which began early last June [B•T, June 9].

Because of the widespread publicity, within the industry as well as to the general public, the subcommittee may indicate that its probe had a salutary effect, it is believed. Call for the continuance of the committee, in some form or other, as a "watchdog" group is also looked for by those who have watched the proceedings.

'Dry' Witnesses

Great majority of witnesses were temperance and dry representatives, striving to have liquor, beer and wine commercials prohibited from the air.

Next in numbers were industry-advertising appearances. Their recommendations all stressed one thing: That the subcommittee not recommend legislation which would give the FCC the right to censor programs. Observations from most of the members of the subcommittee indicated that they, too, were against censorship.

Although the probe was instituted following House passage of a resolution to investigate "immoral" and "offensive" radio-TV programs submitted by Rep. E. C. Gathings (D-Ark.), complaints against performers and program material were least in number.

Effect of crime and horror shows on children was the basis for the majority of these charges. Few specific accusations were levelled at indecent performances.

Rep. Gathings charged that he had witnessed a "hootchy-cootchy" dance on a TV program when he appeared as the lead-off witness last June. This was later determined to have been a film of a Haitian native dance. He was one of the very few who alleged indecency.

Subcommittee heard network officials as well as NARTB executives during the course of the hearings. All urged that the industry be given a chance to regulate itself

and referred to the radio and TV codes.

In windup sessions two weeks ago, FCC Chairman Paul A. Walker, who shied from any request for censorship powers, was asked whether he favored licensing of networks. He replied that he did. He also declared he was in favor of the prohibition of hard liquor advertising on the air, but not beer and light wines. He emphasized that these were personal opinions and not official FCC recommendations.

Klein's View

Subcommittee member Rep. Arthur G. Klein (D-N.Y.) early in the hearings expressed the view that if a listener or viewer did not like what he was hearing or seeing he could turn his receiver off. Later, the New York congressman reversed himself [B•T, Sept. 29].

It was Mr. Klein who suggested to FCC Chairman Walker that all broadcast stations contribute free time for political candidates during a campaign. He also urged that stations be required to maintain a record of all that goes out over its transmitter.

In addition to Reps. Harris and Klein, the subcommittee is composed of Democratic Reps. F. Ertel Carlyle (N. C.) and Homer Thornberry (Tex.), and Republican Reps. Joseph P. O'Hara (Minn.), J. Edgar Chenoweth (Col.) and Harnar D. Denny Jr. (Pa.).

ANTI-TRUST SUIT

Is Filed Against Decca

AN anti-trust consent judgment against Decca Records Inc. and The Decca Record Co. Ltd. of London, England, has been entered in the Federal District Court in New York City, Atty. Gen. James P. McGranery announced last Wednesday.

The judgment terminates "restraints" in the manufacture and sale of commercial phonograph records and prohibits each of the Decca firms from entering into any agreement with the other, or with Electric & Musical Industries Ltd., the Justice Dept. announcement said.

The government's complaint was filed Aug. 3, 1948, naming the two Decca companies and E&M as co-conspirators. It charged that they entered into cartel agreements dividing world markets into territories and limiting the sales of records to those areas.

The judgment involves terms upon which the two Decca firms will lease matrices (from which records are pressed in other countries) to each other or to E&M.

ZWORYKIN HONOR AIEE Awards Edison Medal

AMERICAN Institute of Electrical Engineers last Friday announced award of its 1952 Edison Medal to



Dr. V. K. Zworykin, pioneer researcher in electronics, who is vice president and technical consultant of RCA Labs. Div., Princeton, N. J.

The medal will be presented to Dr. Zworykin at the opening session of AIEE's five-day winter General Meeting Jan. 19 at New York's Hotel Statler, for "outstanding contribution to the concept and design of electronic components and systems."

The award is the latest of many won by Dr. Zworykin, according to H. H. Henline, Institute secretary, who made the announcement. Dr. Zworykin has been associated with RCA since 1929.

A pioneer in electronic research since his pre-World War I undergraduate days at the Petrograd (Russia) Institute of Technology, Dr. Zworykin evolved basic principles of the iconoscope television pickup tube after coming to the U. S. in 1919, afterward helping develop the tube for practical picture transmission. He also was a leader in development of the kinescope video picture tube and did pioneer work on secondary emission multipliers, image tubes, electronic microscope and industrial TV systems.

Other honors which have gone to Dr. Zworykin include the Institute of Radio Engineers' Morris Liebmann Memorial Prize, Howard N. Potts Medal of the Franklin Institute and AIEE's Lamme Medal, all for TV work, and the Poor Richard Club Gold Medal for Achievement and Chevalier Cross of the French Legion of Honor.

He is a member of National Academy of Sciences, American Academy of Arts and Sciences, American Philosophical Society, National Research Council and an officer of the French Academy of Science. He is a fellow of AIEE, IRE, American Physical Society and American Assn. for the Advancement of Science.

At His Word

JIM MORGAN, radio-TV director for Raymond R. Morgan Co., Hollywood, on *Don Lee Queen for a Day* and *Lucky U Ranch*, also writes the daily "Unofficial Weather Report" in the *Hollywood Citizen News*. In a recent dispatch he suggested that dispositions might improve with sunny days, and bosses might be receptive to being hit for raises. The following day, his entire staff, faithful readers of his column, asked for raises.



GOV. HERMAN TALMADGE of Georgia displays a pair of MBS' "Mr. Plus" red suspenders. Gift was presented by Victor Diehm, president, WAZL Hazleton, Pa., and vice president, WIDE Biddeford, Me., during the Mutual Affiliates Regional Meeting in Georgia. At the suspender ceremony (l to r): William H. Fineshriber Jr., MBS executive vice president; J. Glen Taylor, MBS board member; Gov. Talmadge; Charles Godwin, director of station relations; Mr. Diehm, who also is a member of the Mutual Affiliates Advisory Committee; E. M. Johnson, MBS vice president for station relations and engineering; Robert Rounsaville, WQXI Atlanta, and Robert A. Schmid, MBS vice president for advertising, public relations and research.

SRA NAMES BLAIR

Assn. Expands Plans

JOHN BLAIR, board chairman of John Blair & Co., radio station representation firm, and of Blair TV Inc., TV station representative, was elected president of Station Representatives Assn. at its annual meeting Dec. 10.

Also elected were John E. Pearson, John E. Pearson Co., vice president;



Mr. Blair

Free & Peters; Joseph Timlin, Branham Co.

SRA adopted an increased budget and dues schedule for the new year and voted for increased personnel at the association office, which Thomas F. Flanagan will continue to head as managing director.

Mr. Weed, in his annual report, recommended that the spot radio and TV clinics held by the association not only be continued but expanded on a regional or national scale. The directors authorized preparation of a new presentation, "How to Use Spot Radio," for use early in 1953. In addition to the annual SRA Spot Radio Estimator, the group also decided to publish a new directory of members and the stations they represent for the use of advertisers and agencies.

Other Standards

Success of the organization's efforts in developing a standard TV station identification formula has encouraged SRA to work on other standards, which will be announced shortly, Mr. Weed said.

Assuming office Mr. Blair said:

I am delighted at this new opportunity to be of service to our industry. The increasing vigor of those engaged in the national spot field is reflected,

★ of course, in the increased volume of business we have enjoyed continuously for many years. It is also reflected in the heightened activity of SRA, which this year, under the able direction of Tom Flanagan and Joe Weed, expressed itself in such projects as a new spot radio presentation, a new Spot Estimator, about to be released, standardization of ID [station identification] requirements for television stations—now universally accepted—and the Spot Clinics. It is gratifying to note that, while we are vigorously competitive with other media, a substantial number of association projects are in the nature of direct service to the industry, especially the agencies. We expect to continue this kind of activity.

Now that total national spot radio volume has passed total network revenue, it is obvious that more and more advertisers have become aware that radio is the only truly national medium—the only medium which reaches virtually the entire population. As the freeze slowly lifts, the same becomes true of the sister broadcast medium, television, market by market. The use of spot radio and spot television is a challenge to the agency—they require the utmost care and judgment in their use. But because they are the only truly national media which can be tailored to the exact merchandising and distribution pattern of any advertiser, agencies which are fundamentally interested in getting results for their clients are making the investment in time and study which the media require.

New Panel Show

SERUTAN CO., Newark, will sponsor a new panel show, *Wisdom of the Ages*, on DuMont TV Network, Tues., 9:30-10 p.m. EST, starting Jan. 6 for 52 weeks. Agency is Ed Kletter Assoc., N. Y.

HOWE BUYS WIRA

After Service With AF

JAMES L. HOWE, who built WCTC New Brunswick, N. J., after his release from military service in World War II, got out last week after a second hitch and promptly expanded his radio operations again.

Major Howe, president and majority owner of WCTC, signed Monday for the acquisition of WIRA Fort Pierce, Fla., from Douglas Silvers and O. L. Peacock for \$62,450, subject to FCC approval. The application to the Commission is being prepared for filing within a fortnight by John H. Midlen, Washington radio attorney.

Purchase of WIRA, a 250 w outlet on 1400 kc, is being made in the name of Chanticleer Broadcasting Co., licensee of WCTC. Mr. Howe owns 51% of the stock. The rest is held by a number of businessmen in the New Brunswick area.

Mr. Howe plans to supervise the WIRA operations under the new ownership, at least at the outset, but said he contemplated no changes in personnel.

Before he was called back into the Air Force in March 1951, Mr. Howe took an active role in New Jersey radio affairs. He helped to organize, and was the first president of, the New Jersey Broadcasters Assn. He also was instrumental in the formation of the original New Jersey Network, which became the Civil Defense Network of the state.

NBC-TV at Bowls

NBC-TV announced Thursday it will present the Pro Bowl football game from Los Angeles Jan. 10, 4:15-7 p.m. EST and the Poinsettia Bowl (all-service championship) from San Diego next Saturday, 2:30-5:30 p.m. EST. NBC-TV also will cover the Rose Bowl and Cotton Bowl games on New Year's Day.



BILL ROBINSON (l), vice president in charge of programming for WLW Cincinnati, and Norm Cash (r), WLW general sales manager, look at *Krazy Kwik* recording held by Walter Phillips, WLW disc jockey. *Krazy Kwik* is a new WLW show based on pattern between Mr. Phillips and excerpts from recorded commercials.

KOREAN BREAK

NBC Denies Violation

NBC news executives denied last week that they had violated an agreement among the various networks to delay the use of the pool report on Gen. Eisenhower's Korean trip in event the news broke at a time when regular networking facilities were not available.

NBC scored at least an hour's beat over its rivals on the 7 a.m. newsbreak because it had ordered standby facilities from AT&T covering the period from 7 a.m. until normal network opening time an hour later. Other networks did not have network lines available until their regular opening hours. CBS Radio news executives protested that the networks had agreed in advance to hold up the pool report, by Everett Holles of Mutual, in such case [B•T, Dec. 8].

NBC authorities denied there had been any agreement to delay use of the pool broadcast. They cited a letter from Milton Burgh, MBS news director, summarizing arrangements made at a meeting of representatives of the various networks to work out pool operations. On timing the letter said: "It is our endeavor to have report come on even one-half or one-quarter-hour periods. Preferred times are 10 a.m. EST or 4:30 p.m. EST."

The fact that 10 a.m. was a "preferred" time did not mean the report had to be held until then, NBC authorities maintained.

Even though the others could not put the Holles report on their networks until their normal opening



EXPANSION during the past year at WKRC-AM-FM-TV Cincinnati led to several changes. Among those involved were (l to r) Wilford H. Kennedy, promoted to chief engineer for WKRC-AM-FM; George Wilson, who becomes director of engineering with full technical supervision, and Hugh J. LaCrosse, promoted to WKRC-TV chief engineer.

times—and Mutual withheld use of the pool broadcast itself until 10 a.m., although Mr. Holles is an MBS newsman—stations individually flashed the news of Gen. Eisenhower's trip shortly after the 7 a.m. break, based on wire service reports.

Fact that films of the trip, made by a newsreel cameraman also assigned to represent TV, were not delivered until Dec. 7, two days after the story broke, prompted speculation among TV authorities that delivery had been deliberately delayed.

NBC-TV got its own films, made by its cameraman, Jules Zenier, and flown back by NBC Presidential Reporter Frank Bourgholtzer on a special round-trip mission,

on the air at 5:30 p.m. on Dec. 7.

DuMont TV Network claimed a 45-minute beat on use of the pool films, which it put on the air at 4:45 p.m. Dec. 7.

NEW WBZ POSTS

Go to Hauser, Duffield

NEW administrative posts at WBZ-AM-TV Boston will be filled by two long-service Westinghouse Radio Stations men, W. C. Swartley, station manager, announced last week.

Named as WBZ-AM-TV assistant manager is Willard H. Hauser, formerly chief engineer of the stations, who will take over broad administrative responsibilities for both radio and video operations, including technical duties, Mr. Swartley said.

Robert G. Duffield, KDKA Pittsburgh manager, will be shifted to WBZ-TV next Monday as television film and traffic manager, heading a new department which consolidates all station film and TV traffic operations.

Mr. Hauser, who has been with Westinghouse 24 years and who has been WBZ chief engineer since October 1943, has been assigned additional duties from time to time since opening of the WBZ radio-TV center in June 1948, Mr. Swartley said.

Mr. Duffield's service with Westinghouse radio dates back to 1928. After serving in World War II as a Signal Corps lieutenant colonel, he was manager of WOWO Fort Wayne, Ind., until July 1951, when he was named KDKA manager.



Mr. Hauser



Mr. Duffield

IKE'S SECURITY

Radio-TV Helped Preserve

RADIO-TV and other media have been commended by Secretary of Defense Robert Lovett for "self-restraint and help in observing precautionary measures" imposed during President-elect Dwight Eisenhower's Korean trip.

In a statement Dec. 5, Secretary Lovett thanked radio, television, press and newsreels in the United States for their assistance in preserving the news blackout of the General's tour. "We feel that the public should be aware of the help rendered us in response to our Nov. 20 request for cooperation," he added.

The Defense Secretary referred to the Defense Dept. request which preceded selection of newsmen to accompany Gen. Eisenhower. Original pool excluded radio and television newsmen but was broadened to include them after a concerted industry protest [B•T, Dec. 1, Nov. 24].

MBS' Everett Holles represented radio, and NBC cameraman Julius Zenier, TV, on the trip, filing their reports after the blackout was removed. Pictorial report on the General's trip was aired on network programs, including CBS-TV's *See It Now* and NBC-TV's *Today* and others.

Meanwhile, Korea pool media representatives accompanied Gen. Eisenhower to Guam and Pearl Harbor last week. Discussions and decisions on U. S. foreign policy taken by the President-elect and his advisers were blacked out at the source, however, with newsmen unable to report any details.

CENSORSHIP

Services Give Korean Policy

FIELD censorship in Korea will be vested with public information offices of the Army, Navy and Air Force rather than intelligence officers of the various services, it was announced last Thursday.

The services said liberalized procedures for field censorship on news in combat zones will assure prompt release of information. News will be censored "for security only," not for policy, it was explained.

The new regulations were regarded as a victory for critical newspaper editors who sought more rapid handling of the news. What effect they would have on radio-TV correspondents in Korea or when they would become effective were not immediately known. It was believed the policy would benefit broadcast media, which emphasize speed in transmission.

The authority of field press censors, who will be trained in applying the new regulations during maneuvers next year, "will not be used to prevent the transmission of news upon the ground of anticipated adverse reaction by the American public," it was said.

PRINCETON-WNBT JOINT STUDY

Educational TV Problems and Potential To Be Explored

JOINT project by Princeton U. and WNBT (TV) New York designed to explore the problems and potentials of educational television was announced for release today (Monday) by President Harold W. Dodds of Princeton and Ted Cott, NBC vice president and general manager of WNBC-WNBT.

The first step, according to Mr. Cott, will be a survey of the field by Princeton faculty members with WNBT placing its staff and facilities at the university's disposal. Appointed to the survey team, under a special WNBT grant, are Assistant Prof. Thomas Riggs Jr. of the Dept. of English and assistant Prof. Richard Harbinger of the Dept. of Air Science. Assigned to work with the faculty men is Richard Pack, director of programs and operations for WNBC-WNBT.

Mr. Cott said the survey specifically seeks to learn how television can best serve the modern university, how Princeton can make the most effective use of TV, what the best TV formats and techniques for presentation of educational ma-

terial are, and what the objectives of Princeton-WNBT cooperation should be.

Mr. Cott outlined the following phases of the project: (1) Mutual education of university and network representatives in the common problem; (2) research into what has been done on commercial and educational channels; (3) experimentation with actual programs and (4) provision for use of lessons learned, in whatever form seems feasible, from publication to program production.

Mutual Problem

President Dodds commented that the "problem of education and television is also one of the mutual education of both broadcasters and educators."

Remarking that experimentation is as much in place in a studio as in a scientific laboratory, Mr. Cott declared that the results of the Princeton project should be of interest and importance to the community and the nation.



Like brandy goes with cigars


More listeners-per-dollar and W-I-T-H go together just like brandy goes with cigars! It's a natural combination!

Baltimore retailers know all about this. *That's why W-I-T-H carries the advertising of twice as many of them as any station in town!*

These more listeners-per-dollar that W-I-T-H delivers mean *low cost results!* That's what you want from radio, isn't it?

Let W-I-T-H produce for you too—at low, **LOW** cost!
Your Forjoe man will give you the whole story.

IN BALTIMORE

WITH 

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

FCC WARNS

VEILED warning that FCC may be forced to take action unless the radio-TV manufacturing industry puts its house in order and acts to suppress spurious radiations from transmitters and receivers, was implied by the Commission in a letter last week to the Joint Technical Advisory Committee.

The letter requested that JTAC study the problem of limiting spurious radiations from transmitters and receivers. It called attention to the newly-published JTAC report on radio spectrum conservation.

Fear that uncorrected interference from transmitters and receivers might jeopardize the TV table of allocations of uhf channels also was expressed.

"Since the entire uhf plan was based upon the assumption that such standards [41.25 mc receiver intermediate frequency] would be adhered to, this apparent lack of standardization casts doubt on the continuing validity of the plan," the FCC wrote.

JTAC is scheduled to meet Dec. 18 at which time the subject of the FCC's request will be taken up. It is believed a subcommittee will be appointed on the radiation problem.

Problem of interference from spurious radiations from transmitters and receivers has become more acute in recent years, the Commission said.

In TV, the problem has become critical, the Commission said, because the harmonics from transmitters fall in the wavelengths used by aviation communications and navigational facilities.

Current TV transmitters, which use only a 30 db suppression, are "clearly not sufficient to achieve adequate harmonic suppression," the FCC said. It referred to its rule-making proposal several weeks ago to require TV transmitters to have a 60 db suppression [B•T, Dec. 1].

FCC Not Satisfied

The Commission said it was not satisfied "that the rate of industry progress [referring to suppression of receiver emissions] is consistent with the seriousness and urgency of the problem." It referred to its letter last September to Radio-Television Mfrs. Assn. on the problem [B•T, Sept. 29].

The September letter to RTMA was answered by Glen McDaniel, then president of the manufacturers' trade association, who told the Commission that RTMA Committee R-15 was working on the problem and hoped to submit findings to the Commission in the near future.

For the last few years the Commission has had outstanding a proposal that would require all devices that are not technically transmitters to curb radiations to 15 uv/m at 100 feet.

Specific request to JTAC was contained in the following list of topics recommended for study:

1. The limits which should be established for radiations, which are incidental to the operation of equipment and which do not fall within allocated frequency bands, to assure safe and reasonable protection from interference

Of Possible Action On False Radiations

to radio broadcasting, communication and navigation services.

2. Review the technical problem of reducing spurious radiation from various devices to determine the feasibility of the suppression measures necessary to accomplish the radiation limitations determined under Item 1.

3. Review the problem of instrumentation necessary to effectuate a national program of the control of spurious radiation. The study should consider the practical problems of quality control measurements for the factory and simple tests which can be applied in the field to completed installations.

4. Study the procedures and organizational activity in this field to determine whether additional effort is required to coordinate interference reduction efforts.

5. Determine any needed action to coordinate the external performance of receivers with the engineering of service and station allocations.

'FREE ENTERPRISE TRAIN'

Would Exhibit Progress, Products of Industries

ADVERTISING executive J. Carson Brantley's dream of "Free Enterprise Train" is well on the way to reality.



Mr. Brantley

Mr. Brantley, head of the Salisbury, N. C., advertising firm bearing his name and advertising director of Stanback Co., has completed details after two years labor.

"Free Enterprise Train," as envisioned by Mr. Brantley, will tell the story of free enterprise in the U. S. through a series of exhibits aboard a special train.

Mr. Brantley has been in the advertising field a quarter century. His agency has been credited with being one of the first to adopt radio as a major medium and he has been credited with having pioneered the dramatized radio commercial. His accounts have included such major advertisers as R. J. Reynolds Tobacco Co. and at one time his placements exceeded 500 broadcasts daily the year round.

Major industry leaders have been invited to purchase a minimum of a half car for participation. Each half car of exhibition space will cost the participating company \$75,000.

The train is to exhibit at 83 cities in 36 states, beginning in Washington, D. C., around next May 1. It will tour four months, with one to three days exhibition time at each stop, according to population.

Mr. Brantley plans exhibits by 22 major industries on 11 cars, with participation limited to industries of national prestige. Exhibition theme would show continuity of progress from the founding of each firm to its current operation and



OBSERVANCE of the 27th anniversary of Grand Ole Opry at WSM Nashville, Tenn. drew agency and station executives, and more than 100 rural disc jockeys. Enjoying cocktail party festivities which preceded dinner, are (l to r): Max Wylie, William Esty Co., New York; Minnie Pearl, Opry entertainer, WSM; Jack Stapp, WSM program director; Judge Hay, originator of Grand Ole Opry; Uncle Ollie Hamilton, WJZM Clarksville, Tenn.; Eddie Birnbreyer, William Esty. Special section of 100 seats was set off for visiting guests who mingled with show's personalities after anniversary program. WSM reports program was so successful it plans to hold an annual observance.

WBT SHIFTS

Sales Staff Is Reorganized

WALLACE J. JORGENSEN has been named national sales manager of WBT WBT (TV) Charlotte, N. C., it was announced last week.



Mr. Jorgenson

Mr. Jorgenson formerly was WBT general sales manager.

Other changes announced were the elevation of Bennett K. McKinnon from WBT local sales manager to Carolinas sales manager, and Paul B.

Marion, formerly WBT sales representative, to WBT Carolinas sales manager.

All three sales managers will work directly under J. R. Covington, assistant vice president in charge of sales and promotion. All appointments are effective Jan. 1.

Shifts result from the resignation of Keith S. Byerly, WBT general sales manager, who accepted a post as manager of the Atlanta office of the Katz Agency.

Charles H. Crutchfield, executive vice president and general manager, Jefferson Standard Broadcasting Co., licensee of the stations, commented:

"We have accepted Mr. Byerly's resignation with genuine regret. He has contributed substantially to the sales progress of our station for over six years. He carried with him to his new position our sincere thanks and best wishes."



Mr. Marion



Mr. McKinnon

its product.

In a brochure sent to prospective exhibitors, Mr. Brantley explained, "Your exhibit should be a revealing and inspiring panorama of the birth, progress and present-day operation of your company, culminating in a striking display of your product or products."

Prospective exhibitors are advised they can design, build and install their exhibits or assign any part of the operation to the display contractor for the train.

Three cars (six half-car exhibits) are to be devoted to the general theme, "This Is America." In addition to the 22 industry exhibits, this general theme would be carried out in other half-car exhibits:

Democracy and industry at work; religion and the American way of life; education and advancement of truth in a free world; labor in a democracy—progress since 1900—statistics; the farmer in a democratic agriculture, and science and advancement of human welfare.

Advance units would contact mayors, ministers, educators, civic clubs, newspapers and radio and television stations, Mr. Brantley noted. The "Free Enterprise Train" publicity organization—aboard the train—is to plan and direct national and local publicity.

Payment of the \$75,000 is contingent on participation by at least 18 exhibitors.

Mr. Brantley, now 49, began his own agency in 1928. His was one of the first agencies to realize radio's worth. A Boston station reportedly gave his agency credit as the first to air dramatized commercials. At one time the agency's radio placements exceeded 500 broadcasts daily the year around [B•T, April 28, 1941].

Further details about "Free Enterprise Train" may be obtained from Mr. Brantley, Salisbury, N. C.

in South Bend, Indiana

WSBT-TV

ANNOUNCES THE APPOINTMENT OF

Paul H. Raymer Company

AS THEIR NATIONAL REPRESENTATIVE

WSBT-TV THE SOUTH BEND TRIBUNE STATION

HERE'S



HERE'S WHAT YOU GET!

1

SPECIAL SALES: Product featured in Special Sales conducted by each of eleven participating Food Groups ... comprising more than 4000 grocery stores with an annual food dollar volume equal to 75% of the retail food volume done in metropolitan Chicago.

2

SALES BULLETINS: Product featured in Sales Bulletins from Food Group Headquarters to member stores ... and store managers directed to give special display, promotion and selling effort to WLS-advertised products.

3

NEWSPAPER ADVERTISING: Product featured in Chicago newspaper advertising by the various Food Groups during the weeks of their respective promotions.

4

SPECIAL DISPLAYS: Product given special display treatment, with Window Banners, dump or basket displays, Circulars and other point-of-purchase material from the eleven participating Food Groups.

5

SHELF TALKERS: Product high-pointed with Shelf Talkers which effectively bring it to the special attention of shoppers at the psychological moment and step up sales even more.

WLS OPERATION GROCER

CERTIFIED

We enjoyed an average increase of between 13% and 14% on all items advertised during the sale, advises K. Stupp of Certified Grocers of Illinois, Inc.

PROOF *that* "OPERATION GROCER" CREATES SALES...

NATIONAL

One of the most successful sales and prestige building promotions we've experienced this year, reports E. J. Chaplicki, Chicago Branch Manager, National Tea Co.

CENTRELLA

Sales of WLS advertised products showed increases of 20% to 167% during the sale . . . and up to 50% increase since the sale, according to H. G. Jasker, Vice President, Central Grocers Cooperative, Inc.

MIDWEST

Although the general trend of retail sales, locally, was below normal, our sales rose nearly 8% due, largely, to this promotion, says Stanley M. Dunin, Merchandising Manager, Midwest Grocery Co.

PROGRESSIVE

It is with a great deal of pleasure that I am able to report an increase of 8½% in the movement of WLS advertised products during our tie-in promotion, writes J. R. Hulbert, Merchandising Manager of Progressive Food Stores, Inc.

Step up the sales of *your* grocery-sold product in the great Chicago market by making it a part of the time-tested, result-proven, OPERATION GROCER Merchandising-Advertising Plan. The above are typical accomplishments . . . many report far greater sales increases from their participation in OPERATION GROCER. Your John Blair man can supply *all* the facts . . . facts you should have if you're interested in increasing *your* sales in the nation's second largest market. Write, 'phone or wire *today* for complete information!



WLTV Sold to Crosley for \$1.5 Million

(Continued from page 23)

stock to Crosley, but may continue as general manager and operating head.

In his announcement, Mr. Shouse expressed hope that the present management and operating personnel of WLTV will stay with the station. The reputation of Crosley for operating outstanding TV and radio properties was praised by Mr. Lane, who said that under the new ownership WLTV would be a top-notch facility and perform maximum service in the public interest.

WLTV was Atlanta's third TV station. The others are WSB-TV, owned by the Atlanta Newspapers Inc., now on Ch. 2, and WAGA-TV, owned by Storer Broadcasting Co., assigned to Ch. 5.

WLTV was acquired by Broadcasting Inc., from the Atlanta Newspaper Inc., following consolidation of the *Journal* and the *Constitution* in 1951. The *Journal* had operated WSB and WSB-TV, while the *Constitution* had held the construction permit for WCON-TV. Because of the duopoly regulations, one of the AM stations and one of the TV permits had to be disposed of. WCON-AM was discontinued, while WSB-TV took over the Ch. 2 assignment of WCON-TV, and the equipment for the Ch. 8 assign-

ment was sold to Broadcasting Inc. This transaction, closed in March, 1951, covered transmitter, building and land as well as FM equipment. It involved an initial \$525,000 outlay but Broadcasting Inc. is now reported as having in excess of \$1,250,000 in the property.

There have been periodic reports that WLTV was for sale. Last summer it was learned that Westinghouse Stations Inc., had tacitly agreed to purchase the property for approximately the same figure—\$1,400,000. It was then estimated that another half-million to \$600,000 would be entailed in bringing the station to maximum permissible power of 316 kw, which would involve a new transmitter location, new transmitter and tower. At that time, however, the station was losing money.

The Atlanta group in Broadcasting Inc. is headed by Walter C. Sturdivant, president, owner of the Montgomery Knitting Mills of Summerville, Ga. Other major stockholders, in addition to General Manager Lane, include Clement C. Evans, Alfred Kennedy Jr., Harris Robertson and Arthur Montgomery. The station was the 108th to go on the air and the last of the "pre-freeze" operations.

SUBSCRIPTION TV

Faught Sees in One Year

BELIEF subscription TV will receive FCC approval within a year and will be available to home viewers within three years was expressed last Monday by Dr. Millard C. Faught, head of his own New York firm of management consultants.

In a talk to the Electric Club of Los Angeles, Dr. Faught claimed "the dollar signs in TV's economics will never stop chasing their tails until TV gets its own box office."

Dr. Faught said tremendous marketing potentials of video will not be realized until such time and "everybody who has anything to do with television, from sponsor to viewer," will be better off.

"It will make more video stations economically possible by giving all stations, big and small, an added source of revenue," he said. "Culture commodities—such as spectator sports, opera, Broadway plays and education—will be merchandisable via television, giving more people more reasons to buy and use TV sets."

Dr. Faught said the advertiser will not lose his audience under such a system, because family entertainment budget limitations "would still keep the average set available to the sponsor at least 90% of the time."

Shades of CBS-TV

THE COLOR in television—black-and-white television, that is—is gray, CBS-TV has decided. The network reported last week that, for monochrome TV, gray has been found to be "such a handy, functional color" that sets for virtually all CBS-TV shows, particularly dramatic productions, will be done in different shades of gray. Other colors are "unpredictable" on TV, according to Carlton Winckler, production manager of CBS-TV's operations department.

DuMont's Tele-Centre

PROGRAM, engineering, teletranscription and film syndication departments of the DuMont Television Network will occupy new quarters at the network's new Tele-Centre at 205 East 67th St., New York, effective today (Monday). Transfer of office equipment from the main DuMont network offices at 515 Madison Ave. was to be completed over the weekend. Tele-Centre [B•T, Nov. 24] eventually will become the main source of programming for the network, starting in January when the first of the building's five studios is expected to be ready for telecasting.

WORTH

the New York station
where listeners listen
and sponsors sell... key
station of MUTUAL
Broadcasting System

RADIO HOMES CENSUS

Ind., N.C., D.C., Wash., Minn. Listed

NUMBER of radio homes in Indiana, North Carolina, District of Columbia, State of Washington and Minnesota is shown in official figures just released by the U. S. Census Bureau. Figures show the official tabulation of radio homes as determined by the 1950 decennial census.

but TV circulation is based on April 1950, when fewer than 5 million TV receivers had been manufactured and stations were just coming on the air in most areas. Present TV circulation for the nation as a whole is nearing 20 million sets.

Official census data for the states follow:

Television homes also are shown

STATISTICS in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 14 for Indiana, 33 for North Carolina, 9 for D. C., 47 for State of Washington and 23 for Minnesota, will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 55, 65, 25, 40 and 50 cents per copy, respectively.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, No. 14, 33, 9, 47 and 23, now available from the Superintendent of Documents at 20, 20, 15, 30 and 25 cents a copy, respectively. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, No. 14, 33, 9, 47 and 23 available from the Superintendent of Documents, at 60, 65, 25, 45 and 55 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—INDIANA

| Area | Total population | Total occupied dwelling units | RADIO | | | TELEVISION | | |
|------|------------------|-------------------------------|------------------|------------|----------|------------------|---------|----------|
| | | | Number reporting | With Radio | | Number reporting | With TV | |
| | | | | Number | Per Cent | | Number | Per Cent |

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—INDIANA

| | | | | | | | | | |
|-----------------|-----------|-----------|-----------|-----------|------|---------|-----------|--------|------|
| The State | 3,934,224 | 1,168,916 | 1,156,170 | 1,114,485 | 96.4 | 826,604 | 1,152,170 | 75,180 | 6.5 |
| S.M.A. | | | | | | | | | |
| Evansville | 160,422 | 47,597 | 47,140 | 45,255 | 96.0 | 31,356 | 47,045 | 320 | 0.7 |
| Fort Wayne | 183,722 | 54,818 | 54,785 | 53,845 | 98.3 | 39,150 | 54,685 | 515 | 0.9 |
| Indianapolis | 551,777 | 167,571 | 165,015 | 160,835 | 97.5 | 120,282 | 164,335 | 13,515 | 8.2 |
| Muncie | 90,252 | 27,308 | 27,110 | 26,395 | 97.4 | 19,877 | 27,105 | 805 | 3.0 |
| South Bend | 205,058 | 59,230 | 58,890 | 57,845 | 98.2 | 40,180 | 58,800 | 2,855 | 4.9 |
| Terre Haute | 105,160 | 33,510 | 33,195 | 31,625 | 95.3 | 25,651 | 33,135 | 245 | 0.7 |
| URBANIZED AREAS | | | | | | | | | |
| Evansville | 137,573 | 41,786 | 41,325 | 39,630 | 95.9 | * | 41,220 | 260 | 0.6 |
| Fort Wayne | 140,314 | 43,006 | 42,930 | 42,415 | 98.8 | * | 42,835 | 365 | 0.9 |
| Indianapolis | 502,375 | 153,812 | 151,315 | 147,390 | 97.4 | * | 150,685 | 12,150 | 8.1 |
| South Bend | 168,165 | 49,007 | 48,815 | 48,010 | 98.4 | * | 48,735 | 2,075 | 4.3 |
| Terre Haute | 78,028 | 25,733 | 25,470 | 24,260 | 95.2 | * | 25,405 | 155 | 0.6 |
| URBAN PLACES | | | | | | | | | |
| Anderson | 46,820 | 15,164 | 14,930 | 14,605 | 97.8 | 11,376 | 14,895 | 685 | 4.6 |
| Bedford | 12,562 | 4,027 | 4,030 | 3,875 | 96.2 | 3,233 | 4,015 | 55 | 1.4 |
| Bloomington | 28,163 | 6,941 | 6,940 | 6,645 | 95.7 | 5,094 | 6,875 | 365 | 5.3 |
| Columbus | 18,370 | 5,756 | 5,730 | 5,510 | 96.2 | 3,268 | 5,715 | 275 | 4.8 |
| C'nn'rsville | 15,550 | 4,715 | 4,610 | 4,435 | 96.2 | 3,399 | 4,595 | 520 | 11.3 |
| Cr'w'f'sville | 12,851 | 4,066 | 4,020 | 3,895 | 96.9 | 3,066 | 4,005 | 100 | 2.5 |
| East Chicago | 54,263 | 14,478 | 14,300 | 13,815 | 96.6 | 12,072 | 14,235 | 3,390 | 23.8 |
| Elkhart | 35,646 | 11,355 | 11,260 | 11,095 | 98.5 | 9,216 | 11,230 | 195 | 1.7 |
| Elwood | 11,362 | 3,477 | 3,375 | 3,285 | 97.3 | 2,911 | 3,335 | 130 | 3.9 |
| Evansville | 128,636 | 39,403 | 38,960 | 37,380 | 95.9 | 24,293 | 38,870 | 230 | 0.6 |
| Fort Wayne | 133,607 | 41,000 | 40,920 | 40,415 | 98.8 | 31,046 | 40,825 | 345 | 0.8 |
| Frankfort | 15,028 | 4,904 | 4,845 | 4,700 | 97.0 | 3,699 | 4,825 | 130 | 2.7 |
| Gary | 133,911 | 37,323 | 36,930 | 35,965 | 97.4 | 27,177 | 36,780 | 8,870 | 24.1 |
| Goshen | 13,003 | 4,074 | 3,985 | 3,880 | 97.4 | 3,229 | 3,980 | 50 | 1.3 |
| Hammond | 87,594 | 25,230 | 25,060 | 24,465 | 97.6 | 17,402 | 24,950 | 8,121 | 32.5 |
| Hobart | 10,244 | 3,050 | 2,960 | 2,930 | 99.0 | 1,843 | 2,960 | 1,010 | 34.1 |
| Huntington | 15,079 | 4,864 | 4,855 | 4,745 | 97.7 | 3,750 | 4,850 | 40 | 0.8 |
| Indianapolis | 427,173 | 131,746 | 129,520 | 125,930 | 97.2 | 102,322 | 128,895 | 9,605 | 7.5 |

(Continued on page 46)

HILE

The only worthwhile investment is one that pays off.

Advertising on WOR is *really* worthwhile!

For years, WOR has paid off with *more* sales for *more* advertisers than any other station in the country.

WOR, the most sales-effective station in the U. S., serves 26,000,000 people in 14 states, and provides them with programs they listen to (WOR is first choice among listeners in both news and women's service programs).

You'll find it worth *your* while to learn what WOR can do for you.

WORKS!

Sarnoff to Absorb Trammell Post

(Continued from page 25)

contribution to the industry and the public."

He said he was "proud to have brought him into our organization 30 years ago," that "his success is due to his own fine accomplishments," and that "I am certain he will succeed in the future as he has in the past."

RCA and NBC, Gen. Sarnoff said, "are happy that Mr. Trammell has accepted their invitation to continue as a consultant and that they will have the benefit of his great experience and wise counsel." Terms of the consultancy agreement were not officially disclosed.

Mr. Trammell said that "I cannot fully express my feeling of regret at leaving the magnificent organization with which I have been associated for almost 30 years; nor can I adequately express my gratitude for the help and cooperation I have had from my associates in the company, my many friends among the advertisers and their agencies, the stations affiliated with NBC, and the radio and television artists."

"I am delighted to be associated with Mr. Knight and Mr. Cox in their effort to bring another television service to the important expanding market of Miami at an early date."

McConnell Statement

His resignation brought this statement from NBC President Joseph H. McConnell:

"We here at NBC are going to sorely miss Mr. Trammell's sound advice and guidance. No other broadcasting operator has contributed so much as he to the public's enjoyment of radio and television. He commands the respect of every advertiser, every station owner, and every artist with whom he has dealt. The people of Miami are fortunate indeed to have such a person serving them."

Mr. Trammell, in radio since he was hired by Gen. Sarnoff in 1923 as an RCA West Coast commercial representative, has won broad recognition both as a salesman and as a showman.

With NBC since March 1928, and its president from July 1940 until his advancement to board chairman in 1949, he has helped guide the radio industry through crucial years and contributed to the development of the television pattern. He is credited with bringing into broadcasting many of today's major advertisers and many of the top programs and stars.

Outstanding Executive

Three decades in radio and communication comprise one of the most distinguished careers in broadcasting history, and Niles Trammell's thousands of friends point to him as one of the industry's outstanding executives.

After executive jobs with RCA on the West Coast, starting in 1923, he moved into NBC in March

1928 as a salesman. There he found his proper niche in the business world and within two months was named manager of the NBC Central Division, headquartered in Chicago.

Many of NBC's major accounts and programs were introduced to radio through Mr. Trammell's sales efforts. For a decade he scoured the Midwest, getting new accounts and keeping old ones contented. His success led to transfer to NBC

seems to me it would be better."

Small colleges "apparently don't need" the protection of NCAA's controlled football plan, sportswriter James Enright reported in the *Chicago Herald-American* after polling athletics officials at five midwest colleges within television range of Chicago.

Noting that NCAA claims the welfare of the small colleges is its main concern in restricting TV football coverage, Mr. Enright concluded that the colleges he surveyed "haven't been hurt, even by the big games in this area."

Of the athletic directors or coaches he questioned, he quoted one who said his school was "not afraid of television"; another who blamed attendance decline on "lack of natural rivals," though he found a one-game case where TV hurt a year ago; another who saw no reason to "get excited" about TV's gate effects; one who said poor early-season showings were to blame for attendance decline at his school, and one who felt at least another year must pass before TV's effect can be appraised.

Circulated Story

The DuMont TV Network, one of the leaders in the fight against the NCAA plan, circulated extracts from the *Herald-American* story as a press release.

Views advanced by the schools' athletics officials, as quoted by Mr. Enright, included the following:

Carl Henrichs, athletic director, Valparaiso (Ind.) U.—"We are not afraid of television. We realize it is here to stay and we just have to live with it. Right now, it hasn't hurt us one bit, and I don't think it will if we step up our promotion and selling campaigns."

"Our attendance was up at least 15% over last season. Of course, the fact that we opened the season with a string of 21 straight victories didn't hurt the interest in our team. . ."

Johnny Breen, Lake Forest College, just north of Chicago—"Lake Forest's attendance declined from 15% to 18% compared to last season, but it produced an odd situation. Our gate sales were up, and our student attendance was down."

"Lack of natural rivals on our

New York in 1939 as executive vice president. He was soon elevated to the presidency in 1940 and elected chairman of the board Oct. 7, 1949.

Niles Trammell was born July 6, 1894, in Marietta, Ga. He was educated at Sewanee Military Academy, Sewanee, Tenn., and U. of the South, Sewanee. During World War I he was a lieutenant in the infantry, serving until March 1923 as staff officer under Maj. Gen. Charles G. Morton, Presidio, San Francisco. From the Army he moved into a business career via RCA.

Resentment Toward NCAA TV

(Continued from page 23)

schedule can be blamed for this decline. In answer to the inroads of major football television on our crowds, I can report that we drew the second biggest crowd of the season Nov. 8, the same afternoon the Oklahoma-Notre Dame game was covered by video. Only the homecoming game outdrew that one.

"Lake Forest, however, isn't dependent on attendance to support its athletic program. We feel this program is just as important as any course of study we offer, and we plan to support sports in the same manner we do any individual branch of study."

"That is why we aren't directly concerned about television. In fact, we like it and are happy to know it is bound to improve and get bigger. . . ."

"A year ago, we played Beloit at home and the same day Wisconsin and Illinois met in a nationally televised game, and since our fans, as well as Beloit's, had a stake in the major contest, they by-passed our game. If I hadn't decided to take up coaching and wasn't involved in this one game, I probably would have done the same thing myself. After all, you can't laugh off anything as big as television."

Chick Evans, Northern Illinois State College, at De Kalb—"We can't see any reason to get excited about television. The expense of our athletic program is defrayed by student support, and it costs them \$2.00 each per term."

Dolph Stanley, athletic director, Beloit (Wis.) College—"Our attendance was the best in years. There were two reasons for this. First, we had an excellent team, and the fine weather all fall was another helpful factor. Frankly, I think it will take at least another year to tell about the inroads television will make in secondary intercollegiate football. In the meantime, I'm hoping our football in the future will pay its own way like basketball does now."

Milton (Bud) Hinga, Hope College, Holland, Mich.—"We didn't draw too well, but we know why. Our team lost its first five games before winning the final four. It is difficult to drum up interest during a slow start like that."

upcoming



Dec. 27-29: American Marketing Assn. conference, Palmer House, Chicago.

1953

Jan. 3: 83rd Congress convenes, Washington, D. C.

Jan. 5-10: National Collegiate Athletic Assn. convention, Mayflower Hotel, Washington.

Jan. 9-10: South Carolina Broadcasters Assn. annual meeting, Francis Marion Hotel, Charleston, S. C.

Jan. 26: Theatre TV allocation hearing, Washington.

Jan. 26-27: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

Feb. 16-17: Advertising Federation of America, New England District annual meetings, Springfield, Mass.

WALKER SPEECHES Spotlight Educational TV

FCC's speech-making Chairman Paul A. Walker hit the educational television trail twice last week, once on Monday before the District of Columbia Federation of Women's Clubs at a luncheon meeting at Washington's Wardman Park Hotel, and again on Thursday in Atlanta before the Southern Regional Conference on Educational TV.

Comr. Frieda B. Hennock also addressed the D. C. women's group on Monday.

The Atlanta conference was sponsored by the Southern Regional Education Board, Joint Committee on Educational Television and the American Council on Education at the Biltmore Hotel. Chairman Walker, warning educational reservations must not be taken lightly, pointed out commercial grants are being made faster than transmitter manufacturers can handle supplying them.

Respecting the end of the one-year cut-off date, June 2, 1953, when FCC will consider petitions to amend the table of channel assignments, Chairman Walker pointed out that reservation of channels will not automatically terminate on that date. Petitions to change the channels to commercial assignments must be filed in each case, he indicated.

PRICE ELECTED Pres. of TV-Radio Editors

PAUL PRICE, *Los Angeles Daily News*, was elected president of Television-Radio Editors of Southern California at a reorganization meeting of the former Southern California Society of Radio-TV Editors.

Other officers are Tom Danson, Universal Syndicate (TV news service), vice-president; Allen Rich, *San Fernando Valley Times*, treasurer; and Jane Pelgram, *TV-Radio Life*, secretary.

**With the largest volume of
National Spot business delivered by an independent representative
to any television station in the United States...**

PAUL H. RAYMER COMPANY, INC.

Reports to
KTLA

PARAMOUNT TELEVISION PRODUCTIONS, INC.



PAUL H. RAYMER COMPANY, INC.
NATIONAL RADIO & TELEVISION REPRESENTATIVES
444 MADISON AVENUE, NEW YORK 22, N.Y.
TELEPHONE: PLAZA 9-5570

December 1, 1952

Mr. Paul Raibourn, President
Paramount Television Productions, Inc.
1501 Broadway
New York 36, New York

Dear Paul:

Our sincere thanks to you and Klaus Landsberg for believing and acting on the showmanship principle that Los Angeles viewers prefer programs designed especially for them.

Every audience survey proves that KTLA has remained the most viewed station in Los Angeles for the past five years. We are proud to be associated with you and proud that as a result of Raymer sales effort, KTLA enjoys this peak volume of National Spot Business.

Sincerely,

Paul H. Raymer
President

PHR:BK

NEW YORK • CHICAGO • DETROIT • BOSTON • MEMPHIS • SAN FRANCISCO • HOLLYWOOD

Pick the one that
gives you
the most!



Step up sales...and
profits with WDOD...
the Chattanooga station
that gives you the most
listeners...the widest
coverage. No other
station in this market
can match our 27 years
of leadership.

Check the latest Nielsen and Standard
Audio Measurement Service figures!

wdod AM — 5,000 watts
FM — 44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives
Paul H. Raymer Company

NLRB

**Orders Elections at KSD-AM-TV;
Looks at WWOL-NABET Tiff**

THE NATIONAL Labor Relations Board has ordered elections be held at KSD-AM-TV St. Louis, the Pulitzer Publishing Co. outlets, to determine the bargaining representative for engineers, projectionists, cameramen, soundmen and stagehands. Four AFL locals are affected.

Involved in the elections are Local 1217 of International Brotherhood of Electrical Workers (AFL), and Locals 6, 143 and 166 of the International Alliance of Theatrical Stage Employees & Moving Picture Operators of the U. S. (AFL).

Direction of elections was announced by the labor board last Saturday. Chairman Paul M. Herzog and members Paul L. Styles and Ivar H. Peterson signed the order.

In another case, an NLRB trial examiner issued an initial decision requesting WWOL Buffalo, N. Y., to bargain with the National Assn. of Broadcast Engineers & Technicians as agent for certain station employees.

In the Pulitzer case, involving radio-TV properties of the *St. Louis Post-Dispatch*, IBEW seeks a bargaining unit of all broadcast engineers, projectionists, stagehands and film cameramen. The IATSE locals each request separate groups for stagehands, projectionists and film-sound cameramen. KSD-AM-TV has taken a neutral stand save for its contention that cameramen are not employees but independent contractors. Only the engineers (about 36) have been covered under IBEW contracts, dating back to 1941.

Elections Decead

NLRB ordered elections in two separate groups: (1) among engineers and projectionists, and (2) cameramen and soundmen. IATSE Local 143's bid for a projectionists' unit was rejected. Stagehands were bracketed in a separate group.

Thus, stagehands will vote between IBEW Local 1217 and IATSE Local 6; engineers and projectionists between IBEW Local 1217 and IATSE Local 143; and cameramen and soundmen between IBEW Local 1217, IATSE Locals 143 and 666. The latter involves IATSE's International Photographers branch.

According to preliminary findings by W. Gerard Ryan, the appropriate bargaining unit at WWOL should comprise all engineers, studio technicians and announcer-technicians. NABET has been the employees' certified representative since September 1951.

The CIO union filed a complaint with NLRB last April charging that Greater Erie Broadcasting Co. (WWOL) had refused to bargain with it. Leon Wyszatycki, WWOL owner, admitted certain allegations of the complaint but denied commission of any unfair labor practices, Mr. Ryan said.

The board examiner said he found WWOL had refused to bargain since Oct. 29, 1951. He based his decision on a provision of the Labor-Management Relations Act which obligates both parties to

execute oral agreements already reached.

"For an employer, or a union, to repudiate agreements already reached by the refusal of one, or the other, to execute the contract is in itself an unfair labor practice and would result in complete repudiation of the collective bargaining process," Mr. Ryan asserted. He recommended the contract be executed, effective last April 9.

It was urged in line with usual NLRB practice, that the board issue an order requiring compliance if the station refuses to accept recommendations within 20 days of the date it receives the examiner's report.

BROADCAST MEDIA Hill Unit to Discuss

THE SPECIAL House Campaign Expenditures Committee will meet early this week to discuss staff recommendations for streamlining federal election laws and crystalizing the role played by the broadcast media.

First portions of the draft were in preparation last week, but recommendations governing radio and television had not yet been evolved.

The committee's report is expected to include specific suggestions for resolving some of the problems confronting broadcasters in political campaigns. A host of these questions was raised during the recent hearings in which NARTB and the FCC joined forces to appeal for remedial legislation covering libel, censorship and other thorny issues [B•T, Dec. 8].

The committee, headed by Rep. Hale Boggs (D-La.), will submit its report within the next fortnight—before the Jan. 3 deadline set by the resolution (H Res 558) which set the inquiry into motion. Committee members will review the staff suggestions and incorporate their own proposals dealing with radio-TV—all from the vantage point of streamlining overall campaign procedures, including broadcast expenditures.

Herbert Peele

FUNERAL services for Herbert Peele, 70, president and news director of WGAI Elizabeth City, N. C., and who with his family owned the station, were held Dec. 4 after his death two days earlier. Mr. Peele formerly had operated the *Elizabeth City Daily Advance*. Survivors are his wife and a son, who also are stockholders. C. Alden Baker will continue as WGAI general manager.



A Joyous Christmas and Prosperous New Year To ALL . . .

*We're glad again, in Yuletide verse,
to toast you guys and gals
who buy and sell and advertise . . .
believe us, you're our pals!*

*Ol' Santa's ridin' by our side . . .
It's been a grand ol' year;
top billing still for radio . . .
we're full of Christmas cheer*

*And in the bright New Year to come,
We know you'll all be buying
the best ad medium there is . . .
Who says radio's dying?*

*So here's to YOU and YOU
and YOU . . .
and here's to '53;
Accept our Yuletide sentiments . . .
We mean 'em—and they're free.*

John Esau

Vice President
and General Manager

L. A. (Bud) Blust

General Sales Manager

KTUL

TULSA, OKLA.

**CBS
Radio**

KFPW

FORT SMITH, ARK.

Affiliated with KOMA, Oklahoma City

EVERY-KNODEL, Inc. National Representative

GRADY INSTITUTE

Jackson Named Chairman

EIGHTH annual Georgia Radio and Television Institute will be held Jan. 28-30 at the Henry W. Grady School of Journalism, U. of Georgia, Athens, it was announced last week. Glenn C. Jackson, manager, WAGA-AM-FM-TV Atlanta, will be chairman.



Mr. Jackson

Institute will be under joint sponsorship of the Georgia Assn. of Broadcasters and the Grady School.

Program possibilities for the Institute were discussed at a meeting last fortnight. Among those present at the meeting were S. J. Carswell, WSFT Thomaston, GAB vice

Aid Appreciated

RADIO and TV networks and stations, advertisers and advertising agencies received, through the Advertising Council last week, thanks of the U. S. Forest Service for public service broadcasting of warnings during the recent forest fire emergency.

president; E. F. MacLeod, WBML Macon, GAB secretary; L. H. Christian, WRFC Athens, Institute chairman last year; Frank Crowther, WMAZ Macon, another former Institute chairman; A. D. Willard Jr., WGAC Augusta; Carter C. Peterson, WCCP Savannah, and John W. Watkins, WBBQ Augusta.

WANTED: EDUCATORS

To Bolster Truth Campaign

EDUCATORS should take an active part in the psychological offensive of the U. S. by aiding the Voice of American and other facets of the Campaign of Truth, a State Dept. official told school authorities.

Reed Harris, acting administrator of the International Information Administration, under which VOA operates, called on school officials to aid in an "educational crusade." He addressed the Conference of State School Officials, meeting in Washington, D. C., under sponsorship of the U. S. Office of Education last Tuesday.

Mr. Harris said the Voice reaches a daily potential of 300 million people in 46 languages. Russians and their satellites are using more than 1,000 stations in "just trying to smother our radio messages," he stated.

WSPD SHIFTS

Dana, Kimble Promoted

SHIFTS of three members of the WSPD-AM-TV Toledo executive staffs were announced last week by Allen L. Haid, vice president and general manager of the stations.

Lester A. Dana, WSPD program director and chief announcer during the past year, has been named WSPD-TV program director. Formerly with WTOL Toledo, he has more than 10 years experience in broadcasting and before becoming radio program director was assistant program director of combined operations.

Succeeding Mr. Dana as WSPD program director is Emerson Kimble, sports and radio announcer, who has been with the station four years. Mr. Kimble previously had served on the staffs of WLW Cin-



Mr. Dana



Mr. Kimble

cinnati, WTAM Cleveland and was news director of WSAI Cincinnati.

Mr. Dana, as TV program director, replaces Robert Evans, who has joined the TV sales staff as account executive. Mr. Evans' 18 years in the broadcast industry includes 15 years on the WSPD staff and service with stations in New York, Pittsburgh, Akron and Youngstown.

WWCA SCOOP

Newsman Tape Confession

WWCA Gary, Ind., newsmen tape-recorded admissions of a confessed killer minutes after his arrest and then aired the tape less than a half-hour later.

The WWCA newsroom Dec. 6, received a police radio report that a man was running amok with a rifle and already had killed one victim. Todd Branson, program director, Ted Thorne, news editor, and Tom March, newsmen, rushed to the scene with a tape recorder.

The gunman had fired three bullets into a neighbor, killing him instantly. He then reloaded his rifle, went into the street and fired three bullets into the rear of a moving automobile. None of these bullets injured anyone.

Arrested shortly thereafter, the killer immediately confessed to police. By that time, the WWCA trio had their tape-recorder in action, preserving such statements as: "I got the gun and shot him. He owed me money. I killed him."

The Lake County prosecutor heard the broadcast and asked WWCA to save the recording for use as trial evidence.

WDAY
(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

IN 1950 . . . WDAY was the top Hooperated station in the entire country!

IN 1951 . . . WDAY was the top Hooperated station on NBC!

IN 1952 . . . FOR THE THIRD YEAR IN A ROW, WDAY is the top Hooperated station on NBC!

**NBC • 5000 WATTS
970 KILOCYCLES**

FREE & PETERS, INC., Exclusive National Representatives

JUST A MINUTE!

MEDIA
DEPT. ▶▶



Yes! Just a minute spot can sell your product in America's richest market — KEYSTONE's Hometown and Rural America. In fact, thousands of these one minute spots are used every day by many of the nation's leading blue chip advertisers.

Build your own network with these one minute spots over all or any part of KEYSTONE's 631 sales-producing stations to meet your distribution and marketing requirements.

KEYSTONE BROADCASTING SYSTEM, INC.

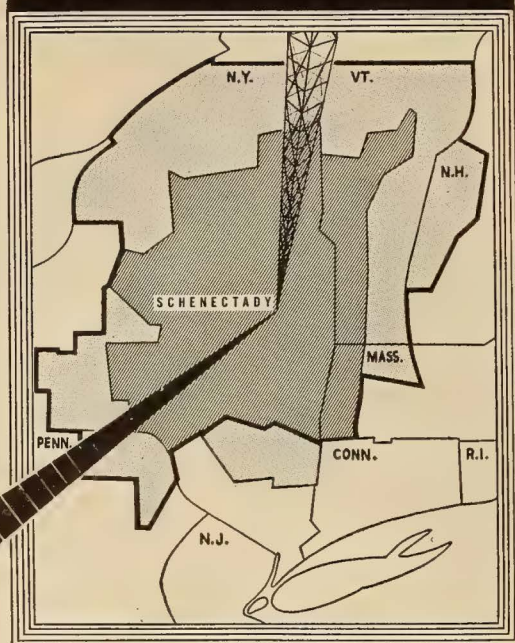
• New York: 580 Fifth Ave.

• Chicago: 111 W. Washington

• Los Angeles: 1330 Wilshire Blvd.

ONLY ONE STATION COVERS

The SEVENTEENTH STATE*



- 22 cities
- 458 towns
- 53 counties
- 2,846,300 citizens
- 840,040 radio families
- only NBC station
- more goods purchased than 36 states
- more spendable income than 32 states

*a compact market of 53 counties in Eastern New York and Western New England whose effective buying income is exceeded by only 16 states.

WGY

A GENERAL ELECTRIC STATION

THE CAPITAL OF THE 17TH STATE
Studios in Schenectady, N. Y.

REPRESENTED NATIONALLY BY HENRY I. CRISTAL
NEW YORK — CHICAGO — SAN FRANCISCO

NPA CONTROLS

No Relief Sighted
For Major Projects

NO IMMEDIATE relief is in sight for radio and television broadcasters who contemplate major station construction after Jan. 1, although the government relaxed building curbs last week.

This is the consensus of allocation authorities who handle broadcast applications for vital controlled materials at the National Production Authority.

NPA announced Wednesday it will ease restrictions on recreational, amusement and entertainment projects, bringing them on a level with radio-TV broadcasting and other industrial building.

Broadcasters have been subject to a "no new start" policy since last August when the government laid down stringent criteria governing major construction and expansion programs. At that time, NPA said all but defense, "critically or highly important" and "hardship" projects would be deferred until next year. [B•T, Aug. 11].

There is no indication how soon after Jan. 1 unlimited new construction may be authorized on a steady basis. It was felt greater supplies of steel may point to such a relaxation.

Waits on Applications

It was learned, however, that NPA's Industrial Expansion Div. is "sitting" on about a dozen broadcast applications, with no attempt to screen them. Virtually all the bids reportedly were filed by new TV station applicants.

Each application will be processed by NPA as—and not until—the FCC approves each new grant and issues a CP, it was explained. This condition was set forth in the earlier days of the construction ban but not included in NPA criteria last summer.

Actually, this condition has been an implied requirement by NPA since the Commission lifted its freeze last April, although not expressly stated. Reasoning is that NPA would be ill-advised to authorize construction materials before FCC takes any action.

While NPA officials did not mention this factor, it's entirely possible the Industrial Expansion Div. is aware of a recent incident involving TV Colorado Inc., Colorado Springs, Col. In this instance, the Commission reprimanded the TV station (KKTU) for starting construction before it obtained a TV grant.

It is generally acknowledged that broadcasters embarking on small alterations, additions or remodeling jobs have not found it very difficult to get materials. Under last week's order broadcasters may continue to self-certify per project, per quarter, 25 tons of steel, 5,000 pounds of copper and 4,000 pounds of aluminum.

Another factor of interest to television network and station broadcasters in last week's announcement involves theatres. The government lifted the ban on new construction and provided for self-authorization of materials. With

restrictions on large projects (radio, television centers, cities, etc.), some broadcasters have leased or purchased theatre properties in recent years to accommodate studio audiences for their productions.

The ban on these and related projects will be lifted Jan. 1, instead of May 1 as scheduled originally. Rapid recovery of the steel industry was said to be the major factor. The steel layoff also was the reason behind NPA's "no new start" policy last August.

But any hope controls on steel and other vital materials—used in station construction and radio-TV receivers—may be lifted after next April 1 have been dashed tentatively by Defense Mobilizer Henry Fowler, who plans to resign after Jan. 1.

Mr. Fowler said he felt it would not be "practicable or desirable to abandon the controlled materials plan before July 1." He added it would be a "grave mistake" to scrap any controls now.

Mr. Fowler thus rejected a steel industry advisory committee proposal that controls on steel for consumer goods be eased Jan. 1 and suspended April 1. The decision should rest with the new administration, he said.

In other developments last week:

● Manufacturers of selenium rectifiers predicted their business volume would jump 25% in 1953 because of military orders and consumer needs, and asked NPA to retain allocation control—but on a quarterly rather than monthly allotment basis.

● NPA reported no more nickel (used in receivers) will be given to civilian users than the amount allocated during the fourth quarter. It also said the high point of military electronic equipment output may be reached after next April 1.

● The Defense Production Administration prepared to issue 1953 second-quarter quotas (for April-June) on steel, copper and aluminum. It's likely radio-TV set-makers will receive substantially the same quantities as in the first quarter. DPA also announced an expansion program for cobalt (used in alnico loudspeakers). This would relieve a current shortage because of a heavy military demand for jet plane engines and electronic devices.

Capt. Chas. Duffy

CAPT. CHARLES G. DUFFY, 53, former director of public information for the Navy Dept., died of a heart attack in Naples, Italy, last Wednesday. Capt. Duffy was chief of the public information division of Allied Headquarters in Southern Europe at the time of his death. He was in charge of Navy public relations early in the Korean war. Capt. Duffy is survived by his wife, two sons and a sister.

WCBS New York is conducting its 10th annual drive in cooperation with United Hospital Fund of New York to collect books for distribution at Christmas to patients in New York metropolitan hospitals.

YOU MIGHT FLY NON-STOP AROUND THE WORLD* —

BUT...

YOU NEED THE FETZER STATIONS FOR "AIR SUPREMACY" OF WESTERN MICHIGAN!



If you want to see your sales soar in Western Michigan, "climb aboard" the Fetzer stations—WKZO-WJEF in radio, WKZO-TV in television.

RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, do an outstanding radio job in their home cities. Together they deliver 57% more listeners than the next-best two-station choice in Kalamazoo and Grand Rapids—yet cost 20% less! Rural coverage is equally spectacular. 1949 BMB figures credited WKZO-WJEF with big increases over 1946 in unduplicated rural audiences—up 46.7% in the daytime, 52.9% at night! And there is good reason to believe that

similar increases have occurred since 1949.

TELEVISION

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It serves more than a quarter million TV homes in America's 18th television market. This 28-county area embraces 58.1% of Michigan's non-Detroit population and 60.1% of the non-Detroit retail dollar. The October 1952 Videodex Report credits WKZO-TV with 106.1% more *afternoon* viewers than Station "B"—213.4% more *evening* viewers!

Get all the Fetzer facts today. Write direct or ask Avery-Knodel.

**The United States Air Force did, in 1949.*

WJEF

top 4 IN GRAND RAPIDS
AND KENT COUNTY
(CBS RADIO)

WKZO-TV

top 4 IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO

top 4 IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WOODland! AM



Sold - 384,320 Cook Books, a story of real sales action!

WOOD and WOOD-TV offered a series of 24 "WOOD and WOOD-TV Cook Booklets" to the important food outlets in Western Michigan. Normal profit margins were granted and WOOD and WOOD-TV assured adequate radio and television advertising backing.

Booklet No. 1 was offered for sale the first week. Each week thereafter throughout the 24-week period a new booklet was added. The promotion started February 28, 1952.

OBJECTIVES?

1. To promote WOOD and WOOD-TV to our audience and your customers.
2. To obtain a factual report on the ability of WOOD and WOOD-TV to move merchandise at the retail level—in large volume and at reasonable advertising cost.

USED RADIO AND TV EQUALLY . . .

We budgeted \$400 a week for radio and TV advertising over the 24-week period. This broke down as follows:

Daytime TV (announcements only) — first and third six-week periods

Daytime and Nighttime Radio (announcements and programs) second and fourth six-week periods

Each medium received an equal share of the budget. No other promotion was used.

(Copy continued in ad at right)

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEQA — Evansville, Ind.

National Representatives: Katz Agency

Radio Homes Census

(Continued from page 37)

Indiana—[Cont'd]

| Area | Total population | Total occupied dwelling units | Number reporting | RADIO | | TELEVISION | |
|---------------|------------------|-------------------------------|------------------|------------|----------|------------------|------------------|
| | | | | With Radio | | With TV | |
| | | | | 1950 | Per Cent | 1940 Radio Homes | Number reporting |
| Jeffers'ville | 14,685 | 4,457 | 4,415 | 4,175 | 94.6 | 2,745 | 4,390 |
| Kokomo | 38,672 | 11,805 | 11,645 | 11,415 | 98.0 | 8,785 | 11,635 |
| Lafayette | 35,568 | 10,977 | 10,860 | 10,645 | 98.0 | 7,423 | 10,840 |
| La Porte | 17,882 | 5,766 | 5,700 | 5,580 | 98.0 | 4,365 | 5,690 |
| Logansport | 21,031 | 6,838 | 6,815 | 6,785 | 98.4 | 5,743 | 6,690 |
| Marion | 30,081 | 9,675 | 9,475 | 9,150 | 98.4 | 7,142 | 9,475 |
| Mich. City | 28,395 | 7,813 | 7,725 | 7,575 | 98.1 | 6,188 | 7,655 |
| Mishawaka | 32,913 | 10,329 | 10,245 | 10,015 | 97.8 | 7,308 | 10,215 |
| Muncie | 58,479 | 18,007 | 17,895 | 17,395 | 97.2 | 13,448 | 17,890 |
| N'w Alb'ny | 29,346 | 9,173 | 8,970 | 8,520 | 95.0 | 6,537 | 8,910 |
| New Castle | 18,271 | 5,790 | 5,765 | 5,595 | 97.1 | 4,460 | 5,760 |
| Peru | 13,308 | 4,375 | 4,290 | 4,265 | 99.4 | 3,461 | 4,270 |
| Richmond | 39,539 | 12,224 | 12,170 | 11,855 | 97.4 | 9,396 | 12,170 |
| Shelbyville | 11,734 | 3,911 | 3,875 | 3,715 | 95.9 | 2,966 | 3,875 |
| South Bend | 115,911 | 34,426 | 34,315 | 33,790 | 98.5 | 25,974 | 34,245 |
| Terre Haute | 64,214 | 21,333 | 21,106 | 20,120 | 95.3 | 17,189 | 21,055 |
| Valparaiso | 12,028 | 3,387 | 3,310 | 3,270 | 98.8 | 2,425 | 3,290 |
| Vincennes | 18,831 | 5,984 | 5,900 | 5,575 | 94.5 | 4,444 | 5,780 |
| Wabash | 10,621 | 3,376 | 3,370 | 3,320 | 98.5 | 2,572 | 3,365 |
| Washington | 10,987 | 3,483 | 3,365 | 3,210 | 95.4 | 2,361 | 3,350 |
| W. Lafayette | 11,873 | 2,565 | 2,500 | 2,475 | 99.0 | 1,805 | 2,480 |

COUNTIES

| | | | | | | | | | |
|-------------|---------|---------|---------|---------|------|---------|---------|--------|------|
| Adams | 22,393 | 6,297 | 6,295 | 5,990 | 95.2 | 4,779 | 6,275 | 65 | 1.0 |
| Allen | 183,722 | 54,818 | 54,785 | 53,845 | 98.3 | 39,150 | 54,685 | 515 | 0.9 |
| Bartholomew | 36,108 | 10,798 | 10,710 | 10,250 | 95.7 | 6,790 | 10,685 | 495 | 4.6 |
| Benton | 11,462 | 3,329 | 3,280 | 3,215 | 98.0 | 2,678 | 3,270 | 50 | 1.5 |
| Blackford | 14,026 | 4,238 | 4,200 | 4,180 | 97.2 | 3,538 | 4,295 | 30 | 0.7 |
| Boone | 23,993 | 7,631 | 7,720 | 7,555 | 97.9 | 5,891 | 7,695 | 370 | 4.8 |
| Brown | 6,209 | 1,720 | 1,635 | 1,425 | 87.2 | 952 | 1,650 | 70 | 4.2 |
| Carroll | 16,010 | 5,113 | 5,130 | 4,790 | 93.4 | 3,837 | 5,100 | 65 | 1.3 |
| Cass | 38,793 | 11,393 | 11,335 | 11,080 | 97.8 | 9,223 | 11,195 | 105 | 0.9 |
| Clark | 48,330 | 13,621 | 13,605 | 12,865 | 94.6 | 6,371 | 13,495 | 1,255 | 9.3 |
| Clay | 23,918 | 7,752 | 7,710 | 7,275 | 94.4 | 5,728 | 7,705 | 105 | 1.4 |
| Clinton | 29,734 | 9,404 | 9,280 | 8,925 | 96.2 | 7,340 | 9,245 | 290 | 3.1 |
| Crawford | 9,289 | 2,747 | 2,710 | 2,350 | 86.7 | 1,656 | 2,720 | 40 | 1.5 |
| Daviess | 26,762 | 7,814 | 7,670 | 7,135 | 93.0 | 5,364 | 7,640 | 85 | 1.1 |
| Dearborn | 25,141 | 7,345 | 7,240 | 6,835 | 94.4 | 5,231 | 7,175 | 1,150 | 16.0 |
| Decatur | 18,218 | 5,508 | 5,435 | 5,145 | 94.7 | 3,912 | 5,455 | 310 | 5.7 |
| De Kalb | 26,023 | 7,976 | 7,700 | 7,505 | 97.5 | 6,193 | 7,655 | 30 | 0.4 |
| Delaware | 90,252 | 27,308 | 27,110 | 26,395 | 97.4 | 19,877 | 27,105 | 805 | 3.0 |
| Dubois | 23,785 | 6,390 | 6,335 | 5,980 | 94.4 | 4,067 | 6,315 | 85 | 1.3 |
| Elkhart | 84,512 | 25,674 | 25,275 | 24,170 | 95.6 | 18,372 | 25,245 | 445 | 1.8 |
| Fayette | 23,391 | 6,831 | 6,650 | 6,385 | 96.0 | 4,839 | 6,640 | 775 | 11.7 |
| Floyd | 43,955 | 13,234 | 13,015 | 12,440 | 95.6 | 8,406 | 12,950 | 1,170 | 9.0 |
| Fountain | 17,836 | 5,652 | 5,555 | 5,305 | 95.5 | 4,450 | 5,550 | 60 | 1.1 |
| Franklin | 16,034 | 4,244 | 4,215 | 3,965 | 94.1 | 2,764 | 4,185 | 320 | 7.6 |
| Fulton | 16,565 | 5,242 | 5,165 | 5,045 | 97.7 | 3,999 | 5,140 | 65 | 1.3 |
| Gibson | 30,720 | 9,422 | 9,440 | 9,055 | 95.9 | 6,812 | 9,345 | 40 | 0.4 |
| Grant | 62,156 | 18,624 | 18,390 | 17,760 | 96.6 | 14,058 | 18,355 | 250 | 1.4 |
| Greene | 27,886 | 9,031 | 8,955 | 8,310 | 92.8 | 6,922 | 8,940 | 95 | 1.1 |
| Hamilton | 28,491 | 8,821 | 8,735 | 8,450 | 97.7 | 6,494 | 8,685 | 540 | 6.2 |
| Hancock | 20,332 | 6,379 | 6,445 | 6,310 | 97.9 | 4,514 | 6,415 | 585 | 9.1 |
| Harrison | 17,858 | 5,050 | 4,770 | 4,385 | 91.9 | 2,961 | 4,820 | 215 | 4.5 |
| Hendricks | 24,594 | 7,372 | 7,225 | 7,000 | 96.9 | 4,949 | 7,215 | 515 | 7.1 |
| Henry | 45,505 | 13,402 | 13,305 | 12,820 | 96.4 | 10,140 | 13,240 | 380 | 2.9 |
| Howard | 54,498 | 16,468 | 16,295 | 15,925 | 97.7 | 12,300 | 16,260 | 425 | 2.6 |
| Huntington | 31,400 | 9,783 | 9,760 | 9,520 | 97.5 | 7,702 | 9,740 | 70 | 0.7 |
| Jackson | 28,237 | 8,871 | 8,275 | 7,840 | 94.7 | 5,703 | 8,260 | 165 | 2.0 |
| Jasper | 17,031 | 4,679 | 4,715 | 4,560 | 96.7 | 3,214 | 4,670 | 205 | 4.4 |
| Jay | 23,157 | 7,325 | 7,165 | 6,965 | 97.2 | 5,713 | 7,180 | 100 | 1.4 |
| Jefferson | 21,613 | 5,773 | 5,720 | 5,345 | 93.4 | 3,930 | 5,695 | 185 | 3.2 |
| Jennings | 15,250 | 3,843 | 3,795 | 3,390 | 94.6 | 2,252 | 3,780 | 110 | 2.9 |
| Johnson | 26,183 | 7,872 | 7,655 | 7,445 | 97.3 | 5,415 | 7,650 | 390 | 5.1 |
| Knox | 43,415 | 13,260 | 12,990 | 12,170 | 94.0 | 9,953 | 12,785 | 155 | 1.2 |
| Kosciusko | 33,002 | 10,855 | 10,215 | 9,800 | 95.9 | 7,381 | 10,165 | 150 | 1.5 |
| Lagrange | 15,347 | 4,279 | 4,235 | 3,465 | 81.8 | 2,846 | 4,230 | 110 | 2.6 |
| Lake | 368,152 | 102,226 | 101,125 | 98,320 | 97.2 | 69,917 | 100,730 | 28,625 | 28.4 |
| La Porte | 76,808 | 22,269 | 21,855 | 21,315 | 97.5 | 15,219 | 21,710 | 4,385 | 20.2 |
| Lawrence | 34,346 | 10,235 | 10,655 | 9,575 | 89.9 | 7,655 | 10,220 | 105 | 1.0 |
| Madison | 103,911 | 31,682 | 31,205 | 30,470 | 97.6 | 22,920 | 31,100 | 1,420 | 4.6 |
| Marion | 551,777 | 167,571 | 165,015 | 160,835 | 97.5 | 120,282 | 164,335 | 13,515 | 8.2 |
| Marshall | 29,468 | 8,921 | 8,685 | 8,340 | 96.0 | 6,094 | 8,630 | 335 | 3.9 |
| Martin | 10,678 | 2,973 | 2,915 | 2,695 | 92.5 | 1,648 | 2,840 | 55 | 1.9 |
| Miami | 28,201 | 8,939 | 8,840 | 8,645 | 97.8 | 7,215 | 8,815 | 135 | 1.5 |
| Monroe | 50,080 | 12,889 | 12,835 | 12,180 | 94.9 | 7,868 | 12,770 | 690 | 5.4 |
| Montgomery | 29,122 | 9,194 | 9,080 | 8,810 | 97.0 | 7,160 | 9,150 | 235 | 2.6 |
| Morgan | 23,726 | 7,134 | 7,060 | 6,625 | 93.8 | 4,296 | 7,040 | 270 | 3.8 |
| Newton | 11,006 | 3,365 | 3,345 | 3,230 | 96.6 | 2,479 | 3,325 | 170 | 5.1 |
| Noble | 25,075 | 7,657 | 7,305 | 7,255 | 96.7 | 5,634 | 7,495 | 75 | 1.0 |
| Ohio | 4,223 | 1,287 | 1,265 | 1,215 | 96.0 | 854 | 1,225 | 180 | 14.7 |
| Orange | 16,879 | 4,962 | 5,005 | 4,730 | 94.5 | 3,339 | 4,965 | 105 | 2.1 |
| Owen | 11,763 | 3,616 | 3,610 | 3,395 | 94.0 | 2,296 | 3,605 | 85 | 2.4 |
| Parke | 15,674 | 4,911 | 4,895 | 4,575 | 93.5 | 3,814 | 4,860 | 100 | 2.1 |
| Perry | 17,367 | 4,864 | 4,760 | 4,380 | 92.0 | 3,033 | 4,740 | 55 | 1.2 |
| Pike | 14,995 | 4,613 | 4,510 | 4,170 | 92.5 | 3,242 | 4,500 | 95 | 2.1 |
| Porter | 40,076 | 11,166 | 11,010 | 10,795 | 98.0 | 6,867 | 11,000 | 2,850 | 25.9 |
| Posey | 19,818 | 5,832 | 5,740 | 5,325 | 92.8 | 4,000 | 5,750 | 85 | 1.5 |
| Pulaski | 12,493 | 3,644 | 3,600 | 3,440 | 96.1 | 2,493 | 3,575 | 75 | 2.1 |
| Putnam | 22,950 | 6,343 | 6,300 | 5,975 | 94.8 | 4,867 | 6,270 | 140 | 2.2 |
| Randolph | 27,141 | 8,700 | 8,660 | 8,465 | 97.7 | 6,855 | 8,650 | 290 | 3.4 |
| Ripley | 18,763 | 5,468 | 5,400 | 5,000 | 92.6 | 3,722 | 5,395 | 385 | 7.1 |
| Rush | 19,799 | 5,836 | 5,840 | 5,595 | 95.8 | 4,712 | 5,795 | 355 | 6.1 |
| St. Joseph | 205,058 | 59,230 | 58,890 | 57,845 | 98.2 | 40,180 | 58,800 | 2,855 | 4.9 |
| Scott | 11,519 | 3,356 | 3,320 | 3,110 | 93.7 | 1,880 | 3,280 | 110 | 3.4 |
| Shelby | 28,026 | 8,897 | 8,705 | 8,330 | 95.7 | 6,547 | 8,705 | 330 | 3.8 |
| Spencer | 16,174 | 4,557 | 4,520 | 4,175 | 92.4 | 2,872 | 4,490 | 65 | 1.4 |
| Starke | 15,282 | 4,487 | 4,365 | 4,105 | 94.0 | 2,615 | 4,310 | 230 | 5.3 |
| Steuben | 17,087 | 5,195 | 5,160 | 4,995 | 96.8 | 3,455 | 5,120 | 50 | 1.0 |
| Sullivan | 23,667 | 7,799 | 7,525 | 7,010 | 93.2 | 5,940 | 7,465 | 40 | 0.5 |
| Switzerland | 7,599 | 2,344 | 2,390 | 2,150 | 90.0 | 1,676 | 2,405 | 135 | 5.6 |
| Tippecanoe | 74,473 | 19,950 | 19,770 | 19,365 | 98.0 | 12,781 | 19,695 | 270 | 1.4 |
| Tipton | 15,566 | 4,695 | 4,745 | 4,635 | 97.7 | 3,872 | 4,740 | 165 | 3.5 |
| Union | 6,412 | 1,932 | 1,875 | 1,805 | 96.3 | 1,522 | 1,865 | 185 | 9.9 |
| Vand'burgh | 160,422 | 47,597 | 47,140 | 45,255 | 96.0 | 31,356 | 47,045 | 320 | 0.7 |
| Vermillion | 19,723 | 6,326 | 6,285 | 5,965 | 94.9 | 5,297 | 6,280 | 90 | 1.4 |
| Vigo | 105,160 | 33,510 | 33,195 | 31,625 | 95.3 | 25,651 | 33,135 | 245 | 0.7 |

| Area | Total population | Total occupied dwelling units | Number reporting | RADIO | | | TELEVISION | | |
|------------|------------------|-------------------------------|------------------|------------|----------|------------------|------------------|--------|----------|
| | | | | With Radio | | | With TV | | |
| | | | | 1950 | | | | | |
| | | | | Number | Per Cent | 1940 Radio Homes | Number reporting | Number | Per Cent |
| Wabash | 29,047 | 8,800 | 8,710 | 8,475 | 97.3 | 6,708 | 8,665 | 100 | 1.2 |
| Warren | 8,535 | 2,650 | 2,650 | 2,530 | 95.5 | 2,075 | 2,650 | 15 | 0.6 |
| Warrick | 21,527 | 6,397 | 6,380 | 5,935 | 93.0 | 3,833 | 6,310 | 85 | 1.3 |
| Washington | 16,520 | 4,929 | 4,840 | 4,500 | 93.0 | 3,210 | 4,860 | 140 | 2.9 |
| Wayne | 68,566 | 20,136 | 20,050 | 19,540 | 97.5 | 14,864 | 20,065 | 1,205 | 6.0 |
| Wells | 19,564 | 6,122 | 6,085 | 5,920 | 97.3 | 4,776 | 6,020 | 105 | 1.7 |
| White | 18,042 | 5,669 | 5,650 | 5,500 | 97.3 | 4,055 | 5,645 | 115 | 2.0 |
| Whitley | 18,828 | 5,780 | 5,700 | 5,575 | 97.8 | 4,280 | 5,700 | 50 | 0.9 |

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—NORTH CAROLINA

| Area | Total population | Total occupied dwelling units | Number reporting | RADIO | | | TELEVISION | | |
|-----------------------|------------------|-------------------------------|------------------|------------|----------|------------------|------------------|--------|----------|
| | | | | With Radio | | | With TV | | |
| | | | | 1950 | | | | | |
| | | | | Number | Per Cent | 1940 Radio Homes | Number reporting | Number | Per Cent |
| The State | 4,061,929 | 1,058,367 | 982,480 | 983,980 | 92.0 | 471,863 | 977,495 | 13,500 | 1.4 |
| S.M.A. | | | | | | | | | |
| Asheville | 124,403 | 32,849 | 32,435 | 30,575 | 94.3 | 19,024 | 32,375 | 215 | 0.7 |
| Charlotte | 197,052 | 52,598 | 52,095 | 49,655 | 95.3 | 26,847 | 51,885 | 1,635 | 3.2 |
| Durham | 101,639 | 26,099 | 25,830 | 24,575 | 95.1 | 14,882 | 25,745 | 245 | 1.0 |
| Greensboro-High Point | 191,057 | 49,769 | 49,060 | 46,880 | 95.6 | 28,486 | 48,950 | 1,350 | 2.8 |
| Raleigh | 136,450 | 33,249 | 32,865 | 31,285 | 95.2 | 16,529 | 32,800 | 205 | 0.6 |
| Winston-Salem | 146,135 | 39,694 | 39,125 | 37,015 | 94.6 | 22,900 | 38,815 | 600 | 1.5 |
| Urbanized Areas | | | | | | | | | |
| Asheville | 58,437 | 16,484 | 16,325 | 15,695 | 96.1 | * | 16,280 | 110 | 0.7 |
| Charlotte | 140,930 | 38,816 | 38,450 | 37,040 | 96.3 | * | 38,315 | 1,240 | 3.2 |
| Durham | 73,368 | 18,902 | 18,605 | 17,830 | 95.8 | * | 18,525 | 205 | 1.1 |
| Greensboro | 83,412 | 21,427 | 21,015 | 20,275 | 96.5 | * | 20,955 | 650 | 3.1 |
| Raleigh | 68,743 | 17,018 | 16,820 | 16,305 | 96.9 | * | 16,815 | 55 | 0.3 |
| Winston-Salem | 92,477 | 25,562 | 25,140 | 23,670 | 94.2 | * | 24,915 | 365 | 1.5 |

URBAN PLACES

| | | | | | | | | | |
|--------------------|---------|--------|--------|--------|------|--------|--------|-------|-----|
| Albemarle | 11,798 | 3,416 | 3,440 | 3,360 | 97.7 | 909 | 3,440 | 55 | 1.6 |
| Asheville | 53,000 | 15,029 | 14,895 | 14,335 | 96.2 | 10,512 | 14,850 | 100 | 0.7 |
| Burlington | 24,560 | 6,837 | 6,825 | 6,580 | 96.4 | 2,490 | 6,815 | 100 | 1.5 |
| Charlotte | 134,042 | 36,899 | 36,540 | 35,160 | 96.2 | 19,077 | 36,405 | 1,185 | 3.3 |
| Concord | 16,486 | 4,717 | 4,650 | 4,410 | 94.8 | 3,139 | 4,610 | 170 | 3.7 |
| Durham | 71,311 | 18,414 | 18,105 | 17,345 | 95.8 | 11,944 | 18,025 | 190 | 1.1 |
| Elizabeth City | 12,683 | 3,715 | 3,650 | 3,360 | 92.1 | 2,024 | 3,650 | 70 | 1.9 |
| Fayetteville | 34,715 | 9,293 | 9,100 | 8,455 | 92.9 | 2,510 | 9,060 | 65 | 0.7 |
| Gastonia | 23,069 | 6,133 | 5,890 | 5,625 | 95.5 | 3,998 | 5,890 | 225 | 3.8 |
| Goldensboro | 21,454 | 5,783 | 5,790 | 5,390 | 93.1 | 2,770 | 5,765 | 10 | 0.2 |
| Greensboro | 74,389 | 18,997 | 18,623 | 18,000 | 96.4 | 12,170 | 18,580 | 525 | 2.8 |
| Greenville | 16,724 | 4,218 | 4,090 | 3,660 | 89.5 | 2,137 | 4,090 | 40 | 1.0 |
| Henderson | 10,996 | 2,997 | 2,950 | 2,660 | 90.2 | 1,242 | 2,950 | 10 | 0.3 |
| Hickory | 14,755 | 4,106 | 4,085 | 3,970 | 97.2 | 2,659 | 4,045 | 170 | 4.2 |
| High Point | 39,973 | 11,158 | 11,090 | 10,570 | 95.3 | 7,278 | 11,070 | 240 | 2.2 |
| Kannapolis (uninc) | 28,448 | 7,621 | 7,640 | 7,505 | 98.2 | * | 7,640 | 175 | 2.3 |
| Kinston | 18,336 | 4,989 | 4,970 | 4,490 | 90.3 | 2,551 | 4,510 | 10 | 0.2 |
| Lexington | 13,571 | 3,713 | 3,640 | 3,525 | 96.8 | 1,914 | 3,600 | 55 | 1.5 |
| Menroe | 10,140 | 2,731 | 2,470 | 2,345 | 94.9 | 1,073 | 2,415 | 65 | 2.7 |
| New Bern | 15,812 | 4,529 | 4,440 | 3,865 | 87.0 | 1,806 | 4,415 | 10 | 0.2 |
| Raleigh | 65,679 | 16,166 | 15,965 | 15,470 | 96.9 | 8,853 | 15,960 | 50 | 0.3 |
| Reidsville | 11,708 | 3,327 | 3,280 | 3,045 | 92.8 | 1,943 | 3,260 | 30 | 0.9 |
| Rocky Mount | 27,697 | 7,573 | 7,495 | 7,035 | 93.9 | 4,622 | 7,385 | 65 | 0.9 |
| Salisbury | 20,102 | 5,749 | 5,650 | 5,490 | 97.2 | 4,059 | 5,655 | 130 | 2.3 |
| Sanford | 10,013 | 2,684 | 2,600 | 2,530 | 97.3 | 993 | 2,590 | 15 | 0.6 |
| Shelby | 15,508 | 4,280 | 4,265 | 4,115 | 96.5 | 2,448 | 4,265 | 160 | 3.8 |
| Statesville | 16,901 | 4,734 | 4,690 | 4,485 | 95.6 | 2,178 | 4,685 | 125 | 2.7 |
| Thomasville | 11,154 | 2,844 | 2,825 | 2,711 | 95.9 | 2,033 | 2,820 | 45 | 1.6 |
| Wilmington | 45,043 | 12,794 | 12,675 | 11,740 | 92.6 | 5,529 | 12,620 | 30 | 0.2 |
| Wilson | 23,010 | 6,189 | 6,155 | 5,595 | 90.9 | 3,076 | 6,155 | 30 | 0.5 |
| Winston-Salem | 87,811 | 24,362 | 23,975 | 22,535 | 94.0 | 15,060 | 23,790 | 355 | 1.5 |

COUNTIES

| | | | | | | | | | |
|------------|---------|--------|--------|--------|------|--------|--------|-----|-----|
| Alamance | 71,220 | 18,419 | 17,615 | 16,810 | 95.4 | 9,675 | 17,715 | 310 | 1.7 |
| Alexander | 14,554 | 3,509 | 3,480 | 3,300 | 94.8 | 1,596 | 3,460 | 30 | 0.9 |
| Alleghany | 8,155 | 2,111 | 2,000 | 1,785 | 89.3 | 860 | 2,000 | 20 | 1.0 |
| Anson | 26,781 | 6,199 | 6,130 | 5,560 | 90.7 | 2,731 | 6,105 | 80 | 1.3 |
| Ashe | 21,878 | 5,184 | 5,165 | 4,625 | 89.5 | 2,218 | 5,170 | 90 | 1.7 |
| Avery | 13,352 | 3,065 | 2,940 | 2,580 | 87.8 | 1,285 | 2,925 | 30 | 1.0 |
| Beaufort | 37,134 | 9,230 | 9,250 | 7,875 | 85.1 | 3,822 | 9,215 | 80 | 0.9 |
| Bertie | 26,439 | 5,803 | 5,770 | 4,945 | 85.7 | 2,273 | 5,770 | 25 | 0.4 |
| Bladen | 29,703 | 6,546 | 6,485 | 5,570 | 85.9 | 2,342 | 6,440 | 30 | 0.5 |
| Brunswick | 19,238 | 4,404 | 4,290 | 3,600 | 83.9 | 1,406 | 4,290 | 10 | 0.2 |
| Buncombe | 124,403 | 32,849 | 32,435 | 30,575 | 94.3 | 19,024 | 32,375 | 215 | 0.7 |
| Burke | 45,518 | 10,600 | 10,545 | 9,685 | 91.8 | 5,242 | 10,545 | 140 | 1.3 |
| Cabarrus | 63,783 | 16,669 | 16,630 | 16,065 | 96.6 | 10,315 | 16,580 | 445 | 2.7 |
| Caldwell | 43,352 | 10,439 | 10,235 | 9,475 | 92.6 | 4,775 | 10,290 | 135 | 1.3 |
| Camden | 5,223 | 1,320 | 1,300 | 1,175 | 90.4 | 656 | 1,285 | 15 | 1.2 |
| Carteret | 23,059 | 5,902 | 5,875 | 5,340 | 90.9 | 2,321 | 5,820 | 60 | 1.0 |
| Caswell | 20,870 | 4,441 | 4,240 | 3,850 | 90.8 | 1,691 | 4,215 | 50 | 1.2 |
| Catawba | 61,794 | 16,094 | 15,925 | 15,195 | 95.4 | 8,733 | 15,870 | 410 | 2.6 |
| Chatham | 25,392 | 6,195 | 6,110 | 5,590 | 91.5 | 2,827 | 6,035 | 35 | 0.6 |
| Cherokee | 18,294 | 4,310 | 4,295 | 3,735 | 87.0 | 1,902 | 4,275 | 50 | 1.2 |
| Chowan | 12,540 | 2,880 | 2,895 | 2,625 | 90.7 | 1,200 | 2,870 | 30 | 1.0 |
| Clay | 6,006 | 1,474 | 1,480 | 1,325 | 89.5 | 513 | 1,470 | 5 | 0.3 |
| Cleveland | 64,357 | 15,510 | 15,280 | 14,145 | 92.6 | 8,022 | 15,190 | 315 | 2.1 |
| Columbus | 50,621 | 11,399 | 11,510 | 9,925 | 86.2 | 4,331 | 11,405 | 90 | 0.8 |
| Craven | 48,823 | 11,506 | 11,330 | 9,880 | 87.2 | 3,598 | 11,295 | 30 | 0.3 |
| Cumberland | 96,006 | 21,032 | 20,555 | 19,055 | 92.7 | 6,079 | 20,495 | 145 | 0.7 |
| Currituck | 6,201 | 1,691 | 1,755 | 1,580 | 90.0 | 704 | 1,735 | 35 | 2.0 |
| Dare | 5,405 | 1,549 | 1,545 | 1,415 | 91.6 | 909 | 1,550 | ... | 0.0 |
| Davidson | 62,244 | 16,079 | 15,860 | 15,088 | 95.1 | 8,729 | 15,765 | 265 | 1.7 |
| Davis | 15,420 | 3,938 | 3,870 | 3,570 | 92.2 | 2,003 | 3,845 | 25 | 0.7 |
| Duplin | 41,074 | 9,773 | 9,700 | 8,500 | 87.6 | 3,684 | 9,655 | 25 | 0.3 |
| Durham | 101,639 | 26,099 | 25,830 | 24,575 | 95.1 | 14,882 | 25,745 | 245 | 1.0 |
| Edgecombe | 51,634 | 11,824 | 11,790 | 10,610 | 90.0 | 5,497 | 11,755 | 100 | 0.9 |
| Forsyth | 146,135 | 39,694 | 39,125 | 37,015 | 94.6 | 22,900 | 38,815 | 600 | 1.5 |
| Franklin | 31,341 | 7,115 | 7,230 | 6,520 | 90.2 | 2,703 | 7,220 | 35 | 0.5 |
| Gaston | 110,836 | 27,880 | 27,575 | 25,885 | 93.9 | 14,656 | 27,440 | 990 | 3.6 |
| Gates | 9,555 | 2,186 | 2,165 | 1,845 | 85.2 | 799 | 2,160 | 30 | 1.4 |
| Graham | 6,886 | 1,603 | 1,625 | 1,435 | 88.3 | 537 | 1,520 | 10 | 0.7 |
| Grenville | 31,793 | 6,804 | 6,790 | 6,045 | 89.0 | 2,680 | 6,745 | 155 | 2.3 |

(Continued on page 48)

WOODland ! TV



copy continued from preceding ad

RESULTS? PLENTY!

WE SOLD 384,320 COOK BOOKS . . .

More than twice the total population of Grand Rapids! Moreover, our well-heeled WOODlanders bought 7,100 binders to hold the complete 24-book series. That is a lot of impulse merchandise in anybody's league! Profits to the book publishers and to the retailers were most satisfactory.

WE'LL TELL YOU HOW WE DID IT . . .

In a report printed especially for our Missouri-born friends. It's a complete breakdown of the WOOD and WOOD-TV Cook Booklet Story, including stores used, copies sold and detailed description of the radio and television advertising schedules. Once again, we offer conclusive proof—THE RICH GRAND RAPIDS MARKET IS YOURS OVER WOOD AND WOOD-TV!



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WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DuMONT — Supplementary

National Representatives: Katz Agency

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

Radio Homes Census

(Continued from page 47)

No. Carolina—[Cont'd]

| Area | Total population | Total occupied dwelling units | RADIO | | | | TELEVISION | | |
|-------------|------------------|-------------------------------|------------------|------------|----------|------------------|------------------|---------|----------|
| | | | Number reporting | With Radio | | 1940 Radio Homes | Number reporting | With TV | |
| | | | | 1950 | | | | Number | Per Cent |
| | | | | Number | Per Cent | | | | |
| Greene | 18,024 | 3,753 | 3,745 | 3,400 | 90.8 | 2,015 | 3,735 | 35 | 0.9 |
| Guilford | 191,057 | 49,769 | 49,060 | 46,880 | 95.6 | 28,486 | 48,950 | 1,350 | 2.8 |
| Halifax | 58,377 | 13,001 | 12,895 | 11,205 | 86.9 | 4,967 | 12,830 | 105 | 0.8 |
| Harnett | 47,605 | 11,210 | 11,060 | 10,205 | 92.3 | 5,029 | 11,040 | 90 | 0.8 |
| Haywood | 37,631 | 9,570 | 9,630 | 8,960 | 93.0 | 4,449 | 9,550 | 60 | 0.6 |
| Henderson | 30,921 | 8,554 | 8,470 | 7,670 | 90.6 | 4,076 | 8,445 | 125 | 1.5 |
| Hertford | 21,453 | 4,768 | 4,755 | 4,260 | 89.6 | 1,854 | 4,660 | 50 | 1.1 |
| Hoke | 15,756 | 3,228 | 3,155 | 2,690 | 85.3 | 1,246 | 3,145 | 30 | 1.0 |
| Hyde | 6,479 | 1,632 | 1,580 | 1,305 | 82.6 | 665 | 1,560 | 10 | 0.6 |
| Iredell | 56,303 | 14,567 | 14,555 | 13,830 | 95.0 | 7,621 | 14,495 | 270 | 1.9 |
| Jackson | 19,261 | 4,439 | 4,355 | 3,795 | 87.1 | 1,664 | 4,325 | 30 | 0.7 |
| Johnston | 65,906 | 15,734 | 15,635 | 14,490 | 92.7 | 7,063 | 15,630 | 70 | 0.4 |
| Jones | 11,004 | 2,371 | 2,325 | 1,990 | 85.6 | 862 | 2,295 | 10 | 0.4 |
| Lee | 23,522 | 5,737 | 5,610 | 5,340 | 95.2 | 2,718 | 5,600 | 45 | 0.8 |
| Lenoir | 45,953 | 10,866 | 10,770 | 9,530 | 88.5 | 5,182 | 10,310 | 40 | 0.4 |
| Lincoln | 27,459 | 6,633 | 6,705 | 6,225 | 92.8 | 3,411 | 6,605 | 185 | 2.8 |
| McDowell | 25,720 | 6,346 | 6,010 | 5,445 | 90.6 | 2,893 | 5,965 | 50 | 0.8 |
| Macon | 16,174 | 3,939 | 3,860 | 3,390 | 87.8 | 1,453 | 3,820 | 30 | 0.8 |
| Madison | 20,522 | 4,827 | 4,780 | 4,390 | 91.8 | 2,048 | 4,765 | 35 | 0.7 |
| Martin | 27,938 | 6,002 | 5,955 | 5,275 | 88.6 | 2,178 | 5,930 | 5 | 0.1 |
| Mecklenburg | 197,052 | 52,598 | 52,095 | 49,655 | 95.3 | 26,847 | 51,885 | 1,635 | 3.2 |
| Mitchell | 15,143 | 3,686 | 3,810 | 3,505 | 92.0 | 1,924 | 3,800 | 50 | 1.3 |
| Montgomery | 17,260 | 4,313 | 4,225 | 3,740 | 88.5 | 1,923 | 4,185 | 80 | 1.9 |

| Area | Total population | Total occupied dwelling units | RADIO | | | | TELEVISION | | |
|--------------|------------------|-------------------------------|------------------|------------|----------|------------------|------------------|---------|----------|
| | | | Number reporting | With Radio | | 1940 Radio Homes | Number reporting | With TV | |
| | | | | 1950 | | | | Number | Per Cent |
| | | | | Number | Per Cent | | | | |
| Moore | 33,129 | 8,295 | 8,090 | 7,525 | 93.0 | 3,631 | 8,040 | 70 | 0.9 |
| Nash | 59,919 | 13,688 | 13,550 | 12,435 | 91.8 | 6,246 | 13,390 | 150 | 1.1 |
| New Hanover | 63,272 | 17,646 | 17,490 | 16,110 | 92.1 | 7,803 | 17,380 | 55 | 0.3 |
| Northampton | 28,432 | 6,064 | 6,040 | 5,175 | 85.7 | 1,950 | 6,025 | 50 | 0.8 |
| Onslow | 42,047 | 8,159 | 8,210 | 7,385 | 90.0 | 1,445 | 8,200 | 75 | 0.9 |
| Orange | 34,435 | 7,781 | 7,655 | 7,110 | 92.9 | 3,374 | 7,615 | 75 | 1.0 |
| Pamlico | 9,993 | 2,470 | 2,475 | 2,085 | 84.2 | 817 | 2,475 | 10 | 0.4 |
| Pasquotank | 24,347 | 6,374 | 6,355 | 5,690 | 89.5 | 2,998 | 6,345 | 95 | 1.5 |
| Pender | 18,423 | 4,233 | 4,240 | 3,440 | 81.1 | 1,449 | 4,220 | 45 | 1.1 |
| Perquimans | 9,602 | 2,370 | 2,275 | 2,000 | 87.9 | 1,001 | 2,275 | 15 | 0.7 |
| Person | 24,361 | 5,634 | 5,550 | 5,120 | 92.3 | 2,629 | 5,535 | 40 | 0.7 |
| Pitt | 63,789 | 14,389 | 13,655 | 11,795 | 86.4 | 6,802 | 13,675 | 80 | 0.6 |
| Polk | 11,627 | 3,026 | 3,060 | 2,810 | 91.8 | 1,511 | 3,050 | 10 | 0.3 |
| Randolph | 50,804 | 13,337 | 13,285 | 12,450 | 93.7 | 6,595 | 13,145 | 225 | 1.7 |
| Richmond | 39,597 | 9,760 | 9,740 | 8,775 | 90.1 | 4,619 | 9,600 | 140 | 1.5 |
| Robeson | 87,769 | 19,117 | 18,990 | 16,350 | 86.1 | 6,788 | 19,700 | 90 | 0.5 |
| Rockingham | 64,816 | 16,617 | 16,420 | 15,310 | 93.2 | 8,865 | 16,340 | 210 | 1.3 |
| Rowan | 75,410 | 20,197 | 19,970 | 19,200 | 96.1 | 12,697 | 19,960 | 390 | 2.0 |
| Rutherford | 46,356 | 11,633 | 11,540 | 10,600 | 91.9 | 6,349 | 11,460 | 275 | 2.4 |
| Sampson | 49,780 | 11,373 | 11,170 | 10,000 | 89.5 | 4,239 | 11,095 | 65 | 0.6 |
| Scotland | 26,336 | 5,990 | 5,875 | 5,105 | 86.9 | 2,090 | 5,750 | 30 | 0.5 |
| Stanly | 37,130 | 9,859 | 9,810 | 9,360 | 95.4 | 5,419 | 9,780 | 135 | 1.4 |
| Stokes | 21,520 | 5,218 | 4,965 | 4,605 | 92.7 | 2,639 | 4,900 | 30 | 0.6 |
| Surry | 45,593 | 11,426 | 10,925 | 10,330 | 94.6 | 5,605 | 10,775 | 65 | 0.6 |
| Swain | 9,921 | 2,295 | 2,265 | 1,915 | 84.5 | 941 | 2,240 | 10 | 0.4 |
| Transylvania | 15,194 | 3,682 | 3,650 | 3,240 | 88.8 | 1,570 | 3,630 | 20 | 0.6 |
| Tyrrell | 5,048 | 1,198 | 1,215 | 1,010 | 83.1 | 579 | 1,215 | 5 | 0.4 |
| Union | 42,034 | 10,193 | 9,785 | 9,210 | 94.1 | 4,997 | 9,655 | 195 | 2.0 |

(Continued on page 50)

SKATING RINKS

FUNERAL PARLORS



DANCE STUDIOS

strikes a **NEW NOTE** in continuous performance playback music

STEAMSHIPS

AMUSEMENT PARKS AND RECREATION CENTERS

INTRODUCING THE

AMPEX 450

- Up to eight hours of uninterrupted performance — day after day, year after year
- Requires no attention during operation
- Lowest cost per hour

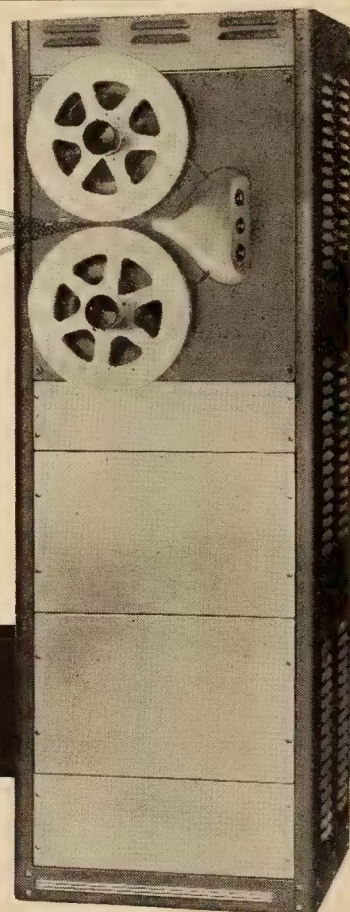
The new AMPEX 450 gives you hours of high-quality background music delivered at *lowest cost per hour* of any musical reproduction system. With the AMPEX there are no interruptions, no records to change and no attendants since it *needs no attention* during operation. It plays at the touch of a button and keeps on playing for as long as eight hours without repetition. Because tape doesn't lose quality with repeated playings, music is always scratch-free and pleasant, with less background noise and distortion.

The Model 450 is engineered to rigid AMPEX standards and is capable of delivering thousands of hours of service with no breakdowns and minimum maintenance.

For further information, write to Dept. D

IF YOU PLAN FOR TOMORROW, BUY AN AMPEX TODAY

AMPEX ELECTRIC CORPORATION
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Model 450 rack-mounted.
Also available in portable or console mount.

FEATURES

- 50 to 7500-cycle frequency response at 3 3/4 inch tape speed
- Standard NARTB reels up to 14 inches
- Pushbutton controls
- Automatic reverse control available as an accessory permits full eight hour program without interruption.

AMPEX

MAGNETIC RECORDERS

ABC ADDS THREE

Affiliates Now Total 353

ADDITION of three radio affiliates to ABC, bringing total to 353, was announced Dec. 5 by Alfred R. Beckman, national director of ABC's radio and television station relations departments.

Stations include two outlets in North Dakota whose affiliation takes effect on Jan. 1. They are: KGCN Bismarck-Mandan, N. D. (1 kw day and 250 w night on 1270 kc), owned by Mandan Radio Assn. Inc. with Paul C. Gussman, general manager, and KLPM Minot, N. D. (5 kw day and 1 kw night on 1390 kc), licensed by Minot Broadcasting Co., with John B. Cooley as manager.

The third new affiliate is WMAW Menominee, Mich. (100 w on 1340 kc), licensed to Green Bay Broadcasting Co. with Ken Peterson, general manager. WMAW joined Nov. 15.

TCA Point IV Aids

MATERIALS are being made available by the Technical Cooperation Administration (TCA) for the development of radio-TV programs in connection with the Point IV program overseas. TCA's Office of Information & Reports announced it has three semi-documentary radio scripts, a Point IV Radio-TV Fact Sheet, and general discussion tapes for use by broadcast stations. Currently in process are tape-recorded interviews and statements from specialists. Photographic and visual material for television productions also are available. Tape recorders may be used at TCA Washington headquarters for use by visiting broadcasters. Requests for material should be addressed to the Office of Information & Reports, Technical Cooperation Administration, McShain Bldg., Washington, D. C. (Attention: Radio-TV information officer).

we've been called "revolutionary"



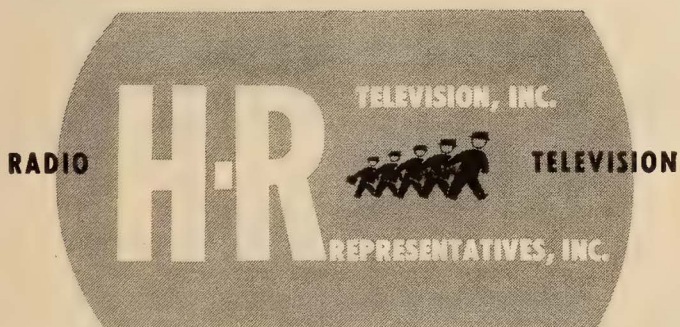
FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 CARLIN FRENCH, Vice President
 PAUL WEEKS, Vice President

— and perhaps rightly so, in a sense. H-R Representatives has no desk-bound brass hats. Every one of the owners is pounding the pavement every working day in the interest of their member stations.

Yessir, it's revolutionary because **EVEN THE BOSSES ARE WORKERS.**

The owner-salesmen of H-R constitute one of the most unusual combinations of experience and sales background in the electronic industry. Each is a mature, seasoned sales executive with diversified years of successful background in radio station ownership, radio station management, sales management, agency account executive work as well as years and years in top rank representation.

You can't get business just sitting behind a desk. Because every man on the H-R payroll is a pavement pounder, this representative organization has established enviable records for its family stations. Ask any of these stations — AM or TV — about the firm that always sends a Man to Do a Man's Work.



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 RA ndolph 6-6431

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Harold Lindley, Vice President
 6253 Hollywood Blvd., Hollywood 28, Calif.
 Granite 1480

James Alspaugh, Manager
 110 Sutter Street, San Francisco, Calif.
 Exbrook 2-3407



WGST delivers a satchel full of sales the year round because we're loaded with C.P.M. C—assures coverage of the 36 counties in Atlanta's retail trade zone. P—means the best in locally produced and net programs from ABC. M—guarantees top-drawer merchandising support to jobber, chain and retail outlets. Let WGST go to work on your account—by contacting us or our national reps today.



WGST

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5,000 WATTS 920 KC

NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
JAMES S. AYERS

Radio Homes Census

(Continued from page 48)

No. Carolina—[Cont'd]

| Area | Total population | Total occupied dwelling units | Number reporting | RADIO | | TELEVISION | | |
|------------|------------------|-------------------------------|------------------|------------|----------|------------------|------------------|----------|
| | | | | With Radio | | 1940 Radio Homes | With TV | |
| | | | | 1950 | | | Number reporting | Number |
| | | | | Number | Per Cent | | | Per Cent |
| Vance | 32,101 | 7,664 | 7,555 | 6,735 | 89.1 | 3,290 | 7,545 | 60 0.8 |
| Wake | 136,450 | 33,249 | 32,865 | 31,285 | 95.2 | 16,529 | 32,800 | 205 0.6 |
| Warren | 23,539 | 5,018 | 5,005 | 4,205 | 84.0 | 1,440 | 4,975 | 45 0.9 |
| Washington | 13,180 | 3,039 | 3,050 | 2,755 | 90.3 | 1,200 | 3,030 | 15 0.5 |
| Watauga | 18,342 | 4,315 | 4,210 | 3,855 | 91.6 | 2,008 | 4,145 | 35 0.8 |
| Wayne | 64,267 | 15,038 | 15,050 | 13,610 | 90.4 | 6,736 | 15,000 | 105 0.7 |
| Wilkes | 45,243 | 10,748 | 10,630 | 9,645 | 90.7 | 4,086 | 10,585 | 280 2.6 |
| Wilson | 54,506 | 12,780 | 12,780 | 11,570 | 90.5 | 6,191 | 12,755 | 105 0.8 |
| Yadkin | 22,133 | 5,604 | 5,615 | 5,310 | 94.6 | 2,566 | 5,610 | 150 2.7 |
| Yancey | 16,306 | 3,809 | 3,805 | 3,325 | 87.4 | 1,475 | 3,820 | 65 1.7 |

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—DISTRICT OF COLUMBIA

| Area | Total population | Total occupied dwelling units | Number reporting | RADIO | | TELEVISION | | |
|-----------------------------------|------------------|-------------------------------|------------------|------------|----------|------------------|------------------|--------------|
| | | | | With Radio | | 1940 Radio Homes | With TV | |
| | | | | 1950 | | | Number reporting | Number |
| | | | | Number | Per Cent | | | Per Cent |
| The District S.M.A. | 802,178 | 224,142 | 219,085 | 213,585 | 97.5 | 158,377 | 217,590 | 61,005 28.0 |
| Washington, D. C. | 1,464,089 | 405,111 | 398,075 | 388,515 | 97.6 | 395,740 | 125,750 | 31.8 |
| The District Montgomery City, Md. | 802,178 | 224,142 | 219,085 | 213,585 | 97.5 | 158,377 | 217,590 | 61,005 28.0 |
| Prince Georges City, Md. | 164,401 | 45,264 | 44,935 | 44,110 | 98.2 | 19,109 | 44,725 | 15,945 35.7 |
| Alexandria City, Va. | 194,182 | 50,799 | 50,245 | 48,735 | 97.0 | 17,644 | 49,960 | 19,905 39.8 |
| Arlington City, Va. | 61,787 | 18,351 | 18,100 | 17,680 | 97.7 | 7,931 | 17,995 | 5,640 31.3 |
| Fairfax City, Va. | 125,449 | 40,127 | 39,640 | 39,230 | 99.0 | 15,059 | 39,465 | 44,085 35.7 |
| Falls Church City, Va. | 98,557 | 24,317 | 24,045 | 23,175 | 96.4 | 6,938 | 23,990 | 8,460 35.3 |
| Urbanized Area Washington, D. C. | 7,535 | 2,111 | 2,026 | 2,000 | 98.8 | 630 | 2,015 | 710 35.2 |
| | 1,287,333 | 363,119 | 356,455 | 349,160 | 98.0 | * | 354,285 | 112,925 31.9 |

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—WASHINGTON

| Area | Total population | Total occupied dwelling units | Number reporting | RADIO | | TELEVISION | | |
|-------------------|------------------|-------------------------------|------------------|------------|----------|------------------|------------------|------------|
| | | | | With Radio | | 1940 Radio Homes | With TV | |
| | | | | 1950 | | | Number reporting | Number |
| | | | | Number | Per Cent | | | Per Cent |
| The State S.M.A. | 2,378,963 | 735,746 | 724,180 | 705,410 | 97.4 | 472,553 | 720,650 | 20,310 2.8 |
| Seattle | 732,992 | 236,258 | 232,170 | 227,735 | 98.1 | 150,794 | 231,135 | 12,795 5.5 |
| Spokane | 221,561 | 68,949 | 68,170 | 66,620 | 97.7 | 44,715 | 67,445 | 330 0.5 |
| Tacoma | 275,876 | 78,850 | 77,630 | 75,780 | 97.6 | 49,690 | 77,085 | 2,560 3.3 |
| Urbanized Areas | | | | | | | | |
| Seattle | 621,509 | 201,506 | 198,295 | 194,715 | 98.2 | * | 197,435 | 11,490 5.8 |
| Spokane | 176,004 | 57,387 | 56,605 | 55,355 | 97.8 | * | 55,940 | 240 0.4 |
| Tacoma | 167,667 | 55,518 | 54,630 | 53,260 | 97.5 | * | 54,300 | 1,975 3.6 |
| Urban Places | | | | | | | | |
| Aberdeen | 19,653 | 6,714 | 6,600 | 6,375 | 96.6 | 5,306 | 6,600 | 25 0.4 |
| Bellingham | 34,112 | 11,415 | 11,355 | 11,175 | 98.4 | 8,699 | 11,325 | 45 0.4 |
| Bremerton | 27,678 | 9,183 | 9,115 | 9,010 | 98.8 | 4,682 | 9,110 | 420 4.6 |
| Everett | 33,849 | 11,716 | 11,625 | 11,345 | 97.6 | 8,761 | 11,590 | 240 2.1 |
| Hoquiam | 11,123 | 3,736 | 3,675 | 3,575 | 97.3 | 3,042 | 3,655 | 15 0.4 |
| Kennewick | 10,106 | 3,060 | 3,090 | 2,970 | 96.1 | * | 3,080 | 10 0.3 |
| Longview | 20,339 | 6,286 | 6,220 | 6,155 | 99.0 | 3,422 | 6,185 | 35 0.6 |
| Olympia | 15,819 | 5,529 | 5,135 | 5,065 | 98.6 | 4,028 | 5,125 | 110 2.1 |
| Pasco | 10,228 | 3,244 | 3,175 | 3,045 | 95.9 | 1,024 | 3,160 | 20 0.6 |
| Port Angeles | 11,233 | 3,709 | 3,640 | 3,560 | 97.8 | 2,592 | 3,635 | 75 2.1 |
| Pullman | 12,022 | 2,702 | 2,710 | 2,680 | 98.9 | 1,368 | 2,700 | ... |
| Puyallup | 10,010 | 3,369 | 3,290 | 3,200 | 97.3 | 2,288 | 3,290 | 50 1.5 |
| Renton | 16,039 | 4,889 | 4,770 | 4,685 | 98.2 | 1,347 | 4,745 | 160 3.4 |
| Richland (uninc.) | 21,809 | 5,644 | 5,735 | 5,700 | 99.4 | * | 5,710 | 50 0.9 |
| Seattle | 467,591 | 154,582 | 151,910 | 148,835 | 98.0 | 111,729 | 151,200 | 8,510 5.6 |
| Spokane | 161,721 | 52,994 | 52,195 | 51,015 | 97.7 | 35,337 | 51,545 | 220 0.4 |
| Tacoma | 143,673 | 47,954 | 47,260 | 46,025 | 97.4 | 33,079 | 46,945 | 1,670 3.6 |
| Vancouver | 41,664 | 12,648 | 12,460 | 12,295 | 99.0 | 5,080 | 12,295 | 30 0.2 |
| Walla Walla | 24,102 | 7,240 | 7,165 | 7,045 | 98.3 | 4,374 | 7,170 | 30 0.4 |
| Wenatchee | 13,072 | 4,500 | 4,455 | 4,305 | 96.6 | 3,284 | 4,460 | 18 0.2 |
| Yakima | 38,486 | 12,617 | 12,370 | 12,090 | 97.7 | 7,579 | 12,320 | 40 0.3 |

COUNTIES

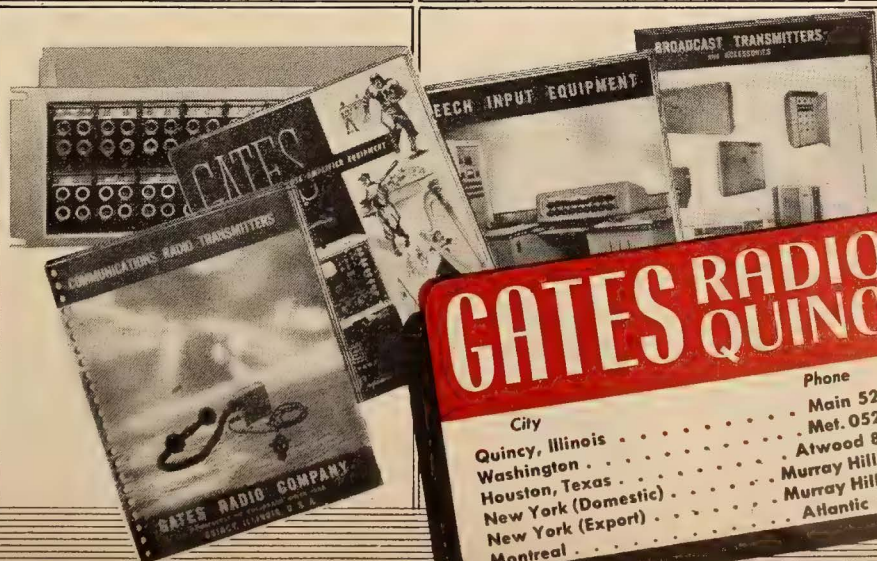
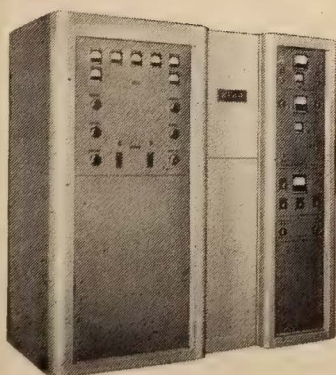
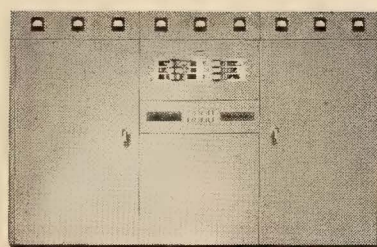
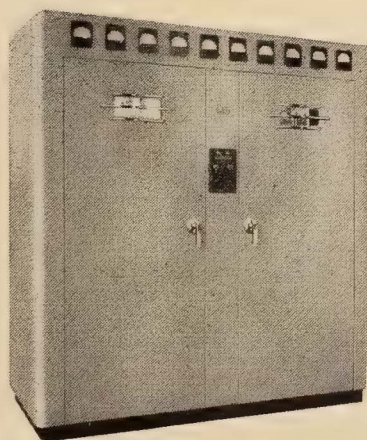
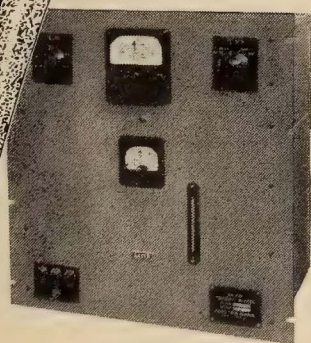
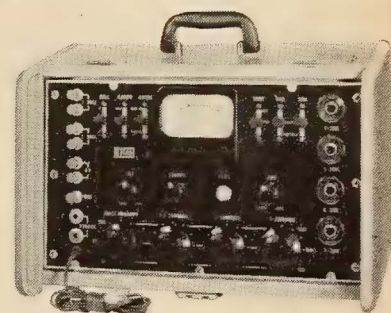
| | | | | | | | | |
|----------|--------|--------|--------|--------|------|--------|--------|---------|
| Adams | 6,584 | 2,072 | 2,035 | 1,930 | 94.8 | 1,507 | 2,035 | 15 0.7 |
| Asotin | 10,878 | 3,432 | 3,405 | 3,315 | 97.4 | 2,174 | 3,395 | 15 0.4 |
| Benton | 51,370 | 14,190 | 14,235 | 13,860 | 97.4 | 2,748 | 14,175 | 65 0.5 |
| Chelan | 39,301 | 12,484 | 12,255 | 11,755 | 95.9 | 9,027 | 12,240 | 55 0.4 |
| Clallam | 26,396 | 8,216 | 8,025 | 7,640 | 95.2 | 5,406 | 8,010 | 175 2.2 |
| Clark | 85,307 | 25,900 | 25,100 | 24,635 | 98.1 | 13,235 | 24,910 | 140 0.6 |
| Columbia | 4,860 | 1,603 | 1,560 | 1,525 | 97.8 | 1,427 | 1,565 | ... |
| Cowlitz | 53,369 | 16,158 | 16,055 | 15,770 | 98.2 | 10,329 | 15,975 | 90 0.5 |
| Douglas | 10,817 | 3,238 | 3,210 | 3,055 | 95.2 | 2,202 | 3,200 | 10 0.3 |
| Ferry | 4,096 | 1,198 | 1,160 | 1,045 | 90.1 | 990 | 1,140 | 30 2.6 |

(Continued on page 52)

GATES

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Canadian Marconi Company

Radio Homes Census

(Continued from page 50)

Washington State—[Cont'd]

| Area | Total population | Total occupied dwelling units | Number reporting | RADIO | | | TELEVISION | | |
|--------------|------------------|-------------------------------|------------------|------------|----------|------------------|------------------|---------|----------|
| | | | | With Radio | | 1940 Radio Homes | Number reporting | With TV | |
| | | | | Number | Per Cent | | | Number | Per Cent |
| Franklin | 13,563 | 4,191 | 4,065 | 3,910 | 96.2 | 1,548 | 4,050 | 25 | 0.6 |
| Garfield | 3,204 | 1,020 | 1,035 | 1,025 | 99.0 | 880 | 1,040 | 10 | 1.0 |
| Grant | 24,346 | 6,954 | 6,785 | 6,465 | 95.3 | 3,916 | 6,740 | 55 | 0.8 |
| Grays Harbor | 53,644 | 17,463 | 17,170 | 16,560 | 96.4 | 13,918 | 17,150 | 75 | 0.4 |
| Island | 11,079 | 3,352 | 3,245 | 3,165 | 97.5 | 1,652 | 3,220 | 105 | 3.3 |
| Jefferson | 11,618 | 3,354 | 3,225 | 3,130 | 97.1 | 2,092 | 3,215 | 150 | 4.7 |
| King | 732,992 | 236,258 | 232,170 | 227,735 | 98.1 | 150,794 | 231,135 | 12,795 | 5.5 |
| Kitsap | 75,724 | 23,185 | 23,060 | 22,695 | 98.4 | 12,731 | 23,035 | 1,170 | 5.1 |
| Kittitas | 22,235 | 6,689 | 6,630 | 6,375 | 96.2 | 4,964 | 6,610 | 20 | 0.3 |
| Klickitat | 12,049 | 3,743 | 3,655 | 3,425 | 93.7 | 2,618 | 3,650 | 40 | 1.1 |
| Lewis | 43,755 | 13,768 | 13,520 | 13,135 | 97.2 | 10,278 | 13,475 | 65 | 0.5 |
| Lincoln | 10,970 | 3,437 | 3,480 | 3,350 | 96.3 | 2,929 | 3,470 | 15 | 0.4 |
| Mason | 15,022 | 4,803 | 4,635 | 4,525 | 97.6 | 2,967 | 4,605 | 195 | 4.2 |
| Okanogan | 29,131 | 8,680 | 8,540 | 8,030 | 94.0 | 5,368 | 8,520 | 15 | 0.2 |
| Pacific | 16,558 | 5,501 | 5,540 | 5,310 | 95.8 | 4,101 | 5,520 | 35 | 0.6 |
| Pend Oreille | 7,413 | 2,243 | 2,185 | 2,020 | 92.4 | 1,572 | 2,180 | 30 | 1.4 |
| Pierce | 275,876 | 78,850 | 77,630 | 75,780 | 97.6 | 49,690 | 77,085 | 2,560 | 3.3 |
| San Juan | 3,245 | 1,163 | 1,100 | 1,060 | 96.4 | 855 | 1,100 | 30 | 2.7 |
| Skagit | 43,273 | 13,269 | 13,220 | 12,755 | 96.5 | 9,659 | 13,210 | 120 | 0.9 |
| Skamania | 4,788 | 1,519 | 1,460 | 1,370 | 93.8 | 1,134 | 1,445 | 5 | 0.3 |
| Snohomish | 111,580 | 35,895 | 35,305 | 34,360 | 97.3 | 24,388 | 35,225 | 1,110 | 3.2 |
| Spokane | 221,561 | 68,949 | 68,170 | 66,620 | 97.7 | 44,715 | 67,445 | 330 | 0.5 |
| Stevens | 18,580 | 5,358 | 5,290 | 4,975 | 94.0 | 4,240 | 5,300 | 25 | 0.5 |
| Thurston | 44,884 | 14,497 | 13,950 | 13,550 | 97.1 | 10,324 | 13,825 | 320 | 2.3 |
| Wahkiakum | 3,835 | 1,173 | 1,140 | 1,100 | 96.5 | 1,012 | 1,130 | 5 | 0.4 |
| Walla Walla | 40,135 | 11,858 | 11,700 | 11,425 | 97.6 | 7,319 | 11,685 | 35 | 0.3 |
| Whatcom | 66,733 | 21,095 | 20,840 | 20,375 | 97.8 | 16,660 | 20,775 | 140 | 0.7 |
| Whitman | 32,469 | 9,067 | 9,115 | 8,945 | 98.1 | 7,138 | 9,010 | 25 | 0.3 |
| Yakima | 135,723 | 39,916 | 39,280 | 37,710 | 96.0 | 24,026 | 39,150 | 205 | 0.5 |

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—MINNESOTA

| Area | Total population | Total occupied dwelling units | Number reporting | RADIO | | | TELEVISION | | |
|--|------------------|-------------------------------|------------------|------------|----------|------------------|------------------|---------|----------|
| | | | | With Radio | | 1940 Radio Homes | Number reporting | With TV | |
| | | | | Number | Per Cent | | | Number | Per Cent |
| The State | 2,982,483 | 845,265 | 833,355 | 811,855 | 97.4 | 647,499 | 830,005 | 51,420 | 6.2 |
| S.M.A. | 252,777 | 75,520 | 74,490 | 72,125 | 96.8 | 62,661 | 74,325 | 415 | 0.6 |
| Duluth-Superior | 1,116,509 | 327,791 | 322,750 | 317,785 | 98.5 | 246,791 | 321,700 | 43,140 | 13.4 |
| Minneapolis-St. Paul Urbanized Areas | 143,028 | 42,742 | 42,005 | 41,225 | 98.1 | * | 41,945 | 235 | 0.6 |
| Duluth-Superior | 985,101 | 292,978 | 288,500 | 284,050 | 98.5 | * | 287,510 | 38,430 | 13.4 |
| Minneapolis-St. Paul Urban Places (10,000 or more) | 13,545 | 4,148 | 4,095 | 4,015 | 98.0 | 3,059 | 4,055 | 30 | 0.7 |
| Albert Lea | 23,100 | 6,614 | 6,540 | 6,490 | 99.2 | 4,544 | 6,525 | 20 | 0.3 |
| Austin | 10,001 | 3,056 | 3,000 | 2,820 | 94.0 | 2,152 | 2,995 | 20 | 0.7 |
| Bemidji | 12,637 | 3,848 | 3,685 | 3,605 | 97.8 | 2,974 | 3,685 | 15 | 0.4 |
| Brainerd | 104,511 | 31,312 | 30,835 | 30,235 | 98.1 | 26,211 | 30,815 | 165 | 0.5 |
| Duluth | 16,028 | 3,731 | 3,675 | 3,625 | 98.6 | 2,821 | 3,685 | 100 | 2.7 |
| Faribault | 12,917 | 3,233 | 3,215 | 3,145 | 97.8 | 2,179 | 3,170 | ... | ... |
| Fergus Falls | 16,276 | 4,865 | 4,875 | 4,800 | 98.5 | 4,024 | 4,860 | 40 | 0.8 |
| Hibbing | 18,809 | 5,336 | 5,255 | 5,135 | 97.7 | 3,953 | 5,230 | 60 | 1.1 |
| Mankato | 521,718 | 159,345 | 157,020 | 154,465 | 98.4 | 134,314 | 156,320 | 19,300 | 12.3 |
| Minneapolis | 14,870 | 3,864 | 3,795 | 3,735 | 98.4 | 2,304 | 3,800 | 25 | 0.7 |
| Moorhead | 10,191 | 3,017 | 3,010 | 2,960 | 98.3 | 2,141 | 3,020 | 100 | 3.3 |
| Owatonna | 10,645 | 3,366 | 3,385 | 3,360 | 99.3 | 2,522 | 3,340 | 215 | 6.4 |
| Red Wing | 17,502 | 4,611 | 4,565 | 4,550 | 99.7 | 1,032 | 4,560 | 970 | 21.3 |
| Richfield | 11,289 | 3,082 | 3,045 | 3,040 | 99.8 | 1,554 | 3,045 | 545 | 17.9 |
| Robbinsdale | 29,885 | 8,277 | 8,130 | 8,040 | 98.9 | 5,906 | 8,130 | 50 | 0.6 |
| Rochester | 22,781 | 6,945 | 6,795 | 6,685 | 98.4 | 5,102 | 6,795 | 160 | 2.4 |
| St. Cloud | 22,644 | 6,554 | 6,455 | 6,425 | 99.5 | 2,157 | 6,430 | 1,380 | 21.5 |
| St. Louis Park | 311,349 | 92,159 | 90,380 | 88,785 | 98.2 | 75,866 | 90,130 | 11,600 | 12.9 |
| St. Paul | 15,909 | 4,455 | 4,420 | 4,370 | 98.9 | 2,809 | 4,420 | 595 | 13.5 |
| South St. Paul | 12,486 | 3,934 | 3,915 | 3,855 | 98.5 | 3,331 | 3,890 | 20 | 0.5 |
| Virginia | 25,031 | 7,255 | 7,255 | 7,050 | 97.2 | 5,550 | 7,225 | 35 | 0.5 |
| Winona | 14,327 | 4,259 | 4,225 | 3,970 | 94.0 | 3,739 | 4,240 | 35 | 0.8 |
| Aitken | 35,579 | 9,434 | 9,405 | 9,215 | 98.0 | 4,795 | 9,405 | 1,240 | 13.2 |
| Anoka | 24,836 | 6,726 | 6,655 | 6,215 | 93.4 | 5,149 | 6,615 | 65 | 1.0 |
| Becker | 24,962 | 6,873 | 6,900 | 6,295 | 91.2 | 5,041 | 6,900 | 30 | 0.4 |
| Beltrami | 15,911 | 3,912 | 3,865 | 3,755 | 97.2 | 3,084 | 3,865 | 65 | 1.7 |
| Benton | 9,607 | 2,631 | 2,570 | 2,520 | 98.1 | 2,303 | 2,555 | 5 | 0.2 |
| Big Stone | 38,327 | 10,837 | 10,655 | 10,375 | 97.4 | 8,547 | 10,460 | 125 | 1.2 |
| Blue Earth | 25,895 | 7,302 | 7,185 | 6,995 | 97.4 | 5,778 | 7,200 | 80 | 1.1 |
| Brown | 24,584 | 6,633 | 6,640 | 6,400 | 96.4 | 5,212 | 6,660 | 25 | 0.4 |
| Carlton | 18,155 | 4,988 | 4,930 | 4,780 | 97.0 | 3,750 | 4,895 | 360 | 7.4 |
| Carver | 19,468 | 5,362 | 5,245 | 4,725 | 90.1 | 3,856 | 5,010 | 40 | 0.8 |
| Cass | 16,739 | 4,821 | 4,710 | 4,630 | 98.3 | 3,908 | 4,710 | 45 | 1.0 |
| Chippewa | 12,669 | 3,816 | 3,795 | 3,655 | 96.3 | 3,027 | 3,790 | 185 | 4.9 |
| Chisago | 30,363 | 7,960 | 7,855 | 7,720 | 98.3 | 5,514 | 7,840 | 60 | 0.8 |
| Clay | 10,204 | 2,801 | 2,780 | 2,560 | 92.1 | 2,133 | 2,765 | 15 | 0.5 |
| Clearwater | 2,900 | 923 | 820 | 760 | 92.7 | 606 | 820 | ... | ... |
| Cook | 15,763 | 4,575 | 4,525 | 4,465 | 97.7 | 3,557 | 4,295 | 25 | 0.6 |
| Cottonwood | 30,875 | 9,150 | 8,785 | 8,470 | 96.4 | 6,778 | 8,720 | 70 | 0.8 |
| Crow Wing | 12,624 | 3,520 | 3,450 | 3,365 | 97.5 | 2,873 | 3,435 | 90 | 2.6 |
| Dakota | 21,304 | 6,093 | 6,020 | 5,845 | 97.1 | 4,487 | 5,990 | 50 | 0.8 |
| Dodge | 23,879 | 6,729 | 6,380 | 6,310 | 98.9 | 5,459 | 6,365 | 35 | 0.5 |
| Douglas | 24,465 | 7,146 | 7,000 | 6,490 | 95.6 | 5,673 | 6,605 | 75 | 1.1 |
| Fillmore | 34,517 | 9,761 | 9,710 | 9,490 | 97.7 | 7,267 | 9,675 | 80 | 0.8 |
| Freeborn | 32,118 | 9,477 | 9,325 | 9,090 | 97.5 | 7,358 | 9,285 | 510 | 5.5 |
| Goodhue | 9,542 | 2,656 | 2,620 | 2,520 | 96.2 | 2,156 | 2,615 | 10 | 0.4 |
| Grant | 676,579 | 201,456 | 198,500 | 195,600 | 98.5 | 152,246 | 197,720 | 26,625 | 13.5 |
| Hennepin | 14,327 | 4,259 | 4,225 | 3,970 | 94.0 | 3,739 | 4,240 | 35 | 0.8 |

COUNTIES

| | | | | | | | | | |
|------------|---------|---------|---------|---------|------|---------|---------|--------|------|
| Aitken | 14,327 | 4,259 | 4,225 | 3,970 | 94.0 | 3,739 | 4,240 | 35 | 0.8 |
| Anoka | 35,579 | 9,434 | 9,405 | 9,215 | 98.0 | 4,795 | 9,405 | 1,240 | 13.2 |
| Becker | 24,836 | 6,726 | 6,655 | 6,215 | 93.4 | 5,149 | 6,615 | 65 | 1.0 |
| Beltrami | 24,962 | 6,873 | 6,900 | 6,295 | 91.2 | 5,041 | 6,900 | 30 | 0.4 |
| Benton | 15,911 | 3,912 | 3,865 | 3,755 | 97.2 | 3,084 | 3,865 | 65 | 1.7 |
| Big Stone | 9,607 | 2,631 | 2,570 | 2,520 | 98.1 | 2,303 | 2,555 | 5 | 0.2 |
| Blue Earth | 38,327 | 10,837 | 10,655 | 10,375 | 97.4 | 8,547 | 10,460 | 125 | 1.2 |
| Brown | 25,895 | 7,302 | 7,185 | 6,995 | 97.4 | 5,778 | 7,200 | 80 | 1.1 |
| Carlton | 24,584 | 6,633 | 6,640 | 6,400 | 96.4 | 5,212 | 6,660 | 25 | 0.4 |
| Carver | 18,155 | 4,988 | 4,930 | 4,780 | 97.0 | 3,750 | 4,895 | 360 | 7.4 |
| Cass | 19,468 | 5,362 | 5,245 | 4,725 | 90.1 | 3,856 | 5,010 | 40 | 0.8 |
| Chippewa | 16,739 | 4,821 | 4,710 | 4,630 | 98.3 | 3,908 | 4,710 | 45 | 1.0 |
| Chisago | 12,669 | 3,816 | 3,795 | 3,655 | 96.3 | 3,027 | 3,790 | 185 | 4.9 |
| Clay | 30,363 | 7,960 | 7,855 | 7,720 | 98.3 | 5,514 | 7,840 | 60 | 0.8 |
| Clearwater | 10,204 | 2,801 | 2,780 | 2,560 | 92.1 | 2,133 | 2,765 | 15 | 0.5 |
| Cook | 2,900 | 923 | 820 | 760 | 92.7 | 606 | 820 | ... | ... |
| Cottonwood | 15,763 | 4,575 | 4,525 | 4,465 | 97.7 | 3,557 | 4,295 | 25 | 0.6 |
| Crow Wing | 30,875 | 9,150 | 8,785 | 8,470 | 96.4 | 6,778 | 8,720 | 70 | 0.8 |
| Dakota | 12,624 | 3,520 | 3,450 | 3,365 | 97.5 | 2,873 | 3,435 | 90 | 2.6 |
| Dodge | 21,304 | 6,093 | 6,020 | 5,845 | 97.1 | 4,487 | 5,990 | 50 | 0.8 |
| Douglas | 23,879 | 6,729 | 6,380 | 6,310 | 98.9 | 5,459 | 6,365 | 35 | 0.5 |
| Fillmore | 24,465 | 7,146 | 7,000 | 6,490 | 95.6 | 5,673 | 6,605 | 75 | 1.1 |
| Freeborn | 34,517 | 9,761 | 9,710 | 9,490 | 97.7 | 7,267 | 9,675 | 80 | 0.8 |
| Goodhue | 32,118 | 9,477 | 9,325 | 9,090 | 97.5 | 7,358 | 9,285 | 510 | 5.5 |
| Grant | 9,542 | 2,656 | 2,620 | 2,520 | 96.2 | 2,156 | 2,615 | 10 | 0.4 |
| Hennepin | 676,579 | 201,456 | 198,500 | 195,600 | 98.5 | 152,246 | 197,720 | 26,625 | 13.5 |

(Continued on page 60)

NPA DIVISION

Electronics Changes Seen

REALIGNMENT of the Electronics Div. of the National Production Authority, and perhaps consolidation of certain sections, are slated to hit the emergency agency early next year because of personnel cutbacks.

Evidence of wholesale changes is reflected in layoff notices. These will affect the future of key officials in various electronics sections throughout NPA. Indication is that the structure of the Electronics Div. will remain in a confused state until at least next Feb. 1.

The effect of the economy movement is particularly sweeping because seniority rights will play a major part in "bumping" key personnel throughout the Commerce Dept., under which NPA operates. Involved are the U. S. Census Bureau, the National Bureau of Standards and others—all part of Commerce.

2765

Independent Retail Grocers

in Baltimore say:

WFBR's

the station for us!

Every year since 1936, the powerful Independent Retail Grocers Association of Baltimore has turned to Baltimore's promotion-minded, know-how station, WFBR, to make sure their Annual Food Show, held at the Fifth Regiment Armory in Baltimore, goes over with a bang.

Every year WFBR has thrown the full weight of its promotion,



"WFBR's know-how and showmanship have been invaluable to our Association for over 16 years by their cooperation in our Annual Food Show —just as independent grocer cooperation has helped make WFBR dominant in grocery and allied products merchandising."

(Signed)

Joseph L. Manning

programming, merchandising and production departments behind this great food event.

The result? Every year, bigger crowds, more exhibitors, better displays—and firmer loyalties, friendship and cooperation between the 2765 members of the Independent Retail Grocers Association and WFBR.

To the left, you'll read what Joseph Manning, executive secretary of the Association thinks of us. Elsewhere, a list of food and allied accounts we've carried this year.

One last word: it's more true today than ever, for real showmanship, solid merchandising and active, day-in, day-out promotion, you need

WFBR

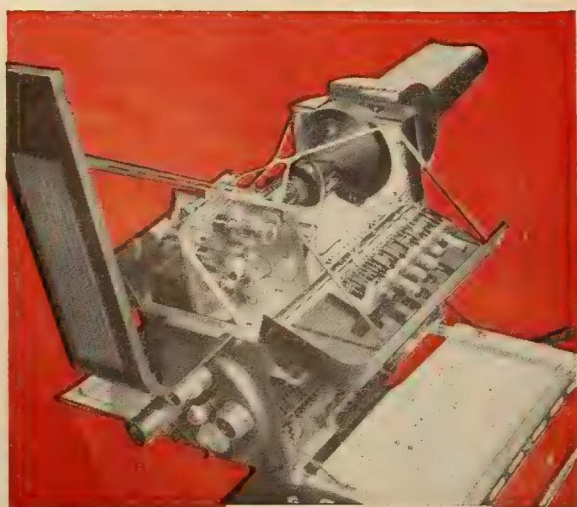
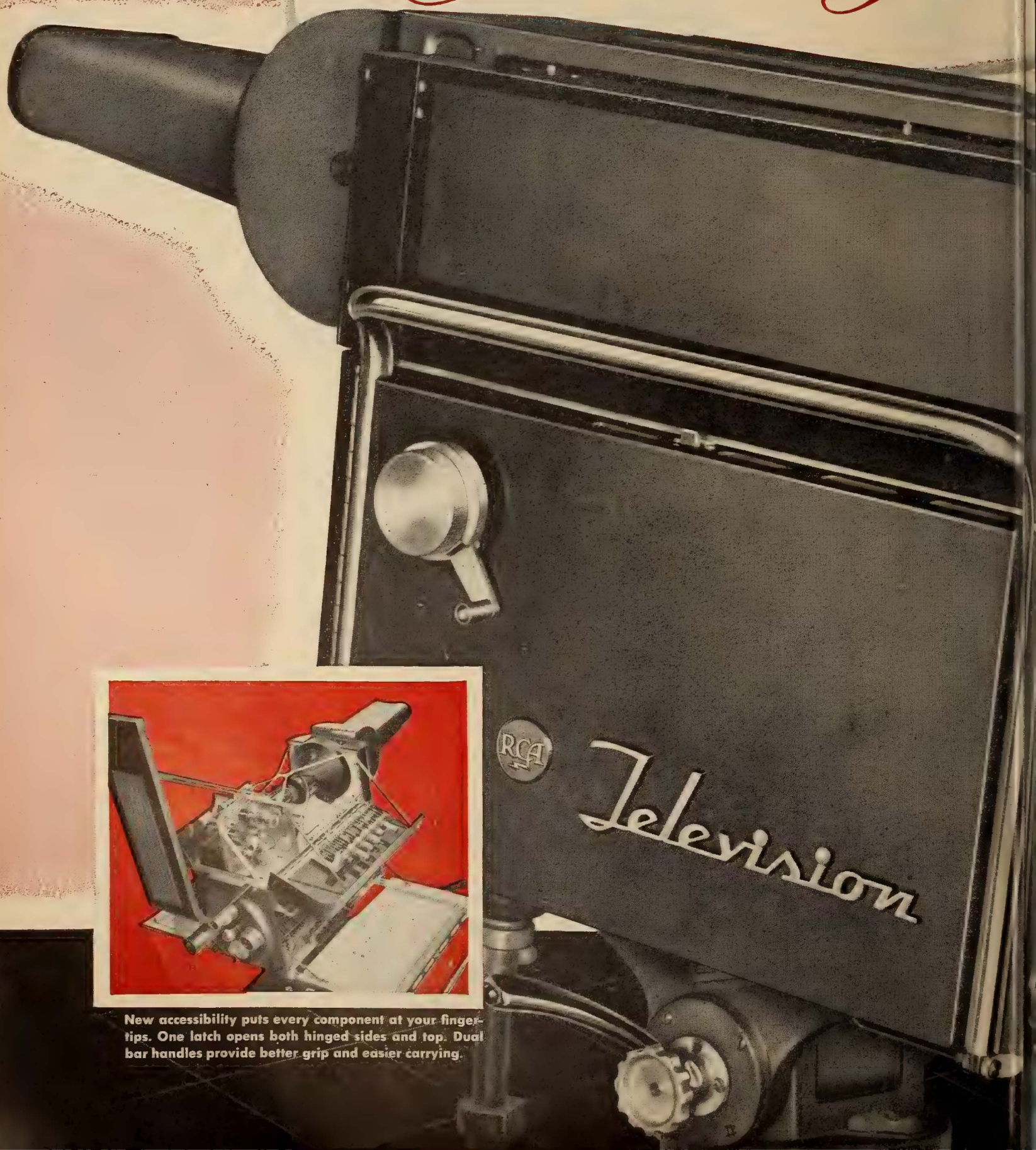
LET'S LOOK AT THE RECORD!

The following food and allied accounts have been on WFBR in 1952:

| | |
|---------------------------|----------------------------|
| Becker Pretzels | Nestle |
| Cloverland Farms Dairy | Peter Paul Candy |
| J. H. Filbert | Cashmere Bouquet Soap |
| Schmidt Baking Co. | Coca Cola |
| Kress Farm Dairy | National Biscuit Products |
| Koester Bakery | Griffin Shoe Polish |
| Esskay Products | Hellman's Mayonnaise |
| Albert F. Goetze, Inc. | Kool Cigarettes |
| Hendler's Ice Cream | Renuzit |
| Baltimore Spice Co. | Cornfetti |
| Levering Coffee Co. | Joy |
| McCormick & Co. | Pan American Coffee Bureau |
| Greenspring Dairy | Planter's Peanut Oil |
| Wilkins Coffee | Rockwood |
| Royal Dunloggin Dairy | Seven Minute Pie Crust |
| Park Sausage | Wheaties |
| Pepsi Cola | Breeze |
| Delvale Dairy | Holiday Coffee |
| Grass Noodle Soup | Junket |
| Camel Cigarettes | Lifesavers |
| Fab | Lipton Tea |
| Florida Citrus Commission | Chesterfields |
| G. Washington Coffee | Jell-O |
| Ivory Soap | Satina |
| Ivory Flakes | Bab-O |
| Ivory Snow | Birdseye |
| La France | Chase & Sanborn Coffee |
| Nucoa | Froste |
| Sterling Salt | Corn Kix |
| Ward Baking Co. | 33 Bleach |
| Ralston | Preen Floor Wax |
| Rival Dog Food | Drano |
| Windex | |

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Completely



New accessibility puts every component at your fingertips. One latch opens both hinged sides and top. Dual bar handles provide better grip and easier carrying.

New!

RCA TV CAMERA

TYPE TK-11A

Here is the all-new TV camera the industry is talking about. The camera the leading networks are planning to use in their new Hollywood studios! The camera which will be used in most of the new stations this year—and next!

Leading network engineers (after

NEW 7-inch viewfinder picture tube produces larger, brighter, and sharper pictures to help the cameraman.

NEW plug-in, high-stability video amplifier—with frequency response uniform to 8.5 Mc.!

NEW fixed-position alignment coil for the Image Orthicon. Electrical control of coil eliminates all mechanical adjustments!

careful tests) have proclaimed the TK-11A the finest camera ever produced, easiest in the world to handle, and the simplest one to get at.

The TK-11A has all the proven performance of the world-renowned RCA TK-10—plus these new features:

NEW plug-in blower for cooling the deflection coil and the Image Orthicon!

NEW electronic-protection system guards your Image Orthicon against deflection failure, or loss of driving signals.

NEW "overscan" control takes burden off Image Orthicon during warm-ups and rehearsals; new vertical reverse switch for film pick-ups.

For complete information on the TK-11A,
call your RCA Broadcast Sales Representative.



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N. J.



Dollar Politics

THE HOUSE Campaign Expenditures Committee, which set out to investigate the high costs of campaigning and wound up getting a basic education in the perplexities of political broadcasting, will soon be submitting a report that could have a profound effect—for good or bad—on radio and TV.

There is virtue in the very fact that a House committee is dealing with this subject, which in the past has been repeatedly shoved aside. The danger inherent in the situation, however, is that the separate problems of high campaign costs and political broadcasting will become associated as one.

Though it cannot be questioned that the rival parties in the 1952 campaigns spent more on radio and television than ever before, it is no less true that radio and TV were only partly responsible for the huge increase in total campaign spending.

The reliable *New York Times* estimates some \$32 million was spent in all during the 1952 campaigns. Of that amount, perhaps \$5 million was for radio and television. Considering the tremendous impact that political broadcasting exerted, in comparison to the effects of other types of campaigning, the money spent on it was disproportionately small.

We cannot help suggesting that some of the \$32 million which was not spent on broadcasting was not spent as well as that which went into radio and television.

Indeed there is abundant evidence that TV, if properly used, could largely replace the whistle-stop, a time-consuming and money-consuming, not to mention rather old-fashioned, way of introducing the candidate around.

At best only a fraction of the electorate is able to see the candidate, no matter how many whistle-stops he makes. On a cost-per-thousand basis, the whistle-stop can't compare with TV in reaching voters.

It seems to us that the problem is not only one of rewriting the law on political expenditures but also one of educating political candidates to modern techniques of advertising.

To Marry & Win

IN THE nine months since the lifting of the TV freeze, the FCC has been groping for a way to speed licensing of stations in the larger markets having inadequate service. The rub is that the number of applicants almost invariably exceeds the assignments available.

The most plausible approach to solution of this dilemma has been the "marriage" of competitive applicants for the purpose of applying for a single channel, thus eliminating a competitive hearing that could run for months and become embroiled in lengthy litigation. The hearings thus far are the most grueling we've ever witnessed. An applicant must bare his soul. He must spend weeks on end and thousands of dollars simply to get his case before the hearing examiner. And then he has a gamble at best.

To date the FCC has been adamant about "mergers." Some Commissioners fear that when two or more AM station licensees get together in a separate corporation to run TV, they will cease to be competitive in radio. They are fearful of "monopoly" in the moulding of public opinion if a newspaper is in-

volved. They're wary of a precedent.

The FCC should realize media are competitive, whatever the ownership. Newspapers are competitive with radio; AM is competitive with TV, magazines are competitors of all the others. They have to be to exist.

But maybe the FCC has a point in moving cautiously. Perhaps it should not set a clear precedent by treating each case on its merits.

In the two cases it has tackled thus far involving mergers, the FCC turned thumbs down unanimously on one—El-Cor Television Inc., of up-state New York, and divided just about 3½ to 3½ on Macon Television Inc. In the El-Cor case, wherein the only newspaper in Corning, N. Y., which owns an AM station there, proposed to apply for uhf with the only newspaper in Elmira which also owns an AM station, the FCC may have had an extreme case. We still think it is wrong, however, in its appraisal of competition among the media.

But in the Macon case, there would be other radio competition and TV competition, too. More than likely this merger will be approved, but the FCC proposes to exact further guarantees on maintenance of competition in radio.

Now on file is a new and unique project to make it easy for the FCC to approve "marriages." It is the application of a new company—Biscayne Television Corp.—for a station in Miami, now with a single TV outlet. The *Miami Daily News*, which owns WIOD, and the *Miami Herald*, which owns WQAM, would be stockholders, but neither would control the new company. Niles Trammell, who resigned as NBC board chairman after 30 years in communications, would become president and general manager and holder of 15% interest, under a long-term contract. He would hold the "balance of power."

The joining of hands by Gov. James M. Cox' *News* and John S. Knight's *Herald* is practically the millennium. The former is rabidly Democratic—Gov. Cox himself was 1920 nominee of his party. Mr. Knight is an original Eisenhower Republican. The papers have opposite philosophies. Their radio stations are vigorously competitive. There are nine other AM stations in the Miami area.

Here, we think, is a pattern that well could be emulated. It could mean the swift authorization of dozens of stations in markets in which the public is clamoring for service. There aren't many Niles Trammells around to bridge the gaps in setting up such companies. But there is presented here a formula that, in our judgment, would allay the FCC's fear of suppression of competition and at the same time gratify its desire to license more stations swiftly in underserved markets.

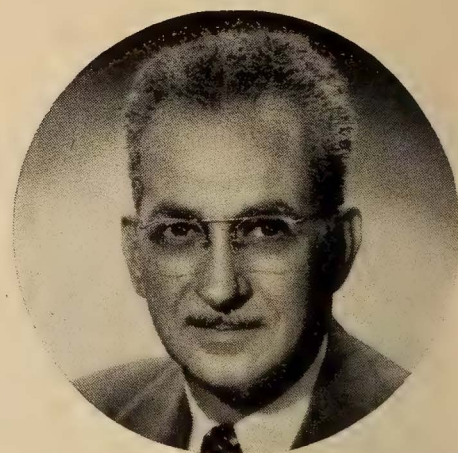
Home, Sweet Home

(Reprinted, by request, from *B•T*, Dec. 12, 1949)

HAVE YOU ever tried to carry a crate of grapefruit piggy-back from a skyscraper office to a cab; thence to the station to catch the 5:15? Or perhaps a Smithfield ham from Virginia, an oversized carton of dates from Arizona, cigars from Puerto Rico, a hickory smoked turkey from the Catskills, and two gallons of maple syrup from Vermont? At this season, when Kris Kringle begins his jaunts from the hinterlands to agency, advertiser, network and station offices, the beleaguered but none-the-less grateful recipients wonder whether the donors realize that people do not live at their offices, despite the grinding radio [and TV—1952 addition] pace. They can't say so openly without looking a gift horse in the mouth, but they'd much prefer that you ask their secretaries about that Home, Sweet Home address.



our respects to:



ALEX KEESE

THERE's "no such thing as a TV home," in the opinion of Alex Keese, manager of WFAA Dallas.

"Furthermore," says Mr. Keese, "I would like to see the industry quit using the phrase, 'TV home.' Where there is one TV set, there are three or four radios. Radio will continue to be a basic medium."

That, emphatically, is Mr. Keese's thinking on radio's niche in the broadcasting structure.

"Radio and TV are highly competitive for the advertisers' dollar, and they are highly competitive for audiences. Both can be strong industries when they recognize their product, which is programs, and quit sharing their product," he added.

One might say that Mr. Keese unlocked the door to the broadcasting industry with a violin. That story, however, begins in his childhood.

Alexander Courtland Keese was born Feb. 28, 1899, in Fort Gaines, Ga., the son of a Baptist preacher. He grew up in Chattanooga, Tenn., where he began playing the "fiddle" at the age of eight.

He started studying at the Cadek Conservatory, now the music department of the U. of Chattanooga. It was at the conservatory that he met Amy Macdonald, later to be his wife.

She played the piano and would often accompany him at the conservatory's monthly recitals.

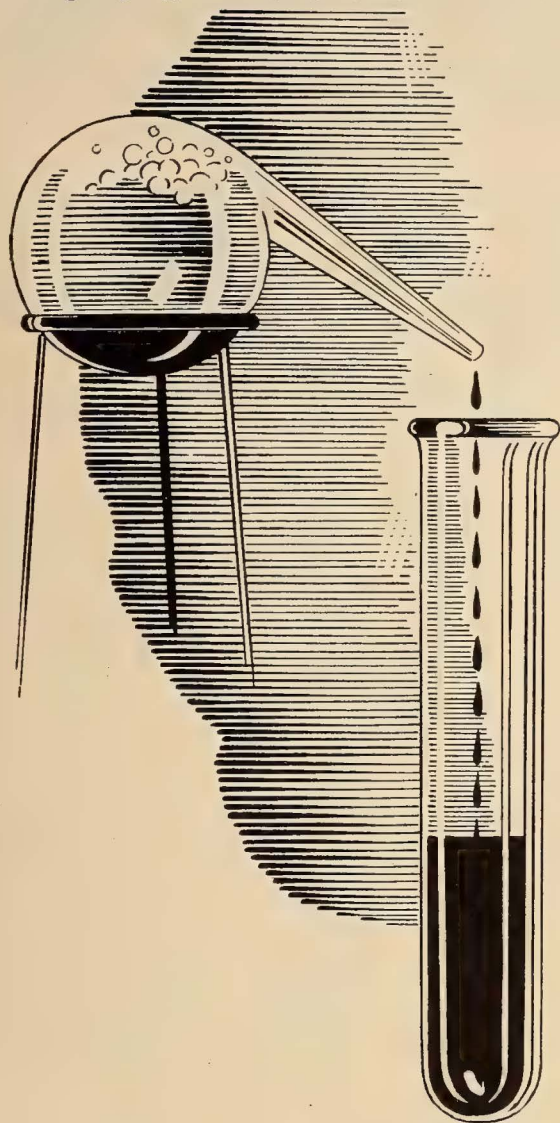
In 1916, he was called out by the National Guard for service with the late Gen. Pershing at the Mexican Border. In World War I, Mr. Keese served in Europe. Upon his return to this country, he and Miss Macdonald were wed.

To gain a livelihood, Mr. Keese played violin in several orchestras. Not satisfied with being just another member of an orchestra, Mr. Keese soon became music supervisor and music director in several Paramount-Publix theatres. During the 1920s, on behalf of Paramount-Publix theatres, he visited Boston, Kansas City, Atlanta, Birmingham, Chattanooga, Houston and Dallas. He was the youngest person on the theatres' payroll.

During these theatre tours, Mr. Keese had much contact with entertainment headliners of the day and with persons who were to gain stardom later. He has scores of memories about such persons as Morton Downey and Sophie Tucker. And he remembers Ginger Rogers when she was beginning her career.

From the Palace theatre in Dallas, Mr. Keese joined WFAA in 1930 as music director. He shifted to sales in the early thirties. He became intrigued with this facet of broadcasting when he would accompany the sales man-

(Continued on page 95)



Proven Formula

The basis of listener enjoyment is variety in high quality programming. The foundation of profitable advertising results is a receptive audience. WREC is proud to be serving the best interests of the audience and the advertiser by providing programs of public interest to keep an alert audience always in a receptive mood. It's a proven formula that keeps WREC the top Hooper station in Memphis—and brings advertising costs down to 10% LESS per thousand listeners than in 1946.

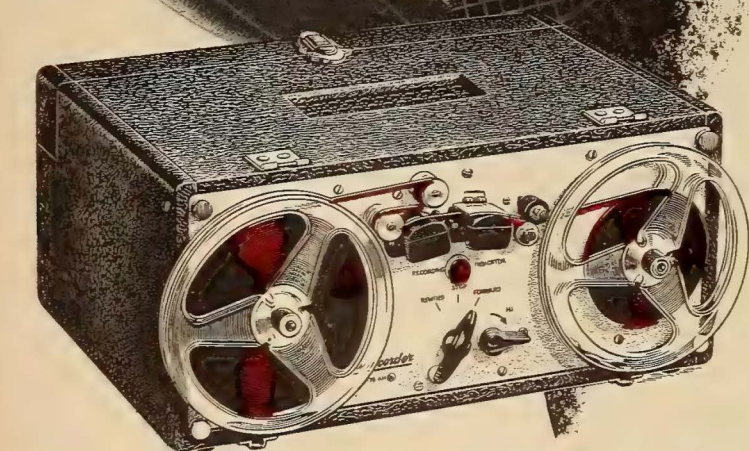
WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC — 5000 WATTS

FIRST CHOICE... of radio engineers everywhere!



magnecorder

professional tape recorder

Greater Flexibility—Your Magnecorder can be mounted in standard racks, combined with others for continuous recording systems, or used in console mountings—unmatched flexibility because of our exclusive unit construction. Conversion kits keep the equipment up to date or adapt it for special purposes.

Balanced Fidelity—Magnecorders catch all sound from the highest to the lowest tone. Frequency response: flat from 50-15,000 cps \pm 2 db at 15"/sec. tape speed. Exceeds 50 db with less than 2% harmonic distortion.

For further information and demonstration, see your Classified Telephone Directory under "Recorders," or write

Magnecord, INC.

Dept. B-12, 225 W. Ohio St., Chicago 10, Ill.

front office



A. C. DOWDEN, city sales manager, KARK Little Rock, Ark., promoted to commercial manager there.

NORMAN H. CHESTER, WNBC New York account executive, to similar post in radio sales department of WJZ New York.

LEWIS H. AVERY, president, Avery-Knodel Inc., station representative firm, **J. W. KNODEL**, vice president, **B. P. TIMOTHY**, secretary, **ARTHUR H. MCCOY**, treasurer, and **DAVID H. SANDEBERG**, director, re-elected to respective offices.

SOUTHERN MINNESOTA NETWORK (KROC Rochester, KSYM Mankato and KATE Albert Lea) appoints Robert Meeker Assoc., N. Y., effective Jan. 1.

MELBADEAN WELLS, former manager and operator, KULP El Campo, Tex., to sales staff, KTBC-TV Austin, Tex. **PROF. E. ROBERT NORRIS**, U. of Texas, to latter station as consultant.

ROBERT E. NEWSHAM Jr. to sales department, WFIL Philadelphia.

JERRY DUNPHY, former news director, KSTT Davenport, Iowa, returns to station as general manager.

JOHN NORTH, former Chicago manager of Radio Reps., to WOR New York's Chicago sales staff.

GEORGE DRASE, sales staff, WCFL Chicago, to local sales department, WBBM same city.

MICHAEL HORN to WICC-TV Bridgeport, Conn., as account executive.

ARTHUR M. FORD, manager of Sapulpa, Okla., studios of KOME Tulsa, to sales staff, KVOO Tulsa.

DAVID R. ALLEN, salesman, WSYR-TV Syracuse, to Sports Car Club of America, as public relations and publications director.

Personals . . .

HARRY ACKERMAN, vice president in charge of network programs, CBS-TV Hollywood, named to serve on advisory board of Woodbury College, L. A. (training in business administration and professional arts). . . . **MAJ. JAMES L. HOWE**, owner of WCTC New Brunswick, N. J., cited for "invaluable service" by Air Force.

FRED WEBER, president of WFPG Atlantic City, N. J., cited by state defense officials for his "hard work" on behalf of civil defense. . . .

JOSEPH A. LENN, vice president in charge of sales of WHLI Hempstead, L. I., cited by United Cerebral Assn. of Nassau County for "... outstanding accomplishment in the fight for the betterment of the cerebral palsied of Nassau County." . . . **FREDERIC B. VANDERHURST**, account executive, KBIS Bakersfield, Calif., and Marilyn Christine Johnson were married Nov. 22.

DICK JOLLIFFE, account executive, Columbia Pacific Radio Network, father of boy, Nov. 19.

BOB PRATT, manager, KGGF Coffeyville, Kan., father of boy, William.

Weissman Plans Talk

J. G. WEISSMAN, applications engineer, physics laboratories, Sylvania Electric Products, will discuss "Transistor Circuit Considerations" at the meeting of Radio Club of America at 8 p.m. Thursday in the General Electric auditorium, New York. Annual business session for members from 7:30-8 p.m. will precede the open session.

Percy S. Anderson

PERCY S. ANDERSON, 65, head of public relations at KMOX St. Louis, CBS o & o station, died last Monday in that city after being stricken with a heart ailment. Formerly sales manager of KMOX, he joined the station in 1946 as account executive. Previously he was with McGuire Industries, Falvey-Vadell Co. and War Production Board. His wife, Julia, survives.

CLASSIFIED
TELEPHONE
DIRECTORY

SALES UP MORE THAN 40%

With bulk of advertising budget going to radio, Deerwood Foods sales soar!

Three years ago the Bluffton Grocery Company began sponsoring the "Deerwood News & Sports Review" on WOWO. Now sales are up more than 40%, and the company is moving to new and far larger quarters in Fort Wayne.

With radio receiving more than 85 per cent of the advertising budget, both the advertiser and its agency, Gemmer Associates, Inc., share with WOWO credit for the booming trade.

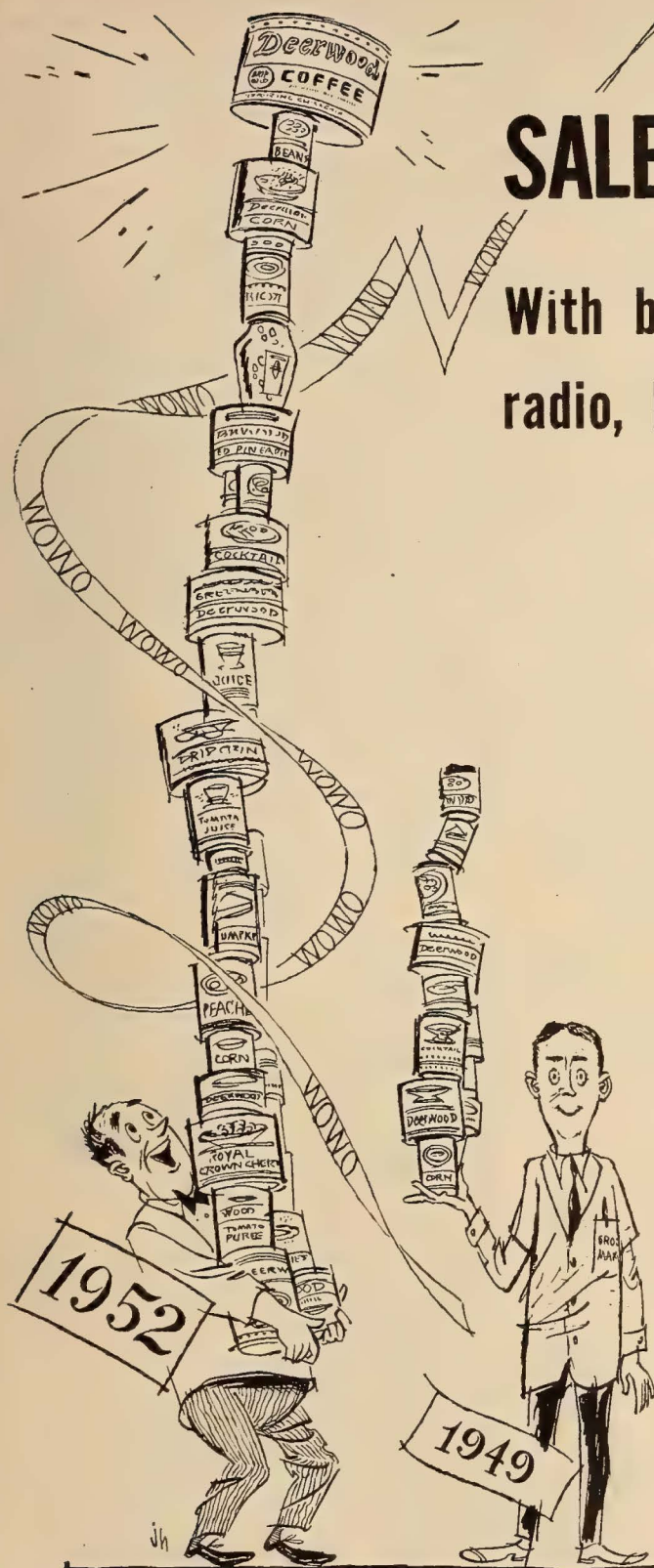
Proof in abundance is on hand pointing up the fact that to reach the rich tri-state, 49 county area centering in Fort Wayne, WOWO is a "must." For more evidence get in touch with WOWO or Free & Peters.

An expenditure of thousands of dollars on WOWO has brought returns of millions of dollars to our client.

Duane Zimmerman, Gemmer Associates, Inc.

Because of our radio program, we have been able to place our line in a rapidly expanding list of outlets.

P. E. Painter, President, The Bluffton Grocery Company



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

Miami Ch. 7 Bid With Trammell

(Continued from page 25)

ditional buildings to house TV studios, transmitting gear, etc. Price for the present land and buildings was given as \$150,000; other construction will amount to \$350,000, the application stated.

Although the transmitter site land and buildings will be purchased from WIOD, the towers will remain owned by WIOD. Biscayne Television proposes to lease the south tower for its TV antenna.

Present applications for Miami's Ch. 7 by WIOD and WQAM were dismissed last week. Other Miami TV applicants are Storer-owned WGBS, a CBS affiliate and WKAT, owned by A. Frank Katzentine, an MBS affiliate, for Ch. 10, and WMIE, independent, owned by E. D. Rivers Sr., for Ch. 27.

Applicant for non-commercial, educational, reserved Ch. 2 is Lindsay-Hopkins Vocational School of Dade County Board of Public Instruction.

WINZ Application

A pre-freeze application from Miami-Hollywood Television Corp. for Ch. 7 is still being carried on the FCC's books as pending. However, principal owner Jonas Weil and (WINZ) was killed in an airplane crash in August 1951 and the

application has never been amended in line with the Sixth Report and Order. Under FCC procedure, such applications are dismissed when the city is reached in the processing line. Miami's priority is Group B-4, No. 193. The Commission reached Group B-3, No. 173 in last week's grants, which would indicate that there were only 20 more cities to be considered before Miami is reached.

Biscayne's Statement

In the statement associated with the application, the Biscayne principals state that their holdings in Biscayne will not affect their AM stations or their newspapers. They declared that they are agreed not to combine "in any manner, shape or form" to diminish competition between WIOD and WQAM.

They also agreed that: (1) the operation of WIOD and WQAM would continue "distinct and separate;" (2) there would be no combinations of staff, salesmen, rates, program sources or talent; (3) there would be no tie-ins regarding the purchase of time; (4) the TV station will compete "vigorously" with WIOD and WQAM for advertisers and programs.

The application was prepared by

the Washington law firms of Dow, Lohnes & Albertson (for Cox) and Loucks, Zias, Young & Jansky (for Knight). Consulting engineer was Millard Garrison, Washington.

Judge Backs Newsmen

STATE law protecting news reporters in Alabama from disclosing confidential news sources was supported last week by Federal District Judge Seybourn H. Lynne, who refused to rule the law unconstitutional. Acting on a petition by former Gov. James E. Folsom and three aides, who filed \$4 million libel actions against several magazines, Judge Lynne supported the 1935 Alabama law protecting newspaper reporters. He said he will hand down a written decision.

DIVIDEND of 40 cents per share, paid Dec. 12, was voted by directors of WJR Detroit to share-holders of record Dec. 5, according to President John F. Patt.

CIVIL SUIT

Filed Against Soap Firms

THE CIVIL suit filed last Thursday in Federal Court, Newark, N. J., against three major soap companies involves network advertisers with substantial annual radio-TV billings.

Filed by the Justice Dept., the suit accuses Procter & Gamble Co. of Cincinnati, Lever Bros. of New York City and Colgate-Palmolive-Peet Co. of Jersey City of monopolizing the household soap industry. The suit asked that the three firms be broken up into smaller organizations.

In a statement President E. H. Little said Colgate-Palmolive-Peet Co. emphatically denied the charges against C-P-P. Mr. Little noted the Dept. of Justice had previously submitted facts to a federal grand jury in Newark which only last month completed an investigation of the soap industry lasting 18 months. The grand jury failed to take any action.

Jervis J. Babb, Lever president, issued a statement denying that his company had violated the anti-trust laws in letter or spirit.

Radio Homes Census

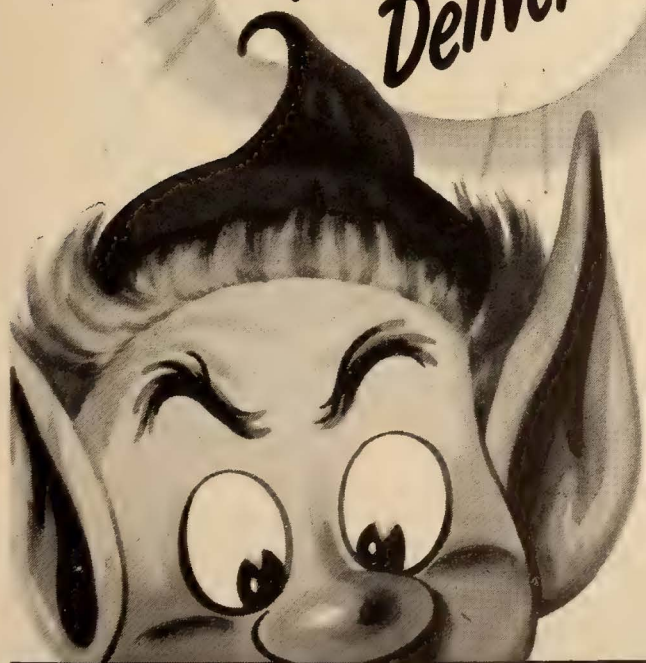
(Continued from page 52)

Minnesota—[cont'd]

| Area | Total population | Total occupied dwelling units | Number reporting | RADIO | | | TELEVISION | | |
|-------------------|------------------|-------------------------------|------------------|------------|----------|------------------|------------------|---------|----------|
| | | | | With Radio | | 1940 Radio Homes | Number reporting | With TV | |
| | | | | Number | Per Cent | | | Number | Per Cent |
| Houston | 14,435 | 4,045 | 4,040 | 3,885 | 96.2 | 3,174 | 4,045 | 30 | 0.7 |
| Hubbard | 11,085 | 3,227 | 3,200 | 3,035 | 94.8 | 2,127 | 3,085 | 35 | 1.1 |
| Isanti | 12,123 | 3,182 | 3,120 | 2,945 | 94.4 | 2,481 | 3,120 | 140 | 4.5 |
| Itasca | 33,321 | 9,460 | 9,405 | 8,990 | 95.6 | 6,943 | 9,420 | 45 | 0.5 |
| Jackson | 16,306 | 4,576 | 4,595 | 4,505 | 98.0 | 3,722 | 4,595 | 45 | 1.0 |
| Kanabec | 9,192 | 2,611 | 2,465 | 2,365 | 95.9 | 1,994 | 2,440 | 35 | 1.4 |
| Kandiyohti | 28,644 | 7,638 | 7,570 | 7,420 | 98.0 | 5,646 | 7,570 | 70 | 0.9 |
| Kittson | 9,649 | 2,647 | 2,605 | 2,530 | 97.1 | 2,123 | 2,600 | 5 | 0.2 |
| Koochiching | 16,910 | 5,065 | 4,815 | 4,420 | 91.8 | 3,427 | 4,805 | 50 | 1.0 |
| Lac qui Parle | 14,545 | 4,002 | 4,050 | 4,000 | 98.8 | 3,335 | 4,025 | 30 | 0.7 |
| Lake | 7,781 | 2,526 | 2,475 | 2,355 | 95.2 | 1,868 | 2,470 | 25 | 1.0 |
| Lake of the Woods | 4,955 | 1,420 | 1,330 | 1,260 | 94.7 | 1,119 | 1,325 | 5 | 0.4 |
| Le Sueur | 19,088 | 5,594 | 5,560 | 5,405 | 97.2 | 4,419 | 5,545 | 235 | 4.2 |
| Lincoln | 10,150 | 2,878 | 2,875 | 2,770 | 96.3 | 2,298 | 2,880 | 10 | 0.3 |
| Lyon | 22,253 | 6,287 | 6,120 | 6,015 | 98.3 | 4,712 | 6,125 | 35 | 0.6 |
| McLeod | 22,198 | 6,312 | 6,320 | 6,150 | 97.3 | 4,676 | 6,300 | 190 | 3.0 |
| Mahnomen | 7,059 | 1,719 | 1,705 | 1,590 | 93.3 | 1,325 | 1,705 | 10 | 0.6 |
| Marshall | 16,125 | 4,264 | 4,285 | 4,190 | 97.8 | 3,629 | 4,300 | 30 | 0.7 |
| Martin | 25,655 | 7,291 | 7,090 | 7,025 | 99.1 | 5,616 | 6,985 | 40 | 0.6 |
| Meeker | 18,966 | 5,313 | 5,300 | 5,135 | 96.9 | 4,175 | 5,265 | 180 | 3.4 |
| Mille Lacs | 15,165 | 4,321 | 4,190 | 4,030 | 96.2 | 3,263 | 4,175 | 110 | 2.6 |
| Morris | 25,832 | 6,613 | 6,380 | 6,005 | 94.1 | 5,163 | 6,395 | 35 | 0.5 |
| Mower | 42,277 | 11,701 | 11,675 | 11,515 | 98.6 | 8,346 | 11,625 | 60 | 0.5 |
| Murray | 14,801 | 3,871 | 3,805 | 3,725 | 97.9 | 3,081 | 3,800 | 30 | 0.8 |
| Nicollet | 20,929 | 4,931 | 4,850 | 4,787 | 97.7 | 3,681 | 4,845 | 75 | 1.5 |
| Nobles | 22,435 | 6,223 | 6,055 | 5,915 | 97.7 | 4,760 | 6,025 | 65 | 1.1 |
| Norman | 12,909 | 3,585 | 3,710 | 3,530 | 95.1 | 3,012 | 3,685 | 50 | 1.4 |
| Olmsted | 48,228 | 13,099 | 12,835 | 12,615 | 98.3 | 9,193 | 12,785 | 105 | 0.8 |
| Otter Tail | 51,320 | 13,637 | 13,400 | 12,805 | 95.6 | 10,604 | 13,365 | 75 | 0.6 |
| Pennington | 12,965 | 3,624 | 3,565 | 3,435 | 96.4 | 2,766 | 3,585 | 160 | 4.5 |
| Pine | 18,223 | 5,295 | 5,225 | 4,935 | 94.4 | 4,349 | 5,205 | 50 | 1.0 |
| Pipestone | 14,003 | 3,843 | 3,720 | 3,660 | 98.4 | 3,018 | 3,695 | 50 | 1.4 |
| Polk | 35,900 | 9,753 | 9,730 | 9,480 | 97.4 | 7,880 | 9,750 | 105 | 1.1 |
| Pope | 12,862 | 3,609 | 3,635 | 3,550 | 97.7 | 2,924 | 3,615 | 45 | 1.2 |
| Ramsey | 355,332 | 103,871 | 101,970 | 100,305 | 98.4 | 81,216 | 101,715 | 13,735 | 13.5 |
| Red Lake | 6,806 | 1,684 | 1,690 | 1,665 | 98.5 | 1,385 | 1,690 | ... | 0.0 |
| Redwood | 22,127 | 6,193 | 6,060 | 5,880 | 97.0 | 4,836 | 6,045 | 25 | 0.4 |
| Renville | 23,954 | 6,506 | 6,895 | 6,775 | 98.3 | 5,300 | 6,900 | 125 | 1.8 |
| Rice | 36,235 | 8,658 | 8,570 | 8,365 | 97.6 | 6,657 | 8,575 | 405 | 4.7 |
| Rock | 11,278 | 3,154 | 3,075 | 3,010 | 97.9 | 2,475 | 3,035 | 20 | 0.7 |
| Roseau | 14,505 | 3,809 | 3,760 | 3,580 | 95.2 | 2,812 | 3,765 | 60 | 1.6 |
| St. Louis | 206,062 | 61,850 | 61,080 | 59,055 | 96.7 | 51,295 | 60,990 | 330 | 0.5 |
| Scott | 16,486 | 4,369 | 4,140 | 4,055 | 97.9 | 2,995 | 4,035 | 340 | 8.4 |
| Sherburne | 10,661 | 2,623 | 2,640 | 2,520 | 95.5 | 1,899 | 2,640 | 110 | 4.2 |
| Sibley | 15,816 | 4,325 | 4,290 | 4,195 | 97.8 | 3,425 | 4,300 | 135 | 3.1 |
| Stearns | 70,681 | 16,351 | 16,145 | 15,605 | 96.7 | 12,424 | 16,110 | 310 | 1.9 |
| Steele | 21,155 | 5,956 | 5,830 | 5,695 | 97.7 | 4,518 | 5,850 | 115 | 2.0 |
| Stevens | 11,106 | 2,930 | 2,920 | 2,875 | 98.5 | 2,274 | 2,920 | 15 | 0.5 |
| Swift | 15,837 | 4,380 | 4,270 | 4,190 | 98.1 | 3,298 | 4,265 | 55 | 1.3 |
| Todd | 25,420 | 6,866 | 6,885 | 6,565 | 95.4 | 5,594 | 6,870 | 35 | 0.5 |
| Traverse | 8,053 | 2,236 | 2,200 | 2,155 | 98.0 | 1,846 | 2,190 | 15 | 0.7 |
| Wabasha | 16,878 | 4,846 | 4,720 | 4,495 | 95.2 | 3,919 | 4,680 | 60 | 1.3 |
| Wadena | 12,806 | 3,427 | 3,440 | 3,275 | 95.2 | 2,504 | 3,445 | 15 | 0.4 |
| Waseca | 14,957 | 4,414 | 4,365 | 4,245 | 97.3 | 3,416 | 4,345 | 65 | 1.5 |
| Washington | 34,544 | 9,415 | 9,215 | 9,080 | 98.5 | 6,125 | 9,195 | 970 | 10.5 |
| Watsonwan | 13,881 | 4,033 | 4,020 | 3,935 | 97.9 | 3,158 | 3,965 | 45 | 1.1 |
| Wilkin | 10,567 | 2,753 | 2,730 | 2,660 | 97.4 | 2,180 | 2,735 | 5 | 0.2 |
| Winona | 39,841 | 11,308 | 11,280 | 10,860 | 96.3 | 8,631 | 11,260 | 75 | 0.7 |
| Wright | 27,716 | 7,703 | 7,580 | 7,380 | 97.4 | 5,889 | 7,575 | 565 | 7.5 |
| Yellow Medicine | 16,279 | 4,572 | 4,460 | 4,375 | 98.1 | 3,754 | 4,460 | 40 | 0.9 |

* Not available.

Vic ^{RADIO} ^{PROFIT} Diehm Says:



Elves, Pixies,
Gnomes or
Leprechauns,
Call us what you like...
but we the "SMALL PEOPLE"
Deliver the "BIG SALES!"

There's nothing "big shot" about any of us. We don't try to give you a lot of statistical mumbo jumbo and big talk about our abilities to sell your client's products on our stations. We're the so called "small people" . . . the workers . . . the producers of sales. We're the people who work day and night to make it possible that your client's messages are properly directed to the millions of people we serve and who depend upon us for news, sports, mystery, drama, music, children's programs . . . yes, for information and entertainment for every age.

WAZL

HAZLETON, PA. NBC-MBS

(Represented by Robert Meeker Associates)

WHOL

ALLENTOWN, PA. CBS

WHLM

BLOOMSBURG, PA.

(Owned and Operated by Harry L. Magee)

WIDE

BIDDEFORD-SACO, ME. MBS-YANKEE

(Represented by Edward Devney)

N. Y. CD PROGRAM

All Radio-TV Outlets Air

ALL New York City radio and TV stations were to be interconnected last Saturday to carry a special Civil Defense drill program, according to Seymour N. Siegel, WNYC New York director and communications coordinator for the city's Office of Civil Defense.

The drill, ordered by the New York State Civil Defense Commission, was to begin at 8:30 a.m. Stations were to fade out their own programs and connect the Civil Defense line to their transmitters for the special 15-minute program. Regular programming was to resume at 8:45 a.m. TV stations were expected to carry the sound portion and display a sign indicating the drill was in progress.

RADIO MEMENTOS

Pioneers to Preserve

OLD-TIME broadcasters with memorabilia they would like preserved for posterity are invited to send their relics to Carl Haverlin, chairman of the Radio Pioneers project committee, at 580 Fifth Ave., New York.

Pending establishment of a permanent Radio Pioneers headquarters club house, Mr. Haverlin will store rate cards, promotion pieces, photographs, scripts and other souvenirs of the days when radio was young, which will comprise the nucleus of an industry history. Idea was proposed by Mr. Haverlin last Tuesday at a luncheon meeting of the New York chapter of the Pioneers, which unanimously adopted the plan.

air-casters



HOWARD BROWN appointed chief announcer, WTVJ (TV) Miami.

DAN RUSSELL, program director, KFWB Hollywood, to program department, Hollywood headquarters, KBIG Avalon.

WILLIAM McCLUSKEY, sales service director, Crosley Bcstg. Corp., Cincinnati, elected to board of governors, Cincinnati Grocery Mfrs. Representatives.

HARRY VOELKER to sales and promotion staff, KTBC-TV Austin, Tex. **BOB PERRY** and **ELMO BROWN** to station as director-announcer and cameraman, respectively. **WYNN EVANS** and **CAROLYN BUSH** added to station's continuity staff.

BILL LAMAR to KCOR San Antonio, Tex., to handle sales promotion and merchandising activities.

JOHN HANLEY, WNAV Annapolis, Md., to WCBM Baltimore, as m.c. of *Morning Glories* show. **WILL TAYLOR** and **JOHN McLEAN** to latter station as night announcer and sportscaster, respectively.

ALAN GANS, sports director, KYW Philadelphia, elected president of city's Basketball Writers Assn.

DR. MASON ROSE, head of National Foundation for Psychological Research and author, to KLAC-TV Hollywood as consultant psychologist on children's programs.

LEROY LAND returns to KCBF Lubbock, Tex., as promotion manager, after discharge from U. S. Air Force. **HAL MOON** added to station's announcing staff.

JAY JASIN to WHKC Columbus, Ohio, as disc jockey.

RICHARD T. HICKOX, chief announcer, WLAW Boston, promoted to production manager there.

BELA KOVACS, company manager and actor on ABC-AM-TV *Space Patrol*, assigned role in 20th Century-Fox feature film, "Desert Rat."

LLOYD HOWE, WENT Gloversville, N. Y., to WCSS Amsterdam, N. Y., as staff announcer-producer.

BILL HYDEN, KRMG Tulsa, Okla., to KVOO same city, on announcing staff.

TOM WILLETTE to WDXI Jackson, Tenn., after tour of duty with U. S. Army.

DON BELL, disc jockey, KRNT Des Moines, Iowa, appointed public information officer for Iowa wing of Civilian Air Patrol.

CHIP CIPOLLA, sports director of WGNR New Rochelle, to announcing staff, WHLI Hempstead, L. I.

JACK KRUSCHEN, Hollywood radio-TV actor, assigned role in MGM feature film, "The Great Diamond Robbery."

JERE SILVERN, New York radio-TV actress-singer, and **HY HOLLINGER**, staff member of *Variety*, will be married Jan. 4 in Hollywood.

JOHN EGAN, announcer, WONS Hartford, Conn., father of girl, Maryann Therese.

LEWIS KLEIN, WFIL-TV Philadelphia staff director, father of boy, Stephen, Nov. 20.

ALOIS HAVRILLA

Was Veteran Announcer

FUNERAL SERVICES for Alois Havrilla, 61, veteran WNJR Newark radio announcer and commentator and winner of the American Academy of Arts and Letters medal for diction in 1935, were held last Tuesday at St. Paul's Episcopal Church, Englewood, N. J. Mr. Havrilla died Dec. 7 after a long illness.



Mr. Havrilla

Brought to the U. S. at the age of six from Austria-Hungary, and unable to speak English until he was 12, Mr. Havrilla became known to millions from the New York stations of WEAJ (now WNBC), WJZ, WABC (now WCBS) and WOR from 1924 to 1946 on such network programs as Jack Benny's *Chevrolet Hour*, Fred Waring's *Ford* program and Ben Bernie's *American Can Hour*. He also was narrator for Universal Pictures, Paramount Pictures, RKO travelogues and Pathe Newsreels. He joined WNJR in 1946.

During the recent Presidential campaign he introduced Gen. Dwight D. Eisenhower over the air. He also had introduced Herbert Hoover in 1932, Alf Landon in 1936, Wendell Willkie in 1940 and Gov. Thomas E. Dewey in 1944.

In 1923 Mr. Havrilla had appeared as soloist at Carnegie Hall, where he came to the attention of Graham McNamee and Elliot Shaw, who introduced him to radio in 1924.

Surviving are his wife, Mrs. Marion Munson Havrilla, and a daughter, Constance Havrilla, associated with the Compton Agency, New York.

News . . .

LT. COL. JAMES C. McNAMARA, former news editor, KLAC-AM-TV Hollywood, after 19 months as press advisor to Gen. James A. Van Fleet in Korea, returns to civilian life this month.

RUDY RUDERMAN, *New York Daily News*, to news desk at WHLI Hempstead, L. I.

VIC AVERS, news director and commentator, WAND Canton, Ohio, presented with 1952 award from Canton Newsmen's Assn. as city's outstanding local news reporter.

EDDIE FENTON to news staff, WCBM Baltimore.

JULIAN BARBER, newscaster and special events man with Far Eastern Network, AFRS, to WGIV Charlotte, N. C., as news director.

DEAN H. NAVEN, news staff, KRNT Des Moines, father of girl, Jeri Annette, Nov. 19.

AFM 802 Elections

ELECTIONS at New York Local 802, American Federation of Musicians, on Dec. 4 resulted in unseating of three officers of the incumbent Blue Ticket with only Charles R. Iucci returned to office as secretary. Others elected were Al Manuti, president; Al Knopf, vice president, and Hy Jaffe, treasurer.

CBC PLANS SERIES

On Queen's Coronation

CANADIAN Broadcasting Corp. plans an elaborate program series before and during Queen Elizabeth II's coronation June 2. All Canadian stations are being offered full coverage coronation day by CBC reporters W. E. S. Briggs, Andrew Cowan and Matthew Cowan and the British Broadcasting Corp.

CBC's April-May programming will include six half-hour broadcasts by English authorities on British sovereigns and a series on persons with major roles in coronation ceremonies. CBC's Trans-Canada network will present special choral and orchestral programs during May and its Dominion network will air a weekly one-hour musical series starting April 21.

The week before coronation CBC will carry BBC sketches on the Queen, the coronation route and Westminster Abbey, plus talks on the event's religious significance. Special music commissioned by CBC will be aired May 31.

RADIO REACHES PEOPLE...

KENTUCKY

THE NASHVILLE MARKET* Listens TO WSIX!

ALA BAMA

*Cover the 53 counties in middle Tennessee and southern Kentucky with WSIX alone!

Celebrating a Quarter-Century of Service!

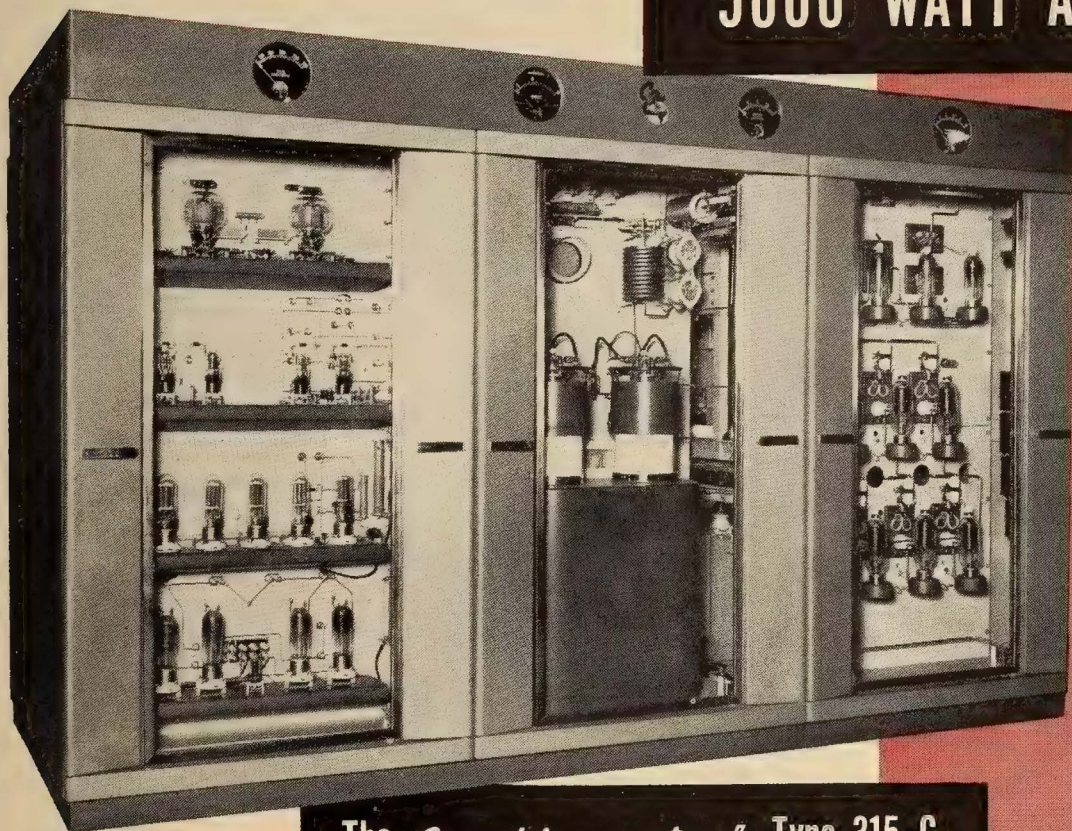
Better Buy

NATIONAL REPRESENTATIVE:
GEO. P. HOLLINGBERRY CO.

ABC AFFILIATE • 5000 WATTS • 980 KC *WSIX* FM 71.000 W 97.5 MC

**IDEALLY SUITED TO
DIRECTIONAL ANTENNA OPERATION**

...The *Continental* Type 315
5000 WATT AM TRANSMITTER

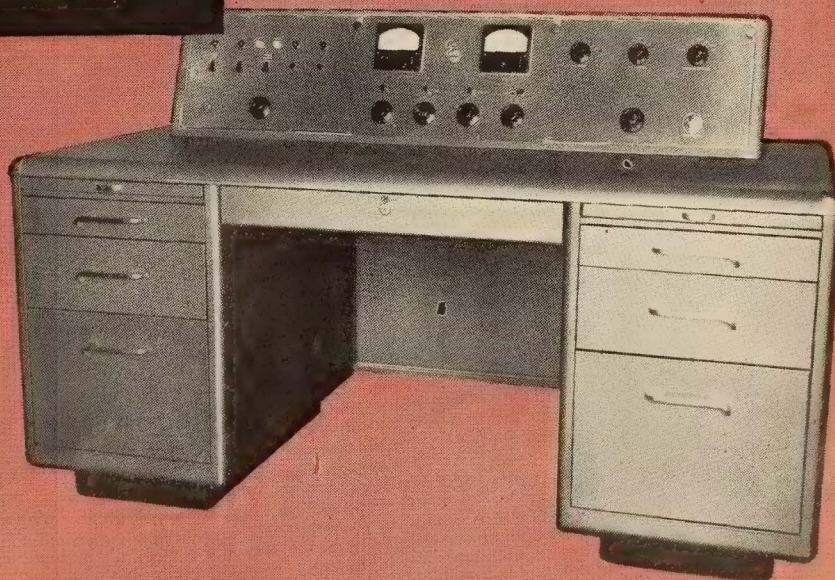


Radio stations utilizing directional antenna systems find this modern 5 KW AM Transmitter especially suited to their requirements. It offers unexcelled performance, plus many extra features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

For 10 KW operation, CON-TINENTAL also offers the Type 316 Transmitter with identical features and performance.

The *Continental* Type 315-C
CONTROL CONSOLE

This up-to-the-minute console is now available for use with either the Type 315 or Type 316 Transmitter. Complete control and supervision of normal operation of either type of transmitter and associated equipment is provided. Microphone and turntable inputs for testing or for local emergency operation are incorporated. Control panel is designed with maximum accessibility for servicing.



*Continental
Electronics*

MANUFACTURING COMPANY

4212 S. Buckner Blvd.

Phone EVERgreen 1137

Dallas 10, Texas



IN OVER 100 PRINCIPAL CITIES

CBS REPLACES

Dropped P&G Segments

CBS Radio last week completed its program plans for the two quarter-hour strips in the 7-7:30 p.m. period being dropped by Procter & Gamble on Dec. 26.

The *Beulah* series, using transcribed repeats, will be continued in the Mon-Fri. 7-7:15 segment on a sustaining basis until a new sponsor is signed, while *Junior Miss*, now a Thursday night half-hour series, will be changed into a quarter-hour strip and moved, also sustaining, into the Mon-Fri. 7:15-30 p.m. segment now occupied by P&G's *Tide Show*. Plans for replacing an adjacent quarter-hour series—*Club 15*, in the Mon-Wed.-Fri. 7:30-45 p.m. slot, which Campbell Soup Co. is dropping Jan. 16—have not been completed, although a musical program is contemplated.

OCTOBER-NOVEMBER BOXSCORE

STATUS of broadcast station authorizations at the FCC:

| | —As of October 31— | | | —As of November 30— | | |
|--|--------------------|-----|-----|---------------------|-----|-----|
| | AM | FM | TV | AM | FM | TV |
| Total authorized | 2,506 | 641 | 191 | 2,513 | 640 | 230 |
| Total on the air | 2,368 | 624 | 114 | 2,374 | 626 | 116 |
| Licensed (all on air) | 2,354 | 581 | 98 | 2,358 | 583 | 98 |
| Construction permits | 152 | 60 | 93 | 155 | 57 | 132 |
| Total applications pending | 903 | 193 | 963 | 907 | 136 | 957 |
| Total applications in hearing | 167 | 5 | 57 | 164 | 5 | 63 |
| Requests for new stations | 255 | 8 | 840 | 250 | 9 | 836 |
| Requests to change existing facilities | 199 | 36 | 67 | 193 | 37 | 70 |
| Deletion of licensed stations | 3 | 2 | 0 | 2 | 3 | 0 |
| Deletion of construction permits | 1 | 3 | 0 | 1 | 0 | 0 |

AP Holiday Scripts

AP RADIO members will receive 10 special Christmas and year-end scripts which can be sponsored. Package, delivered Dec. 14-28, will include a 10-minute Christmas Day script; review of 1952's general, sports and business news, plus features on the man and woman of the year who are selected by AP member stations and newspapers.

WBZ (FM) PETITION

540 kc Amendment Dismissed

PETITION by WBZ (FM) Bradbury Heights, Md., seeking permission to amend its application for a new AM station on 1540 kc by specifying 540 kc instead, was dismissed by Comr. Eugene H. Merrill last week because an initial decision looking toward denial of the 1540 kc application was issued last April.

The Bradbury Heights station, located in a suburb of Washington, D. C., is principally owned by Leslie L. Altman. He also is principal owner of a suburban transit company, in whose busses WBZ (FM) transit radio is heard. To date there has been only one other application for the newly-opened 540 kc channel, that of Everett M. Dillard, who seeks a new AM station in Wheaton, Md., another Washington, D. C. suburb [B•T, Nov. 17].

On All Accounts

(Continued from page 14)

South East Chicago Commission (devoted to better law enforcement and a better community), and a delegate to the Hyde Park-Kenwood Community Council, in which he represents the South Side area where he lives.

He "pitches" civic improvement as diligently as Realemon, with a persistence and aptitude no doubt acquired on the World's Fair midway where he had once worked as a pitchman.

Speculative about the television cost, he sees the medium eventually pricing itself out of business if current trends continue, and reiterates his position of some years back when he was "the only bird out on the limb" on subscription television. Video, despite its eminent qualifications as a fine medium for advertisers today, puts buyers under more and more economic stress as costs go up, he explains. Some form of boxoffice TV could be sustained along with commercial TV as it is now, he believes, citing the duality of motion picture houses which charge admission and also run film "commercials."

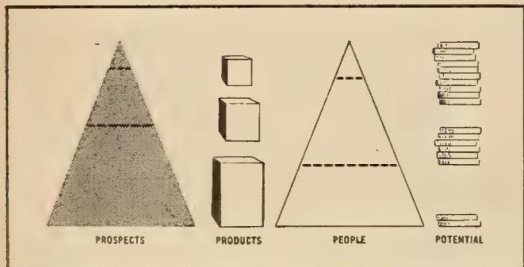
Says Mr. Knapp: "As far ahead as I can see," radio will be "useful and listened to." He doesn't know if all radio stations will survive, but the medium is more effective now than the "trend of thought seems to indicate."

Must reading for

Radio and TV executives

Profile of the Advertising Market

a new study of today's market for national advertising—its dimensions, characteristics and potential!



How many national advertisers are there? How many products do they advertise? Who are they? Where are they? How much do they spend? When do they make up media lists?

The answers to these and other basic questions appear in Profile of the Advertising Market—a new study just published by the Advertising Department of Printers' Ink.

Some of the information will be familiar to you. More, however, may be a surprise. For never before have the facts and figures of advertising been analyzed in this way!

Our purpose is to help you more accurately gauge the size of your market and your selling job, and to show how Printers' Ink can help you sell more advertising to national advertisers.

If you do not now have a copy of Profile of the Advertising Market, ask your Printers' Ink man for your copy or write on your letterhead to Robert E. Kenyon, Jr., Advertising Director.



Printers' Ink

205 East 42nd Street,

New York 17, New York

New Business

(Continued from page 12)

THE SETHNESS Co., Chicago (Twang root beer and Diet-Aide sugar-free beverages), names Tim Morrow Adv., same city. Broadcast media may be used cooperatively at option of local bottlers. Account executive is A. E. FORK.

HOLLYWOOD LIQUEFIER Co. (kitchen appliance) and CHIC LINGERIE Co., both Hollywood (Pandora line), appoint Smith & Bull Adv., that city. ROBERT I. LETHE is account executive. Radio-TV will be used.

DIAMOND T MOTOR CAR Co., Chicago, appoints Griswold-Eshleman Co., Cleveland.

P. H. DAVIS TAILORING Co., Cincinnati, and its affiliate, WILLIAM WARREN TAILORING Co., appoint Bozell & Jacobs, Chicago. Account executive is HENRY FLARSHEIM.

Adpeople . . .

HENRY L. BUCCELLO, assistant to L. E. TOWNSEND, recently retired vice president in charge of advertising, Bank of America, S. F., named advertising manager.

CHARLES F. MOORE, assistant general manager of General Foods Corp.'s Diamond Crystal-Colonial Salt Div., St. Clair, Mich., named general manager, succeeding J. J. Le CLARE, retired.

ALLAN E. ROSS, Goodyear Tire & Rubber Co. of Canada Ltd., appointed advertising manager.

HOMER LAUGHLIN, advertising department, Southern Counties Gas Co., L. A., promoted to advertising manager of newly created separate department.

WALTER SALA named national advertising manager of Dad's Root Beer Co., Chicago.

AP NEWS — a “Natural” for New Stations

“In our 2 years of operation, AP news has produced 20-25% of our gross revenue.”

Wendell H. Siler
Manager
WRAD
Radford, Va.



“Approximately 11% of our air time is devoted to AP news programs. They’re our most salable product. And they stay sold because they produce results for sponsors. Here’s what sponsors say:

Our AP news appeals to all classes of potential customers . . . Maintains good will with present customers . . . Gives us added prestige

. . . Our most effective advertising . . . Brings in the traffic . . . Exceeds all expectations.”

“Our first sponsor requested AP news . . . never any renewal problems.”

Thomas A. Rogers
General Manager
WCLT
Newark, Ohio



“Since we went on the air five years ago, we’ve had a waiting list of sponsors for AP news. Our 48 weekly AP newscasts are completely sold out. A typical AP spot has a rating of 19.2 compared to the nearest competitor’s 2.2. In addition to spot news, AP’s various feature programs sell readily — much as ‘Sports Memory,’ sponsored five days a week by a brewery.”

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.

Hundreds of the country’s finest stations announce with pride

“THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS.”



AMATEUR RADIO

Sterling Recounts Growth

GROWTH of amateur radio since World War II has been healthy, FCC Comr. George E. Sterling told the New York Club meeting Dec. 8.

"There are today 117,069 licensed radio amateur stations, an increase of approximately 67% over the number at the end of World War II," Comr. Sterling said. He also paid tribute to radio amateurs for their services in time of disaster.

Advisory Group Named

LEWIS M. CLEMENT, Crosley Div., Avco Mfg. Corp., Cincinnati, has been named chairman of an Advisory Group on Reliability of Electronic Equipment. Appointment of Mr. Clement, technical adviser to the vice president and general manager of Avco, was announced by Walter G. Whitman, chairman of the Defense Dept.'s Research & Development Board. Also named to the group were Stuart L. Bailey, Jansky & Bailey, Washington, D. C., consulting radio engineer firm, and Frederick J. Given, Sandia Corp., Albuquerque. Among consultants are Albert F. Murray, consulting radio engineer, and Joseph A. Chambers, Phoenix Motorola Research Lab. Group was set up to seek methods of improving reliability of military electronic devices.

RAYMOND L. KELLEY, assistant controller, Shure Bros., Chicago, elected controller and vice president in charge of finance.

S. L. SPRAGGINS, vice president in charge of production, Hoffman Radio Corp., L. A., has resigned because of ill health. **H. LESLIE HOFFMAN**, firm president, assumes duties of general director of TV manufacturing.

GLENN E. WEBSTER to General Electric Co., Chicago, as district sales manager for broadcast equipment in North and South Dakota, Minnesota, Iowa, Wisconsin and parts of Illinois and Indiana.



Mr. Webster

KAYE - HALBERT DISTRIBUTORS Inc., Culver City, appoints Electronics Associates Inc., Honolulu, as distributor in Hawaiian Islands.

WILLIAM H. BOEDEKER Jr. named assistant to **LOUIS J. COLLINS**, sales director for Capehart - Farnsworth, Fort Wayne, Ind.

EDWARD TRUDEAU appointed merchandise manager for popular and folk records department of Columbia Records, N. Y.

MAX R. SHOHEIT, director of radio-television section, Office of Rent Stabilization, appointed chairman of national public relations committee, American Public Relations Assn.

NEWARK ELECTRIC Co., Chicago, has published new parts catalog titled "The Complete Electronics Reference Book."

WARREN GIEFFERS appointed assistant works manager of civilian operations, Consumer Goods Div., Motorola Inc., Chicago. **HANS SCHIFF** named to similar post in military operations.

HAL SHRIBER, WSAZ-TV Huntington, W. Va., to Ferris Organization Inc., N. Y., radio-TV program publicity firm.

ADOLPH L. GROSS Assoc., N. Y., appointed sales representative in New York area by General Hi-Fi Speaker Co., N. Y.

DICK LUKIN, TV director, WOR-TV New York Broadway TV Theatre show, resigns and will form own package-production firm.

Equipment . . .

PICKERING & Co., Oceanside, N. Y., announces production of new Model 260 turn-over pickup with output of 30 millivolts at 10 cm per second.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces manufacture of new series of diffused junction germanium rectifiers for use in computers, magnetic amplifiers, and TV receivers. Included are Models 4JA1A1, 4JA1A2, 4JA1A3, and 4JA2A4.

SHALLCROSS Mfg. Co., Collingdale, Pa., announces production of line of precision wirewound resistors which are hermetically sealed in ceramic for stable performance under wide temperature variations and high humidity. Resistors are designated RB10A, RB11A, RB12A, RB13A and RB14A.

RCA VICTOR, Camden, N. J., announces production of Forbes Model 2XF91, new combination static-free AM-FM table radio. Separate dials are employed for AM and FM tuning.

Technical . . .

JAMES W. ROBERTSON named chief engineer, WROV Roanoke, Va.

EARL HUFF, WBAP-TV Ft. Worth, Tex., to KTBC-TV Austin, as assistant chief engineer.

J. P. GILMORE, assistant coordinator of engineering projects and services at CBC Montreal, named assistant coordinator of TV for CBC, succeeded by **J. E. BUBREUIL**, supervising engineer of CBC at Montreal.

AMPLITEL Inc., New York, has announced availability of new master amplified TV antenna system for owners of apartment buildings, hotels, institutions and TV service organizations. Equipment also is available to local TV servicing organizations and electrical contractors to whom Amplitel extends engineering and installation counsel.

ROUND HONORED

Awarded Armstrong Medal

CAPT. J. HENRY ROUND, British officer whose radio work enabled the English fleet to intercept the Germans, leading to the battle of Jutland in World War I, was awarded the Radio Club of America's prized Armstrong Medal Friday at the club's annual banquet in New York.

One of the few surviving pioneers who assisted Marconi in his early work, Capt. Round is well-known to radio old-timers in this country for his service, 1905-7, as an operator at the first U. S. commercial radio telegraph station at Babylon, N. Y. He came to New York from England to accept the award in person.

JOSEPH PROPOSAL

Protests Uphold WNYC

RECOMMENDATION that New York City's owned and operated station, WNYC, be abolished has been protested in virtually all of some 8,000 letters received by the station, Seymour N. Siegel, the station's director, reported last week.

City Controller Lazarus Joseph, who made the recommendation several weeks ago to save the city the station's annual operating budget of \$315,000, said a large majority of the 3,000 letters he received urge that the station be retained. But he added he has not modified his position.

WNYC broadcast 12,947 hours in 1951 at a cost of \$22 per hour, a lower cost than in 1950, Mr. Siegel said in an earlier letter accompanying the annual report of the Municipal Broadcasting System.

The reduction in cost-per-hour was attributed to "an improvement in operating efficiency."

Mr. Siegel said the city's broadcasting unit "was largely instrumental in the design and establishment of the civil defense communications systems of the city" in 1951; that WNYC increased its share of audience in many periods of the broadcast day despite TV competition; that WNYC-FM maintained third place in popularity among the city's 19 FM stations in the area; and that the Television Film Unit produced several films "which have enjoyed an expanded demand from commercial television stations . . ."

He also noted that the city is applying for a television station.

SHOULD plastic props, designed by art director Furth Ullman for a recent production of *Colgate Comedy Hour* on NBC prove successful, future programs will switch from wood and papier-mache to the acetate product for its props. Plastic can be painted, flame-proofed, is very durable and when dipped in a solvent is pliable.



You Can't Get Results in the RURAL MIDWEST with a "Two Legged Stool" Schedule

KMA offers impact in 140 RURAL counties in Iowa, Nebraska, Missouri and Kansas. . . . 2½ million farm and small town listeners who are NOT reached by Omaha-Des Moines schedules.

They live in 1705 cities, towns, and hamlets and on hundreds of thousands of farms. They prefer the KMA type of midwest programming.

PULSE PROVES IT!

In 23 rural Iowa, Nebraska and Missouri counties, KMA was the MOST-LISTENED-TO station during 234 quarter-hours each week—more than ALL other stations heard in this area combined.

THE No. 1
FARM STATION
in
THE No. 1
FARM MARKET

KMA 5000 WATTS
960KC
SHENANDOAH, IOWA
Represented by
AVERY-KNOEL INC.

MAY BROADCASTING COMPANY