

# BROADCASTING TELECASTING

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## TELECASTING

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**22<sup>ND</sup>**  
year

THE NEWSWEEKLY  
OF RADIO AND TV

### HOURS SPENT PER DAY IN AVERAGE IOWA HOME



LISTENING TO RADIO  
10.35 HOURS



WORKING IN THE HOME  
7.92 HOURS



ALL OTHER (Eating, Etc.)  
4.40 HOURS



WATCHING TELEVISION  
2.64 HOURS



"JUST RESTING"  
2.06 HOURS



PLAYING OR "NOTHING"  
1.60 HOURS



READING DAILY NEWSPAPER  
1.17 HOURS



VISITING WITH SOMEONE  
1.06 HOURS



READING MAGAZINE  
.79 HOURS



READING WEEKLY NEWSPAPER  
.17 HOURS

Radio listening is far and away the most dominant activity in the average Iowa home. Time spent "Working in the Home" is the only close competition!

These facts were taken from the 1952 Iowa Radio-Television Audience Survey. They were compiled from "In-Home Activities Diaries" kept quarter-hour by quarter-hour by 1,164 Iowa families the day following personal interviews by trained researchers.

The 1952 Study proves again that, in Iowa, radio is far more than a leisure-time source of relaxation. Iowans depend upon radio for news, weather and market reports, for home-making hints and recipes, for music and entertainment, for educational enlightenment and spiritual guidance. *Radio penetrates and reflects Iowa life!*

## RADIO LISTENING DOMINATES IOWA HOME LIFE!

—AND WHO IS IOWA'S BEST  
ADVERTISING BUY!

**WHI**

**+ for Iowa PLUS +**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.  
National Representatives



# Go where there's GROWTH...



## Wages and Wool

In 1951, more than 30,000 workers were added by Kentucky industries. Annual payrolls grew approximately \$84,000,000 through new industries and plant expansions. More than *one billion dollars* were invested in Kentucky's industrial development. All over Kentucky there are farm gains, too! The 1951 wool crop brought Kentucky farmers an income of \$3,864,000, which was 188% more than the 1950 crop — and \$1,567,000 above the latest ten-year average!

# Go where there's GROWTH...

## **GO WHAS!**

No other station — or group of stations — in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.  
(Benson and Benson)



THE WHAS MARKET  
105 Kentucky counties  
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director  
Represented Nationally by Henry I. Christal Co., New York, Chicago



*Holiday present to...*

...THE RESIDENTS OF MOBILE (AND VACINITY)  
... NATIONAL ADVERTISERS EVERYWHERE

# WALA-TV

## MOBILE'S FIRST VHF TELEVISION STATION

### CHANNEL 10

With the best in pro-  
gramming from the

...NBC  
...CBS  
...ABC  
NETWORKS

The new TV affiliate of WALA  
Radio in Mobile, Alabama since 1930.

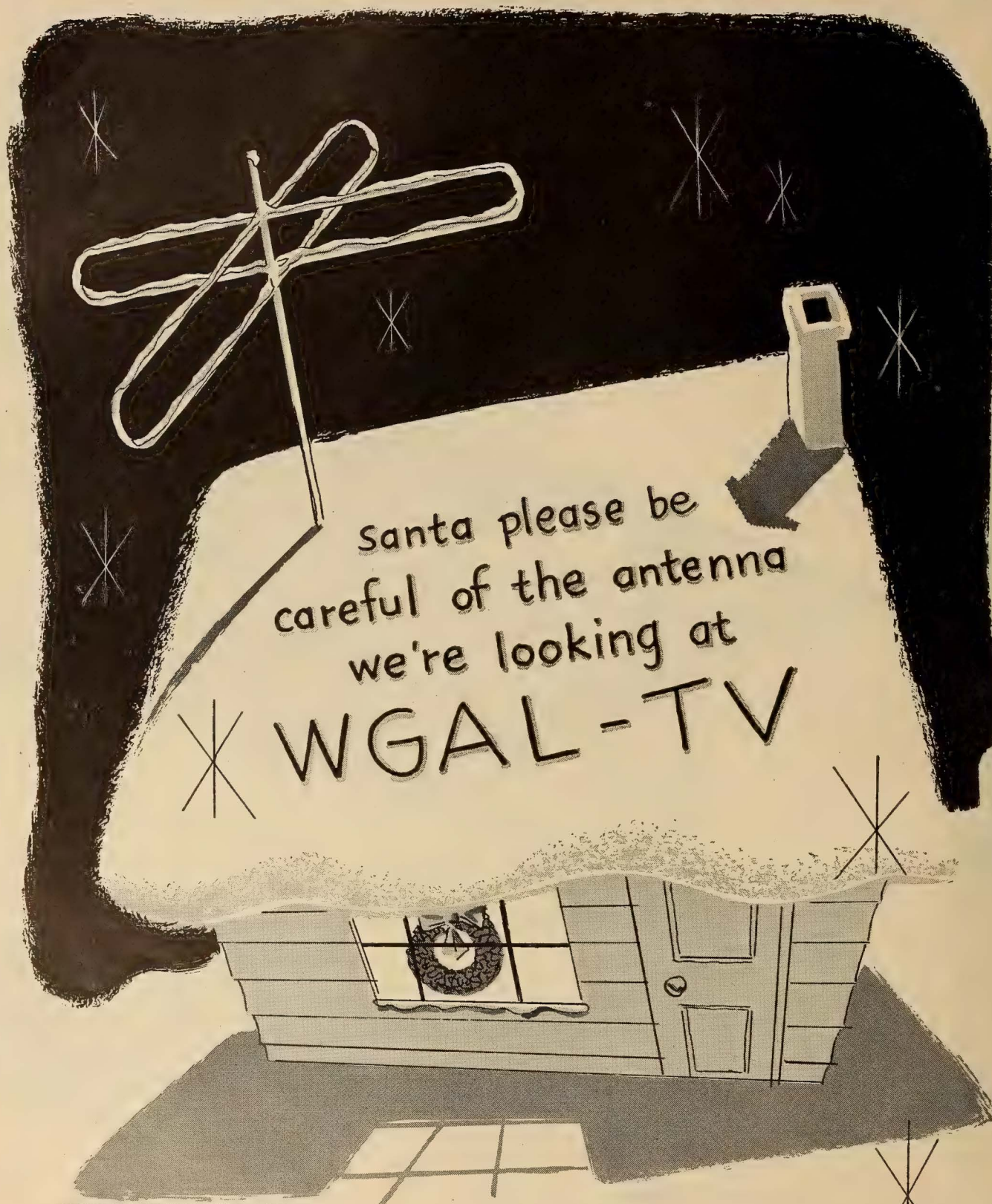
OWNED AND OPERATED BY  
PAPE BROADCASTING CO., INC.

**Nationally Represented  
by Headley-Reed TV**

NEW YORK  
CHICAGO  
ATLANTA

HOLLYWOOD  
PHILADELPHIA  
SAN FRANCISCO





**WGAL** AM  
TV  
FM  
Lancaster  
Pennsylvania  
A Steinman Station  
Clair R. McCollough, President

Represented by

**ROBERT MEEKER ASSOCIATES**

New York

Chicago

San Francisco

Los Angeles





# at deadline

## CLOSED CIRCUIT

WITH LESS than month remaining before Harry S. becomes former President Truman, we'll hazard guess that upon his retirement he will establish offices in New York to handle his new business affairs. These will include his "writing" (maybe syndicated newspaper column) and probably broadcast work (maybe "loyal opposition" critique on both radio and TV over one of networks).

FCC DIDN'T have long to wait to hear from Senator McCarthy, militant Wisconsin Republican, on his plan to investigate FCC on purported grounds of favoritism and other transgressions. It's learned Senator McCarthy last week asked for data on applications filed, dates received, when acted upon and pertinent information. While in its present form, requests would not disrupt FCC's handling of TV it's obvious that any wholesale requisitioning of records would put serious crimp in staff work. FCC under mandate of last Congress to speed up TV action was given special appropriation to do job.

LONG-STANDING proposal for erection of large-scale TV center in New York has been revived, with numerous conferences completed past few weeks by representatives of networks, film producers, advertising agencies, federal government agencies, educational institutions, and financing groups. Pushing project is New York City's Dept. of Commerce, which reports "considerable enthusiasm" among all groups.

ADVERTISERS and agencies identified with Advertising Research Foundation reported chagrined over recent action of NARTB TV Board in setting up machinery for research plan for TV. So is Edgar Kobak, ARF president and also member of NARTB Radio Board. TV Board has been asked to advance \$10,000 towards ARF overall project (Broadcast Advertising Bureau has put in \$15,000) but this was rejected at Cat Cay meeting. Board members contend they did not exclude ARF, simply withholding decision until exploratory study is made.

WHAT WILL Paul A. Walker do after he winds up as FCC Chairman with Jan. 20 change in administration? Best guess is that it will be in educational TV, either with some university system or with one of national groups espousing non-commercial educational TV, like newly-formed National Citizens Committee for Educational Television chairmanned by Dr. Milton S. Eisenhower, brother of President-elect. Mr. Walker has made more speeches on educational-TV than any other living person, with possible exception of sister-Comr. Frieda B. Hennock.

UNDAUNTED by Eisenhower victory, Democratic organization already is preparing to fire away at new GOP opposition. It's learned Democratic Committee is set to loose attack against Stanley R. Pratt, minority stockholder of WSOO Sault Ste. Marie, Mich., top advisor to GOP National Chairman Arthur Summerfield. It has dossier, obviously from FCC files, alleging failure of WSOO to apply for license

(Continued on page 6)

## DAWSON SALES MANAGER CBS-TV NETWORK

THOMAS H. DAWSON, general sales manager of CBS Television Spot Sales, appointed sales manager for CBS-TV network, effective today (Monday), assuming some of duties formerly handled by William H. Hyland before his promotion to CBS-TV vice president in charge of network sales [B•T, Dec. 15]. Formerly on Pillsbury Mills advertising staff, Mr. Dawson has been with CBS since 1938 except for period in 1950-51 as TV director for Edward Petry & Co., station representation firm.

Sam Cook Digges was advanced from eastern sales manager of CBS-TV Spot Sales to general manager of spot sales department, succeeding Mr. Dawson, and Clark George, account executive, was promoted to succeed Mr. Digges as TV spot sales eastern manager. These appointments also effective today.

## AGENCY MEN RECEIVE HEART FUND AWARDS

AMERICAN Heart Assn. presented awards of merit to Arthur Pryor Jr., vice president in charge of radio-TV for BBDO; Rodney Erickson, manager of TV department of Young & Rubicam, and Thomas M. McDonnell, radio director of Foote, Cone & Belding, at organizational meeting of National Radio and Television Committees of 1953 Heart Fund in New York Friday.

Mr. Pryor served as chairman of combined radio and TV committees of 1951 Heart Fund; Mr. Erickson as TV chairman of 1952 drive, and Mr. McDonnell as radio chairman of 1952 campaign.

Meeting was conducted by Roger Pryor, vice president in charge of radio and TV of Foote, Cone & Belding, who is television chairman of 1953 Heart Fund, and J. James Neale, vice president of Dancer-Fitzgerald-Sample, chairman of 1953 radio committee. Serving with Messrs. Neale and Pryor are:

Radio committee—Tom Carson, Benton & Bowles; Frank Coulter Jr., Young & Rubicam; William H. Fineshriber Jr., MBS; Ernest Lee Jahncke Jr., ABC; Hal James, Ellington & Co.; Nicholas E. Keesely, Lennen & Newell; Stanley J. Keyes Jr., St. Georges & Keyes; Adrian Murphy, CBS Radio; Keith B. Shaffer, Erwin, Wasey & Co.; Frank Silvernail, BBDO.

Television committee—Grant Y. Flynn, Ruthrauff & Ryan; Sig Mickelson, CBS-TV; Hubbell Robinson Jr., CBS-TV; Alexander Stronach Jr., ABC-TV; William B. Templeton, Sherman & Marquette; J. L. Van Volkenburg, CBS-TV; Sylvester L. Weaver Jr., NBC.

## ABC INAUGURAL PLANS

ABC's coverage of Presidential inauguration Jan. 20 will begin on radio and TV at 11:30 a.m. and continue through 4:30 p.m., network reported Friday. Under sponsorship of Willys-Overland Motors, Toledo, coverage will be supervised by Thomas Velotta, vice president in charge of radio news and special events. Network will assign more than 150 persons to event and will utilize 12 TV cameras, plus mobile unit. John Daly will serve as anchor man for team of 22 commentators, including Elmer Davis, Erwin Canham, Walter Kiernan, Martin Agronsky, and Ted Malone (earlier story, page 25).

## BUSINESS BRIEFLY

LEVER SPOT ● Lever Brothers Co., New York (Chlorodont), placing radio spot campaign in number of scattered markets effective Jan. 4 for 52 weeks. J. Walter Thompson Co., New York, is agency.

KREISLER RENEWS ● Jacques Kreisler Mfg. Corp., North Bergen, N. J., renewing *Tales of Tomorrow* over ABC-TV on alternate weeks (Fri., 9:30-10 p.m. EST), for 11 weeks, starting Jan. 23. Agency: Hirshon-Garfield, N. Y.

SLOANE'S PLANS DRIVE ● Sloane's Balm, through Keisewetter Assoc. Inc., New York, planning radio spot campaign from Jan. 5 through March 13 in several markets.

R-R NAMED ● Glamorene Inc., N. Y., manufacturers of home rug cleaner and rug brushes, names Ruthrauff & Ryan, N. Y., to handle

(Continued on page 98)

## ANDERSON THIRD RADIO MAN AS NAVY SECRETARY

APPOINTMENT of Robert B. Anderson, attorney-oilman and stockholder in KVWC Vernon, Tex., as Secretary of Navy announced Friday by President-elect Eisenhower. He would become third Navy Secretary in recent times identified with radio-TV interests.

Mr. Anderson is vice president-director of Northwestern Broadcasting Co. (KVWC) and holds 60 of 180 shares. Former member of Texas legislature, he is chairman of State Board of Education, director of Dallas Federal Reserve Bank, numerous other firms. He formerly was president of Texas Mid-Continent Oil and Gas Assn., assistant attorney general in state and has served on racing and unemployment commissions. He was an "Eisenhower Democrat" in campaign.

Mr. Anderson would succeed (upon Senate confirmation), Dan Kimball, who before he took office was vice president of General Tire & Rubber Co. (principal owner of MBS-WOR New York.) Third Navy Secretary was late Francis P. Matthews, who assumed post in 1949. He was former president of WOW Inc. and held stock in WOW-AM-TV Omaha and KODY North Platte, Neb.

## THIRD BID FILED FOR MIAMI CH. 7

THIRD application for Miami's Ch. 7 was filed late Friday by Florida appliance distributor Jack C. Stein. Mr. Stein asked for 100 kw and indicated that he intended to form corporation including other local business men. Mr. Stein also has interests in trucking, real estate and printing.

Earlier last week second Ch. 7 application for Miami was filed by two Davenport, Iowa, business men (see earlier story, page 62). Both these applications compete with consolidated application of Biscayne Television Corp., which comprises WIOD-Miami *Daily News* and WQAM-Miami *Herald* including Niles Trammell [B•T, Dec. 15].

for more AT DEADLINE turn page





# at deadline

## Closed Circuit

(Continued from page 5)

### SPURIOUS RADIATION STUDY IS PROMISED

COMPLYING with request of FCC for study of means of limiting spurious radiations of radio-TV transmitters and receivers, causing serious problems in TV particularly [B•T, Dec. 15], Joint Technical Advisory Committee has agreed to undertake such study.

Meeting in New York Thursday, JTAC authorized its chairman, Ralph Bown, vice president of Bell Telephone Labs, to inform FCC Chairman Walker that JTAC will divide its attack on problem into five parts. Pending receipt of Mr. Bown's letter, to be written early this week, by FCC Chairman, JTAC officials declined to discuss details of plans but presumably they will correspond with five topics recommended for study by FCC.

These were: (1) to establish limits for spurious radiations which would protect broadcasting, communication and navigation services from interference (2) to study technical problems involved in achieving suppression needed to restrict radiations to those limits; (3) to review problem of instrumentation necessary to effectuate national program for control of spurious radiations; (4) to determine what steps are required to coordinate interference reduction efforts of various segments of industry; (5) to determine what action is needed to coordinate external performance of receivers with engineering of service and station allocations.

### BALTIN JOINS NEW FIRM

WILL BALTIN, formerly executive secretary-treasurer of Television Broadcasters Assn., has resigned as producer and manager of station and public relations for Screen Gems Inc., effective today (Monday). He will join group of businessmen in formation of new corporation to manufacture, distribute and service TV stations with "an important electronic product."

Mr. Baltin was first manager of DuMont's pioneer TV station, W2XWV, in 1939 and inaugurated regular program service over DuMont's New York outlet, WABD (TV), in 1942. With TBA's formation in 1944, he was appointed executive secretary-treasurer and held post until two years ago when he joined Screen Gems, coincident with TBA dissolution.

### OPPOSE NYC TV

PLANS by New York City's owned station, WNYC, to build and operate television station drew opposition of Commerce & Industry Assn. of New York which charged annual cost would be closer to \$2 million than \$380,000 allocated for project in city's 1953 budget. Seymour N. Siegel, director of WNYC, later told newsmen that station's figures were "based on careful study" and included \$238,607 for TV transmitter atop Municipal Bldg., \$87,333 for purchase of studio equipment and \$54,000 for mobile unit.

### DICHTER MOVES

ERNEST DICHTER Inc., institute for research in Mass Motivations Inc., has moved research center and offices to Montrose, N. Y. Executive offices remain at 501 Madison Ave., N. Y.

## In this Issue—

If his supporters have their way (and there seems to be little opposition), FCC Comr. Hyde will be appointed FCC Chairman—perhaps within the next fortnight. Some candidates who have been urged for the two appointments the GOP can make have dropped out, but quite a few remain. It's still an open race, but Mr. Hyde is a good bet for Chairman. *Page 23.*

Auto makers are going for special events broadcasts in a big way. General Motors and Willys-Overland will sponsor coverage of Queen Elizabeth's coronation. *Page 25.*

Formula by which NBC-TV pays its affiliates is revised. It's a compromise by network and affiliates, but both sides seem reasonably pleased. *Page 25.*

Washington Post buys WMBR-AM-FM-TV Jacksonville for \$2,470,000, all cash.

Uhf transmitters are beginning to move out of the factory and into the field. RCA ships its first four production jobs. *Page 59.*

House subcommittee that investigated radio-TV program standards issues report recommending self-regulation by the industry rather than regulation by the government. But the subcommittee believes the government has the right to regulate if it wants to. *Page 58.*

Kingan & Co., Indianapolis meat packing house, is sold on local radio. Here's how the company became a king-sized client for WIRE. *Page 26.*

It's up to a special three-judge federal court to decide whether the FCC can regulate giveaway programs. Network lawyers, in final arguments, say the FCC can't, and the FCC's general counsel says it can. *Page 27.*

Half-dozen advertisers plan extensive radio activity for early next year. *Page 27.*

Standard Audit Measurement Services' nationwide radio-TV coverage survey will provide figures comparable to BMB studies, according to Kenneth Baker, SAMS president. The Nielsen Coverage Survey figures can't be matched with BMB. *Page 28.*

Today, NBC-TV's early morning program, has become a laboratory for experiments in TV news presentation. Here's a first-hand report. *Page 60.*

## 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)

renewals and to report stock transfer resulting from estate settlement, but both of these apparently already have been explained to satisfaction of FCC majority months ago. Question raised is whether New Deal-Fair Deal staffers aren't trying to embarrass Pratt.

AT LEAST one major industry unit unwilling to take court action against NCAA football monopoly because colleges fighting syndicate control of games fear reprisal not only via sports boycott but also in cultural and business relations. Participation of one college in damage suit would provide basis for strong case, it's believed.

GOOD chance first post-freeze TV initial decision (Denver's Ch. 7) may be issued by mid-January. Competing applicants, KLZ and Denver Television Co. (primarily Wolfberg theatre interests), took 14 days to submit cases, cross examine, completed testimony last October, filed proposed finding last month [B•T, Dec. 1, Oct. 20]. Pending is request of Denver Television to reopen record in order to correct testimony [B•T, Dec. 15]. Reason most observers feel proposed decision will be out by mid-January is that Examiner James D. Cunningham is scheduled to start important KOB Albuquerque 770 kc case Jan. 21.

UNHERALDED and unpublicized was private "family dinner" at White House last Thursday wherein President Truman broke bread with 40 of his close advisors during his seven years as Chief Executive. In group were Paul A. Porter, former FCC Chairman; J. Leonard Reinsch, managing director of Cox Radio and TV stations and former radio advisor to president; George Allen, Avco-Crosley director and erstwhile confidant of President, Jonathan Daniels, former secretary and editor of Raleigh News & Observer, and Clark Clifford, former counsel to President, who in private practice has served as Washington special counsel for RCA.

NEW TYPE of forum program, film or live, has been developed by William B. Dolph, and will be announced prior to year's end. Mr. Dolph, executive vice president of WMT Cedar Rapids, is originator of *Double or Nothing*, and is associated in management capacity with Fulton Lewis jr., and Ray Henle, chief editor of *Three-Star-Extra* on NBC.

## SPECIAL INAUGURAL HOOKUP

INAUGURATION Day network serving independent radio stations being lined up by WOL Washington. Service to be provided between 11 a.m. and 3 p.m. Jan. 20, with five pickup points, according to Ben E. Wilbur, WOL general manager. Provision made for local cut-in co-op sponsorship. Mr. Wilbur said score of stations already have indicated they will take service.

## SAMPLE EXPANDED

SAMPLE used for TelePulse ratings in Philadelphia and Washington has been expanded 25%, from 200 to 250 families for rating once-weekly nighttime TV programs in those cities, Dr. Sydney Roslow, director of Pulse, announced. Increase was effected in November.

for more AT DEADLINE see page 98





## Make YOUR Bid for the **MEMPHIS MARKET - NOW!**

Showmanship in selling begins with a receptive audience. High quality programming holds the interest of alert listeners in every town and hamlet throughout this \$2 Billion Market. The growing Memphis Market, comprising 76 rich Counties, keeps abreast by keeping tuned to WREC. In addition, you get the PLUS value of station prestige to help gain consumer acceptance. Sell MORE—at LESS COST through WREC—First in Coverage<sup>1</sup>—First in listeners!<sup>2</sup>

1. Last BMB

2. Latest Hooper

**Radio  
Gets to the  
People You  
Want to SELL**



Night and day—Far and near, WREC Power and engineering perfection give you a greater audience at 10% LESS cost per thousand listeners than in 1946.

REPRESENTED BY THE KATZ AGENCY

600 KC 5000 Watts



**Classification:**

Automotive

**Advertiser:**

Nobody

**Target:**

Nobody

**Ammunition:**

None

**Duration:**

None

**Objectives:**

None

**Results:**

The ad man at *Rapids Chevrolet* told our salesman he didn't have the nerve to advertise a service special on WMT. Reason: The last time they tried it they got more calls than could be handled.

**Admission:**

WMT doesn't do quite so well by its other advertisers. Good thing, too . . . Otherwise we'd be out of business.

**Submitted by:**

WMT, Cedar Rapids, Iowa. 600 kc. 5,000 watts. Basic CBS Network. National reps, The Katz Agency.

# BROADCASTING TELECASTING

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**WASHINGTON HEADQUARTERS**

**SOL TAISHOFF**, Editor and Publisher

**EDITORIAL:** ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor. **STAFF:** Harold Hopkins, John H. Kearney, Patricia Kieley, John Osbon, Keith Trantow. **EDITORIAL ASSISTANTS:** Evelyn Boore, Kathryn Ann Fisher, Blanche M. Seward; Gladys L. Hall, Secretary to the Publisher.

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**ART AND LAYOUT:** Duane McKenna.

**CIRCULATION AND READERS' SERVICE:** JOHN P. COSGROVE, Manager; Elwood M. Slee, Sheila Byrne, Betty Jacobs.

**NEW YORK BUREAU** 488 Madison Ave., Zone 22, Plaza 5-8355. **EDITORIAL:** Rufus Crater, New York Editor; Florence Small, Agency Editor; Rocco Famighetti, Dorothy Munster, Liz Thackston. **Bruce Robertson**, Senior Associate Editor.

**ADVERTISING:** S. J. PAUL, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

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

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

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

**SUBSCRIPTION INFORMATION**

Annual subscription for 52 weekly issues: \$7.00.

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.

**ADDRESS CHANGE:** Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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\*Reg. U. S. Patent Office

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BROADCASTING • Telecasting





Suppose, some week, everyone in Corpus Christi, Texas wrote to you? Or, in less than three months you heard from every man, woman and child in Jacksonville, Florida? A total of 214,609 responses were received during the eleven-week high school football season. That's the way listeners respond to the KXOK "Prep-Player of the Year" promotion. This outstanding feature selects, by listener mail, the top high school athlete each week. The "Player-of-the-Year" is selected from the weekly winners by a committee of high school athletic officials at a banquet in honor of the 'elected' players. But that's all detail. . . **THE IMPORTANT FACT IS POSITIVE PROOF OF THE COLOSSAL LISTENER RESPONSE TO KXOK FROM MISSOURI AND ILLINOIS. RESPONSE YOU CAN EASILY CONVERT INTO INCREASED SALES IN THE GREAT ST. LOUIS AREA. WRITE, WIRE, PHONE YOUR KXOK, OR JOHN BLAIR REPRESENTATIVE TODAY!**

630 kc • 5000 watts • ABC Network

KXOK Building St. Louis 1, Missouri

CHestnut 6000

Represented by John Blair & Company

# KXOK



# new business



## Spot . . .

**TIDY HOUSE PRODUCTS Co.**, Shenandoah, Iowa, planning radio-TV campaign for 52-weeks beginning Jan. 5 in Philadelphia market. Agency: Buchanan-Thomas Adv., Omaha.

**NORTHERN PAPER MILLS**, Green Bay, Wis., will use one-minute TV spots in 24 markets starting Jan. 5. Agency: Young & Rubicam, Chicago.

**REGAL AMBER BREWING Co.**, S. F., renews thrice weekly quarter-hour *Outdoor Broadcaster* on KFOX Long Beach, for 26 weeks from Jan. 7. Firm renews spot announcement campaign on KVEN Ventura and KDB Santa Barbara, for 52 weeks from Jan. 1; KNXT (TV) Hollywood for 52 weeks from Dec. 21; KHJ-TV that city, for 26 weeks from Dec. 15; and started saturation schedule on KFMB San Diego for 52 weeks from Nov. 16. Agency: Abbott Kimball Co., L. A.

## Network . . .

**MENNEN Co.**, Newark (men's toiletries), renews *Frank Goss News* on

19 Columbia Pacific Radio Network stations, Mon., Wed., Fri., 7:30-7:45 a.m., PST, for 52 weeks from Dec. 29. Agency: Kenyon & Eckhardt Inc., N. Y.

**BANK OF AMERICA, S. F.**, sponsors *Christmas in California* on 11 Columbia Pacific Radio Network stations, Wed., Dec. 24, 7:30-8 p.m. PST. Agency: Charles R. Stuart Adv., S. F.

## Agency Appointments . . .

**HENRY F. MICHELL Co.**, Phila. (bulbs, seeds and plants), and **PERSONNEL RESEARCH CENTER**, same city (management consultant firm), appoint W. Wallace Orr Inc., Phila.

**BOL Mfg Co.**, Chicago (Hopalong Cassidy Aid), appoints Schwimmer & Scott Inc., same city. TV will be used.

**PLASTITE SCREEN Co.**, L. A. (home screening), appoints Smith & Bull Adv. Agency, Hollywood. **ROBERT I. LETHE** is account executive.

**BAKER BOY BAKERIES**, L. A., appoints Frank-Gold Agency, that city. **MIKE GOLD** is account executive.

**COTTAGE CANDIES** and **FRESNO GUARANTEE BLDG. & LOAN Co.**, both Fresno, appoint Long Adv. Service, that city. **DUANE ZAMZOW** is account executive.

**ROLLEY Inc.**, S. F. (Sea & Ski Tanning Cream), appoints Foote, Cone & Belding Inc., that city.

**ASEPTIC-THERMO INDICATOR Co.**, L. A. (ATI Steam-Clox tags for measuring Autoclave sterilization and ATI Cook-Chex for food processing quality control), appoints Vick Knight Inc., Hollywood. **ROBERT B. JARVIS** is account executive.

**JOYCE Inc.**, Pasadena (casual shoes), appoints West-Marquis Inc., L. A. **CHARLES B. SMITH** is account executive.

**STAUFFER SYSTEM, L. A.** (national chain of health and reducing salons), appoints Walter McCreery Inc., Beverly Hills. **DAVE E. LARSEN** is account executive. Radio is being used.

**C. A. DURR PACKING Co.**, Utica, N. Y., and **SAN-EQUIP Corp.**, Syracuse, appoint Barlow Adv., Syracuse. Former firm will use radio-TV.

## Adpeople . . .

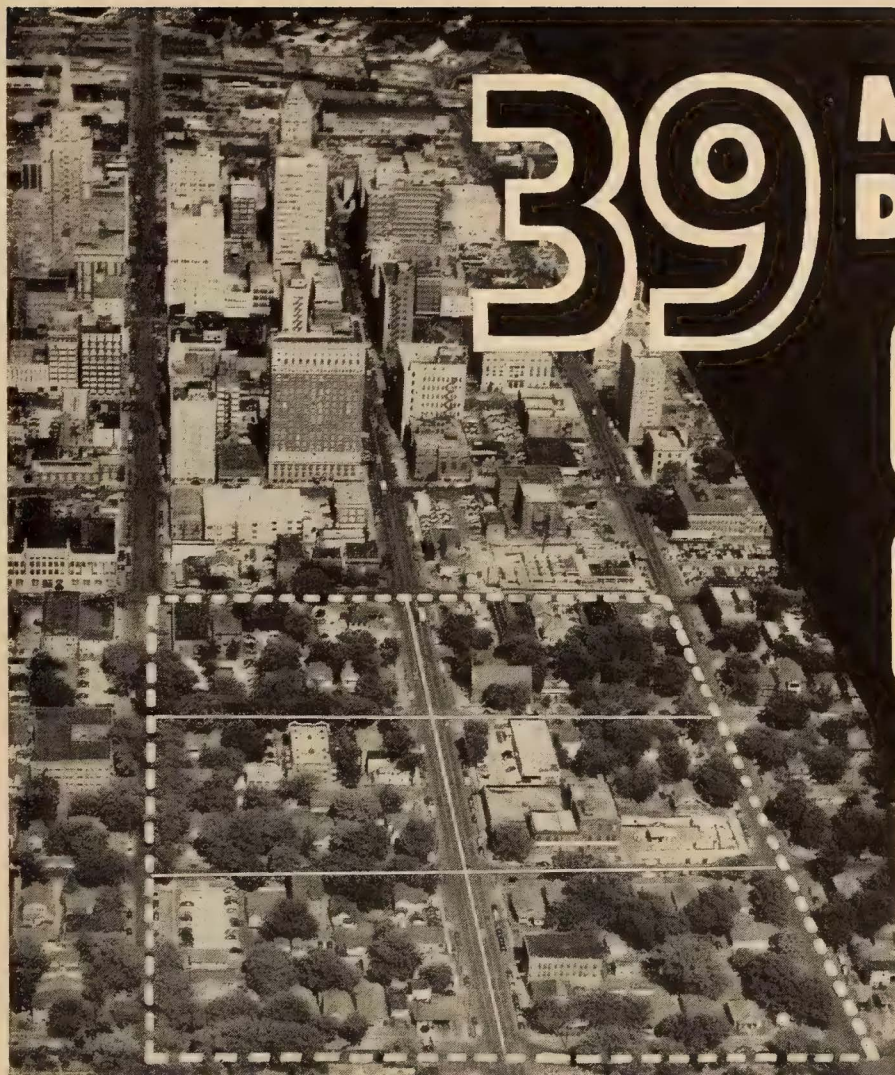
**EDWARD R. BURNS**, advertising production manager, Hoffman Radio Corp., L. A., has resigned and will leave shortly for Switzerland.

**RICHARD EISIMINGER**, advertising-promotion manager, KNBH (TV) Hollywood, to Pierce Bros. Mortuaries, L. A., as director of advertising and public relations.

**PALMER FIELD**, assistant advertising manager, W. P. Fuller & Co., S. F. (paint), promoted to advertising manager. He succeeds **LEE HARTER MARKWOOD**, transferred to newly established consumer sales division as manager. **PAUL ANDERSON**, public relations director, named assistant advertising manager.







# 39 MILLION DOLLAR CIVIC CENTER

*for*  
**TULSA**

## *Six Square Blocks*

adjacent to downtown Tulsa are now being purchased for a \$39,000,000 Civic Center as the result of a \$1,500,000 land buying bond issue approved by Tulsa voters on February 26, 1952. This means that the Oil Capital of the World will continue to maintain and improve its enviable position as one of America's most beautiful cities. First on the Civic Center project is a new \$4,250,000 County Courthouse which will be under construction early in 1953. Other probable buildings including an auditorium, city hall, library, auto hotel and many others will follow.

If *you* have advertising dollars to invest in a

market where people are progressive, eager for the better things of life and have the money to gratify their desires, here is the market for you!

And, if you want to reach most of these people *all* of the time *and* at lowest per customer cost . . . PLUS additional hundreds of thousands of prosperous listeners within KVOO's 50-100% BMB coverage area . . . KVOO, operating 24 hours each day, is the station for you as it has been for informed advertisers for more than a quarter of a century!

Call, wire or write KVOO or your nearest Edward Petry & Co. office for availabilities.

## RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.



# Here is the truth about nighttime radio

For the first time in three years, circulation figures and up-to-date circulation values of radio have been measured. The A. C. Nielsen Co. has just released the results of the most comprehensive radio survey ever undertaken, covering every county in the U. S. In this advertisement NBC makes the first published report on the Nielsen Coverage Study.



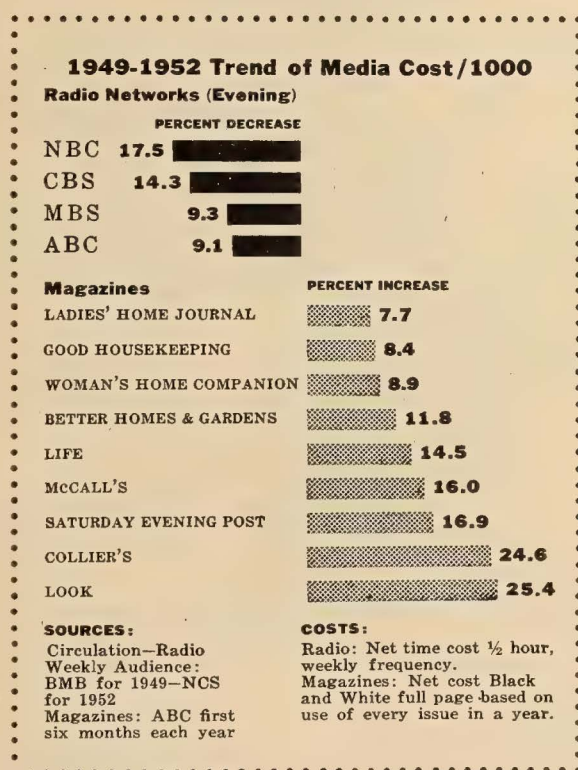
## Right now, the value of nighttime radio is greater than ever before

Nighttime radio delivers a multi-million radio audience:\*

... at the lowest cost-per-thousand circulation in radio's history.

... at only a fraction of the cost-per-thousand circulation of any of the nation's top magazines.

While the cost-per-thousand circulation of printed media has been steadily increasing since 1949, the cost of nighttime radio has been decreasing. And NBC Radio's nighttime costs have shown the greatest decrease.



NBC's cost per thousand is now lower than any of the networks . . . only 33 cents.

NBC nighttime radio reaches more homes per dollar than magazines, newspaper supplements or network television.

And NBC nighttime radio does more for your advertising dollar than any other radio network.

**Circulation** — The new Nielsen Coverage Survey is the largest personal interview study ever made (a sample of 100,000 homes). It shows an NBC Radio audience of more than 16,000,000 homes on the average night . . . 25,466,870 different homes at the end of a week . . . and NBC reaches additional millions of homes with the passing of successive weeks.

NBC Radio's nighttime audience exceeds the next network by 1,275,000 homes each week.

**Sales Effectiveness** — NBC Radio is the only network which has tested and proven its ability to sell advertisers' products today — even in television markets. NBC-advertised products sell 20% to 111% better among their listeners than among people who are exposed to all other advertising. Here is documented proof of NBC Radio's outstanding impact on the buying habits of millions.

**Merchandising** — Today, NBC Radio is the only network fully equipped to merchandise products successfully at the point-of-sale. Under the leadership of NBC's twelve district supervisors throughout the nation, NBC's affiliated stations actively work to sell their advertisers' products.

**Facilities** — The farthest reaching voice in the nation is the NBC Radio Network. Through NBC's superior facilities, advertisers have the opportunity to reach millions of homes virtually untouched by other national media.

Here, then, is the truth about nighttime radio. Never before has nighttime radio offered better values. As Radio continues to offer even greater values to advertisers, so NBC continues to offer the greatest values in Network Radio.

\*8,335,000 new radio sets have already been sold this year

Sources for all statements available on request.

# National Broadcasting Company

a service of Radio Corporation of America



## Bargain Day

EDITOR:

In reading the Dec. 15 BROADCASTING • TELECASTING I noticed Fred Weber's claim to having the lowest current rates in video advertising—\$150 an hour.

Enclosed is the WROV-TV local rate card. A letter, coverage map, rate card and a return post card were sent out December 10 to 600 retailers in the WROV-TV coverage area. Response has been good.

Frank E. Koehler  
General Manager  
WROV-AM-TV Roanoke,  
Va.

[EDITOR'S NOTE: WROV-TV, due on the air next month, has set \$140 as the rate for a Class A hour.]

\* \* \*

## 90% Response

EDITOR:

There is no doubt in my mind that your BROADCASTING Yearbook

## Source Work

EDITOR:

The NIAA Industrial Advertis-

Leo Hackney  
General Manager  
KGVL Greenville Texas

\* \* \*

# open mike



is referred to by almost everyone in the advertising business. The reason I know? My secretary, in sending in the information for your Yearbook, spelled my name *Hachney* instead of *Hackney*. Therefore, all year long 90% of my mail has been addressed to Leo Hachney.

Please have someone change this for the 1953 Yearbook.

ing Research Institute is actively in operation with a staff of three and more than 300 subscribers.

One of the important goals in meeting the needs of our subscribers is the building of a strong research collection of materials on industrial advertising and merchandising. . . . Please consider this letter an order for one subscription to BROADCASTING • TELECASTING. . . .

Helen B. McCormick  
Research Librarian  
Industrial Advertising  
Research Institute  
Cleveland

## Stanback Way Back

EDITOR:

Thanks for the story, but please make correction of a major error. I am in no way connected with the Stanback Co. and have not been for years.

J. Carson Brantley  
Salisbury, N. C.

[EDITOR'S NOTE: Mr. Brantley refers to story in B.T. Dec. 15 announcing his organization of the "Free Enterprise Train."]

\* \* \*

## Posy from Boston

EDITOR:

Our thanks to you are no less sincere because they are belated. BROADCASTING • TELECASTING did a fine job of telling about the recent fifth anniversary celebration of the school of public relations and communications, in which prominent radio and television executives had dominant roles. . . .

George Sorensen  
Research Assistant  
Boston U.  
Boston

## ARMY FILMS

Available for TV Use

SERIES of public information 16mm sound films are being distributed by the Dept. of Army for television exhibition on a free loan basis.

Certain conditions are laid down for use of the films, among them a proviso that some must not be used for sponsored programs. Only such film in the catalog is "Japan Logistical Command," which runs 19 minutes.

In ordering from the film catalog stations should supply call letters and address, title and number of film, statement that station will pay shipping charges to and from Central Film Lab. in the particular Army area, tentative telecast date and method of shipment. Requests should be addressed to the commanding general of the Army area in which station is located, marked for the attention of the local signal officer.

Certain Army training films, other than those listed, have been released to the U. S. Office of Education. Catalog may be obtained through that office or United World Films, 1445 Park Ave., New York 29, N. Y.

## 'Dr. Christian' Scripts

TWELFTH annual *Dr. Christian* script-writing contest, sponsored by Chesebrough Mfg. Co. (Vaseline products) and offering a first prize of \$2,000 and some 50 others ranging from \$500 to \$250, will be held Jan. 7 to March 4, it was announced last week. It is open to both amateurs and professionals. Winners will be announced May 20, and the \$2,000 prize play will be presented on the May 27 program of Chesebrough's *Dr. Christian* series on CBS Radio.

# WSYR

## COVERS ALL OF Rich Central New York

BMB Nighttime  
Audience Families  
**214,960**

## A Stable Market

Central New York is a big target for any national advertiser. It is a stable, depression-proof market—a magnificent test market.

All 20 of the industrial classifications listed in the U. S. Census of Manufacturing are well represented in the Syracuse metropolitan area. It is the distribution center of New York State—the center of a rich agricultural area.

Central New Yorkers are worth your best selling efforts, directed through their radio station—WSYR.

# WSYR ACUSE

NBC AFFILIATE

**WSYR-AM • FM • TV—The Only Complete Broadcast Institution  
in Central New York**

**WRITE, WIRE, PHONE OR ASK HEADLEY-REED**





holiday greetings from all of us to all of you



Earl Abrams  
Frank Beatty  
Dave Berlyn  
Eve Boore  
Fay Brandschain  
Eleanor Brumbaugh  
Sheila Byrne  
Larry Christopher  
Frances Cobb  
John Cosgrove  
Joanne Cowan  
Ken Cowan  
Rufe Crater  
George Dant  
Betty DeVol  
Bruce Edwards  
Rocco Famighetti  
Joe Fazio  
Kathy Fisher  
Fred Fitzgerald  
Dave Glickman  
Gladys Hall

Shirley Harb  
Sid Hix  
Harold Hopkins  
Betty Jacobs  
Ed James  
Mary Jeffries  
Jack Kearney  
Doris Kelly  
Pat Kieilty  
Art King  
Julia King  
Mitzi Kornetz  
Anna Lambert  
Win Levi  
Leo Lippman  
Maury Long  
Eleanor Manning  
Wilson McCarthy  
Duane McKenna  
Irv Miller  
James Montagnes

Dorothy Munster  
Terrance O'Flaherty  
John Osbon  
Sol Paul  
Jane Pinkerton  
Bruce Robertson  
Eleanor Schadi  
Blanche Seward  
Bill Shaw  
Joan Sheehan  
Mac Slee  
Harry Stevens  
Jimmy Stober  
Florence Small  
Betty Taishoff  
Larry Taishoff  
Hy Tash  
Liz Thackston  
Marjorie Thomas  
Keith Trantow  
Eunice Weston  
Sol Taishoff

Broadcasting Telecasting





# Santa's Back—



in his usual place,  
full of good cheer, with a smile  
on his face.  
From the pages of Broadcasting,  
he now steps forth,  
To bring you this word from the  
chilly north.

"I've been working all year to  
make this Christmas best,  
for broadcasters, agency people  
and the rest.  
They've done a good job, month  
in and month out,"  
says jolly old Santa, so round  
and so stout.

"My pack's loaded down with  
gifts for each one,  
And I'll deliver them all before  
Christmas is done,  
Calling at each agency and broad-  
casting station,  
Up, down and across the entire  
nation.

"When I've made my rounds for  
fifty-two,  
I'll go back to the Pole and start  
work anew.  
I'll wish for you a Happy New  
Year,  
With lots of business from far  
and near."

**FIRST in WASHINGTON**  
**WRC**  
980 KC • 93.9 FM

Represented by NBC Spot Sales



# feature of the week

**H**AS anybody here seen Kelly?  
The chances are a lot of peo-  
ple have—or at least heard  
one or more of the celebrated Kelly  
family on WRFW Eau Claire, Wis.  
They present "America's real-life  
breakfast program" each morning,  
from 7:35 to 7:50.

The family is that of Jack Kelly,  
WRFW manager, and includes wife  
Elly, and sons John Patrick (6)  
and Colonel Tom (4).

The program is *Kelly's Kup-  
board*, but actually this is only the  
beginning of their broadcast day.  
Operating from a home converted  
into a remote studio, Mr. and Mrs.  
Kelly each have other programs  
through noon.

On the first program the Kellys  
usually have a friend visiting from  
local civic or church groups. They  
also salute and promote community  
and business projects, cheer up  
shut-ins and encourage their radio  
friends to write sick people.

At 8 a.m. Mr. Kelly airs his  
*Butternut News* (Butternut Coffee)  
right from the kitchen table. Two  
hours later Mrs. Kelly conducts her  
*Homemakers Visit and Club Calen-  
dar* program under sponsorship by  
Consumers Co-op Shopping Center.  
And at 10:15 manager Kelly gives  
the *Mid-Morning News*.

Visitors at the Kelly home, 1710  
Valmont Ave., Eau Claire, are



*ON HAND for early morning  
WRFW breakfast program are  
(standing) Mr. Kelly and wife Elly,  
with sons Colonel Tom and John  
Patrick.*

numerous and celebrated (viz., Sen.  
Estes Kefauver, others), as attest-  
ed by the family's guest book. John  
Patrick leads the morning prayer  
ceremonies for world peace. Aside  
from being housewife, Elly Kelly  
also finds time to answer her own  
mail (between 400 and 500 letters  
per week).

The kids? Well—  
"Our boys love the broadcasting  
business and look forward to our  
special programs each morning,"  
Mr. Kelly says.



# strictly business



**Mr. SANDEBERG**  
... sees no TV spectres

**D**AVID H. SANDEBERG, Pa-  
cific Coast manager of Avery-  
Knodel Inc., is not one of  
those who views with alarm the

future of AM radio because of the  
mushrooming growth of television.  
"With rare exceptions, no one me-  
dium is a panacea for all sales  
problems and every medium which  
renders a service has a place.

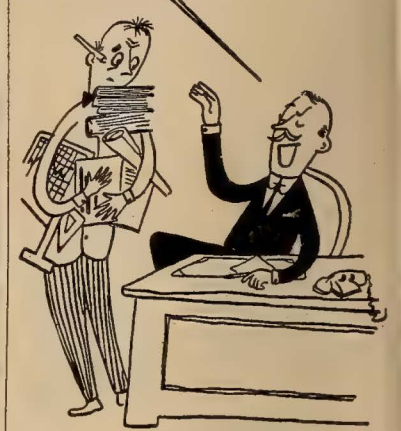
"Some marginal media may be  
affected and the service character  
of others changed, but history  
shows that constructive competi-  
tion has always served to build  
business. Just as radio did not re-  
place newspapers and magazines,  
but created its own position; so  
will TV. When TV comes of age  
it will unquestionably modify edi-  
torial and programming formats  
of magazines, newspapers and AM  
radio."

Mr. Sandeberg already sees signs  
of this modification in radio, but  
makes haste to add that TV is open-  
ing new channels for advertising  
"as a result of the distinctive con-  
tribution which TV makes."

Mr. Sandeberg is a stand-out at  
broadcasting gatherings both be-  
cause he is well liked and due to  
(Continued on page 85)

No, No, Perkins!

It's all in the  
**BROADCASTING Yearbook**



... you won't need any T  
squares, graphs, slide rules  
or geiger counters to get  
all the information you  
want and need in this busi-  
ness of broadcasting.

**No sir! It's all in the 1953  
BROADCASTING Year-  
book.\***

**Don't delay—order today.**  
Single copies are \$5.00.  
Or you may subscribe to  
**BROADCASTING • TELE-  
CASTING** for a full year  
and get 52 weekly issues,  
the 1953 **BROADCASTING**  
and the 1953 **TELECAST-  
ING** Yearbooks for only  
\$11.00. You save \$6.00.

\* Publication dates: **BROADCASTING**  
Yearbook, mid-January; **TELECAST-  
ING** Yearbook, mid-February.

**BROADCASTING • TELECASTING—**  
National Press Building  
Washington 4, D. C.

Please reserve both 1953 Yearbooks  
for me, and enter my subscription to  
**BROADCASTING • TELECASTING.**

☐ Bill me ☐ \$11.00 enclosed

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

State \_\_\_\_\_

**1953 BROADCASTING Yearbook**



# Make Friends With Gil



COLOSSUS OF THE CAROLINAS



Newscaster, philosopher, friendly voice of a famous station, WBT's Gil Stamper makes friends of folks and friends for sponsors. Sincere, affable, convincing Gil has the native know-how which distinguishes WBT as a powerful local voice for national advertisers. Let Gil and WBT make 3,000,000 Carolina friends for you.

# WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

*Represented Nationally by CBS Radio Spot Sales*



# FOR THE THIRD STRAIGHT YEAR

# BMI LICENSED SONGS

## VOTED NO.1 IN *All* CATEGORIES

VOTING IN THE CASH BOX POPULARITY POLLS FOR  
1950-1951-1952 GAVE BMI 12 OUT OF 12 FIRST PLACE WINNERS



**1952 — CRY** (Mellow Music) . . . Johnny Ray (Col.)

**1951 — TENNESSEE WALTZ** (Acuff-Rose) . . . Patti Page (Mer.)

**1950 — GOODNIGHT IRENE** (Spencer) . . . The Weavers (Dec.)



**1952 — WILD SIDE OF LIFE** (Commodore) . . . Hank Thompson (Cap.)

**1951 — ON TOP OF OLD SMOKEY** (Folkways) . . . The Weavers (Dec.)

**1950 — BONAPARTE'S RETREAT** (Acuff-Rose) . . . Pee Wee King (Vic.)



**1952 — HALF AS MUCH** (Acuff-Rose) . . . Hank Williams (MGM)

**1951 — COLD, COLD HEART** (Acuff-Rose) . . . Hank Williams (MGM)

**1950 — CHATTANOOGIE SHOE SHINE BOY** (Acuff-Rose) . . . Red Foley (Dec.)



**1952 — LAWDY, MISS CLAWDY** (Venice) . . . Lloyd Price (Specialty)

**1951 — 60 MINUTE MAN** (Lois) . . . The Dominoes (Federal)

**1950 — I ALMOST LOST MY MIND** (Hill & Range) . . . Ivory Joe Hunter (MGM)





# ... 81.8%

The remarkable story related in the Cash Box Popularity Poll of 1952 is truly a great tribute to the composers and publishers affiliated with BMI. For it is their keen insight into the current tastes of the music-loving public that is creating the song hits of today.

BMI is indeed proud of their accomplishment.

**OF THE TOTAL VOTES REGISTERED  
BY OPERATORS IN THE 1952 CASH BOX POPULARITY POLL,  
81.8% WERE CAST IN FAVOR OF BMI-LICENSED SONGS**

## **BEST POP — 16 out of 24 — 68.2% of total votes**

CRY (Mellow) Johnny Ray (Col.)  
ANYTIME (Hill & Range) Eddie Fisher (Vic.)  
KISS OF FIRE (Duchess) Georgia Gibbs (Mer.)  
TELL ME WHY (Signet) Four Aces (Dec.)  
I'M YOURS (Algonquin) Don Cornell (Coral)  
HERE IN MY HEART (Mellin) Al Martino (BBS Palda)  
AUF WIEDERSEH'N SWEETHEART (Hill & Range)  
Vera Lynn (Lon.)  
HALF AS MUCH (Acuff-Rose) Rosemary Clooney (Col.)

YOU BELONG TO ME (Ridgeway) Jo Stafford (Col.)  
SLOW POKE (Ridgeway) Pee Wee King (Vic.)  
I'M YOURS (Algonquin) Eddie Fisher (Vic.)  
BLACKSMITH BLUES (Hill & Range) Ella Mae Morse (Cap.)  
I WENT TO YOUR WEDDING (Hill & Range)  
Patti Page (Mer.)  
TELL ME WHY (Signet) Eddie Fisher (Vic.)  
VANESSA (Meridian) Hugo Winterhalter (Vic.)  
BOTCH-A-ME (Hollis) Rosemary Clooney (Col.)



## **BEST WESTERN — 7 out of 9 — 83.3% of total votes**

WILD SIDE OF LIFE (Commodore) Hank Thompson (Cap.)  
SLOW POKE (Ridgeway) Pee Wee King (Vic.)  
ALMOST (Acuff-Rose) George Morgan (Col.)  
SILVER AND GOLD (Blue Ridge) Pee Wee King (Vic.)

I DON'T WANT TO BE FREE (Wakely) Jimmy Wakely (Cap.)  
WAITING IN THE LOBBY OF YOUR HEART (Brenner)  
Hank Thompson (Cap.)  
DON'T LEAVE MY POOR HEART BREAKING (Lois)  
Cowboy Copas (King)



## **BEST FOLK — 16 out of 18 — 92.5% of total votes**

HALF AS MUCH (Acuff-Rose) Hank Williams (MGM)  
LET OLD MOTHER NATURE HAVE HER WAY (Peer)  
Carl Smith (Col.)  
DON'T JUST STAND THERE (Hill & Range) Carl Smith (Col.)  
GIVE ME MORE, MORE, MORE (Hill & Range)  
Lefty Frizzell (Col.)  
THE GOLD RUSH IS OVER (Hill & Range) Hank Snow (Vic.)  
WONDERING (Hill & Range) Webb Pierce (Dec.)  
ARE YOU TEASING ME (Acuff-Rose) Carl Smith (Col.)  
IT WASN'T GOD WHO MADE HONKY TONK ANGELS (Peer)  
Kitty Wells (Dec.)

JAMBALAYA (Acuff-Rose) Hank Williams (MGM)  
HONKY TONK BLUES (Acuff-Rose) Hank Williams (MGM)  
DON'T STAY AWAY (Hill & Range) Lefty Frizzell (Col.)  
I WENT TO YOUR WEDDING (Hill & Range)  
Hank Snow (Vic.)  
A FULL TIME JOB (Acuff-Rose) Eddy Arnold (Vic.)  
BABY WE'RE REALLY IN LOVE (Acuff-Rose)  
Hank Williams (MGM)  
BACKSTREET AFFAIR (Forrest) Webb Pierce (Dec.)  
BLACKBERRY BOOGIE (Central) Tennessee Ernie (Cap.)



## **BEST RHYTHM & BLUES — 23 out of 28 — 87.2% of total votes**

LAWDY, MISS CLAWDY (Venice) Lloyd Price (Specialty)  
MY SONG (Lion) Johnny Ace (Duke)  
HAVE MERCY, BABY (Meridian) Dominoes (Federal)  
GOIN' HOME (Commodore) Fats Domino (Imperial)  
MARY JO (Drake) Four Blazers (United)  
JUKE (John Henry Burton) Little Walter (Checker)  
NIGHT TRAIN (Pamlee) Jimmy Forest (United)  
THREE O'CLOCK BLUES (Modern) B. B. King  
NO MORE DOGGIN' (Modern) Roscoe Gordon (RPM)  
CRY (Mellow) Johnnie Ray (Columbia)  
TING-A-LING (Progressive) The Clovers (Atlantic)

HEAVENLY FATHER (Blazer) Edna McGriff (Jubilee)  
5-10-15 HOURS (Progressive) Ruth Brown (Atlantic)  
YOU KNOW I LOVE YOU (Modern) B. B. King (RPM)  
ONE MINT JULEP (Progressive) The Clovers (Atlantic)  
FIVE LONG YEARS (Frederick) Eddie Boyd (Job)  
BOOTED (Modern) Roscoe Gordon (Chess)  
BESIDE YOU (Lois) Swallows (King)  
I'M GONNA PLAY THE HONKY TONKS (Lion)  
Marie Adams (Peacock)  
GOT YOU ON MY MIND (Raleigh) John Greer (Vic.)  
MY HEART'S DESIRE (Modern) Jimmy Lee & Artis (Modern)



**BROADCAST MUSIC, INC. • 580 FIFTH AVENUE • NEW YORK 36, N.Y.**

NEW YORK

CHICAGO

HOLLYWOOD

TORONTO

MONTREAL



## BOARDINGHOUSE REACH!



Etiquette books frown on the tactics that George the Giraffe is using here. He wants to eat something that is some distance removed from his own bailiwick. There's nobody around to pass the chow in to George so with his exceptional faculty for "boarding-house reach", he is helping himself to the rich pickings on the other side of the fence!

Most advertisers don't have the "neck" for reaching out and getting the rich plums of business that are waiting outside their neighborhood sphere of influence. Radio can be to those advertisers what the neck is to George the Giraffe.

Radio gives the advertiser "boardinghouse reach"; it enables him to reach out and get the business that will always be on the other side of the fence for non-radio users.

The longer the reach, the better the radio buy. In Oklahoma City, of course, your longest reach is KOMA . . . the best cost-per-thousand buy and the only 50 kw CBS outlet in Oklahoma, serving you from a brand new quarter million-dollar studio.

# KOMA

AFFILIATED WITH KTUL, TULSA

RADIO STATION REPRESENTATIVES

## 50,000 WATTS • CBS RADIO

J. J. BERNARD Vice-President and General Manager



## agency

**S.** M. EPSTEIN, president, Century Adv., Detroit, to W. B. Doner & Co., that city, as vice president in charge of marketing.

**GRAHAM JACKSON, ALVIN HAERR, RAYMOND PETERSON** and **RICHARD A. HALL** have formed Jackson, Haerr, Peterson & Hall Inc., Peoria. They will serve respectively as president, vice president-secretary, vice president-treasurer and vice president-general manager.

**EDWARD B. SCULL** to Gray & Rogers, Phila., in contact department.

**MARIE SAUNDERS** to Nemarow Adv., Vineland, N. J., as spacebuyer.

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

**GERALD GOULD**, Blaine-Thompson Co., N. Y., to Lewin Williams & Saylor Inc., same city, as account executive.

**CHARLES M. KENYON** and **L. FOSTER JACK** added to public relations staff, Gray & Rogers, Phila.

**GORDON RALSTON**, formerly manager of Ruthrauff & Ryan Inc., Toronto, appointed senior account executive at McCann-Erickson Inc., Toronto. **DUNCAN MacINNES** named media manager, same agency.



## on all accounts

**Q**UADRUPLE threat man at Guenther-Bradford agency, Chicago, is Charles Zeller, a vice president who is also radio and television director. Mr. Zeller's primary activity is shepherding to success in video the world's largest Nash dealer, Hauser-Nash Motor Sales. In addition, he solicits new business, develops small clients into big ones, writes copy, directs production and even acts in some of his own commercials.

Mr. Zeller, working with Bud Hauser of the car sales company, originated that firm's first TV commercial three years ago. Incorporated into a feature film, the first commercial sold 50 cars the following day, setting the pattern for an outstanding local success story. Mr. Hauser has used better-quality feature films consistently, in one instance spending \$5,100 each for a series of 26 Edward Small productions. He now buys about eight hours weekly in Chicago.

The agency executive has worked with many accounts in some 30 years of advertising and related work, and is especially pleased with the kind of fast results shown to another video client. One spot for the Rhunke Industrial Blowers

System resulted in a \$125,000 sale of equipment to a Chicago laundry. The laundry installation was filmed, and used in subsequent commercials.

Charlie Zeller has been conversant with radio since 1922, when as commander of a disabled war veterans' post he toured Chicago's stations seeking support for veterans' legislation. He appeared in front of a mike for the first time professionally in 1926, after establishing two community newspapers on the south side, as newscasters-commentator in order to promote the papers. He sold participation spots to more than 200 clients who still call upon him throughout the year when they want to use radio or television.

He entered commercial television in 1948 on the city's pioneer station, WBKB, but his first experience with the medium took place

in 1939 when he worked with Commonwealth Edison Co. in tests with a stationery camera and a roped-off gangplank arrangement which guided guests into camera range.

Mr. Zeller has been with Guenther-Bradford eight years, joining  
(Continued on page 47)



Mr. ZELLER



# beat



**ALFRED LURIE**, staff director, WBAP-TV Ft. Worth, to Stanley Campbell Adv., Dallas, as TV producer-director.

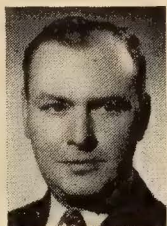
**JOHN A. GIBBS** to Lewis & Gilman, Phila., as associate art director.

**RICHARD S. ARMSTRONG**, W. Wallace Orr Inc., Phila., appointed director of copy and plans there.

**W. R. MASON**, former vice president and group director of Geyer Adv., N. Y., and **HERBERT S. LENZ**, senior account executive and member of executive committee, J. D. Tarcher Co., to Ralph H. Jones Co., N. Y., as manager of marketing and manager of client services, respectively.



**MILDRED RIORDEN BLAKE**, Young & Rubicam, N. Y., to Doherty, Clifford, Steers & Shenfield, same city, in copy department.



**Mr. Lenz** **CONNIE LAVIN**, S. Augstein & Co., N. Y., to Lavenson Bureau of Adv., Phila., as publicity director.

**RAYMOND G. HUSTED**, assistant advertising manager, Pacific Car & Foundry Co., Renton, Wash., to Foote, Cone & Belding Inc., Portland, as assistant account executive.

**GORDON & ENGELMAN Adv.**, S. F., has changed name to **GORDON Adv.** **YVONNE ENGELMAN**, partner, has resigned.

**GEORGE E. LICHTY**, account executive, Ruthrauff & Ryan Inc., S. F., to Brisacher, Wheeler & Staff, that city, as member of creative department.

**HARVEY H. STROBUSCH**, manager, Knox Reeves Adv. Inc., S. F., has opened his own agency at 593 Market St., that city. **ROBERT E. HUTH**, sales promotion manager, W. J. Lancaster Co., S. F., joins new agency as associate.

**EDWARD R. McNEILLY**, producer-writer, Television Productions Co., L. A., to Caples Co., that city, as radio-TV director. **PETER STACEY** and **RALPH NELSON**, production department members, promoted to production manager and assistant production manager, respectively. Mr. Stacey succeeds **MARION WELBORN**, named account executive.

**FRANCIS E. GIANATTASIO**, radio-TV time estimator, Kenyon & Eckhardt, N. Y., to Hewitt, Ogilvy, Benson & Mather, same city, in same capacity.

**KEN BURT** named radio-TV director of Walsh Adv. Co., Toronto, replacing **EVERETT PALMER** who becomes radio-TV director of new Toronto office of McCann-Erickson Inc.

**EDGAR A. HATCHER**, director of merchandising and research, Deutsch & Shea, N. Y., to G. M. Basford Co., same city, as assistant account executive. **ROY A. DUFFUS Jr.** to agency as account executive in publicity department.

**CLYDE McDANNALD**, Foote, Cone & Belding, N. Y., to Harry B. Cohen Adv., that city, as member of account service department. **HENRY SLAMIN Jr.**, traffic manager of Cohen agency, promoted to account service work.

**TED P. WALLOWER**, timebuyer for Birmingham, Castleman & Pierce, N. Y., to Morey, Humm & Johnstone, same city, in the same capacity.

**BLEASDALE Adv. Agency**, Kregg Bldg., Victoria, B. C., enfranchised by Canadian Assn. of Broadcasters.

**BYER & BOWMAN Adv.**, Columbus, Ohio, relocates at 66 S. Sixth St.

**LANGHAMMER & Assoc.**, Omaha, relocates at 225 Park Ave., same city.

**BROADCASTING • Telecasting**

## Obviously OUTSTANDING



**They measure  
their encores  
in years!**

<b>Florence Luedeke</b>	<b>20 yrs.</b>	<b>Milton Budd</b>	<b>20 yrs.</b>
<b>"Farmer" Bill</b>	<b>17 yrs.</b>	<b>Wayne West</b>	<b>10 yrs.</b>
<b>Brooks Watson</b>	<b>17 yrs.</b>	<b>Phil Gibson</b>	<b>8 yrs.</b>

**W**HEN you've visited in someone's home every day for ten or twenty years it's just natural that you'll be considered a "long-time friend." That's just what these WMBD personalities are to all the folks in the Peoria area. When you have a sales message for the Peoria area . . . let a "long-time Friend" present it for you . . . you'll get better results.

See Free & Peters . . .



**WMBD**

FIRST in the  
Heart of Illinois

**PEORIA**

CBS Radio Network  
5000 Watts



# More Leading Jobbers

in Louisiana, Arkansas, Texas

## Praise KWKH



R. W. HODGE, Vice-President,  
National Automotive Maintenance  
Association,  
Shreveport, SAYS:  
"KWKH produces  
phenomenal results"

The comments at the left are from letters written us by three leading jobbers in the KWKH area—men who know this region as well as you know your own front yard.



W. T. HANNA, General Manager,  
Andress-Hanna, Inc.  
Shreveport, SAYS:  
"KWKH is uniformly  
satisfactory"

None of these men would qualify generally as a "Time Buyer" or "Media Director". Some of them may never have seen Madison or Michigan Avenue. But all of them are experts on their own business, and on the direct, obvious impact on sales produced by KWKH!

We're naturally proud of our successful advertising record in behalf of so many wholesalers, jobbers and distributors in the KWKH area. We'd like to do the same kind of job for yours. What facts would you like?



T. A. WILLIAMS, Owner,  
Williams Physicians and Surgeons  
Supply Co.,  
Shreveport, SAYS:  
"We prescribe  
KWKH"

# KWKH

A Shreveport Times Station

**SHREVEPORT**

The Branham Company  
Representatives

Henry Clay, General Manager

**Texas**

**LOUISIANA**

**Arkansas**

50,000 Watts • CBS Radio



## IKE URGED TO NAME HYDE NOW

*Weiss Backed for FCC*

ROSEL H. HYDE may be named chairman-designate of the FCC by President-elect Eisenhower within the next fortnight—well in advance of the change in Administration.

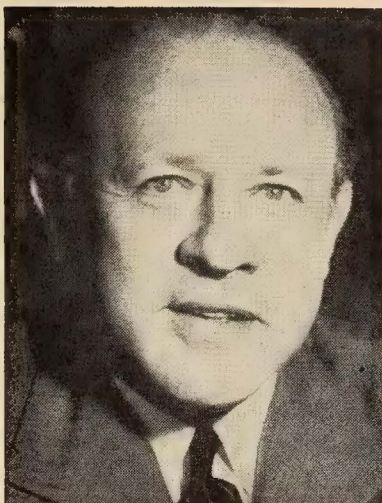
Supporters of the Idaho Republican were urging this course last week in the absence of any known opposition to Mr. Hyde as the new Administration's choice for the chairmanship. Whereas some of those seeking appointment to the two upcoming vacancies heretofore had designs on the chairmanship, that talk evaporated last week. Mr. Hyde's supporters emphasized the desirability of an orderly transition from 20 years of Democratic control to Republican policy direction. This would mean a minimum of upsetting of normal Commission functioning.

Meanwhile, the name of Lewis Allen Weiss, former president of Don Lee and one-time chairman of Mutual, loomed larger as a nominee to one of the two Commission vacancies. He reportedly has the unqualified endorsement of such important Republican personages as Vice President-elect Richard Nixon, California Senator William F. Knowland, and Republican National Committee Chairman and Postmaster General-designate Arthur Summerfield.

### Many Supporters

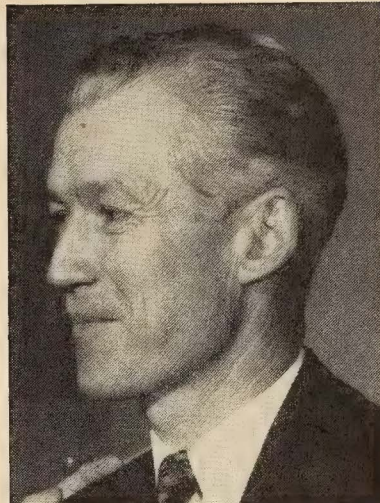
Many broadcasters had signified their support, and while others had expressed opposition, notably to his appointment to the chairmanship, it was evident the political scales are balanced in his favor. Among others actively supporting his candidacy are Fulton Lewis Jr., Washington commentator, and William B. Dolph, executive vice president of WMT Cedar Rapids, who is associated with Mr. Lewis and with other radio ventures.

Originally, Mr. Weiss was among those boomed for the chairmanship but he said last Friday that he recognizes the logic of elevating Mr. Hyde to that post because of his background as a career official of the FCC and his intimate knowledge of its administration and operation. Mr. Hyde, now vice chairman, rose from the ranks of law clerk through the law department. He served successively as an attorney, hearing examiner, assistant general counsel, general counsel, and—in April 1946—be-



Mr. WEISS

came a Commissioner. He is 52. Some names previously mentioned for the FCC vacancies have dropped out. But there were new ones, too. In informed quarters it is felt there is a strong likelihood that one of the appointees will be a member of Congress who failed to be re-elected last November.



Comr. HYDE

There are now two such legislators pondering the desirability of an FCC Commissionership as against other possible independent agency or Government appointments — Reps. Albert M. Cole of Holton (near Topeka), Kan., and Edward H. Jenison of Paris, Ill.

Rep. Cole, 51, has served four

terms in Congress, and is a lawyer. He is highly regarded in party circles and during the campaign was a top advisor at the Republican National Committee. He left Washington last Thursday for his home without deciding upon his course, but it is known that he is interested in the FCC. Reports were current also that he is under consideration for appointment to an executive post in Gen. Eisenhower's official family at the White House.

Rep. Jenison, 45, has served since 1946, and is a newspaperman. He is editor of the *Paris Daily Beacon-News*. He served in Naval aviation during World War II. His friends are urging his appointment to the FCC, but thus far there is no word that he is disposed to become a candidate.

A front-runner among broadcasters urged for the FCC in the early days—Theodore C. Streibert, former president of WOR and General Telecasting System—dropped out last week. Under his arrangement

(Continued on page 41)

## WMBR-AM-TV

*'Wash. Post' Buys for \$2,470,000*

SALE OF WMBR-AM-FM-TV Jacksonville, Fla., by Ed Norton and his associates, to the Washington Post Co. (majority owners of WTOP Inc., Washington) for \$2,470,000, was announced last Saturday, subject to usual FCC approval.

The all-cash transaction is the second to be reached during the past fortnight involving more than \$1 million, the other being the acquisition by Crosley Broadcasting Corp. of WLTV (TV) Atlanta, for

\$1,500,000, subject to FCC clearance [B•T, Dec. 15].

Philip L. Graham, president and publisher of the *Post*, was in Jacksonville last Friday to announce the projected ownership change to the staffs of the three stations, licensed to the Florida Broadcasting Co. All of the capital stock of Florida was purchased. The transaction had been in negotiation for several weeks, with Mr. Graham and John S. Hayes, president of WTOP Inc., representing the Post Co., and Mr. Norton, Glenn Marshall Jr. (31% stockholder), and Frank King (18%) participating for Florida Broadcasting.

### To Be Filed Soon

Applications for the transfer will be filed this week with the FCC. The transaction is entirely divorced from WTOP Inc., in which CBS holds a 45% interest. It is understood that the net price will be approximately \$100,000 less than the \$2,470,000 figure, this representing net quick assets on the



Mr. Graham



Mr. Hayes



Mr. Marshall



Mr. Norton

books of Florida Broadcasting.

Mr. Norton, former Federal Reserve Board member, has varied interests in the South, including the presidency of the Coosa River Newsprint Co., and the principal ownership of WAPI-WAFM (FM) and WAFM-TV Birmingham. His associate in the Birmingham operation is Thad Holt, who holds a 23.6% interest.

Mr. Marshall, now manager of WMBR-TV, will become president

(Continued on page 36)



# KOOP ELECTED

By National Press Club

WASHINGTON'S National Press Club got its first radio newsmen as president last Friday with the election of Theodore F. Koop, CBS



Mr. Koop

Radio news and public affairs director, to that office without opposition.

The new president, who served as vice president this year, assumes office in mid-January, with formal inauguration set Jan.

31. Mr. Koop has been a newsmen since he was 13, when he wrote "personals" for his hometown paper, *Monticello* (Iowa) *Express*.

Mr. Koop joined CBS Radio news in Washington in January 1948. He supervises a news and public affairs staff of nearly 20 people and also directs preparations for Washington originations over CBS of forums and speeches by government officials.

A 1929 graduate, with Phi Beta Kappa honors, of the U. of Iowa, where he edited the student newspaper, *Daily Iowan*, Mr. Koop served from 1928 to 1941 on the news staff of the AP, serving successively with the Des Moines and New Haven bureaus, as Washington staff reporter, as city editor and later general editor in New York, and finally as one of three news editors in the Washington bureau.

He joined the *National Geographic* magazine editorial staff in 1941 and in December that year became special assistant to Byron Price, director of the government Office of Censorship. In March 1945 he was named assistant director of censorship, heading voluntary press-radio censorship, and after V-J Day became deputy director to liquidate the Office of Censorship.

He rejoined *National Geographic* in January 1946 as news bulletin service chief. In 1949 he contributed a chapter on radio news to the National Press Club's book, *Dateline Washington*. He is a past president of the Washington Sigma Delta Chi chapter and a board member of Radio-Television News Directors Assn.

Mr. Koop is author of a history of censorship in World War II, *Weapon of Silence*. He was one of 99 U. of Iowa alumni honored in 1947 with "certificates of achievement" at the university's centennial celebration.

## Pinex Spots

PINEX Co., Fort Wayne, Ind., for its cough syrup, adds 15 southern markets to its radio spot campaign through Russel M. Seeds agency, Chicago. Series begins Jan. 5 for 9 and 11 weeks, with five spots weekly per market.



TOASTING a winner during the first week of *Do You Want to Be A Star?*, new WOR-TV New York show under sponsorship of Coca-Cola Bottling Co. of New York, are (l to r): Fred Robbins, program m. c.; Paul Louis, vice president in charge of radio and television for D'Arcy Agency; Robert Kesner, assistant advertising manager for the Coca-Cola Co., and James T. Murray, president of the New York bottling company. Firm presents the high school talent show thrice weekly from 7-7:30 p.m. EST and has joined WOR-TV in extensive promotion for the program.

## STABILE ELECTED

To ABC-TV Program Post

JAMES A. STABILE was elected last week to the post of administrative manager of the ABC-TV network program department, effective immediately.



Mr. Stabile

Reporting to Charles M. Underhill, national director of the TV program department, he will be responsible for negotiations for TV programs, talent, administration of television program budgets, and departmental general affairs. He also will be a member of the department's planning board.

Mr. Stabile joined ABC in December 1951 as an attorney, after previous legal service with the William Morris agency and the Authors League of America, and private practice.

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## B&B Elevates Neuman

RALPH NEUMAN, assistant treasurer of Benton & Bowles, New York, has been named treasurer, it was announced last week. Prior to Mr. Neuman's promotion, Robert E. Lusk, agency president, served as treasurer. Mr. Neuman has been with Benton & Bowles since 1935.

## Dodge Elected V. P.

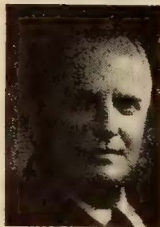
BRUCE M. DODGE, radio-TV production supervisor at Weiss & Geller agency, New York, has been elected vice president. Mr. Dodge has been with the agency since August, and was formerly manager of broadcast production at Kenyon & Eckhardt, New York.

## McCANN-ERICKSON

Ups Foote, Four Others

McCANN-ERICKSON, New York, elected five executive officers last week.

Emerson Foote was elected executive vice president of the agency and a member of the executive committee, President Marion Harper Jr. announced. Other changes announced by Mr. Harper:



Mr. Foote

Robert E. Healy, vice president and treasurer, was named to the executive committee. Elected senior vice presidents were Chester A. Posey, chairman of the advisory committee on plans, John H. Tinker Jr., creative director, and Henry Q. Hawes, Pacific Coast manager.

Mr. Foote has been with the agency since October 1951. Previously, he had been head of Foote, Cone & Belding, New York.

Mr. Healy has been associated with the agency since May 1952, Mr. Posey since April 1929, and Mr. Tinker since February 1939.

## Swift Buys MBS Slot

SWIFT & Co., Chicago, for All-sweet margarine, has bought the 12:25 to 12:30 p.m. (CST) slot five days weekly on 544 Mutual stations for its *Music Box* recorded show, placed on spot basis last spring. Schedule starts Feb. 2 or 9 for minimum of 13 weeks. This is fourth Mutual show placed through J. Walter Thompson Co., Chicago. Others are Nick Carter for Libby, McNeill & Libby's canned meat; Gabriel Heatter for the Credit Union National Assn., and Bobby Benson for Kraft Foods Co.'s Carameles.

# RATE CARDS

McGrath Hits Shady Deals

STRESSING that his station's net profits for this year will be an estimated 10% over 1951, William B. McGrath, managing director of WHDH Boston, urged radio broadcasters last week to stick to their official rates to assure continued healthy growth of the industry.

Mr. McGrath noted that though operating costs for labor and services were on the upgrade, his station flourished because he stood behind the premise that his facilities were "worth at least what is printed on the rate cards." But he warned that "this present state of well-being can easily dissipate" if certain segments of the industry continue so-called "unofficial reduction of rates."

"Unethical rate practices have occurred in varying degrees for many years," Mr. McGrath asserted. "But of late, the procedure has reached ridiculous proportions."

He conceded that the competitive inroads of television and the increasing number of radio stations have made necessary some "official" reductions. But he blamed certain broadcasters who effected "unofficial" reductions for contributing to devaluation of the medium.

"There is probably no overall cure for under-the-counter deals," Mr. McGrath confessed. "Unfortunately the victim of such practice seldom realizes he is laying the ground work for his eventual retirement — from the frequency spectrum, that is."

He declared that those stations who have faith in the value of their facilities are winning the confidence and respect of advertising agencies and clients and added:

"At least this philosophy has worked for WHDH in 1952."

## MBS BILLINGS

\$19 Million for 11 Months

MBS gross billings for the 11 months of this year ended Nov. 30 amounted to \$19,011,402 as against \$16,203,941 for the same period in 1951, officials reported last week. This year's figure was described as 17.3% higher than last year's.

MBS said gross billings for November alone reached \$2,172,485 this year, compared with \$1,583,288 in 1951.

## Meyer to New Firm

ROBERT MEYER has resigned as director of press information for CBS-TV Hollywood to accept a position on the creative board and writing staff of a new Hollywood production company, David J. Jacobson, director of public relations for CBS-TV, announced last week.



# AUTO FIRMS HOT FOR SPECIALS

## Sponsor Top Events

THE AUTOMOTIVE industry's move-in on broadcast sponsorship of top-billing special events spread across the Atlantic Ocean last week as General Motors and Willys-Overland set plans for coverage of the pomp and spectacle of the Coronation of Queen Elizabeth II in London next June 2.

In the automotive industry's kindred field, American Oil Co. (Amoco) meanwhile signed for the DuMont TV Network's coverage of the Jan. 20 inauguration of President-elect Eisenhower in Washington—an event which already had drawn three automotive sponsors to three other networks.

General Motors signed to sponsor NBC's Coronation coverage on both radio and television, while Willys-Overland signed for CBS-TV's. Meanwhile it was reported that CBS Radio and ABC radio and television were, respectively, negotiating with several prospective sponsors—some of them, again, in the automobile field.

Details of coverage plans for the colorful ceremonies attendant to the Coronation had not been worked out. The telecasts necessarily would be from films sped as quickly as possible from London to New York, while radio coverage would be both live and taped.

The NBC-General Motors pact was announced jointly by the two companies late Thursday afternoon.

It was the fourth contract between the two companies in recent months, GM having sponsored the NCAA football series on NBC-TV, and having signed for NBC radio and television coverage of Gen. Eisenhower's inauguration, plus a special one-hour NBC-TV program on Christmas Day (4-5 p.m. EST) featuring CBS star Arthur Godfrey as master of ceremonies.

The NBC-GM announcement gave no details on plans beyond

the bare statement that the network has had them underway for many months and that NBC radio coverage would include tape recordings and a live broadcast direct from Westminster Abbey, where the Coronation occurs.

The announcement also noted that Romney Wheeler, NBC's London bureau chief, had just returned to London after three weeks of planning sessions with network officials in New York.

The sale to General Motors was made direct. Kudner Inc. is the GM agency.

The contract between Willys-Overland and CBS-TV had not been officially announced and it was understood that detailed plans as to coverage remained to be worked out. The contract was said to call for the motor company to pay \$75,000 in talent fees—for sending crews to London, filming, etc.—plus time costs. Willys' agency is Ewell & Thurber Assoc., New York.

There were indications that CBS-TV planned to devote at least two hours to the Coronation, perhaps spread over two days.

### Daytime 'Digests'

The coverage plan being offered by CBS Radio, it was understood, included two daytime "digests" of highlights—perhaps at about 10 a.m. EST and one from 4-5 p.m. EST—plus another in the evening. In addition, the network is considering live pickups starting at about 5 a.m. EST and carried sustaining if a sponsor is not found.

ABC was said to be thinking in terms of several Coronation pickups, probably including both live broadcasts and tape recordings, at

intervals during the day and evening.

Willys, like General Motors, has signed for Gen. Eisenhower's inauguration coverage, but unlike GM, not on the same network it signed for the Coronation.

The Packard Motor Car Co. has signed for CBS-TV plus CBS Radio coverage of the Washington event, while Willys signed for ABC's, also both radio and TV. Willys also participates in the sponsorship of the Ford Foundation's *Omnibus* extravaganza on CBS-TV and sponsors weekly concerts of the New York Philharmonic on CBS Radio.

### Parade Pickups

The contract between Amoco and DuMont for inauguration coverage, while not officially announced, presumably envisions—as in the case of the other networks—pickups along the parade routes, with coverage of the actual swearing-in ceremonies and inaugural address carried on a sustaining basis.

Mutual meanwhile has said its inauguration coverage will be made available for sale by affiliates to local and regional sponsors on a co-op basis.

Preparations for coverage of the Jan. 20 ceremonies in Washington were being pushed forward by the networks last week, with details announced by NBC, the CBS networks, and Mutual as follows:

General Motors will sponsor four of the five hours on NBC television, as well as the entire NBC radio broadcast of the event. The noon-hour swearing-in ceremonies at the Capitol and Gen. Eisenhower's inaugural speech will be broadcast and telecast unsponsored by NBC

as a public service.

Coverage will begin at 11:30 a.m. EST and will continue till 2:30 p.m. on radio and approximately 4:30 p.m. on television.

Special equipment for the inaugural will include a Cadillac sedan, which General Motors is constructing in cooperation with NBC. It will become a TV mobile unit complete with studio-type electronic equipment and a TV innovation—a hand-camera—together with full radio and TV transmitting equipment. This "camera-car," which will have all the facilities of NBC-TV's truck-size mobile units, will take close-ups of the President and President-elect, their aides and the thousands of persons lining the streets. NBC's hand camera, de-

(Continued on page 34)

## R&R NAMES SLATER

### To Head Radio-TV Depts.

APPOINTMENT of Tom G. Slater, vice president of Ruthrauff & Ryan, New York, as director of R&R's radio and television departments [CLOSED CIRCUIT, Dec. 8] was announced by the agency last week. He succeeds Willson M. Tuttle, who resigned to become president of United Television Programs Inc., also New York.

Mr. Slater joined Ruthrauff & Ryan in September 1946 as an account executive. In 1949 he became business manager of the radio and TV departments as well as an agency vice president, becoming associate director of both departments in 1951.

## RATE FORMULA NBC, TV Affiliates Reach Accord

### 'RYBUTOL' HIT

#### FTC Challenges Claims

COMPLAINT has been filed against VCA Labs., Vitamin Corp. of America, Newark, N. J., by the Federal Trade Commission challenging certain advertising claims.

The complaint questions various statements made for "Rybutol," a drug preparation. FTC claims they are misleading and deceptive. VCA has used television advertising in recent years.

Firm is given 20 days to file an answer and a hearing will be held in New York Feb. 10, 1953. Also named as respondents were Morton Edell, Larry J. Paskow, Philip Edell, John Cox and Louis E. Edell of the company.

NBC television affiliates' months-long efforts to secure a revision in the formula under which they are compensated by the network brought forth fruit—tasty, apparently, to both sides—in a compromise reached at a special meeting in Chicago last week.

Details of the new plan were not revealed officially, but it was learned that statistically, it gives the stations approximately 30% of the objective of their original demands. Leaders in the stations' movement seemed well pleased, as did NBC officials.

The plan achieves compensation-system changes by revising the "free hours" formula—and station spokesman said few affiliates, if any, will realize immediate benefits. They emphasized that it is a long-range plan under which the affiliates' benefits will come as network

sales expand.

Under the existing system, the stations give NBC-TV 24 hours a month "free" as payment for line charges, sustaining programs, etc. The plan has been based on an hour unit system with a one-hour unit for one Class A hour, three-fourths of a unit for Class B time and one-half unit for Class C, and projected to 24 units or hours.

### Affiliates Original Plan

The affiliates originally proposed that this be changed to provide for reduction of the number of free hours by 15 minutes for each hour of network commercial time a station carries in excess of 174 hours a month. Thus if a station carried 270 network commercial hours a month, the number of free hours it gave the network would be reduced to zero [B•T, Aug. 4].

The compromise agreed upon in Chicago follows a similar pattern, but substitutes a new scale governing the reduction in the number of free hours.

In general terms, the new rate of reduction will average slightly less than 5 minutes of free time recaptured by the station for each hour of network commercial time carried in excess of 174 hours a month. Thus, if a station carries 270 hours of solid network time—which represents all network option time—the station would recapture slightly less than 8 of the 24 free hours.

Leaders among the stations said a survey last March, made in preparation for the negotiations, indicated that the average affiliate was carrying around 140 hours of net-

(Continued on page 42)



RADIO has proved its value to Kingan & Co., of Indianapolis, sponsors of "King Arthur Godfrey and His Roundtable" on CBS Radio (Sun., 5-5:30 p.m. EST). Local radio is highlighted in their use of WIRE Indianapolis where their budget expanded from \$59 in '48 to \$40,000 in '51.

# The King-Size Local Client...

LOCAL radio in the heart of Hoosierland, where TV has challenged its authority for the past three years, is responsible for the growth of a midget account into a giant sponsor in a short five-year span.

That sponsor, Kingan & Co., Indianapolis, packers of quality meat products in the state since 1862, bought a series of spots on WIRE Indianapolis in 1948 for \$59. Now it spends more than \$40,000 annually on the same station.

The "KING-size" client, for whom the station is doing the same kind of a selling and promotion job, has gained the maximum benefits from local radio because of careful, long-range program and commercial planning tailored to its specific needs.

This is the philosophy of Kingan officials and of Daniel C. Park, general manager of the station, who has worked step-by-step with the meat packing concern in its development of local radio as a selling, promotion and merchandising tool.

Kingan's current around-the-clock schedule includes three daily strips and seasonal sponsorship of top local sports events. It sponsored nine top games of Indiana U. and Purdue U. this season.

As a promotional tie-in for their sponsorship of the 1952 collegiate football broadcasts, WIRE and Kingan officials instituted a weekly "Beat Carnegie" football contest, in which listeners pitted their "picking" skill against that of sportscaster Tom Carnegie.

Two persons each week, one male, the other female, having the closest total point difference of the four games in each of the ten weekly contests received an Admiral table model radio. The grocer of the winners also received a radio.

In all, 40 radios valued at more than \$1,200 were given away. In addition, a grand prize of an Admiral Dual Temp refrigerator valued at more than \$500 was awarded to the person who had the closest point difference for the entire ten-week contest.

During the contest, almost 12,000 entries were received. Entry blanks were obtainable in more than 1,500 food stores in the Indianapolis area.

In addition to the 40 radios and the refrigerator, Kingan also gave away more than 2,000 pounds of

bacon to the contestants who "Beat Carnegie." However, sportscaster Carnegie was able to maintain a solid 80.5% in beating the total number of entries received.

Kingan also annually sponsors the "finals" of the Indiana High School Assn. basketball tournament, an event dear to every Hoosier.

The company, traditionally a buyer in national magazines, local newspapers and billboards, decided to test radio for the first time in March 1948.

A series of spots on WIRE

totalling \$59 led four months later to sponsorship of *Dinner Winner*, purchased to promote a new product, Seafoam shortening. The show was planned "as a strong merchandising-advertising tool" to build volume and distribution.

During the first eight weeks of marketing and promoting the new Seafoam shortening, *Dinner Winner* contributed heavily to a 300% hike in distribution and to a like increase in sales volume. Seafoam was listed second among the top eight brands of non-vegetable shortening in the 1949 edition of

the *Consumer Analysis* for the Indianapolis metropolitan market. The following year, Kingan officials decided to make their broadcast usage more flexible in order to use the medium to full advantage in local sales campaigns and dealer and consumer promotions.

Tom Carnegie, station sportscaster and m.c. on *Dinner Winner*, began a series of personal appearance broadcasts from retail groceries, church and civic gatherings and at dealer meetings, combining the functions of a salesman and a public relations agent for the sponsor as well as the station.

In the fall of 1950, more than 5,000 persons were enrolled as members of the "Dinner Winner Club," with a membership card as the only inducement. The program, during its three years on the air, gained the highest rating of any locally-produced show, according to station officials. The dinner giveaway in those same three years featured telephone calls to 5,500 listeners, of which 1,032 Dinner Winners received \$16,000 worth of free meals.

\* \* \*

MEMBERSHIP in the club provided Kingan with a quality mailing list of loyal listeners which was used in various coupon distributions. Each couponing, of course, raised the volume for the grocer immediately, and the products showed a lasting increase, as sales figures report.

In the spring of 1951, Kingan appropriated an additional \$3,500 to WIRE when it signed for the first time for the ever-popular Indiana High School Athletic Assn. basketball championship tourney. As a tie-in promotion during the first season of sponsorship (Kingan also bought the games in 1952), the meat packing concern used radio commercials and in-store merchandising for Reliable Wieners. Broadcast spots were supplemented with store materials and retailers' black-and-white ads.

*Dinner Winner* was dropped more than a year ago, when Kingan and station officials believed the feature had reached a saturation point in its audience. To attract an audience broader in composition, the company bought three five-a-week shows in the following year.

A wide appeal to men, women

(Continued on page 31)

## MARK'S MARKET HITS MARK

Radio Draws 'Largest' Crowd to Anniversary



Thanks to radio, even the streets and parking lots were jammed when Mark's Market celebrated its sixth anniversary.

\* \* \*

SANDUSKY, Ohio's Mark's Market is hitting the mark with radio.

Mark Kellerman, owner of Mark's Market, used radio for the first time when WLEC Sandusky went on the air five years ago. Now it is not a question as to whether Mr. Kellerman will use radio but, rather, to what extent.

His first program was a 15-minute recorded Guy Lombardo show five days a week in the noon hour. He still uses the same show at the same time. Mr. Kellerman had been in business a year prior to the opening of WLEC. So he was sort of testing radio when he bought the Lombardo show.

Proof that he was more than satisfied is the fact that two years later he bought another show, 15 minutes of local news. In addition, he buys spots for special events.

With the help of radio, Mark's

Market has tripled its floor space in the six years it has been in operation. It now boasts 18,600 square feet of floor space.

In October, Mark's Market celebrated its sixth anniversary. Augmenting his regular programs with only six spots plugging the anniversary, Mr. Kellerman saw more than 10,000 persons crowd into Mark's Market. Considering that Sandusky's population is only about 30,000, this was quite a response. Police say that it was the largest crowd ever to assemble in Sandusky for any single event. Since the anniversary party, Mark's Market has increased business volume 10%.

WLEC operates on 1450 kc with 250 w. It is licensed to the Lake Erie Broadcasting Co. Albert E. Heiser is president and general manager.



# 'GIVEAWAY' SHOW TEST

*Fate Pends Court Decision*

LONG-AWAITED legal test of FCC's giveaway rules was put into the hands of the courts last week for decision—after three years.

A special three-judge federal court in New York heard attorneys for ABC, CBS and NBC argue that FCC has no power to regulate the content of the programs and that, additionally, the order embodying the giveaway rules is void because it erroneously interprets the law on lotteries (Sec. 1304 of the Criminal Code).

To the contrary, the court was told by FCC General Counsel Benedict P. Cottone, the Commission has authority to act under its general licensing powers in behalf of the public interest, and, in acting, correctly defines violations of the Code's lottery section. He noted that the rules are directed against "telephone giveaways" rather than those using contestants from the studio audience.

The three judges, who reserved decision pending further study of the briefs and arguments, were Circuit Judge Charles E. Clark and District Judges Vincent L. Leibel and Edward Weinfeld [B•T, Dec. 8].

The argument was based on action initiated by ABC, CBS and NBC in 1949 against FCC's then-new rules banning giveaways. The networks won a temporary restraining order at that time, and the FCC, which had set Oct. 1, 1949, as the original effective date of the rules, postponed them pending final outcome of the case. Regardless of the three-judge court's decision, an appeal is anticipated.

## Lottery Defined

In the argument, held Monday afternoon, ABC was represented by George B. Turner of the law firm of Cravath, Swaine & Moore; CBS by Max Freund of Rosenman, Goldmark, Colin & Kaye and NBC by Paul B. Williams of Cahill, Gordon, Zachry & Reindel, all of New York.

Explaining that a lottery usually is defined as involving "prize, chance and consideration," Mr. Turner limited his argument to the "consideration" factor. He hammered at the point that FCC based its test of consideration on "consideration furnished by winner or winners" instead of by "participants in the alleged lottery."

Mr. Turner insisted that lottery statutes are not concerned merely with the few who win but with the many who lose—"who hazard their money or property in the hope of winning."

"This is one of the examples of how the Commission has rewritten the lottery statute to catch the cases that it is interested in catching," Mr. Turner asserted. "It has rewritten the statute in disregard of the case law under the

statute and comparable state statutes."

Mr. Turner cited another point in which he said the Commission had departed from court decisions in its concept of consideration, referring to a case in which the court had held there was "no lottery, if the winner pays no price." He argued that "almost

universally, the courts in this country have held that the requirement of consideration means the payment or delivery of something of value . . . not such things as listening to the radio or writing a letter."

Mr. Freund, speaking on behalf of CBS, challenged FCC's interpretation of "chance." He recited



"He wants to ask you about giveaways!"

Drawn for BROADCASTING • TELECASTING by Sid Hix

## RADIO ACTIVITY

## Half-Dozen Sponsors Plan Campaigns

A HALF-DOZEN advertisers are planning extensive radio activity to be launched early next year—two to use spot radio and another a half-hour network show, with the three others planning local program campaigns, BROADCASTING • TELECASTING learned last week.

Park & Tilford, New York, for its Tintex dye, is in the process of buying and preparing its annual radio campaign to start in mid-March for 13 weeks, coast-to-coast. The firm is planning to use over 200 markets, making one of the largest spot campaigns in the history of the company. Storm & Klein, New York, is the agency.

Diamond Match Co., New York (paper products), through Benton & Bowles, New York, will use 40 radio markets and a few selected TV cities for a 13-week spot schedule to start early in January.

Seabrook Farms, Bridgeton, N. J., will sponsor a half-hour network show starring Dick Powell, called *353 For Action* effective Feb. 1. Hilton & Riggio, New York, the agency for Seabrook, currently is negotiating with Mutual and NBC for specific time.

Goetz Country Club Beer, St. Joseph, Mo., has dropped its entire

spot radio budget and will reallocate the money into sponsorship of a string of local radio programs in selected markets in the Midwest, effective Feb. 15. Contracts on the programs will vary from 13 to 52 weeks. Compton Adv., New York, is the agency.

Hi-V (orange juice), New York, has signed a contract for participation on the *Marjorie Mills* show on the New England Regional Network, effective the middle of January for 52 weeks. Franklin Bruck, New York, is the agency.

Hall Howard Products, New York (Myracin, an analgesic aid), is planning a three-week test with a quarter-hour transcribed program in five midwest markets starting early in January. St. Georges & Keyes, New York, is the agency.

cases upholding the principle that the test of a lottery is whether skill or chance predominates. But FCC's Rules, Mr. Freund continued, "state, in so many words, that the Commission will 'in any event' consider that a program comes under the proscription of Sec. 1304 if, in addition to prize and consideration, the award is made 'to any person whose selection is dependent in whole or in part upon lot or chance.'"

"The rules," Mr. Freund argued, "thus improperly make chance in the selection of contestants conclusively determinative of the presence of chance, and not merely a factor which must be taken into account in ascertaining whether chance is present."

## Government Brief

Touching upon the factor of consideration, Mr. Freund referred to the government's brief contending views or listeners are induced by sponsor's advertising to purchase products or services. Insisting that no one is told he must purchase the sponsor's product in order to compete on a giveaway program, Mr. Freund declared:

"Indeed, defendant's contention breaks down completely in connection with sustaining programs. No one listening to quiz-giveaway sustaining programs is induced to purchase anything because sustaining programs are not sponsored and because no product or service is advertised. Yet the rules do not distinguish between sustaining and sponsored programs."

Mr. Williams, representing NBC, attacked FCC's Rules on "purely Constitutional grounds." He branded the rules as an attempt to censor program content and to enforce criminal statutes, maintaining that these functions were outside the province of the Commission.

He singled out Sec. 326 of the Communications Act to bolster his contention that the Commission is forbidden to interfere "with the right of free speech by means of radio communication." Mr. Williams noted that if Congress intended the Commission to prohibit certain types of programs it would have granted the FCC this power in this section of the Communications Act.

Maintaining that Sec. 1304 of the Criminal Code forms no basis for the Commission's assertion of jurisdiction, Mr. Williams explained:

"If the proposed [FCC] order becomes effective, there will be no necessity for a conviction before punishment is imposed. There will be neither an indictment nor a jury trial for the accused broadcaster. All that will be necessary will be an administrative finding of fact of one program which has con-

(Continued on page 31)



# SAMS SURVEY

Comparable to BMB, Not NCS

RADIO station and network audience figures compiled by Standard Audit Measurement Services as a result of its nationwide survey of stations listened to once or more a week will not be as large as those reported by the Nielsen Coverage Survey [B•T, Dec. 15], Dr. Kenneth Baker, SAMS president, stated last week.

SAMS survey, he said, followed the familiar technique used in the two broadcast measurement bureau studies in 1945 and 1949 and might almost be called the third BMB study. Therefore, the 1952 SAMS audience data will be comparable with those collected by BMB.

But, Dr. Baker declared, NCS adjusted its interview figures to correspond with the presumably exact listening data recorded on the Nielsen Audimeters, generally increasing what people reported to compensate for their forgetting some of their dial turnings. Therefore, he said, any comparison between data collected by BMB mail ballots in 1949 and those reported by NCS in 1952 will show larger increases than will be shown in comparing the BMB and SAMS figures.

Expressing fears that the NCS data may give "a false impression of an increased radio audience that really is not there," Dr. Baker noted that the NCS data showed some station audience increases of more than 100%, without changes in power or frequency. There might be one or two such cases, explainable by other exceptional conditions, he said, but declared, "I will give \$100 for all radio stations whose audiences have doubled, if I can get \$1 for all whose audience change is within 10%."

## Another Factor

Another factor which will make NCS figures larger than SAMS, he said, is that Nielsen made its own 1952 estimate of radio homes in the nation, showing them to equal 98.0% of all homes [B•T, Sept. 8] while SAMS relied on the 1950 census figures, showing radios in 95.6% of the country's dwellings.

While he refused to generalize from SAMS reports, which were to be mailed to the 400 subscribing stations over the weekend and which he said he had not yet had the opportunity to analyze for trends or overall conclusions, Dr. Baker reported a strong impression that those radio stations who have maintained aggressive program policies have fared better, audiencewise, than those which have allowed — and sometimes caused — their most popular radio programs to move over into television, creating their own competition.

Dr. Baker also advanced the

opinion that, by and large, the 1952 data will show a decline in the number of families who report listening to a station six or seven times a week, with increases in the number who tune it in once a week for some special program or several times a week for a week-day show or serial drama.

But he insisted that until the figures have been carefully gone over "any generalization is dangerous." When the reports first started coming in, he said, results from a couple of TV markets had made him believe that radio stations with music-and-news program formats were making the best showing against television. More complete returns from many cities, however, showed this not to be true generally, he said, but only for some stations in some markets.

Reports of subscriber stations will be sent to advertisers and agencies on request and without charge, Dr. Baker said, with full information about all stations available for \$2,500 for the whole country or proportionate charges for selected areas or markets.

Asked whether there would be further SAMS nationwide audience surveys in the future, continuing the BMB sequence, Dr. Baker said

that would depend on a number of factors. He expressed doubt whether the radio broadcasters could or should pay for double coverage surveys, pointing out that the combined cost of the SAMS and NCS surveys was approximately \$1.5 million, which is much more than printed media spend to secure their circulation data.

## Banker to ABC-TV

APPOINTMENT of Robert M. Banker as assistant eastern television program director for ABC was announced last week by Charles M. Underhill, national director of the ABC-TV program department. Mr. Banker will be responsible for "the development of intra-network programming and administration of the network's TV program schedule." He has been associated with CBS since 1949 in various capacities.



Mr. Banker

## APS CHANGES

IN LINE with what it considers the changed needs of radio stations, Associated Program Service is stopping the release of new popular tunes and, with other changes, is cutting the rate on its transcribed music library by 50%.

The changes, outlined in contract modifications which spokesmen said most APS clients already have signed, take effect Jan. 1.

In explanation, Vice President and General Manager Maurice B. Mitchell said surveys and studies over a long period showed that, from the stations' standpoint, inclusion of monthly releases of new, popular music selections, "has been rendered relatively valueless by the flood of free popular phonograph records" sent to stations by record companies.

What stations want from a music library service, he said, is primarily undated "standard" music.

Accordingly, APS is eliminating its release of six discs of new music each month. "The tremendous increases in union rates (175% last year alone) and production costs have made these new monthly discs so incredibly expensive that almost half of the library charges are consumed by them," Mr. Mitchell explained.

On the other hand, APS is foregoing library practice of deleting each year a number of selections approximating the number of new releases issued during the preceding 12 months. Thus, Mr. Mitchell

## Drops Popular Discs, Cuts Library Rate

said, APS clients will continue to have available some 5,250 selections on 620 discs, plus 10,000 index cards, and up-to-date catalog.

APS also is eliminating "free replacement" service, on the ground that "few broadcasters use over 10% of this privilege," cost of which has been included in the regular library rate. Henceforth replacements will be available as needed, at cost, \$2.50 per 16-inch disc.

Summarizing the moves, Mr. Mitchell said:

"No APS station will sacrifice the full protection APS' basic library gives it in the field of standard radio music. APS is not going out of the library business, either. Indeed, I think we may have found the only sound way to remain in this field without penalizing the user."

Stations were assured by APS that "we continue to assume full responsibility for the music in your library under our original agreement and the only changes are those included in the modification enclosed [contract modification spelling out the changes and the reduced rate]."



BRAND new mobile studio was pressed into use by WQAN Scranton, Pa., the Scranton Times outlet, for local program series sponsored by Stoehr & Fister, a leading furniture and decorating house. Standing by proudly are (l to r): Jack Guinan, special events announcer; Cecil Woodland, WQAN general manager, and Gino Ricciardelli, station's chief engineer. Firm sponsors a different local chorus each week, broadcasting directly from store.

## RCA VICTOR

Splits Tube Dept. Sales

SEPARATION of its kinescope and receiving tube sales functions was announced last week by RCA Victor's Tube Dept. in a move to streamline service to electronic communications equipment manufacturers.

Heading kinescope equipment sales will be R. H. Siemens, with J. T. Wilson named manager of receiving tube equipment sales, according to M. J. Carroll, equipment sales manager. Mr. Siemens previously had administered sales of both kinescopes and receiving tubes.

Mr. Carroll said the division of sales administration was made to meet a mounting demand for the two types of equipment and to expedite and facilitate service to customers for the two categories.

## Siemens, Wilson Backgrounds

Mr. Siemens joined the firm's engineering staff in 1934, holding engineering posts at various RCA Victor plants the following nine years. He was chief engineer for RCA Victor, Argentina, an associated company, from 1943 to until he joined the RCA Tube Dept.'s equipment sales section in 1948. Shortly afterward he was named manager of receiving tube and kinescope sales.

Mr. Wilson joined RCA Victor in 1926 and saw engineering service at several company plants. He was on the engineering staff of the RCA Tube Dept. plant at Harrison, N. J., from 1930 to 1943, when he was transferred to the company's new plant at Lancaster, Pa. He returned to Harrison in 1946 as a field application engineer for the Tube Dept.'s equipment sales section.



# IN REVIEW...

"Lilli Palmer Show," an NBC-TV film property, syndicated to stations for local sponsorship, 15-minute weekly program.

Cast: Lilli Palmer and guests.  
Producer: Alex Leftwich.  
Director: Charles Kebbe.  
Photography: G. Stoetzel.

IF you're interested in learning the less well known angles and anecdotes about the great and near-great figures of the theatre, art and letters, entertainingly told by an attractive woman with a fascinating foreign accent, then the *Lilli Palmer Show* is your dish.

Produced by NBC's TV Film Div., this quarter-hour program is syndicated for use by various advertisers on various stations. In New York, by one of those curious happenstances that make advertising and television the paradoxical industries they are, Miss Palmer, starting on Jan. 4, will appear on WCBS-TV, key station of the TV network of NBC's bitterest rival, in competition to NBC's own TV key, WNBC (TV).

In the two episodes of the series previewed by this reviewer, Lilli Palmer discussed, learnedly but amusingly, such disparate subjects as the colorful, not to say flamboyant, Lillian Russell, and the painfully shy mathematics professor, Charles Dodgson, better known to the world as Lewis Carroll, author of *Alice in Wonderland*.

Each program opened with the fair Lilli in her drawing room, humming "Auf Wiedersehn" to a guitar accompaniment. Followed her announcement of her topic of the day and her guest. Then time for the opening commercial, and then into her lecture, delivered with all of the feminine gestures and intimate glances of a guest speaker at a women's culture society of the kind so perfectly portrayed by the late Helen Hokinson. The Hokinson dames are not seen, but one is sure that they are in the audience albeit before their TV sets at home instead of in the auditorium of their suburban clubhouse.

After her chatty, anecdotal discussion of the Jersey Lily, "favorite American star of her day," Miss Palmer introduced a "favorite star of the American stage of today," who somewhat disconcertingly turned out to be Beatrice Lillie, a conjunction not particularly flattering to either artist. The Lewis Carroll program, to this reviewer a more satisfying quarter-hour, made the transition from

topic to guest more aptly. Concluding her talk on the author, Miss Palmer began to read her "favorite scene" from *Alice* and, when one of the wonderland characters spoke, a man's voice was heard reading the role. In a moment the camera dollied back to reveal Miss Palmer's husband, Rex Harrison, who read with her until the scene was ended.

Properly spotted in a station's program schedule, the Lilli Palmer show should provide a quietly pleasant interlude for many at home viewers. But, if they have not seen Miss Palmer on stage or screen, these viewers may spend at least some of their viewing time wondering what is wrong with her legs and feet, that the camera should never show them. A few shots are half-length, but most of the two programs shown in the preview were close-up head-and-shoulder portrait shots. Even for so fetching a subject as Lilli Palmer, this can be overdone, and, in one man's opinion, it was.

## KCBS PETITION Claims KBIG Interference

KCBS San Francisco, CBS-owned outlet, last week petitioned FCC to designate for hearing the application for license to cover the construction permit of John H. Poole for KBIG Avalon, Calif., on grounds that KBIG is causing severe interference to KCBS.

KCBS is a Class II station on 740 kc, with 50 kw unlimited time, employing directional antenna day and night. KBIG is on 740 kc with 10 kw power daytime only and is utilizing a directional antenna. The latter station now is operating on a program test authority from FCC.

KCBS, which also asked for "such other and further relief as may be appropriate," states it seeks to find whether the interference is due to "propagation effects, misadjustment of the KBIG antenna or other failure to comply with the provisions of the construction permit."

The CBS station submitted with its petition an exhibit of preliminary field intensity measurements concerning the claimed interference which indicate that the interference area covers 3,540 sq. miles in which 142,700 persons lose KCBS service. KCBS said it initiated the action upon complaints from listeners indicating KBIG's signal was interfering with KCBS within its normally protected contour.

## FERGUSON HEADS

### SDX 'Campaign' Study Group

APPOINTMENT of a national Sigma Delta Chi committee to consider advisability of surveying 1952 Presidential campaign coverage by four media—radio, television, magazines and newspapers—was announced today by Lee Hills, president of the national journalistic fraternity.

J. D. Ferguson, president of the Milwaukee Journal (WTMJ-AM-TV), was named chairman by Mr. Hills, who is executive editor of the Detroit Free Press and Miami Herald (WQAM-AM-FM). The SDX group will determine if a study is needed to investigate charges the various media were biased in coverage of the political campaign.

### May Call Meeting

Chairman Ferguson has indicated he may call a meeting of the committee in New York or Washington after the holidays.

At the same time, the SDX Executive Council, through Mr. Hills and Charles Clayton, editorial writer of the St. Louis Globe-Democrat (KWK) and council chairman, released a statement that SDX itself does not plan to make the survey, but offers only to sponsor and advise whatever group would make the study, "if one can be properly organized and financed."

Other members of the committee named by Mr. Hill are: Turner Catledge, managing editor of the New York Times (WQXR-AM-FM); Edward R. Murrow, CBS vice president; Benjamin M. McKelway, editor of the Washington Star (WMAL-AM-FM-TV); Barry Bingham, president of the Louisville Courier-Journal and Times (WHAS-AM-TV); Carson F. Lyman, managing editor of U.S. News & World Report; Dr. Earl English, dean of the U. of Missouri School of Journalism and the new president of the Assn. for Education in Journalism.

### Convention Resolution

Suggestion that such a committee be named was made at the SDX convention last month [B•T, Dec. 1, Nov. 24], and adopted unanimously as a resolution. The action was taken, according to the Executive Council statement, because SDX considers itself as "the only association having a cross-section of all media among its 22,000 members" and, thus, "considered itself the logical organization" to back the study.

The council statement said SDX has "neither the funds nor the facilities" to conduct the study, and intends only to see if the survey is feasible and can be financed. If so, the statement said, the new committee would advise on setting up a survey "of such unquestioned impartiality and integrity that its findings would have public acceptance."

## THE 'ALL-NIGHT' AUDIENCE

### Nielsen Reports on New York Area Listeners

EVEN in the dead of night, the radio audience is sizable and a valuable market, according to an analysis of the 56-county New York station area made in August by A. C. Nielsen Co. Several stations—WJZ WNBC WNEW—are on all night; others—WMCA WMGM WOV—until 3 a.m.

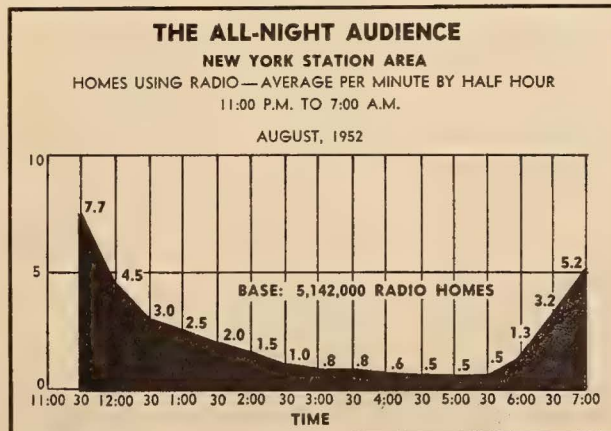
Of the 5,142,000 radio homes in the area, Nielsen reported that 3% or 154,000 were listening from midnight to 12:30 a.m., sloping off gradually as some stations sign off to 51,000 homes, with sets in use from 2 to 2:30 a.m. and 31,000 as late as 4 a.m. Then, at 5 a.m. the early risers start to raise the level until, by 6:30 a.m. there are

165,000 homes with radios turned on.

"These totals are based on the average night," the report stated. "Considering turnover, the weekly cumulative audience is substantially higher. While economic and social habits controlling these levels vary from one area to another, the figures are impressive for both national and local advertisers."

"Whether it's the swing shift, insomnia or just staying up late that's responsible, the all-night audience can be considered a sizable potential for the buyers of time."

"And," the report concluded with a plug for the Audimeter, "only exact, automatic measurement of this potential can keep track of it."



Nielsen chart shows audience in New York station area by half hours for August 1952, and covers the listening period from 11 p.m. to 7 a.m. the following morning.



# RADIO-TV TO AID

## Brotherhood Campaign

BROADCASTERS, both radio and TV, are urged to increase their participation in the promotion of Brotherhood Week observance Feb. 15-22, 1953. Call was issued last week in a joint statement by Thomas F. O'Neil, MBS president, and J. L. Van Volkenburg, CBS-TV president, chairmen, respectively, of the Brotherhood Week Radio and TV Committees of the National Conference of Christians & Jews, sponsor of the annual event.

"Group prejudices, racial intolerances and bigotries are the building blocks used by those who seek to destroy the freedoms we know in America," the statement reads. "As representatives of the greatest advertising media in America, we urge our fellow broadcasters everywhere to help preserve our freedoms with renewed efforts in this year's Brotherhood Week campaign."

Kits of materials for use of adaptation by radio and TV stations are now in preparation by the two committees, which held initial meetings during the week. Film spots, balloons, flip cards, station identification cards and program suggestions will be included in the TV kit, while the radio kit will contain transcribed spots and a series of quarter-hour scripts, as well as a number of suggestions for special Brotherhood Week broadcasts. Fact sheets concerning the week and its purpose will be included in both kits, to be used as a basis for announcements or programs to be produced by the individual stations.

Through the Advertising Council, which has approved Brotherhood Week, time will be solicited on commercial programs for announcements promoting the week and its theme: "Brotherhood—believe it, live it, support it."

Harold E. Fellows, president of NARTB, is head of the Brotherhood Week campaign in mass media, which will be coordinated by Vernon C. Hoyt, director of the NCCJ Commission on Mass Communications.

## KGLN HOLDINGS

### Fitch Buys 49%

JERRY FITCH, resident manager of KGLN Glenwood Springs, Col., has become executive vice president of KGLN following FCC approval last week to transfer 49% interest from Rex Howell to Mr. Fitch.

Mr. Fitch paid \$9,800 for his interest [FCC ROUNDUP, B•T, Dec. 15]. The transfer will take effect Jan. 1, 1953.

KGLN began operation in 1950 and was started by Rex Howell and his father, the late Charles Howell. It operates on 1340 kc with 250 w and is an MBS affiliate.

Mr. Fitch, before coming to KGLN, was a regional representative for the United Press in Denver.



**SYLVANIA** award commending its pioneer efforts in daytime television is accepted for DuMont TV Network by Elmore B. Lyford (c), its stations relations director. Presentation was made during awards dinner by Deems Taylor (l), chairman of the Sylvania Television Awards Committee, and Don G. Mitchell, president of Sylvania Electric Products Inc. Network was lauded for "acts of creative efforts [that] call for recognition" [B•T, Dec. 15].

## WINCHELL SUIT

### Plaintiffs Seek \$1.5 Million

TWO libel suits asking damages aggregating \$1,525,000 were filed in New York Supreme Court Wednesday by the New York Post and its editor, James A. Wechsler, against Walter Winchell, ABC radio and television commentator and newspaper columnist, and against ABC, Gruen Watch Co., Hearst Corp., and King Features Syndicate.

The complaints charged Mr. Winchell carried on a "campaign of defamation" on his radio and television program and in his newspaper column that sought to create the impression the New York Post and Mr. Wechsler were supporters of the Communist Party, and disloyal to the U. S. They further claimed Mr. Winchell's remarks were calculated to injure the newspaper financially and Mr. Wechsler personally.

Mr. Wechsler is seeking \$525,000 from Mr. Winchell, Hearst Corp., which publishes Mr. Winchell's column in the New York Daily Mirror, and King Features, which distributes the column to other newspapers; and \$250,000 from Mr. Winchell, ABC, which broadcasts his radio and television program, and Gruen, which sponsors the program.

The Post filed claims for \$500,000 against Mr. Winchell, Hearst Corp. and King Features, and \$250,000 from Mr. Winchell, ABC and Gruen.

Both complainants denied Mr. Winchell's alleged charges and asserted they are loyal to the U. S. and opposed to communism.

The complaints mentioned Mr. Winchell's broadcasts over ABC radio and television networks on Oct. 5 and Oct. 19, 1952.

# 16 TRANSFERS

SIXTEEN transfer requests were approved by FCC last Thursday, including the \$147,510 sale of KFBB Great Falls, Mont., to Joseph Patrick Wilkins, the transfer of KXLW Clayton, Mo. (St. Louis suburb), to John W. Kluge and Mark Evans (Marcus Austad), and the assignment of KSJV Sanger, Calif., to John H. Poole.

Mr. Wilkins, who is buying KFBB from Fred C. Birch, is general manager of the 5 kw outlet on 1310 kc. KFBB is CBS affiliate and has been on the air since 1922.

Messrs. Kluge and Evans are paying \$96,000 for the St. Louis independent. Mr. Kluge is president and majority owner of WGAY Silver Spring, Md. (suburb of Washington, D. C.) and is an East Coast food broker and distributor. Mark Evans is director of CBS' Housewives Protective League for WTOP - AM - FM - TV Washington and WRVA Richmond, Va. KXLW operates on 1320 kc with 1 kw full-time.

Mr. Poole, who last week was granted uhf Ch. 22 in Los Angeles, is buying KSJV Sanger, Calif., for \$75,000. Mr. Poole also is licensee of KBIG on Catalina Island. KSJV is 1 kw daytime outlet on 900 kc.

Among other transfers approved by the Commission were those of the four Broadcasting Corp. of America stations from W. L. Glee-

## NABET MANDATE

### Court Issues Order

NABET technicians are operating under a court order preventing work stoppages at WWJ-TV, Detroit as a result of a temporary restraining order handed down Wednesday by Circuit Judge Vincent M. Brennan.

Hearing will be held Jan. 12 to determine if the injunction against work stoppage should be made permanent.

Attorneys for the Evening News Assn., operating WWJ-TV, told the court on behalf of Edwin K. Wheeler, Detroit News general manager for radio and television, that it was necessary to cancel the NBC Dinah Shore program Dec. 9 because the Detroit NABET chapter refused to allow NBC technicians brought in from Hollywood the right to use WWJ-TV equipment for the network broadcast.

WWJ-TV's attorneys pointed out to judge Brennan that the NBC technicians from Hollywood were also NABET members, though not members of the Detroit chapter. They said no regular employees of the station would have been deprived of earnings if the NBC men had worked because station employees are on a salary basis.

If the union carried out its threat to continue this practice, the suit charged, the station would be prevented from fulfilling network arrangements with NBC, causing loss of public and industry goodwill.

## Approved by FCC Last Week

son to W. B. Ross. Mr. Ross is trustee in bankruptcy. FCC denied the request of Mr. Gleeson that the assignment applications be set for hearing.

Sale of KSWs Roswell, N. M., to John A. Barnett, applicant for TV station in Roswell and independent oil producer, also was approved. Mr. Barnett pays \$90,000 for the station.

Other transfers involved WPOE (FM) Elizabeth, N. J., KULE Ephrata, Wash., WLEC Sandusky, Ohio, WKDK Newberry, S. C., KPDN Pampa, Tex., KRUN Ballinger, Tex., WFAK Memphis, Tenn. (where golf professional Cary Middlecoff will have 18% interest), and WGSW Greenwood, S. C. For details, see FCC ROUNDUP, page 95.

## NARTB MEETS

### Four Groups Plan for Jan.

FOUR NARTB committees and groups plan January meetings in Washington—Convention TV Subcommittee, Standards of Practice, TV Code Review Board and Copyright.

Plans for TV participation in the annual convention to be held April 29-May 1 in Los Angeles will be reviewed Jan. 8 at the Convention TV Subcommittee meeting. Clair R. McCollough, WGAL-TV Lancaster, Pa., is chairman.

The Standards of Practice Committee, formed last summer with John F. Meagher, KYSM Mankato, Minn., as chairman, will meet Jan. 12-13. The committee has started the long-range job of rewriting the radio code. A meeting in early November was devoted to the program section of the standards.

### Jan. 14-15 Code

Members of the NARTB TV Code Review Board will meet Jan. 14-15. The board will review industry adherence to the code and consider steps in cases involving possible violations. The NARTB TV Board approved a new TV Code insignia for network-station display during its Florida meeting [B•T, Dec. 15]. This seal is designed to encourage the public to send comments to NARTB. Chairman of the review board is John E. Fetzer, WKZO-TV Kalamazoo, Mich.

NARTB's Copyright Committee will meet Jan. 26-27 with Edward Breen, KVFD Fort Dodge, Ia., as chairman. At a Nov. 17-18 meeting the committee reviewed legal and legislative problems involved in copyright developments.



## Giveaway Court Test

(Continued from page 27)

travened the rules set forth in the Order. The guaranty of a jury trial provided in the Sixth Amendment will be circumvented if this procedure is permitted to stand and if the Commission becomes the enforcement agency of Sec. 1304."

Counsel for all three networks stressed that unless a permanent injunction is issued against the rules, not only the broadcasters but the sponsors of affected programs would suffer irreparable injury. They pointed out that FCC's rules do not spell out in clear language the precise type of giveaway programs that would be liable to legal action.

Arguing for dismissal of the networks' motion to set aside the rules, Mr. Cottone insisted that FCC was acting in the public interest. He noted that the Commission enacted its proposed rules in reliance upon rule-making authorization in the Communications Act and declared they were designed to implement Sec. 1304 of the Criminal Code.

Mr. Cottone replied to the plaintiff's assertion that the FCC lacked power to enforce its rules in assuming a function of the criminal courts, by citing its authority under Section 1304. He indicated the programs FCC seeks to prohibit are allegedly in violation of this section and broadcasting them would be a criminal offense.

"It would be proper for the Commission to deny licenses to those stations who broadcast this type of program," Mr. Cottone declared.

### FCC's Interest

Mr. Cottone answered the argument advanced by plaintiffs that the Commission would set itself up as a censoring body, by saying that the FCC "never had this intention." He assured the court that FCC was interested only in upholding the public interest and not in restricting free speech or public enterprise.

Describing FCC's concept of "chance," Mr. Cottone declared this element was present in telephone giveaways because selection was made from a "great mass of people."

Mr. Cottone said he could boil down the factor of consideration to "the fact that you have got to be listening and be at the telephone at the time the giveaway program is broadcasting."

Mr. Cottone stressed that a sponsor buys time on the air and gives away prizes on his programs only if he believes he will attract a large audience that will be exposed to his products. He declared that the usual result increased sales of the advertised product.

"The vice lies in luring people by the bait of a lottery to buy what they otherwise would not have, or might not have, bought," Mr. Cottone asserted.

At one point during Mr. Cot-

tone's argument, Judge Leibell asked why the proposed rules would include telephone giveaways and not the studio giveaways. Mr. Cottone replied that the factor of consideration was not "so clear" in the studio as in the telephone type of giveaway. He explained further that in studio giveaways, the element of entertainment was significant because persons of unusual background or circumstances were selected. This rigid type of selection, he added, had the effect of weakening the "chance" factor.

But Mr. Cottone made the point that it was possible the Commission might include studio giveaways under its proposed order.

## OPS CLARIFIES

RATES charged by all agencies which sell radio and television time, including station representative firms, are exempt from price control, the Office of Price Stabilization made plain last week.

OPS issued a "catch-all" order bracketing station representation firms with advertising agencies and radio-TV broadcasters, which previously had been exempted from price ceilings.

Agency authorities said the directive was aimed at "small groups or independent contractors" in the industry, although not identifying the nature of these companies. But they explained it stemmed from a petition filed by Harrington, Righter & Parsons, TV station representative.

Radio-TV broadcasters have been exempt from the time the Defense Production Act was passed in 1950. Advertising agencies were decontrolled in a later amendment to the Act.

### How It Started

The confusion arose when OPS asked HR&P why it had not filed as a service agency. The company's attorneys replied they felt station representatives were or should be exempt. They explained the link between advertising agencies and stations.

Station Representatives Assn. said it never has received any notification from OPS indicating representation firms come under the agency's rules. Thus, OPS' action last week was regarded as a clarifying regulation.

Removed from price controls under the order are rates, fees and charges of "advertising and those agencies that sell radio and television time."

These are services, OPS explained, "which do not exert a significant effect upon the cost of living of the average American family or business costs and the continued control of which involves administrative difficulties which are disproportionate in relationship to the value of such control

## 'Kissing Santa' Banned

IF MAMA wants to kiss Santa, that's her business but at least three station managers decided last week that such goings-on are not for the ears of children. The phonograph record, "I Saw Mama Kissing Santa Claus," has been banned from KBWL Blackwell, Okla., WSAZ-AM-TV Huntington, W. Va., and CJOR Vancouver, B. C. Station officials commented the lyrics might destroy a child's faith in the jolly old gentleman.

He made clear that he did not know whether the Commission had this under consideration.

## Air Time Decontrol Includes Station Reps

★ to the stabilization program."

Explaining its reasoning, OPS continued:

Advertising agencies have already been decontrolled and the provisions of the Defense Production Act of 1950, as amended, preclude control over radio and television broadcasting. Agencies that sell radio and television time, while in a separate category, perform functions that are incident to those performed by both the advertising and broadcasting industries. It is therefore not advisable to continue control over this group of service suppliers while contiguous service suppliers at both ends of its operation are not under control.

Other categories newly exempt include business consultants, managers and agents of professional entertainers and rental of costumes (sales of such garments previously were removed from controls). Services of actors, actresses and athletes were decontrolled earlier.

The new action was spelled out under Amendment 31 of General Overriding Regulation 14. Effective date was last Wednesday.

## EMPLOYMENT HIGH

### Labor Dept. Reports

EMPLOYMENT in nearly all consumer goods industries was "significantly higher" last month than the "depressed levels" of a year ago, the Labor Dept.'s Bureau of Labor Statistics reported last Wednesday.

Military electronics will reach an employment peak in the spring of 1953, the report added, predicting that overall production schedules indicate a continued slowing down in rate of growth for military end products next year. Military goods expansion and recovery in consumer goods has carried employment 640,000 above last year's level.

## A King-Size Local Client

(Continued from page 26)

and children was effectively made, the company believed, in its *Breakfast With Paula*, aired from 8:45 to 9 a.m. each morning from the coffee shop of the Claypool Hotel; Dick Stone's *Eat-itorially Speaking*, 11:30 to 12 noon, and with *Kingan's Klubhouse*, again emceed by Mr. Carnegie, from 6:45 to 7 p.m. Thus there are included morning, noon and evening programming interests reaching almost every type of audience.

WIRE executives, in addition to continuous planning on the Kingan-sponsored shows, also have worked out a plan which aids the sponsor in similarly direct but unpaid for ways. Kingan products are sampled and displayed on the station's *S'prize Party*.

Five years of carefully planned growth have resulted in broadcast maturity for Kingan and a "KING-size" account for WIRE.

## CBS SET GAIN

### Ads Stimulate Sales

TV SET sales of CBS-Columbia Inc., manufacturing subsidiary of CBS, have jumped 100% in the six months since the company launched its expanded advertising and promotion campaign, which includes intensified use of radio spot commercials plus the firm's regular use of radio and other media, President David H. Cogan reported last week.

Mr. Cogan said that in key TV station markets the company is spending about \$250,000 during the final quarter of 1952 for radio spots and special newspaper ads using the names of dealers individually or in groups according to area. This, he said, is aside from regular dealer cooperative advertising and CBS-Columbia's overall national campaign. Latter includes sponsorship of *Doris Day Show* on CBS Radio (Tues., 10:05-30 p.m. EST).

Gerald Light, CBS-Columbia advertising manager, said the company "is spending a much greater percentage of its total sales volume on advertising than any other company in the industry" and will "continue to do so."

## WISN Asks Review

WISN Milwaukee, Hearst Corp. outlet, petitioned FCC last week to reconsider its mid-November memorandum opinion and order denying the station's petitions for immediate grant of the long-pending vhf Ch. 10 application of WISN and to review the Sixth Report and Order decision to reserve Ch. 10 for educational use there [B•T, Nov. 17, June 30, 23]. WISN contended the Commission failed to "distinguish between licensing proceedings and rule-making proceedings so far as the rights of parties are involved."



# RADIO HOMES COUNT

Issued for Ala., La., Md., Mo.

NUMBER of radio homes in Alabama, Louisiana, Maryland and Missouri 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.

Television homes also are shown 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:

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

Area	Total population	Total occupied dwelling units	Number reporting	RADIO			TELEVISION		
				With Radio		1940 Radio Homes	With TV		Per Cent
				Number	Per Cent		Number	Per Cent	
The State S.M.A.	2,683,516	724,945	714,595	614,135	89.7	307,883	710,865	19,045	2.7
Baton Rouge	158,236	43,142	42,205	40,195	95.2	15,889	42,120	405	1.0
New Orleans	685,405	197,311	195,250	181,900	93.2	111,248	194,355	14,900	7.7
Shreveport	176,547	50,358	49,700	45,380	91.3	25,835	49,420	240	0.5
URBANIZED AREA									
Baton Rouge	138,864	38,326	37,910	36,450	96.1	*	37,850	330	0.9
New Orleans	659,768	190,639	188,750	176,195	93.3	*	187,885	14,610	7.8
Shreveport	150,208	43,810	43,390	40,620	93.6	*	43,075	225	0.5
URBAN PLACES (10,000 or more)									
Alexandria	34,913	10,416	10,115	9,045	89.4	4,645	10,055	65	0.6
Bastrop	12,769	3,640	3,580	3,110	86.9	1,189	3,560	5	0.1
Baton Rouge	125,629	35,097	34,740	33,555	96.6	7,005	34,670	305	0.9
Bogalusa	17,798	5,090	4,985	4,635	93.0	2,691	4,960	70	1.4
Bossier City	15,470	4,608	4,515	4,290	95.0	1,166	4,440	50	1.1
Crowley	12,784	3,654	3,575	3,215	89.9	1,446	3,555	35	1.0
Gretna	13,813	3,980	3,950	3,630	91.9	2,106	3,945	325	8.2
Houma	11,505	3,156	3,175	2,995	94.3	1,505	3,175	145	4.6
Lafayette	33,541	9,153	9,075	8,265	91.1	3,119	9,055	110	1.2
Lake Charles	41,272	11,902	11,865	11,150	94.0	4,015	11,855	45	0.4
Monroe	38,572	11,642	11,635	10,830	93.1	5,333	11,560	40	0.3
New Iberia	16,467	4,676	4,610	4,235	91.9	2,285	4,605	30	0.7
New Orleans	570,445	166,053	164,335	153,020	93.1	100,856	163,510	12,125	7.4
Opelousas	11,659	3,239	3,145	2,670	84.9	1,479	3,135	15	0.5
Ruston	10,372	2,737	2,655	2,435	91.7	1,200	2,625	15	0.6
Shreveport	127,206	37,259	36,925	34,655	93.9	20,029	36,715	160	0.4
West Monroe	10,302	3,071	3,000	2,860	95.3	1,874	2,995		
PARISHES									
Acadia	47,050	12,372	12,070	10,660	88.3	4,203	11,980	95	0.8
Allen	18,835	5,062	5,050	4,280	84.8	1,878	5,025	10	0.2
Ascension	22,387	5,865	5,855	4,910	83.9	2,012	5,850	40	0.7
Assumption	17,278	4,277	4,225	3,535	83.7	1,373	4,230	35	0.8
Avoyelles	38,031	10,227	10,190	8,560	84.0	3,395	10,175	45	0.4
Beauregard	17,756	4,944	4,860	4,340	89.3	1,504	4,860	50	1.0
Bienville	19,105	4,960	4,995	4,575	91.6	2,090	4,965	25	0.5
Bossier	40,139	10,246	10,035	8,880	88.5	3,286	9,905	80	0.8
Caddo	176,547	50,358	49,700	45,380	91.3	25,835	49,420	240	0.5
Calcasieu	89,635	25,004	24,595	22,815	92.7	9,043	24,560	155	0.6
Caldwell	10,293	2,774	2,740	2,465	90.0	1,296	2,710	10	0.4
Cameron	6,244	1,604	1,570	1,390	88.5	789	1,570	5	0.3
Catahoula	11,834	3,117	3,160	2,575	81.5	915	3,120	35	1.1
Claiborne	25,063	6,571	6,275	5,505	87.7	2,645	6,250	25	0.4
Concordia	14,398	3,993	4,000	3,250	81.3	1,137	3,930	10	0.3
De Soto	24,398	6,553	6,440	5,320	82.6	2,313	6,325	20	0.3
East Baton Rouge	158,236	43,142	42,205	40,195	95.2	15,889	42,120	405	1.0
East Carroll	16,302	4,288	4,260	3,390	79.6	1,500	4,230	25	0.6
East Feliciana	19,133	3,337	3,275	2,845	86.9	877	3,280	30	0.9
Evangeline	31,629	8,715	8,585	7,325	85.3	1,781	8,475	35	0.4
Franklin	29,376	7,293	7,330	6,330	86.4	2,704	7,325	50	0.7
Grant	14,263	3,928	3,695	3,360	90.9	1,491	3,290	35	1.1
Iberia	40,059	10,647	10,515	9,265	88.1	4,411	10,450	60	0.6
Iberville	26,750	7,136	7,110	5,910	83.1	2,476	6,945	35	0.5
Jackson	15,434	4,131	4,105	3,750	91.4	2,186	3,905	20	0.5
Jefferson	103,873	28,319	28,070	26,360	93.9	9,319	28,000	2,580	9.2
Jefferson Davis	26,298	7,045	7,025	6,295	89.6	2,620	7,010	40	0.6
Lafayette	57,743	14,855	14,855	13,010	89.2	4,428	14,560	150	1.0
La fourche	42,209	10,364	10,195	8,930	87.6	3,342	10,160	205	2.0
La Salle	12,717	3,624	3,515	3,120	88.8	1,297	3,510	160	4.6
Lincoln	25,782	6,359	6,195	5,575	90.0	2,744	6,155	35	0.6
Livingston	20,054	5,150	5,045	4,470	88.6	1,757	5,020	60	1.2
Madison	17,451	4,805	4,830	3,825	79.2	1,533	4,795	35	0.7
Morehouse	32,038	8,355	8,170	7,000	85.7	2,454	8,150	60	0.7
Natchitoches	38,144	9,679	9,290	7,870	84.7	3,091	9,250	35	0.4
Orleans	570,445	166,053	164,335	153,020	93.1	100,856	163,510	12,125	7.4
Quachita	74,713	21,410	21,250	19,590	92.2	9,735	21,140	50	0.2
Plaquemines	14,239	3,549	3,555	3,105	87.3	1,446	3,545	70	2.0
Pointe Coupee	21,841	5,516	5,455	4,805	88.1	1,748	5,465	25	0.5
Rapides	90,648	24,047	23,550	20,990	89.1	8,978	23,290	115	0.5
Red River	12,113	3,158	3,175	2,615	82.4	1,159	3,110	45	1.4
Richland	26,672	6,700	6,780	5,855	86.4	2,439	6,760	45	0.7
Sabine	20,880	5,493	5,335	4,650	87.2	1,928	5,225	50	1.0
St. Bernard	11,087	2,939	2,845	2,520	88.6	1,073	2,845	195	6.9
St. Charles	13,363	3,449	3,470	3,075	88.6	1,417	3,450	135	3.9
St. Helena	9,013	2,175	2,135	1,785	83.6	661	2,130	25	1.2
St. James	15,334	3,680	3,765	3,170	84.2	1,213	3,755	50	1.3
St. John the Baptist	14,861	3,654	3,585	3,045	84.9	1,422	3,570	45	1.3
St. Landry	78,476	18,474	18,125	15,095	83.3	4,915	18,125	95	0.5
St. Martin	26,353	6,228	6,140	5,255	85.6	1,784	6,100	20	0.3
St. Mary	35,848	9,426	9,225	7,960	86.3	3,505	9,215	50	0.5
St. Tammany	26,988	7,402	7,385	6,640	89.9	3,098	7,125	235	3.3
Tangipahoa	53,218	14,205	13,685	11,650	85.1	5,026	13,530	140	1.0
Tensas	13,209	3,689	3,615	2,770	76.6	1,021	3,610	25	0.7
Terrebonne	43,328	10,631	10,585	9,205	87.0	3,441	10,600	240	2.3
Union	19,141	4,999	5,040	4,570	90.7	2,169	5,015	30	0.6
Vermilion	36,929	10,229	10,300	9,410	91.4	3,437	10,265	40	0.4
Vernon	18,974	5,285	5,150	4,285	83.2	1,977	5,135	30	0.6
Washington	38,371	10,257	10,070	9,055	89.9	4,443	10,000	115	1.2
Webster	35,704	9,511	9,395	8,675	92.3	4,208	9,350	35	0.4
West Baton Rouge	11,738	3,109	3,085	2,600	84.3	1,049	3,065	20	0.7
West Carroll	17,248	4,205	4,220	3,845	91.1	2,044	4,180	25	0.6
West Feliciana	10,169	1,832	1,820	1,380	75.8	467	1,805	20	1.1
Winn	16,119	4,541	3,740	3,230	86.4	1,610	4,425	15	0.3

\*Not available

RADIO AND TELEVISION—1950 CENSUS OF HOUSING—ALABAMA

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 S.M.A.	3,061,743	786,839	779,230	694,860	89.2	321,671	776,445	11,045	1.4
Birmingham	558,928	153,546	152,705	145,345	95.2	86,706	152,405	5,510	3.6
Gadsden	93,892	25,313	25,275	23,785	94.1	11,387	25,225	165	0.7
Mobile	231,105	62,138	61,415	56,175	91.5	20,856	60,995	295	0.5
Montgomery	138,965	37,740	37,290	32,915	88.3	15,221	37,235	380	1.0
URBANIZED AREAS									
Birmingham	445,314	125,065	124,380	119,115	95.8	*	124,160	4,735	3.8
Mobile	182,963	50,412	49,850	45,875	92.0	*	49,485	250	0.5
Montgomery	109,468	31,221	30,685	27,835	90.7	*	30,630	315	1.0
URBAN PLACES (10,000 or more)									
Anniston	31,066	8,677	8,665	8,040	92.8	4,297	8,620	180	2.1
Auburn	12,939	2,733	2,675	2,475	92.5	904	2,675	50	1.9
Bessemer	28,445	8,017	7,990	7,365	92.2	3,989	7,965	275	3.5
Birmingham	326,037	92,663	91,995	88,260	96.0	55,265	91,840	3,260	3.5
Decatur	19,974	6,050	5,910	5,550	93.9	3,369	5,885	15	0.3
Dothan	21,584	6,250	6,220	5,580	89.7	2,392	6,225	35	0.6
Fairfield	13,177	3,461	3,450	3,350	97.1	2,290	3,425	90	2.6
Florence	23,879	6,902	6,910	6,425	93.0	2,663	6,895	40	0.6
Gadsden	55,725	15,727	15,735	14,915	94.8	7,084	15,730	85	0.5
Homewood	12,866	3,675	3,660	3,610	98.6	1,707	3,660	330	9.0
Huntsville	16,437	4,996	4,870	4,450	91.4	2,280	4,835	35	0.7
Mobile	129,009	36,451	35,995	33,110	92.0	13,441	35,630	230	0.6
Montgomery	106,525	30,473	29,915	27,095	90.6	13,234	29,855	310	1.0
Opelika	12,295	3,390	3,360	2,935	87.4	1,090	3,365	25	0.7
Phenix City	23,305	6,155	6,115	5,470	89.5	2,184	6,090	15	0.2
Prichard	19,014	5,100	4,975	4,625	93.0	687	4,985	15	0.3
Selma	22,840	6,603	6,620	5,620	84.9	2,747	6,580	25	0.4
Sheffield	10,767	3,153	3,150	2,965	94.1	1,416	3,150	55	1.7
Talladega	13,134	3,180	3,125	2,840	90.9	1,157	3,080	60	1.9
Tuscaloosa	46,396	10,804	10,640	9,970	93.7	3,979	10,545	75	0.7
COUNTIES									
Autauga	18,186	4,467	4,280	3,455	80.7	1,408	4,385	30	0.7
Baldwin	40,997	10,742	10,645	9,340	87.7	3,587	10,555	55	0.5
Barbour	28,892	7,150	7,055	5,585	79.2	2,140	7,020	5	0.1
Bibb	17,987	4,408	4,335	3,815	88.0	2,077	4,325	55	1.3
Blount	28,975	7,347	7,285	6,760	92.8	2,767	7,220	95	1.3
Bullack	16,054	3,907	3,790	2,460	64.9	932	3,775	5	0.1
Butler	29,228	7,066	7,080	5,950	84.0	2,248	6,915	25	0.4
Calhoun	79,539	20,650	20,255	18,835	93.0	8,619	20,210	305	1.5
Chambers	39,528	10,192	10,125	9,125	90.1	4,475	10,075	65	0.6
Cherokee	17,634	4,259	4,085	3,780	92.5	2,478	4,070	35	0.9
Chilton	26,922	6,906	6,965	6,340	91.0	2,778	6,970	80	1.1
Choctaw	19,152	4,455	4,375	3,375	77.1	992	4,375	20	0.5
Clarke	26,548	6,651	6,670	5,325	79.8	1,805	6,635	60	0.9
Clay	13,939	3,555	3,540	3,160	89.3	1,440	3,505	30	0.9
Cleburne	11,904	2,934	2,955	2,690	91.0	1,019	2,935	50	1.7
Coffee	30,720	7,739	7,640	6,610	86.5	2,628	7,595	40	0.5
Colbert	39,561	10,296	10,180	9,340	91.7	4,453	10,160	95	0.9
Conecuh	21,776	5,160	5,130	4,005	78.1	1,432	5,100	15	0.3
Coosa	11,766	2,914	2,910	2,530	86.9	1,031	2,915	40	1.4
Covington	40,373	10,635	10,690	9,155	85.6	3,768	10,640	35	0.3
Crenshaw	13,981	4,791	4,735	3,895	82.3	1,644	4,705	60	1.3
Cullman	49,046	12,263	12,260	11,615	94.7	5,706	12,245	180	1.5
Dale	20,828	5,481	5,430	4,645	85.5	2,043	5,370	30	0.6
Dallas	56,270	14,261	14,135	10,950	77.5	3,923	14,035	100	0.7
De Kalb	45,048	11,583	11,480	10,650	92.8	4,787	11,450	165	1.4
Elmore	31,649	7,900	7,730	6,835	88.4	3,040	7,730	75	1.0
Escambia	31,443	7,634	7,630	6,385	83.7	2,386	7,495	25	0.3
Etowah	93,892	25,313	25,275	23,785	94.1	11,387	25,225	165	0.7



# WJZ-TV POSTS Chapin, Mowrey, Adams To Three Top Spots

SLOCUM CHAPIN, vice president of ABC in charge of its owned television stations, last week took on the additional title of general manager of WJZ-TV New York in a series of executive changes at the network's key station.

Paul Mowrey, WJZ-TV program director, was named station manager, and Trevor Adams, who has been general manager and at the same time devoting considerable time to local sales activity, was appointed sales manager.

Mr. Adams also is a minority stockholder in an applicant for a new TV station at St. Petersburg: Tampa Bay Area Telecasting Corp.

Mr. Mowrey's successor in the



Mr. Chapin



Mr. Adams



Mr. Mowrey

program post was not announced. The sales managership to which Mr. Adams was appointed, similarly, from the standpoint of title, has been vacant.

Mr. Chapin, announcing the changes, said they are in line with an increasing identification of WJZ-TV as a "family" station.

Mr. Mowrey, who joined ABC in 1944 as supervisor of television operations, has served the network in a number of posts. He was integral in putting ABC's five owned TV stations into operation—in New York, Detroit, Chicago, Los Angeles and San Francisco—and later supervised sales operations for network package programs, before transferring to the network sales

## WEBB ELECTED HEAD

Of C. J. LaRoche Agency

JAMES D. WEBB, executive vice president of C. J. LaRoche & Co., New York, last week was elected president, succeeding Chester J. LaRoche, who continues to serve as chief executive officer and head of the agency's plans board.

Prior to joining LaRoche on Oct. 1, 1951, Mr. Webb was a stockholder, vice president and manager of the new business department of Young & Rubicam, New York.

CANCELLATION of a closed circuit theatre television program to introduce a new Bendix washer-dryer and appliance line in some 40 cities Dec. 31 was announced Thursday. Move was taken because of "difficulties in coordinating dealer meetings during the holiday season."

★ staff. He was named program manager of WJZ-TV last August.

Mr. Adams was sales manager of the Texas State Network, sales manager of WINS New York, radio and television director for the New York Yankees Baseball Club, and assistant sales director of the DuMont TV Network before he joined WJZ-TV.

### Formerly With World

Mr. Chapin, with ABC since 1942, formerly had served on the sales promotion staff of World Broadcasting System, on the sales staff of WOC Davenport, Iowa, as sales manager of WKBN Youngstown, Ohio, and immediately before joining the network, as general manager of WSTC Stamford, Conn. He joined ABC as a member of the sales staff, subsequently serving as acting manager of the WJZ local sales department, network sales executive and ABC eastern television sales manager prior to his promotion to vice president in charge of owned TV stations on June 1, 1951.

## TV FREELANCERS

### Agencies Okay AFTRA Code

CODE of practices adopted by the Cleveland local, American Federation of Television & Radio Artists, has been approved by "about 42 Cleveland advertising agencies," according to a *Cleveland Press* story quoting Ted Smoot, executive secretary of the local.

The agreement is described as affecting all freelancers who appear on agency-produced TV programs. It sets up minimum pay standards and outlines working conditions.

Two of Cleveland's three TV stations — WEWS and WXEL — are non-union, according to the newspaper. WNBK (TV) signed an AFTRA agreement last May.

Agency acceptance was described as contingent on these conditions: An agency may buy a package program from a non-AFTRA station; a non-AFTRA staff announcer may appear on agency-produced programs only to sign programs on and off, within 30 seconds; participating programs are not agency-produced and the code is not applicable except in the case of agency-produced segments.

Mr. Smoot was quoted as saying that not all the agencies accepting the code are active in TV advertising.

MBS will broadcast Queen Elizabeth's Christmas message to the people of the British Commonwealth on Dec. 25, 3:45-4 p.m. EST.



PRE-SHOW gathering at NBC-TV's show, *All Star Revue*, included (l to r) Alden Nye, radio-TV dir., McCann-Erickson, S. F.; Charles Wolff, radio-TV dir., agency's L. A. office; Fred Wile Jr., NBC v. p. in charge of prod. dept.; Corinne Calvert, guest star; Harold Yost, adv. mgr., Del Monte Foods, L. A. (one of three sponsors); Dennis Day, rotating star of program, and Del Monte executives Walter Barris, asst. div. sls. mgr.; Lyman Dunbar, Southern Calif. div. sls. mgr., and Phipps Rasmussen, McCann-Erickson acct. exec. Other sponsors are Kellogg Co., and Pet Milk Co.

## WLIB'S NEW HARLEM RADIO CENTER

Held as Further Symbol of Station's Successful Policy

WLIB New York, which three years ago changed format so drastically as to refuse to accept the renewals of some sponsors, last week displayed a new symbol of the success of the move.

The station put into regular use its \$20,000 new Harlem Radio Center, built in furtherance of an idea which, in 1949, led General Manager Harry Novik—who, with his brother Morris, had just acquired WLIB—to drop its foreign-language programs and concentrate instead on the Negro and the Anglo-Jewish markets.

WLIB has operated a studio in a converted bedroom of Harlem's Hotel Theresa for the past two years, and its current weekly total of 37 hours a week of originations from there goes up to around 56 hours in summer, when the station is on the air longer. The new center consists of three studios with com-

pletely new equipment, and covers a wing of the hotel.

Advertisers and agencies joined Manager Novik and the WLIB staff in dedicating the center on Dec. 11, many of them mounting promotion displays highlighting successful campaigns in the Negro market.

Among agencies, these included BBDO, which WLIB credited with breaking the ice by selling United Fruit Co. on buying WLIB's *Poppy Cannon Show*; J. Walter Thompson Co., Harry B. Cohen Inc., Joseph Katz Co., Donahue & Coe, Geoffrey Wade Adv., Al Paul Lefton Co., and others. Local and national advertisers put up displays, spokesmen said.

In its efforts to build sales in its Negro program block, WLIB has acquired a "name" talent roster, including Joe Bostic, sports editor of the *Amsterdam News*; Ruth Ellington James, sister of Duke Ellington; Larry Fuller, formerly of "Kiss Me Kate"; Poppy Cannon, for 14 years food editor of *Madamemoiselle* magazine, who is, in private life, the wife of Walter White, executive secretary of the National Assn. for the Advancement of Colored People; and, since last June, Mr. White himself, who does a transcribed commentary series which WLIB also is syndicating to stations in cities across the country.



Among those at dedication ceremonies were (seated, l to r) Harry Novik; Mrs. Rudolph Halley; Rudolph Halley, president, New York City Council; standing (l to r) Clarence Holt, BBDO; Jack Blumstein, president, Blumstein's Dept. Store, and James Fleming, editor-in-chief, Amsterdam News.

## New WTMJ-TV Rates

WTMJ-TV Milwaukee last week announced new rates for retail advertising and for general advertising, effective Jan. 1. Retail Rate Card No. 1 ranges from \$60 to \$150 for one minute and from \$266.50 to \$800 for an hour according to time classification. General Rate Card No. 12 ranges from \$60 to \$150 per minute and from \$320 to \$900 per hour.



## Auto Firms Hot for Specials

(Continued from page 25)

scribed as smaller than the Walkie-Talkie used at the political conventions in Chicago, will be used for intimate close-ups.

NBC reported it will use 15 fixed and mobile electronic cameras and 50 microphones during the program. Fifteen reporters and commentators have been assigned to tell the story and a news and engineering staff of 250 will work behind the scenes.

Frank Bourgholtzer, White House correspondent, and H. V. Kaltenborn, veteran commentator, will be NBC's newsmen at the Capitol for the swearing-in ceremonies and the President's inaugural speech. Others who will participate in the television coverage will include Merrill Mueller, Dave Garroway, David Brinkley, Richard Harkness, Morgan Beatty, Clifton Utley, and Earl Godwin. NBC radio newsmen will be George Hicks, W. W. Chaplin, Leon Pearson and others.

NBC said it has reported every inaugural ceremony since 1925 when Graham McNamee described Calvin Coolidge's accession to office.

### CBS Radio and TV

Packard, through Maxon Inc., will sponsor CBS Radio coverage from 11:30 a.m.-12 noon EST and from 4-5 p.m. Sponsored CBS-TV coverage is from 11:30-12 noon, 1-4:30 p.m., which includes the parade, and 11 p.m.-12 midnight. The noon segment will be presented as a public service.

More than 100 CBS-TV newsmen will be on hand for the inauguration, according to Sig Mickelson, CBS-TV director of news and public affairs, who will supervise his network's operations. Anchor-man for CBS-TV coverage will be Walter Cronkite.

CBS-TV news staffers, working with Mr. Cronkite, include Edward R. Murrow, Eric Sevareid, Bill Wood, Ron Cochran, Bill Shadel, Peter Hacks, Bill Leonard, Mike Wallace and Buff Cobb.

Present plans, according to Mr. Mickelson, call for the use of 15 CBS-TV cameras to be divided among seven ground locations and three mobile units.

Directing CBS Radio's coverage of the inaugural will be Wells Church, the network's director of news and public affairs. Describing the event for CBS Radio will be Robert Trout, Charles Collingwood, Griffing Bancroft, Joseph Wershba, Bill Costello, Bill Downs, Allan Jackson, Edward P. Morgan, and Claude Mahoney.

One highlight of CBS Radio coverage, according to Mr. Church, will be reports on the 4-5 p.m. program of interviews with outstanding personalities throughout the world, commenting on the inauguration and the potentialities of the new Republican administration.

### MBS

Mutual has planned a full day of coverage, starting at 11:30 a.m., and including programming

throughout the day and up to midnight.

From 11:30 a.m.-1 p.m. MBS will provide a description of the procession from the White House to the Capitol and the swearing-in ceremonies and acceptance speech. It is planning to cover the inaugural parade at 1:45-2:45 p.m., 3-3:30 p.m., and 4-4:30 p.m. From 10:30-11 p.m. MBS will carry a round-table discussion of the inauguration and of the prospects for the next four years by MBS commentators and persons in public life. It plans to wind up with a broadcast of the Inaugural Ball from 11:30-12 midnight.

On Jan. 19 MBS will broadcast a program titled *Inaugural Preview* from 10:30-11:30 p.m. and one titled *Inaugural Festival*, 11:30-12 midnight.

## INAUGURAL BALL *Sponsor Ban Levied; Committees Named*

BAN on commercial sponsorship of the Inaugural Ball the night of Jan. 20 was announced last week by the Citizens Inaugural Committee. Question of whether radio and TV facilities would be permitted to cover the social event was still undecided, it was reported [B•T, Dec. 15].

The Inaugural Committee also announced that there would be no live TV permitted at the reception for distinguished guests, scheduled to be held at the Statler Hotel Jan. 18. No reason was vouchsafed for the prohibition.

Meanwhile, Sen. Styles Bridges (R-N. H.), chairman of the Joint Congressional Inaugural Committee, which is in charge of the Capitol Hill swearing-in ceremonies, announced members of his group. They are: Sens. Herman Welker (R-Ida.) and Carl Hayden (D-Ariz.) and Reps. Joseph W. Martin Jr. (R-Mass.), Leslie C. Arends (R-Ill.) and Sam Rayburn (D-Tex.).

### Other Assignments

Mark Trice, secretary of the minority, was appointed secretary of the Congressional committee, and William T. Reed, deputy Senate Sergeant-at-Arms, assistant secretary. Sen. Bridges also announced the following as special assistants to the chairman: Mrs. A. Burks Summers, James P. Selva and Albert G. McCarthy.

Following radio-TV personalities were appointed to the Inaugural Ball subcommittee by the Citizens Inaugural Committee:

Mr. and Mrs. Samuel H. Kauffmann (*Washington Evening Star-WMAL*), Col. and Mrs. Robert McCormick (*Chicago Tribune-WGN*), Mr. and Mrs. Eugene Meyer (*Washington Post-WTOP*), reception committee; Thad H. Brown Jr. (NARTB), invitations committee; Edgar Morris (Zenith distributor), co-chairman, floor committee; Kenneth Berkley (WMAL), Earl Gammons (CBS), Frank M. Russell (NBC), patrons committee; Philip Graham (*Washington Post-WTOP*), co-chairman, program committee; Arthur Scharfeld (Scharfeld, Jones & Baron), publicity committee; Julius Cahn (assistant to Sen. Alexander Wiley and conductor of radio program series),

## ARTHUR TUTTLE

*Former RCA Treas. Dies*

ARTHUR BREWSTER TUTTLE, 57, treasurer of RCA at his retirement in September 1949, died Tuesday in Lenox Hill Hospital, New York. A few hours earlier he had suffered a stroke while attending an art exhibition in New York.

He joined the accounting department of RCA in 1921 after attending Cornell U. Mr. Tuttle had been vice president and treasurer of RCA Communications Inc. before he was elected treasurer of the parent company in May 1946.

Mr. Tuttle served in the Army on the Mexican border and was a second lieutenant during World War I in France and Belgium.

Surviving are his second wife, the former Marjorie MacInnis, and three children of his first marriage.

\* advisory committee; Nelson Hartson (Hogan & Hartson), floor committee.

Committee on reception to distinguished guests:

Edgar Morris (Zenith distributor) and Nelson T. Hartson (Hogan & Hartson), chairman and member, respectively, floor subcommittee; and Thad H. Brown Jr. (NARTB), Lester Cohen and John J. Sirica (Hogan & Hartson), Ben S. Fisher (Fisher, Wayland, Duvall & Southmayd), Earl H. Gammons (CBS), Philip L. Graham (*Washington Post-WTOP*), Samuel H. Kauffmann (*Washington Evening Star-WMAL*), John M. Littlepage (Littlepage & Littlepage) and Arthur H. Schroeder (Miller & Schroeder).

## FARM TV SETS

### Highest in North

TV SET ownership among farmers is highest in the North, where 32% of the farms have video receivers, according to a survey conducted by Erwin, Wasey & Co., New York. The study provides extensive data on farmers' buying habits and media coverage.

Ownership of TV sets was found in 21% of Central states compared to 11% in the Pacific states and 10% in the South. Growing importance of TV is observed in the study.

The survey shows high loyalty to farm magazines, pointing out that "as many families read farm publications as own radios."

Erwin, Wasey points to "a high correlation between the advertising they've (farmers) seen and the brands they buy."

PHILCO Corp., Philadelphia, announces addition of 42 new members to the corporation's Twenty-Five Year Club. Club now has 173 members.

## 540 KC BID

### Church Refiles

PIONEER broadcaster Arthur B. Church (KMBC Kansas City) returned to the 540 kc battle last week when he refiled an application for that frequency in behalf of his KFRM Concordia, Kan.

Mr. Church's application is the second since 540 kc was opened for U. S. assignment last October [B•T, Oct. 27]. The first was filed by Washington consulting engineer Everett Dillard for Wheaton, Md., a Washington suburb [B•T, Nov. 17].

In Concordia, Mr. Church asked for 540 kc with 10 kw, directional at night. His application indicated that a four-element array would be used to throw the signal south and west of Concordia, serving the north central Kansas plain country.

The daytime .5 mv/m signal, the application showed, would cover an area of 134,285 square miles, with 1,833,413 people. The night time 2.5 mv/m signal—which is the contour limitation from Canadian Class 1-A CBK Watrous, Sask., which operates with 50 kw on 540 kc—would cover 33,412 square miles, with 541,505 people.

KFRM, which began operation in 1947 on 550 kc with 5 kw daytime only, has an interference-free coverage of 84,428 square miles with 959,300 people.

Cost of boosting the transmitter to 10 kw and of adding another tower for the night time directional pattern would be \$36,772, the application stated.

### 1944 Application

First application for 540 kc was made by Mr. Church in 1944. The FCC dismissed that application in 1946 since 540 kc was not officially assigned to the U.S. broadcast band until 1947, after the Atlantic City Telecommunications conference.

The application indicated that Mr. Church's Midland Broadcasting Co., licensee of both KMBC and KFRM, had total current assets of \$184,701 and current liabilities of \$77,953. In 1950, the company made \$79,398 after taxes, and in 1951 \$16,435. KMBC, which began operation in 1921, is on 980 kc with 5 kw, directional at night. It is affiliated with CBS.

Mr. Dillard's application for Wheaton asked for 540 kc with 250 w, daytime only. The unincorporated town, about 15 miles from downtown Washington, has a population of 50,000. Mr. Dillard's application specified. It is the site of the transmitter of WASH (FM) Washington, also owned by Mr. Dillard.

## Curad on DuMont

BAUER & BLACK, Chicago (Curad plastic bandages), co-sponsoring *Twenty Questions* (with Lunden's Inc.) over DuMont TV Network, Friday, 10-10:30 p.m. (EST), starting Jan. 2. Agency Leo Burnett, Chicago.





## Like women go for hats

Baltimore merchants go for WITH like women go for hats. These merchants love the quick, profitable results they get from this low-cost station. At low, *low* rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means *low-cost results!* And that's why WITH carries the advertising of twice as many local folks as any other station in town!

So take a tip from these smart advertisers. Put WITH on your schedule. WITH can produce low-cost results for *you*, too! Get the whole story from your Forjoe man today!

IN BALTIMORE

**WITH** 

TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE & COMPANY



## WMBR-AM-TV Bought by 'Wash. Post'

(Continued from page 23)

of the company under the new ownership, directing both TV and radio. It is presumed that the Jacksonville operations later will become a division of the Washington Post Co., with Mr. Marshall continuing as president of the division and with Mr. Hayes in general policy direction of all Post radio and television interests.

Mr. King, who has not been in robust health in recent months, does not plan immediate return to ownership or management. But he from time to time has been supported for an FCC post, and, as an "Eisenhower Democrat" is understood to be interested in one of the upcoming FCC vacancies. He participated in radio-TV campaigning activities in Florida for the "Democrats for Eisenhower."

### Stations' Facilities

WMBR is the CBS Radio affiliate and operates on 1460 kc, with 5 kw. It began operations in 1927. WMBR-TV, assigned Ch. 4, is the only TV station now operating in Jacksonville, and, as such, takes programs from all four national networks. It began operation on Oct. 14, 1949, with effective radiated power of 14.8 kw visual and 7.4 kw aural. It was granted a construction permit for the maximum Ch. 4 power of 100 kw by the

FCC last week. Following FCC approval of the transfer, the new owners plan to proceed forthwith on the maximum operation.

The Washington Post Company, headed by Eugene Meyer, chairman of the board and father-in-law of publisher Graham, owns 55% of the stock of WTOP Inc., which operates WTOP, WTOP-TV and WTOP-FM. CBS is 45% stockholder in these properties. The stations recently launched a \$2 million building project.

Prior to the Jacksonville negotiations, it is understood that the Post had investigated three other television-radio operations which failed to jell.

Handling the Jacksonville transaction for the Post are the New York law firm of Cravath, Swaine & Moore, and the Washington law firm of Covington & Burling. Representing the Norton group are Hogan & Hartson, Washington.

DUFFY-MOTT Co., N. Y. (Mott's apple juice and sauce and Sunset prune juice), sponsoring *This Is Charles Laughton*, featuring Mr. Laughton in readings from the Bible and other literature, over WJZ-TV New York, Fri., 8:30-8:45 p.m. EST, for 26 weeks starting Jan. 9. Agency: Young & Rubicam, N. Y.

## BAKER PREVIEWS

'53 Television Picture

MORE than 200 TV stations in operation and over 6.5 million newly-produced TV receivers by the end of 1953—that's the prediction of Dr. W. R. G. Baker, vice president of General Electric Co. and general manager of its Electronics Division.

In a "Preview of 1953," issued yesterday, Dr. Baker foresaw "a record year for the electronics industry," with (1) continuation of the trend toward larger-size TV picture tubes, (2) progress in development of color picture tubes, (3) continuing high level of military output, (4) marked increase in technological developments, including production of transistors and rectifiers.

Key points outlined by Dr. Baker are these:

- Total industry production and sale of video sets in 1953 should exceed 6.5 million units "and may come close to the record factory sales of 7,355,000 units of 1950."

- A substantial number of 1953 TV receivers will be equipped for both vhf and uhf to cover "the majority" of new stations that will be broadcasting in the uhf range.

- Approximately 7.5 million home and portable sets will be produced and sold next year—an increase of about 10% over 1952. Over one-third of the volume will consist of clock radio sets.

- High rate of TV construction permits will continue, with perhaps 250 added in 1953 to some 150 expected to be approved by this year's end. CP holders will spend about \$100 million on transmitters, antennas and television studio equipment. Industry will be better prepared to meet equipment needs in 1953, with quicker delivery.

## 72-76 MC BAND

Noble Suggests Conference

DEADLINE for comments on FCC's proposed rule-making proceeding to set new allocation policy for the 72-76 mc band—composed of non-broadcast channels situated between television Chs. 4 (66-72mc) and 5 (76-82 mc)—was continued by the Commission last week from Dec. 22 until Feb. 20 in order to allow additional industry viewpoints to be presented. Potential interference to TV is the prime issue involved.

FCC instituted the rule-making in early September when the new proposal was issued to put chief responsibility upon the non-broadcast fixed stations using the 72-76 mc band for prevention of harmful interference to TV stations on Chs. 4 and 5 [B•T, Sept. 8]. About 1,000 operational fixed stations presently are using the band, many being common carrier low power point-to-point units. Others include industrial and public safety stations.

### Seeks Preliminary Meeting

An informal engineering conference is suggested by D. E. Noble, vice president of Motorola Inc. He said such a meeting "could rough out the first approach to the setting of standards to permit a maximum possible use of the 72-76 mc band within limits which are not one-sided and oppressive to the point where fringe television reception may dominate and rule out the operation of far more important services."

He urged simple licensing procedures be established, with engineering showings required for special cases, "but in order that the requirements may not be entirely one-sided, it is highly desirable that reasonable standards should be established covering characteristics and conditions of operation for the television receivers and the television systems involved."

The 72-76 mc band "is far too valuable to permit it to be lost because of an indifferent attitude which offers it up as a sacrifice to the frequency-consuming maw of the huge television industry," Mr. Noble stated.

"No effort must be spared to establish intelligent limits to television system standards and to make every intelligent engineering approach to the problem to save the greatest possible number of kilocycles for effective and full mobile service utilization," he said. "The 72-76 mc band is a neglected and poorly-managed band, which is destined for a history of intolerable waste if the FCC fails to accept full responsibility for its protection."

HANK SYLVERN, musical conductor for *This Is Show Business* and *Suspense*, both on CBS-TV, will record an album of original tunes. Each number will be based on a folk-type of music of eight different countries.

## 'OPERATION SANTA'

Bergen Beards TV Lion

GIFTS for Edgar Bergen's "Operation Santa Claus" are heavier this year than last with the bulk coming from "high television areas," although his appeals have been made by radio, not TV.

This evidence of high response to radio, even in major television centers, was cited last week by Irwin Franklyn, manager of Mr. Bergen's "Operation Santa Claus" tour, at a news conference preceding the ventriloquist's appearance at the Christmas luncheon of the Advertising Women of New York, held Wednesday at the Astor Hotel.

"Operation Santa Claus" is a project in which Mr. Bergen collects gifts and distributes them to hospitalized service men and women.

Mr. Franklyn said that as of last Wednesday, more than 45,000 pounds of gifts had been collected, compared to 32,000 pounds for the entire project last year.

The bulk, he said, came from such "so-called great television cities" as New York, Cleveland, Chicago, Los Angeles, San Francisco and Richmond, Va. Yet the appeals for gifts were made on the *Edgar Bergen-Charlie McCarthy* show on CBS Radio and on numerous spot announcements on that network, and not one has been made on television, Mr. Franklyn said.



What's there  
to look  
forward to  
after  
Christmas?

Don't cry, pal,  
the new  
BROADCASTING  
TELECASTING  
is due Jan. 19










*Hollywood has the figures*  
but...  
**ARIZONA**  
*has the*  
**FACTS**



ARIZONA LEADS  
THE NATION IN

- \* State Growth
- \* Income Growth
- \* Farm Income Growth
- \* Retail Sales Growth
- \* Bank Capital Growth
- \* Employment Increase

THE  
CAPITAL  
OF THE  
CAPITOL

yours on

**KPHO**

RADIO AND TELEVISION

Phoenix, Arizona

A MEREDITH STATION

## GUY MARKING Industry Attacks Rules, Asks FCC-CAA Cooperate

PROPOSED changes in FCC's rules governing safety markers on high antenna towers and guy wires drew widespread criticism last week from industry sources on the ground some of the proposals were impractical. FCC's ideas should be coordinated with proposed obstruction rules being drawn up by Civil Aeronautics Adm., it was suggested.

Ideco Div. of Dresser-Stacey Co., Columbus, Ohio, said proposals to require lights on guy wires would add a structural hazard and the wires are not dangerous to navigation. J. Roger Hayden, sales manager, said vibration problems would be aggravated and servicing of short-life lights on guy wires would be costly and dangerous.

Crouse-Hinds Co., maker of beacons, said FCC should coordinate its proposed rules with the CAA study. Two beacons are needed at intermediate tower points, according to A. H. Clarke, commercial vice president.

William F. Maag Jr., vice president and general manager of WFMJ-TV Youngstown, Ohio, holding a CP for a 1000-ft. tower, said guy wire requirements are impractical and of doubtful effectiveness. He urged coordination with CAA.

Air Transport Assn. urged reconciling of differences with CAA rules and observed there is no provision for high-tensity daylight lighting.

The CAA joined in pointing out it is revising its obstruction marking manual in cooperation with private industry, suggesting the two agencies coordinate their requirements. CAA proposed pendant markers be permitted as optional types of guy wire day markers and declared floodlamps are impractical as a means of obstruction lighting for overhead or guy wires.

### NARTB Comment

In its comments, filed with the FCC Monday, NARTB asked deferment of any action on the proposal to amend the rules on construction, marking and lighting of antenna towers and supporting structures.

NARTB directed its comments solely to Par. 17.36 of the proposed amendment of Sub-Part C, Part 17 covering guy wire marking and lighting. The specifications would require TV towers over 500 feet and having outer guy wires connected with the ground at a point over 500 feet from tower base to be marked in daytime and illuminated at night.

Such towers would be required to show orange spheres at 120-foot intervals along outer guy wires at daytime and red lights at similar intervals for night marking. NARTB said it was concerned lest the proposed markings and lights might prove impossible to maintain besides contributing to deterioration of guy wires.

Insufficient data are available

on which to base uniform standards of marking and lighting guy wires, according to NARTB, which asked FCC to defer final action of the proposed rule until experience is gained from pioneer construction of tall guyed towers. Comments were filed by NARTB counsel, Thad H. Brown Jr., Vincent T. Wasilewski and Abiah A. Church.

CBS pointed to hazards involved in guy-wire marking, contending markings and lighting for the main antenna structure would be adequate.

A. Earl Cullum, consulting radio engineer, filed opposition on behalf of Taylor Radio & Television Corp. (KANS Wichita, etc.), WSB-TV Atlanta, WHIO-TV Dayton, Ohio, KGNC Amarillo, WLAC Nashville (Old Hickory, Tenn.) and WBEN Buffalo. He pointed out that the requirement of one-foot or larger spherical markers on guy wires, used on power lines in Europe, is not practicable on guy wires for tall towers. He said spherical dampeners used on long guy wires to reduce vibration add little significant visibility to the guys. A one-foot sphere could not be seen more than two-thirds of a mile, he said, adding that windloading, maintenance and mechanical

## 'Mr. President'

ALBUM of records entitled "Mr. President," which documents the American scene and the Executive Office from Herbert Hoover to President-elect Dwight D. Eisenhower, has been compiled by Jim Fleming, news editor of NBC-TV's *Today* program. Gathered from NBC's tape-recording library, the album will be released in January by RCA Victor.

resonance effects must be considered. He found hazards also in wirelighting rules. He proposed adoption of a formula for painting and lighting towers so heights could be ascertained by plane pilots. Similar protest was filed by WHO Des Moines, which added that Assn. of Federal Communications Consulting Engineers is filing opposition to the proposed rules.

On behalf of AFCCE, James C. McNary, president, opposed the rule covering daytime spheres on guy wires on the ground they increased wind loading and involved hazards in servicing. Pilots would not have more than a few seconds warning, it was added, and resonance of guys would cause severe loads. Wire lighting was viewed as impractical and dangerous, and peripheral lighting was viewed as ineffective. AFCCE asked FCC to await results of the WFAA Dallas experiments (Dec. 15).

KOIN Portland contended the proposed specifications for guy wires are unnecessary, impracticable and unobtainable, urging delay until a substantial need for such markings has been shown. A government-industry conference was advocated.

## 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. 8: NARTB Convention TV Subcommittee, NARTB Hqrs., Washington.
- Jan. 9-10: South Carolina Broadcasters Assn. annual meeting, Francis Marion Hotel, Charleston, S. C.
- Jan. 12-13: NARTB Standards of Practice Committee, NARTB Hqrs., Washington.
- Jan. 12-Mar. 2 (each Monday): Eleventh Annual Advertising Conference series, sponsored by L. A. Advertising Women Inc., CBS Hollywood.
- Jan. 14-15: NARTB TV Code Review Board, NARTB Hqrs., Washington.
- Jan. 14-16: Third Conference on High-Frequency Measurements, Washington, D. C. (Jointly sponsored by AIEE, IRE and National Bureau of Standards).
- Jan. 24-25: Retail Advertising Conference, Conrad Hilton Hotel, Chicago.
- Jan. 26: Continuance of Theatre-TV allocations hearings, FCC Hqrs., Washington, D. C.
- Jan. 26-27: NARTB Copyright Committee, NARTB Hqrs., Washington.
- Jan. 28-30: Eighth Annual Georgia Radio and Television Institute, Henry Grady School of Journalism, U. of Georgia, Athens.
- Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

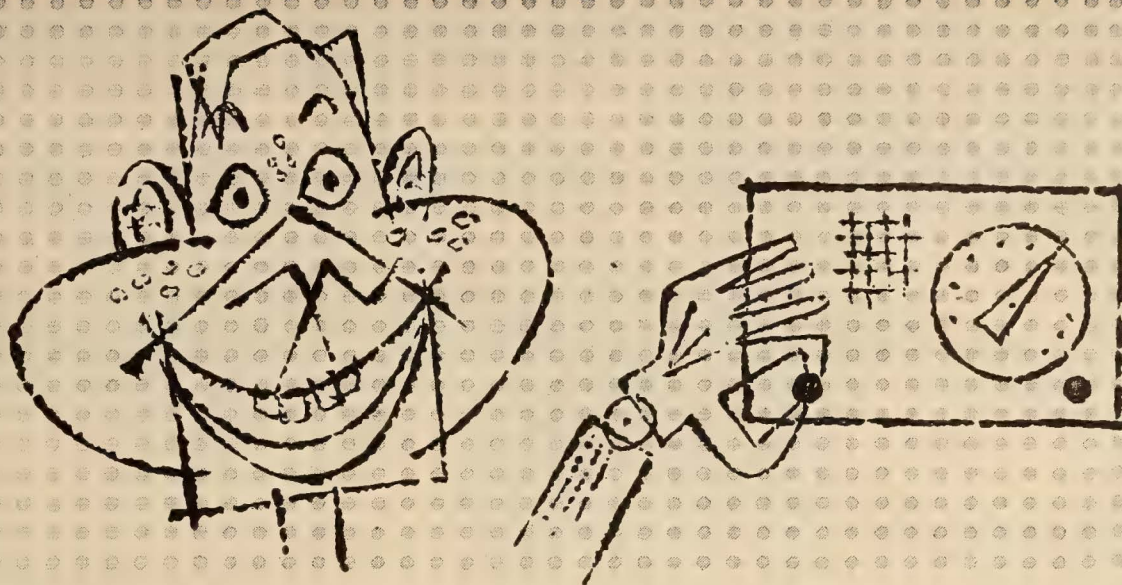
## FCC FINALIZES

### Class IV Restrictions Order

FCC finalized last Thursday its rule-making proposal of June 8, 1951 [AT DEADLINE, June 11, 1951], precluding further assignments of Class IV AM stations on regional channels "to prevent any further increase of the interference level to the degradation of the service of stations operating on regional channels."

Applications pending before the Commission before last Thursday, effective date of the report and order, still will be considered under the old rules, however, the FCC stated. The 20 Class IV stations, mostly 250-watters, now operating on regional channels, will not be required to change frequency or power. All such stations are not protected against interference from Class III stations, which also use regional frequencies, FCC said.





## a puppet? on radio?

This, friend, is no run-of-the-sawmill puppet. This is Howdy Doody, second most popular mythical character in the kids' world.<sup>1</sup> And he happens to have fifteen minutes of network radio time every Saturday, 9:15 to 9:30 a.m., in which to sell your product to tiny and moderately large urchins.<sup>2</sup>

You see, Howdy's show starts at 8:30 and lasts an hour, but the first half is available for co-op sale, and the 9:00 to 9:15 spot is very happily occupied by International Shoe Corporation.<sup>3</sup> As a result, you can buy a network in the last or highly desirable segment.

With International Shoe and the co-op sponsors contributing, your talent cost is pared down to a slender bone. As for your time cost—the choice of markets will be left up to you and your budget. There is one restriction though; you can't have Canada. Sorry, it's all sold out.<sup>4</sup>

With the full network you can expect to reach 1½ million homes containing over 2½ million moppets.<sup>5</sup> And surely we don't have to point out the merchandising opportunities inherent in Howdy's lovable white pine frame.

If you want to talk turkey to tots, Howdy Doody is your mannikin. Ask any 7-year-old.<sup>6</sup>

1. The first, we're afraid, is Santa Claus.
2. 9:15 a.m. Saturday may seem like the middle of the night to *you*, but the kids have been up for hours.
3. They're probably selling shoes like crazy, but they won't tell us.
4. Ogilvie Flour Mills; Kraft Foods, Ltd., St. Lawrence Starch Co., Ltd.
5. Estimated Nielsen National Ratings (January-June, 1953).
6. If he can't give you complete details, call us.

## National Broadcasting Company

a service of Radio Corporation of America



"Are you getting these  
**FREE Technical Bulletins?**"



There's plenty of valuable information for recording engineers and tape enthusiasts in the new series of "Sound Talk" bulletins. Written by technical experts and backed by extensive laboratory tests, these fact-filled bulletins furnish a rich, practical background of magnetic recording information for anyone engaged in professional recording work.

"Sound Talk" bulletins are currently being

mailed to upwards of 3,000 users of professional tape recording equipment. If you are not on our mailing list, simply fill out and mail the coupon below and we will send you your "Sound Talk" binder containing a complete set of bulletins. There will be no charge for this or for the succeeding bulletins you will receive, of course.

Minnesota Mining & Mfg. Co.  
St. Paul 6, Minn.

BT-122

Please put my name on your mailing list to receive free  
"Sound Talk" bulletins.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



REG. U.S. PAT. OFF.

**SCOTCH**  
BRAND  
**MAGNETIC TAPE**

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.





## Ike Urged to Name Hyde Now

(Continued from page 23)

with General Teleradio, he will continue in a consulting capacity for several years, and this would preclude acceptance of an FCC assignment unless he relinquished that arrangement. Mr. Streibert, an ardent Republican, has not yet announced his plans, but they are expected to be in private industry.

Another candidate confronted with a problem because of the statutes which preclude engagement in any other kind of business as a condition precedent to FCC appointment is Roland C. Davies, editor of *Telecommunications Reports*, Washington news service devoted to common carrier communications and related activities. Mr. Davies is being supported for the so-called short-term vacancy to be created when Eugene F. Merrill retires Jan. 20 with the change in administration. Mr. Merrill accepted a recess appointment to succeed Comr. Robert F. Jones and, with the convening of Congress Jan. 4, his recess appointment ends. Washington parliamentarians are studying the statutes to determine whether Mr. Davies can be appointed without divesting himself of his news service holdings, and if an affirmative conclusion is reached, his supporters will stress the desirability of having on the FCC one familiar with common carriers.

Fred Palmer, radio consultant and former station manager, has considerable support in the Midwest, notably from Sens. Taft and Bricker of Ohio. A number of broadcasters also have endorsed his candidacy and former Commissioner Jones, now a Washington attorney, is known to have a high regard for him. Mr. Palmer is a staunch rural radio advocate, and was instrumental in establishing a number of farm stations.

### Brown Candidacy

Thad H. Brown Jr., manager of television operations and counsel of NARTB, last week became an active candidate after a number of television broadcasters had urged him to seek the post. He is the son of the late former Federal Radio and Communications Commissioner Brown, and has been reared in a broadcast atmosphere. His father was the former Secretary of State of Ohio, and his mother, Mrs. Howard Coffin, was a Taft worker before Chicago and a GOP headquarters worker during the campaign.

Another attorney in the running is Joseph P. Marshall of West Virginia, now living in Chevy Chase, Md. His experience includes research in the office of Sen. Taft; Office of Price Administration; Navy during World War II with rank of lieutenant commander, and special counsel to Sen. Hugh Butler of Nebraska. He was chairman of the Maryland State Federation of Young Republicans and served in the Maryland Assembly

this year. He was an alternate to the GOP convention.

Emphasis is being placed upon a full-scale staff reorganization at the FCC. This, of course, cannot be done until there are four Republicans on the FCC itself. This will occur with the departure of Comr. Merrill and the retirement, either on Jan. 20 or later, of Chairman Paul A. Walker, who is past the statutory retirement age and is serving by sufferance of an Executive Order of President Truman. Parliamentarians say President-elect Eisenhower can countermand the Truman order upon assumption of office Jan. 20, thus creating a seven-year vacancy.

There are now four Democrats, two Republicans and one Independent (Webster) on the Commission. The new alignment will place four Republicans on the agency, along with the others. Comr. Webster, it is thought, would vote with the Republicans on reorganization since he has little patience for some of the New Dealers and left-wingers on the staff.

### Other Offices Considered

Under immediate scrutiny are the offices of Secretary and General Counsel, now filled by T. J. Slowie and Benedict P. Cottone, respectively. Mr. Slowie has not been overly active but has maintained excellent Democratic ties on Capitol Hill, where he once served as top aide to former Representative Jacobson of Iowa. His job is regarded as political. The general counsel's position, while not strictly patronage, is nevertheless regarded as political.

Heard as a possible appointee to the Secretaryship is James W. Baldwin, who served as Secretary of the Federal Radio Commission in its early days and who afterward became managing director of the National Assn. of Broadcasters (1935-38). He was former part-owner of WGH in Norfolk-Newport News, Va., and for several years has been an executive in the office of the Chief Signal Officer of the Army.

Mentioned as a possible new general counsel is Abe McGregor Goff of Moscow, Idaho, who served in Congress from 1946 to 1948. He has a military record dating back to World War II and is a reserve colonel. He has been active in American Bar Assn. affairs. He is 53 and is reported to have important Republican backing.

The GOP wants to dig deeply into staff, notably among the attorneys, and in the important Broadcast Bureau. High officials of the FCC are hard put to identify a single Republican lawyer now on the staff who would qualify for a top job. Hence, it is thought that most of the new appointments will be from the outside.



Advertisement

## From where I sit by Joe Marsh

### Bunny's Story Had a Nice "Ring" to It

"Bunny" Baker—our cute blonde secretary over here at the newspaper—showed up late for work the other morning and "scooped" us all.

*Bunny came in carrying a big box of expensive cigars under her arm and, without a word, went around dropping a cigar off at each desk. Finally, when we were all but bursting with curiosity, Bunny told us what was going on. She held up her left hand and proudly displayed a lovely diamond ring on her third finger.*

"It's a boy," she said. "Six feet two, a hundred ninety-six pounds."

*From where I sit, Bunny's way of announcing her engagement to us showed real ingenuity. And ingenuity—doing things in a better and different way—is a typical American trait. Freedom of expression, freedom to work how and where we please . . . even a little thing like the freedom to choose a glass of beer after a day's work—these are some things that make our nation so "engaging."*

Joe Marsh

Copyright, 1952, United States Brewers Foundation



## Rate Formula Accord by NBC, TV Affiliates

(Continued from page 25)

work commercial time a month. The 174 hours incorporated as the point beyond which free-hour reductions would commence, they said, represented approximately the top amount of network commercial time then being carried by any NBC-TV stations.

The compromise worked out and "favorably received" by the affiliates in Chicago will be negotiated by the network and stations individually, as all contract negotiations are carried on individually. But executives of the 41 stations represented at Chicago adopted a resolution urging that the affiliates recommend to each other favorable acceptance of the plan in their respective negotiations with NBC.

The revised plan will "make more money" for NBC and the stations and prove "advantageous" to both, NBC President Joseph McConnell predicted.

The plan, which Mr. McConnell described as "the best thing we've ever done"—and a "milestone in the history of the industry"—evolved from eight months of discussions among the 41 NBC-TV affiliates and the network after disagreement on terms of compensation.

The stations' committee was headed by Walter Damm, WTMJ-AM-TV Milwaukee and vice presi-

dent of The Journal Co. He called the special meeting for all NBC-TV affiliates at Chicago's Drake Hotel Monday and Tuesday. Executives of the 41 stations met during the Monday session to convert the eight months of work into a cohesive presentation, and on Tuesday morning the group met with NBC executives to reach final terms of agreement.

Ray W. Welpott, WRGB (TV) Schenectady, worked with Mr. Damm on the station committee. The NBC group was headed by Joseph V. Heffernan, financial vice president.

### Mutual Benefits Seen

Mr. McConnell said he was "very proud of the agreement," which would be "advantageous" to both groups. He said, "No group in the industry has ever to my knowledge accomplished so outstanding a job in the area of understanding relations between a network and its stations."

"The station committee gave fully of itself in sitting down with our people and working out the very difficult and very complicated problems which were involved. All worked together harmoniously and in a business-like way and with full regard to each other's stake

in advancing the television industry to greater heights."

Mr. Damm termed the mutually profitable agreement "the greatest thing of its kind I have ever seen in my many years in the broadcast business. We achieved a complete understanding of each other's problems in the growing television industry, and, operating on this principle, we were able to work out a plan which will benefit us both."

Mr. McConnell congratulated NBC and the stations' group "on the fine job," while Mr. Damm lauded the network for "making available to our committee so fully and frankly the information about its operations which enabled us to work out the plan."

The stations' committee also adopted resolutions praising NBC for its *Victory at Sea*, which won the Sylvania Grand Award [B•T, Dec. 15], "and the high standard of its public service programs." Unit cited the recent series presented in cooperation with the American Medical Assn. Still another resolution commended the network for outstanding and full sports coverage, referring to the *NCAA Game of the Week*, the *World Series* and other events.

NBC's representatives included, in addition to Mr. McConnell and Mr. Heffernan, Harry C. Kopf, NBC Chicago vice president; Harry Bannister, vice president in charge of station relations; Sheldon B. Hickox Jr., director of radio and TV station relations, and Frank White, vice president and general manager of the radio and TV networks.

## WWHG GRANT PROPOSED Would Deny WLEA Bid

INITIAL decision looking toward grant of application by WWHG Hornell, N. Y., for change from 1320 kc, 1 kw, daytime only, to 1420 kc, 1 kw day, 500 w night was proposed last Monday by FCC Hearing Examiner Basil P. Cooper.

Decision would deny request of WLEA Hornell to change from 1480 kc, 1 kw, daytime only, to 1420 kc, 1 kw day, 500 w night. WLEA is licensed to Hornell Broadcasting Corp. and WWHG to W. H. Greenhow Co.

In his conclusions, Mr. Cooper said that WWHG will serve a slightly larger area and population; will have more and better facilities for the public; has presented "a diversified program service" had made its AM-FM facilities available to local groups for public service programs, and "now presents and will present the better programs."

COLUMBIA Records Inc. announced last Thursday that it will produce a "revolutionary" new table-model high-fidelity phonograph that will sell for \$139.50. Player has a frequency response from 50 to 12,000 cycles, and measures 16½ by 12½ by 10 inches in size.

## KGNC's HAMNER Past 80, She Started in 1941

PROBABLY the nation's oldest woman broadcaster who maintains a commercial radio schedule is Laura V. Hamner of KGNC Amarillo, Tex.

Miss Hamner, who admits to being past 80 but coyly won't be specific, celebrated her 500th consecutive broadcast Nov. 30.

Her program, *Light & Hitch*, began in 1941 over KGNC. The show has one of the largest and



MISS HAMNER was presented roses at her 500th broadcast.

\* \* \*

most loyal followings of all local offerings, the station reports. Miss Hamner is an expert on the history and spirit of the high plains region of Texas. Her programs, which she writes as well as airs, concern the past and present of the people of that region.

Although Miss Hamner was approaching 70 when she began radio work, she has never missed a show. KGNC officials never fail to be amazed at her tireless energy when she transcribes a dozen or more shows in late evening sessions just prior to leaving on lengthy trips. She frequently takes cross-country jaunts.

Miss Hamner is planning a trip to Europe. And no one doubts that she'll make it—and return as tireless as ever.

In addition to her Sunday morning KGNC broadcasts, Miss Hamner writes a weekly column in the *Amarillo Sunday News-Globe*.

For the past year, an Amarillo farm implement dealer has been sponsoring the *Light & Hitch* series. The sponsor reports outstanding sales results.

## Truck Firm Buys

INDIANA Motor Truck Assn., Indianapolis, which recently named J. Walter Thompson Co., Chicago, as its agency, has bought 15-minute once-a-week slots on six Indiana AM stations. The series continues for 13 weeks. The client also has signed for *American Forum of the Air* on WFBM (TV) Indianapolis, Sundays for one-half hour, from Jan. 4 for 10 weeks.





**ONE OF THE THREE BIGGEST U. S. MARKETS:**

## Big Aggie Land

Where WNAX-570 Tops Competition 10 to 1

**THE COUNTRYPOLITAN MARKET** of WNAX resembles a big city market, except that its shopping centers are 60 miles apart instead of 6. The farmers, ranchers and town folk of Big Aggie Land think no more of driving 60 miles than you do of driving 6. It's a thriving market with a tremendous appetite for goods and services, a million radio families with effective buying income of \$4.2 billion, 267 counties in Minnesota, the Dakotas, Nebraska and Iowa which constitute the third largest market in the U. S.

**PROOF THAT WNAX** effectively taps these country-politan riches is again found in the 1952 Diary Study: WNAX has top rating in 486½ of the 500 segments covered—better than 10 to 1 over the nearest competitor. One of radio's most important buys, with unsurpassed coverage and thirty years of listener acceptance, WNAX merits consideration for your 1953 market plans. *Five cents* buys 1,000 radio homes on WNAX. More data from The Katz Agency, our national reps.



**WNAX-570**

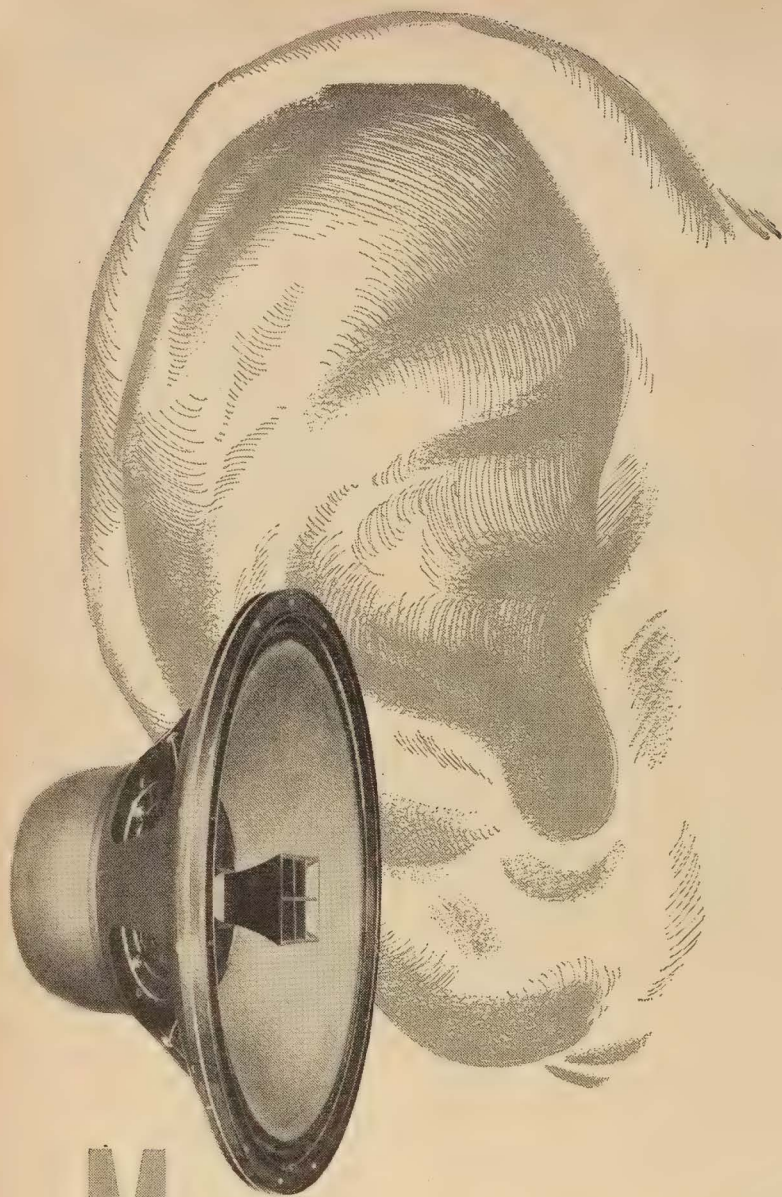


**YANKTON-SIOUX CITY**

*A Cowles Station*

**CBS Radio 570 KC 5000 WATTS**





## Monitor every tone

With the new Altec 601A "duplex" you can monitor all the sounds you broadcast—and hear them reproduced with a faithfulness never approached by any other speaker or speaker system. For the new Altec "duplex" is capable of faithfully reproducing every sound audible to the human ear. Here are the reasons why the Altec 601A is the perfect monitor for every broadcaster.

**QUALITY**—The Altec Lansing Corporation unconditionally guarantees that this loudspeaker, when mounted in a properly designed cabinet, will reproduce all of the tones from 30 cycles to 22,000 cycles.

**POWER**—20 watts continuous—35 watts peak power capacity.

**SIZE**—Only 12" in diameter.

**PRICE**—Net to broadcasters only \$89.00 including dividing network.

**ALTEC**  
LANSING CORPORATION

Distributed by  
**Graybar**

9356 Santa Monica Blvd., Beverly Hills, Calif.  
161 Sixth Ave., New York 13, New York

## FRY QUILTS

KENNETH D. FRY, radio-TV director of the Democratic National Committee, Washington, D. C., and veteran of the broadcast field, has left his political post to return to private industry. His future plans have not been disclosed.

Mr. Fry vacated his position the past fortnight after nearly five years service, covering two Presidential and one Congressional campaigns.



Mr. Fry

Since joining the Democratic National Committee in February 1948, Mr. Fry was responsible for planning national use of radio and television and supervising time-buying operations as well as production of programs. He also maintained liaison with members of Congress and networks during periods between various campaigns.

Prior to his national committee post, Mr. Fry was identified with NBC, the government (in OWI and Voice of America) and newspaper and wire service interests from 1923 to 1948.

Aside from supervising placement of Democratic Party spokesmen on regularly-scheduled network programs and working with members of Congress on their radio-TV plans, Mr. Fry is credited with other achievements at the Democratic National Committee.

Under his guidance, the party adopted a policy during the 1952 Presidential campaign of completing arrangements for network time purchases well in advance of the national conventions. Action was designed to avoid heavy preemption charges later.

During the campaign, Mr. Fry handled radio-TV production duties

## PIERCE HONORED

Gets 21 Station Salute

R. MORRIS PIERCE, president, WDOX Cleveland, was saluted on a 21-station Ohio network in recognition of his "outstanding achievements in the field of communications."

Nelson Olmsted, narrator, Ohio Bell Telephone Co.'s *Ohio Story*, told how Mr. Pierce, then serving as chief engineer, Psychological Warfare Branch in World War II, helped bring about surrender of the Italian fleet.

Last year, Mr. Pierce served the Voice of America in helping to construct a ring of super-power transmitters to reach beyond the Iron Curtain.

Among other achievements, Mr. Pierce can list putting WGAR Cleveland on the air in 1930, and directing Goodwill Stations technical operations until two years ago. Rival station WGAR joined in the tribute to Mr. Pierce.

## Leaves Demo Post For Private Industry

in connection with broadcast appearances of the Democratic Presidential nominee, Gov. Adlai Stevenson of Illinois.

Mr. Fry held various newspaper assignments at the old *Chicago Evening Post*. He was midwest sports editor for UP until 1933, when he joined NBC's Central Div. that city. He served in public relations two years and later helped establish the division's News and Special Events Dept.

In January 1943, Mr. Fry resigned NBC to enter government service—the overseas branch of the Office of War Information as chief field representative in Alaska and the Aleutians. He later transferred to San Francisco as associate director for OWI Pacific Operations. In 1945 he was appointed director of Pacific Operations until OWI functions were absorbed by the State Dept.

Mr. Fry came to Washington in June 1946 assuming duties as chief of the State Dept.'s International Broadcasting Division (VOA). He resigned in January 1948, joining the Democratic National Committee the following month.

## CAROLINA DRIVE

54 Outlets Aid Crusade

COMBINED efforts of 53 North Carolina radio stations and one television station comprised that state's communications cooperation on behalf of the 1952 Crusade for Freedom.

The stations were linked so that the entire state could hear the special Crusade kickoff program produced at WBT and WBTB (TV) Charlotte by Radio Free Europe staffers.

The program was taped for the network airing and a special live show was telecast at the same time over WBTB. Both shows were written by Bob Cotton and Guy Wallace of RFE.

Among those participating in the half-hour show were Kay Kyser, former bandleader and radio personality; Gordon Gray, former Secretary of the Army; and Robert Lang, RFE director.

In addition to the special statewide kickoff show, several other locally-produced programs were aired by WBT on behalf of the Crusade. Charles H. Crutchfield, executive vice president-general manager, and WBT and WBTB and chairman for the North Carolina drive, arranged for a special two-hour promotion by Grady Cole, station personality. This stint raised nearly \$3,000 in contributions.

Dr. R. S. Snyder, WBT foreign affairs analyst, was heard on three programs during the Crusade week.





## FAST FREIGHTER

### ***New Mariner Fleet of Swift Cargo Vessels to Serve Both Commerce and Defense***

This new ship heading seaward is the *Old Colony Mariner*, built, appropriately enough, right in the Old Colony itself, at Bethlehem's Quincy yard, near Boston. She is one of the first vessels to join the Maritime Administration's new Mariner fleet.

Planned soon after fighting started in Korea, these Mariner ships have a dual purpose: (1) They will serve as efficient carriers for our commercial trade. (2) They will form the nucleus of a swift fleet capable of delivering materials to fighting areas overseas should the need arise.

Potential weapons of attack an enemy could now use against shipping

have made slow cargo vessels largely obsolete as wartime carriers, Naval authorities believe. The Liberty ship of World War II would be too slow today. Driven by a 19,250-horsepower steam turbine, the *Old Colony Mariner* on its trial trip set a speed record of 22.51 knots, making it the fastest freighter carrying the American flag and probably the fastest ever built. This is double the speed of a Liberty and fast enough to outrun submarines.

After deciding on the principal di-

mensions and characteristics of the new vessels, the Maritime Administration called on the Central Technical Department of Bethlehem's Shipbuilding Division to design a ship embodying the required features. Our CTD people, working closely with representatives of the Maritime Administration, developed complete plans and specifications and prepared working drawings.

The *Old Colony Mariner* is the first of five of these vessels that our Quincy yard is building. Five more Mariners are under construction or on order at the Bethlehem yard at Sparrows Point, Md., near Baltimore, and five more at our San Francisco yard.

## BETHLEHEM STEEL





## SDX 1953 AWARDS

### To Further Recognize TV

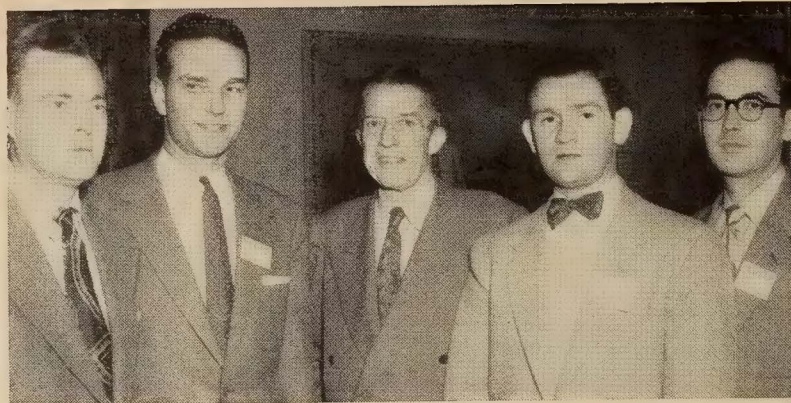
SIGNA DELTA CHI, professional journalistic fraternity, has revised its list of annual radio awards to include television in former radio-only categories, Victor E. Bluedorn, executive director, announced last week.

The divisions now cover radio or TV newswriting and public service in radio or TV journalism. The awards for work in 1952 will be made to include television for the first time in 1953, Mr. Bluedorn said. They will be among the first awards to recognize video as a news medium, he said. The SDX award for radio or TV reporting, made since 1948, remains unchanged.

Nominations for the SDX Distinguished Service Awards with accompanying material now are being invited and must be postmarked not later than Feb. 9, 1953, for work done during the 1952 calendar year. No entry blanks are required or furnished.

Winners will be announced in April 1953 and presentations will be made at the fraternity's annual awards banquet, probably in May, Mr. Bluedorn said.

WNJR Newark has received an engraved plaque from the Veterans Civic League of New Jersey for "the magnificent performance rendered to the people of New Jersey" in promoting a "register-and-vote" campaign.



**ELECTION of officers to head newly-named Radio-Television News Directors Assn. [B•T, Dec. 15,8] brought in these newsmen as directors (l to r): Richard Oberlin, WHAS-AM-TV Louisville; Harold Baker, WSM-AM-TV Nashville; Paul White, KFMB-AM-TV San Diego; Charles Day, WGAR Cleveland; Charles Harrison, WFIL-AM-TV Philadelphia. Occasion was RTNDA meeting in Cleveland earlier this month.**

## Religious Report

REPORT on radio, TV and films is being made available through the National Lutheran Council, 50 Madison Ave., New York 10, N. Y. Study was prepared for the council by Roscoe Brown Fisher and gives a complete listing of network religious radio and television programs. Mr. Fisher is a scholarship grantee of the Lutheran Brotherhood Life Insurance Society. Preliminary report was issued Aug. 22.

## MINISTER ON WJAS

### Answers Listener Queries

ROUNDING out its first year Dec. 18 on WJAS Pittsburgh was *Midnight Minister*, 11:30 p.m.-midnight program aired each Thursday.

Conducting the program is Dr. Ainslee C. Moore, pastor of the Sixth Avenue Presbyterian Church in East Liberty. Dr. Moore answers questions telephoned from listeners, to a background of soft organ music.

Dr. Moore reports that during the past year he has answered thousands of questions pertaining to heart, home and personal problems, as well as clarifying hundreds of biblical questions called in during his program.

The station believes *Midnight Minister* answers the suggestion, "You've got to add a bit of spice to your religious program to interest the non-religious listener," offered recently by Dr. George Crothers, CBS Radio's director of religious broadcasts, who produces *CBS Radio's Church of the Air*, originating from 10-11 a.m. each Sunday on WJAS.

## IERT ENTRIES

**Final Date Is Jan. 15**

FINAL date for entries in the American Exhibition of Educational Radio and Television Programs is Jan. 15. Dr. I. Keith Tyler, director, Institute for Education by Radio-TV, Ohio State U., reminded last week.

Dr. Tyler announced also that the 23d Institute for Education by Radio-TV will be held April 16-19 at the Deshler-Wallick Hotel in Columbus.

WHLI Hempstead, L. I., is helping the New York State Motor Vehicle Bureau avoid the last-minute rush for automobile registration forms this month by offering them to listeners upon request.

## NEWS COURSE

### Set by NRNA-Minn. U. Group

SEVENTH annual U. of Minnesota radio news short course has been set for Feb. 6-7 by a committee of university School of Journalism professors and members of the Northwest Radio News Assn. The committee also has scheduled tentatively a TV workshop for Feb. 7.

The committee includes Dr. Ralph Casey, director of the journalism school, and Dr. Raymond B. Nixon of the school; NRNA President Julian Hoshal and William McGovern, both of KSTP St. Paul; Charles Sargeant, WCOW Minneapolis, and Donald Doty, WCOW South Saint Paul, all representing NRNA.

The radio news short course will be held at the Center of Continuation Study on the university campus. Sig Mickelson, CBS-TV news director and one of NRNA's founders, will address the TV workshop on network coverage of the political conventions. NRNA also will attempt to have as speaker one of the TV winners of the Radio-Television News Directors Assn. awards. To attract more station managers to the radio news short course, NRNA will attempt to secure speakers on radio and TV news sales.

## NEW NETWORK

### Grass Roots Unit Formed

FIVE Oklahoma stations and one in Arkansas, near the state line, have formed the Grass Roots Network, to begin operations Jan. 1.

Jimmie Barry, general and commercial manager, KMUS Muskogee, and president of the new group, said that the John E. Pearson Co. has been appointed national representative. Time clearance will be handled through KMUS, he added.

Executive committee comprises Matthew Bonebrake, KOCY Oklahoma City; Jim Neal, KAKC Tulsa, who serves also as secretary-treasurer; Cy Casper, WBBZ Ponca City; John Trotter, KHBG Okmulgee, all in Oklahoma, and Weldon Stamps, KFSA Fort Smith, Ark.

## KGLO 'Fair' Special

SOME 212 residents of northern Iowa joined in the KGLO (Mason City, Iowa) North Iowa Fair trip to the International Live Stock Show in Chicago. The group spent three days in Chicago sightseeing. KGLO supplied four all-expense trips. Among those handling arrangements were Al Heinz, KGLO farm director, and Doug Sherwin, KGLO announcer.

CBS Radio's *Space Adventures of Super Noodle* (Sat., 10:15-10:30 a.m. EST) received first annual radio citation awarded by *Imagination*, science fiction magazine, on Dec. 20 for "original entertainment in the best traditions of science fiction."



# CBS RADIO

(COLUMBIA BROADCASTING SYSTEM)

## HAS MOVED

to

# KFMB

550 K. C.  
San Diego,  
California

KFMB Radio Station, San Diego, is proud to announce that as of Dec. 12 it is the outlet for the Columbia Broadcasting System Radio Network. First on the dial at 550.



John A. Kennedy, Board Chairman  
Howard L. Chernoff, General Manager

Represented by THE BRANHAM CO.



# S.E. AAAA MEET

## Told of Adv.'s Role

ADVERTISING's role in lifting the nation's economy and the standard of living was lauded at the Southeastern Chapter, American Assn. of Advertising Agencies, meeting at Atlanta's Capital City Club.

Speaking at the one-day meeting was C. Stuart Broeman, president, American Bakeries Co. Some 200 persons attended.

Mr. Broeman said he was confident of advertising's power in (1) helping to expose and correct the present weaknesses of our system; (2) bringing about constantly greater social consciousness, and (3) bringing the spiritual as well as the material blessings of democracy to more people.

Other speakers at the Dec. 12 session [B•T, Dec. 8] included Earle Ludgin, president, Earle Ludgin & Co. and AAAA director-at-large and member of the association's member operations committee; William W. Neal, of Liller, Neal & Battle, Atlanta, and chairman of the Southeast Chapter board of governors; Leyton Carter Jr., director of TV research for the Gallup & Robinson Agency, Princeton, N. J.; William B. Ryan, president, BAB, and George C. Biggers, president, Atlanta Newspapers Inc.

Mr. Ludgin commented that, to advertising men, "change is our boon and our bane—our opportunity when it moves toward us, our challenge when it moves away."

He said that "especially it is our job to anticipate changes as well as we can, to encounter them if they go against our client's interest, or to profit by them if they are going our way." And, he added, "Always expect the unexpected because change is constant."

## MICH. STATE MEET

### Set for March 6 at E. Lansing

BROADCAST media's role in the community and its place in safeguarding American freedoms will be analyzed at the eighth annual Michigan State Radio & Television Conference March 6 at Michigan State College, East Lansing.

Participating in the conference are to be representatives of Michigan communities, educational institutions and educational and commercial broadcasting groups.

## SW Agency Meet Set

SOUTHWEST Assn. of Advertising Agencies will hold its annual convention at Fort Worth's Texas Hotel Feb. 12-14, according to Rowland Broiles, Rowland Broiles advertising agency, that city, general chairman for the convention.

KNX Hollywood's *This Is Los Angeles* cited by L. A. City Health Department for "consistent good news judgment combined with exemplary public service." Program is produced by Bill Whitley, station's director of public affairs.

## On All Accounts

(Continued from page 20)

the agency as radio director and becoming a vice president one and one-half years ago. He worked previously as sales manager of United Broadcasting Co. for three years. At the agency, he works with several accounts which he has serviced for many years. Among these are 7-Up Bottling Co., Sears, Roebuck's 26 local retail stores, Jose Escalante (Corona cigars) and Refiners Pride gas stations. For Corona, he devised the "baffle cut" trademark after talking with a superintendent in the factory who explained that the zig-zag arrangement of the leaves was what caused a mild smoke. To complete the video picture for Corona, he starred himself as the acme of cigar-smok-

ing contentment in the commercials.

Mr. Zeller and his family live on the city's far south side. He is married to the former Erma Kile of Decatur, Ill., and they have four sons, Frankie, 9; Charlie, 6½; Norman, 5, and Pat, 2. The family loves boating, and has a speedboat and a "knockabout sloop," the latter a replica of the boat which Mr. Zeller sailed in his childhood off Long Island. It was handcrafted by local missionaries who specialized in boatbuilding, tennis and boxing on a nearby Indian reservation.

### Outside Activities

He is a World War I Navy veteran, spent seven years of active work with veterans groups, and

## Recommended for Kids

LISTS of programs recommended for children have been distributed to parents in Seattle by the All-City Radio Television Committee. Local radio stations and the single video station, KING-TV, bore costs of the lists although they have no control over selections. Some 40,000 copies of the two lists were distributed. Of the 19 regularly scheduled video offerings and the 22 radio shows recommended, about half are locally produced.

holds memberships in the American Federation of Radio and Television Artists, the Izaak Walton League and the Calumet Boat and Gun Club. He also contributes articles to various publications.

**Wherever you Go there's R radio**

Hop onto the biggest radio "buy" in Buffalo! WGR gives advertisers the two-billion dollar Toronto-Ontario market as a no-cost "plus" to its intense coverage of Western New York and Northwestern Pennsylvania.

**WGR 55**

**CBS Radio Network**

**Broadcasting Corporation**

**RAND BUILDING, BUFFALO 3, N. Y.**

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick  
I. R. ("Ike") Lounsberry



# HILL FUNDS PANEL

## May Dodge Libel Issue

## No Business Like . . .

MEMBERS of the special House Campaign Expenditures Committee are studying methods of protecting federal candidates from libel uttered on radio-TV but may eschew specific recommendations designed to relieve broadcasters themselves.

This was the view of one committee authority last week following a meeting of subcommittee members under the chairmanship of Rep. Hale Boggs (D-La.). The group met to review suggestions incorporated in a staff report.

This member told BROADCASTING • TELECASTING that committee members had failed thus far to come up with any concrete proposals to revise present federal law governing responsibility for libelous utterances over the air. It was conceded that, while the present staff draft may be altered, the broadcasters' libel dilemma will fall squarely with the respective Interstate & Foreign Commerce Committees of the Senate and House.

The dilemma stems from the current interpretation of Sec. 315 of the Federal Communications Act, which forbids stations to censor talks of qualified candidates for libel, and state statutes (as well as Sec. 315) which lay broadcasters open to court action.

Gist of the committee's recommendations on libel is that perhaps

a national citizens' commission should be set up to review possible libelous content, on the air and in print, with a view toward protecting candidates themselves. Whether this idea would be advanced in the final report is not now known.

The committee spokesman conceded that the libel-censorship question should be explored by "experts" and pointed out that the issue is not properly within the domain of the special campaign funds committee.

### FCC, NARTB Action

Both FCC and NARTB placed the broadcasters' political ordeal before committee members during week-long hearings on campaign expenditures earlier this month. FCC Chairman Paul A. Walker asked Congress to exempt broadcasters from libelous statements uttered by legally qualified candidates and their authorized spokesmen. NARTB pointed out that broadcasters are subject to license revocation proceedings by FCC on one hand, and to court action on the other [B•T, Dec. 8].

A second facet of the committee report—again on a tentative basis—is a recommendation that campaign expenditures be channeled through a centralized source, viz., the national committee of each re-

spective party. Only in this way, it's felt at present, can Congress ascertain even approximately what new ceiling, if any, should be placed on campaign expenditures. Each national group is now limited by law to \$3 million.

It was learned that, as presently contemplated, no proposal would be offered in the final report which would, in itself, limit the "high cost of radio-TV campaigning" in dollars and cents. Committee members were, apparently, impressed with the revelation that time charges represent only a small part of costs.

The committee is seeking data with a view to streamlining the Federal Corrupt Practices and Hatch Act regarding overall political activities. Its objective is remedial legislation designed to revise ceilings upwards in view of radio-TV costs. The report will be filed sometime before Jan. 3 when the 83d Congress convenes.

A similar target date—and approach—has been set by the Senate Privileges & Elections subcommittee. Its staff currently is compiling voluminous data from broadcasters (stations and networks) and political groups.

### Expenditures Report

Its report is expected to show a "totals listing" on what each party spent for advertising during the 1952 Presidential campaign on radio-TV and printed media. This will be the nub of any recommendations offered to the 83d Congress by the subcommittee.

Privileges and Elections, unlike the special House unit set up by resolution, is a standing arm of the powerful Senate Rules Committee. But both reports are expected to serve as useful guides for action by the 83d Congress.

Returns from broadcasters were described as "excellent" by Allen Goodman, subcommittee counsel. He said they would provide a useful "check" source for members of Congress who desire to offer remedial legislation. Questionnaires requested data from stations on money received for political programs or spots, identity of candidates, affiliation status of station and other factors.

Actually, while it's generally conceded that the Republican national organization spent somewhat more on broadcast media than their Democratic brethren, this factor is expected to have little or no bearing politically. It's recognized that, under FCC's equal time availability clause, one party may have more money to expend than the other in any given campaign and thus take advantage of time opportunities.

Congress is especially interested in the ratio of total radio-TV expenditures to the limitations on

THERE'S no business like show business—the broadcast kind. When trouble developed in both the main and standby pulse generators at WRGB (TV) Schenectady on Dec. 11, staff personnel pitched in and the show went on. They moved equipment and scenery to a tiny, auxiliary studio, presented a cut-down version of a scheduled big-production show and followed it with an impromptu 45-minute pantomime program in place of a film show. Typical of the hundreds of messages was one from the president of a local advertising agency who congratulated the station's staff, noting that "many thumbs plugged whatever dyke was leaking."

overall political funds. For that reason, most members of these two committees are presumed to look with disfavor upon suggestions that the government subsidize blocks of time for each party or that broadcasters be required to afford equal free time to qualified candidates for all major parties [CLOSED CIRCUIT, Dec. 8].

Committee members already have rejected the equal time principle with respect to newspapers' news columns during a political campaign. Involved aside from the free speech issue are the so-called splinter parties who would (and do) demand equal opportunities on radio-TV.

## LUPTON AGENCY

### Sadler, Walsh Get Stock

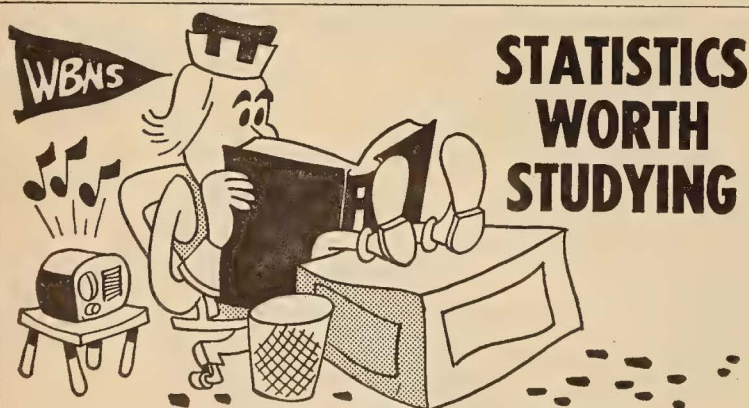
TWO vice presidents of the John Mather Lupton Co., New York—Ralph Sadler and Charles E. Walsh—have become stockholders of the firm. Mr. Sadler, copy chief, has been with the firm since 1944. He has been a director for several years. Mr. Walsh also becomes a director.

John Mather Lupton, founder of the advertising agency, and until now the sole stockholder, said that "much of the credit for building the agency to its present integrated status is due to Ralph Sadler and Charles Walsh."

## Buick Buys

BUICK Motors Div. of General Motors Corp., Detroit, to sponsor "Cafe Istanbul" starring Marlene Dietrich, for one time only, Jan. 4, Sun., 8:30-9 p.m. on ABC radio. Agency is Kudner Inc., N. Y.

WINNERS of the top four prizes, totaling \$38,000, in the fourth annual Pillsbury Bake-Off appeared on Art Linkletter's *House Party* program last Tuesday over CBS Radio and CBS-TV. Pillsbury sponsors a portion of the program on both radio and TV.



Students are a hidden asset among population figures in any listening area. Central Ohio, heavily populated and possessing more colleges and universities than any other area of similar size, provides an extra large bonus audience. Ohio State University, in Columbus alone, has 18,688 students . . . few of whom are counted in the census figures for this area.

Central Ohio with approximately 180,000 high school and college students represents a big "bonus" market. They listen to WBNS and represent a large buying factor, too.

ASK JOHN BLAIR

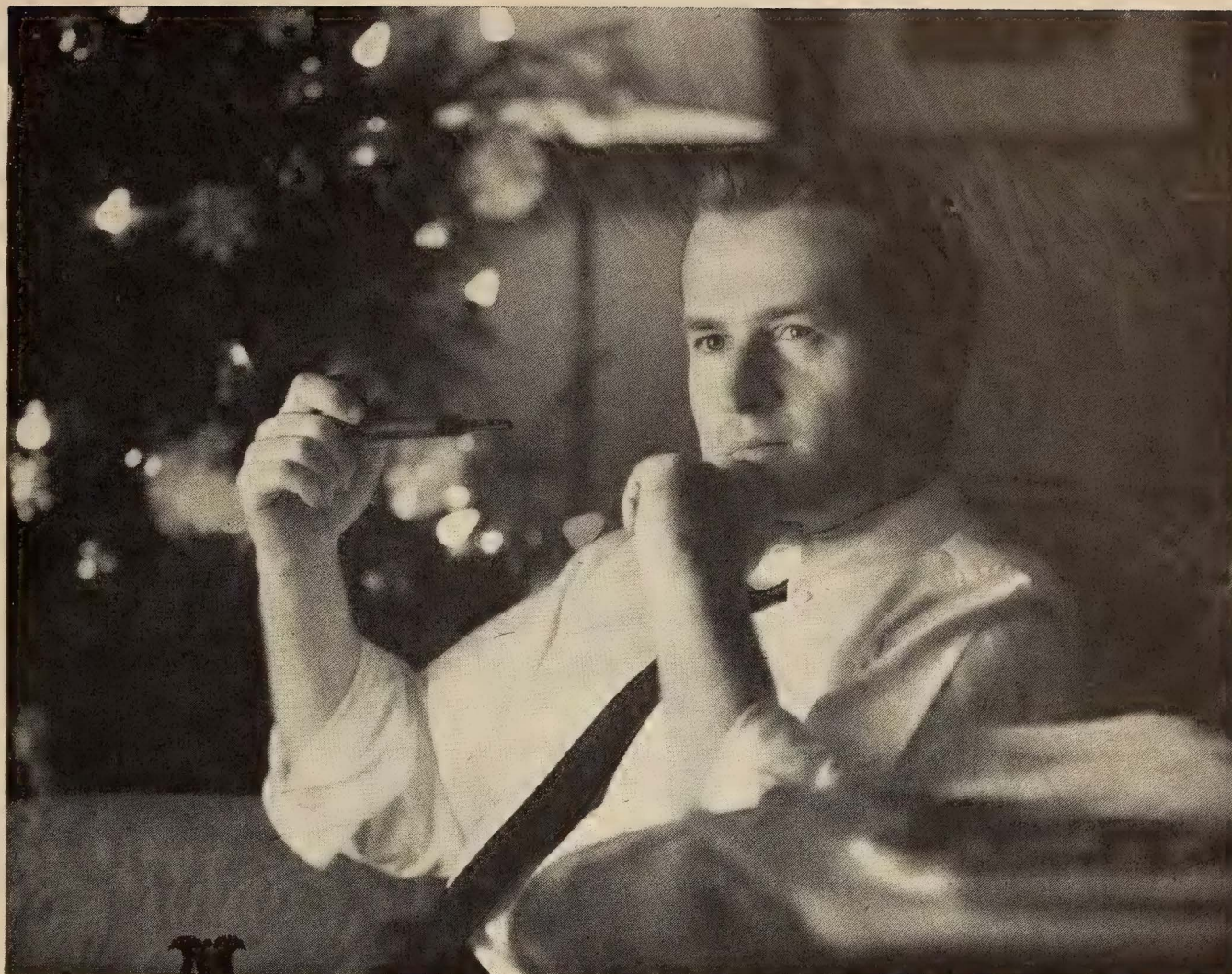
**WBNS RADIO**

POWER  
WBNS — 5,000  
WELD-FM — 53,000  
COLUMBUS, OHIO

CBS RADIO OUTLET

CENTRAL OHIO'S ONLY





## A *silent night... a father's thoughts*

It's late... way past 12. The house is so quiet. At that, we have things finished pretty early this year.

Best tree we've ever had. The presents look good. Grace makes pretty packages. Wish we could afford a bike for Tommy. Maybe next year. I guess a father always wants to give his kids more than he can.

A lot of things look different when you have a child. Like what the school board does. What happens in Washington. And the UN.

Will he grow up in a world at peace — or at war? Will he be really free — or like the

children in countries where the government runs everything? What is it they say? "Liberty is every American's birthright."

A man wants to give his son the best of everything. A chance to feel free and independent. To make up his own mind and work out his own life. No "isms" to worry him. And peace — certainly peace.

A good world to live in, that's it. And part of that is up to me and all of us. Most of all — people who have children. That brings it pretty close to the Christmas message... a Child makes all the difference.

**AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES\***

"MEET CORLISS ARCHER"—ABC—Fridays—9:30 P.M., Eastern Time.

*\*Names on request from this magazine*



*Fresh! Vigorous! Exciting!*

TRULY THE  
**MOST MAGNIFICENT SERIES**  
OF TELEVISION DRAMAS EVER PRODUCED!

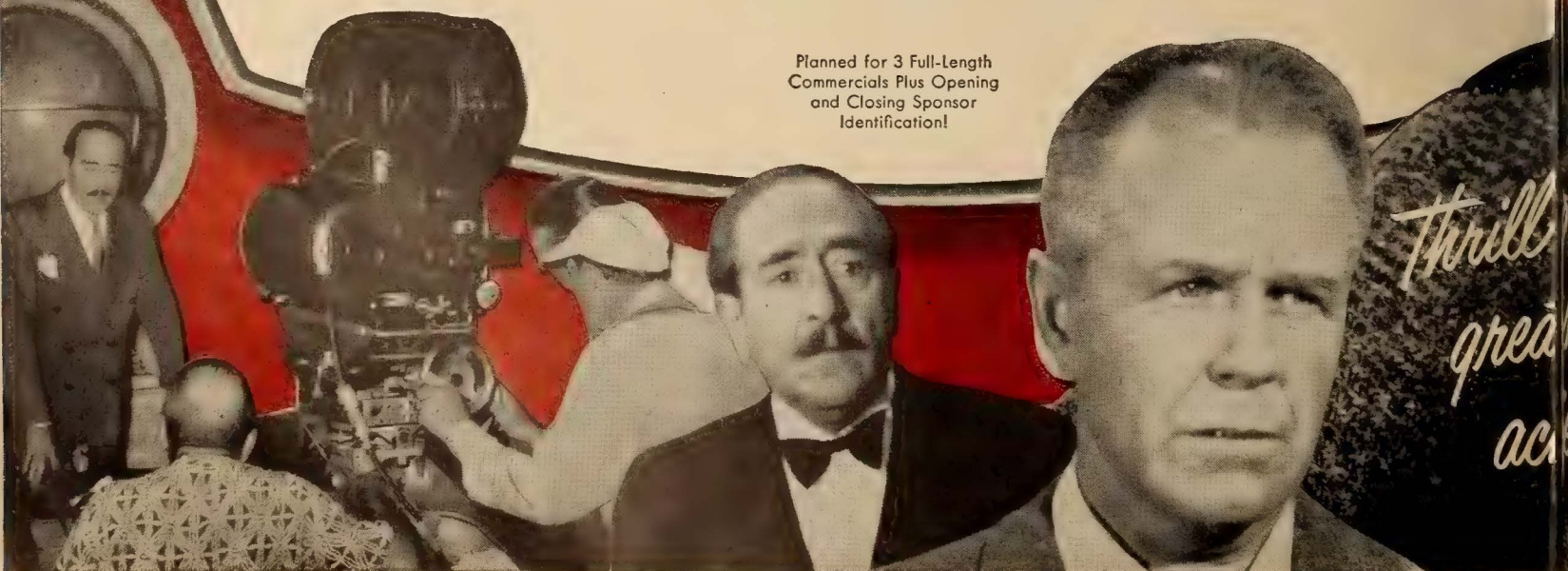
# **ADOLPHE MIENJOU**

YOUR STAR AND HOST IN

## **“FAVORITE STORY”**

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE  
IN TELEVISION ENTERTAINMENT!

Planned for 3 Full-Length  
Commercials Plus Opening  
and Closing Sponsor  
Identification!



*Thrilling  
great  
action*



*...ing!*

PRODUCED WITH A

*Masters' Flair!*

NOT ANYWHERE, NOT BY ANYONE HAS  
TELEVISION BEEN SO HANDSOMELY  
AND LAVISHLY STAGED!

BEYOND BELIEF!

*Brilliant Stories!*

ALL THRILLINGLY NEW  
TO TELEVISION!

NEVER BEFORE HAVE SO MANY  
TALENTS BEEN COMBINED FOR  
THE SOLE PURPOSE OF BUILDING

*Sales and Profits!*  
FOR YOU!

*... television's  
most dramatic  
achievement...*

**ZIV-TV**

ZIV TELEVISION PROGRAMS, INC.  
1529 MADISON RD., CINCINNATI, OHIO  
NEW YORK HOLLYWOOD





## Cloud-Land Revisited

PROBABLY a new density in woolly thinking was reached by the FCC in granting a non-commercial, educational TV station to a state department of education that not only lacks the funds to build one but is incapable of estimating how much it would ask for if a source of money appeared.

Despite its admission that it had no money for the project and its inability to estimate how much it would need, the State of New Jersey was granted uhf Ch. \*19 at New Brunswick. Quite obviously the FCC majority believes that faith, hope and charity will work overtime for anybody who yearns to put an educational TV station on the air.

Only Comrs. Webster and Sterling dissented, Mr. Sterling with the statement that "it is illegal in my opinion to grant a construction permit unless funds are immediately available to construct the station."

To this we would add that it is not only illegal but cruelly dishonest. A total of only two stations was assigned to New Brunswick, an industrial city in a county of 265,000 population. In reserving one of the two for education, the FCC deprived the citizens of New Brunswick of half the local TV service they were entitled to—at least until a then unknown educational organization came from somewhere to occupy the channel. In granting the facility to an applicant that hasn't the faintest notion where and when it can get the money to build, let alone operate, the Commission has prolonged the period in which the public will be denied the service it is due.

Comrs. Webster and Sterling deserve special commendation for their realistic dissents. Working as they must in the befuddling atmosphere of the FCC's educational cloud-land, even these straight-thinking Commissioners must find it terribly difficult to keep in touch with reality.

## Necklines and Nooses

THE MAIN conclusion of last week's report of the House subcommittee on radio and television—that self-regulation by broadcasters is preferable to regulation by the government—is, of course, sound. At least two subsidiary conclusions, however, are not only unsound but also dangerous.

Of the two, the more dangerous in the long run is the subcommittee's assertion that the government has a right to impose controls on radio and television programming. Presumably, the subcommittee means that it believes Congress can prescribe the designs of necklines worn by television actresses, the times and types of crime programs, and the amount and nature of commercial announcements. Those were the principal areas which the subcommittee investigated.

It is venturing into the dark realm of federal thought-control to suggest that the Congress has the power to establish standards of that kind. Beyond restricting the broadcast of profanity or obscenity and of advertising claims proved prejudicial to public health (which federal laws already cover amply), the federal government has no right whatever to legislate what kind of programs the public is or is not permitted to see and hear.

The second objectionable conclusion, though perhaps not as dangerous in the long run as

the first, contains the prospect of immediate trouble for broadcasters.

The subcommittee charged that "poor taste has been used in the advertising of certain licensed and regulated products," and said the subcommittee "is greatly concerned about the influence of this advertising on the youth of the nation."

This was an obvious, though not identified, reference to beer and wine commercials. At another point in the report, the subcommittee said that "by far the majority" of the 1,200 letters, petitions and other communications the subcommittee received from the general public requested the elimination of beer and wine advertising from the air.

The signs of a renewed drive by dry interests against radio and TV advertising of beer and wine are evident here and, we must unhappily report, elsewhere. There is every indication that the next Congress will be put under severe pressure to ban such advertising. A bill to accomplish that almost was reported out of the Senate Interstate and Foreign Commerce Committee at the most recent session. It was killed by a single vote.

Broadcasters will be well advised to keep in mind that although the party control of the new Congress will change, the danger of anti-broadcasting legislation will not necessarily be diminished.

The attack against beer and wine advertising on radio and television, evidence shows, is only the opening of a larger campaign aimed at outlawing all liquor advertising. The defense against the first attack and the ensuing campaign should not be conducted by broadcasters alone, though of course they will be the shock troops. All media are involved, and all distillers, brewers and vintners.

We hope a concerted defense is made. The time to organize it is now.

## Noel, Noel

THIS IS the season when lights burning late in office buildings cannot be counted on to signal the presence of the ambitious, the undomesticated or the seekers of overtime. From Madison Avenue to the Sunset Strip, after business hours, of course, the Annual Office Christmas Party is raging.

The compulsion to hold this yearly ritual is as irresistible (and sometimes almost as suicidal) as that which periodically drives the lemmings to the sea. The chief difference between these rites is that, unlike the lemmings, most office celebrants survive their voluntary immersion, though not always without resuscitatorial discomfort.

More than drudgery for the janitor is left in the wake of these affairs. Miss Jones may find it difficult to regain her identity as the efficient and impervious secretary after she has been seen wearing the boss' fedora while demonstrating a *grand jete* from his desk. The boss may have to pretend bankruptcy to avoid going through with the salary adjustments he has been reminded that he promised. The auditor may anxiously inspect his face in every mirror to make sure the smile he feigned at the party has not left scars.

In our time we have lived through many Annual Office Christmas Parties (testimony to the indestructibility of the human form) and are even now about to attend another (proof that optimism triumphs over all). Before our wits are scattered and our future perhaps mislaid we take this moment to wish you, faithful reader . . .

## Happy Holiday Season



# our respects to:



CARTER MARCELLUS PARHAM

CARTER MARCELLUS PARHAM, president of WDEF Chattanooga, is a quiet, sandy-haired man with deep roots in the South and an eager devotion to public service broadcasting.

Mr. Parham realized a life-long ambition "to get a station and run it myself" when on Dec. 26, 1950, he became WDEF president. He succeeded Joe Engel, who wanted to devote full time to being the "Barnum of Minor League Baseball" as president of the Chattanooga Lookouts.

WDEF, founded in January 1940, already had what Mr. Parham believes essential to successful operation—personality. Mr. Parham has added another quality—growing prestige in public service programming.

"Plan your programming more and more for your community, take a lead in every worthwhile community effort, if you want better station relations in that community"—that's Mr. Parham's Golden Rule of broadcasting.

Willing to be measured by his own Golden Rule, Mr. Parham pays more than lip service to his community service program.

"I want more and more public service programming, not because it will pay off in more business for WDEF, but because I have a deep feeling of responsibility of what we owe to this community."

Mr. Parham's consciousness of civic responsibility wells from family roots steeped in the history of Chattanooga and the humble pride of the South.

His father, John H. Parham, lived as a boy in Chattanooga before the War Between the States. The Parhams had a home inside the city and when the Confederates retreated to Missionary Ridge during the campaign for Chattanooga, their house was in the line of fire. John Parham made friends with the Union drummer boys and they let him beat their drums.

During the height of the siege, in the bitter winter of 1863-64, many families received permission from the Federal commander to go through the lines to the South. The Parhams and others settled in Georgia for the remainder of the war.

The Parham family's name appeared on the pages of Chattanooga journals long before Civil War days. And since early days, Mr. Parham's mother's people (they were Carters) lived a short distance from The Hermitage, Andrew Jackson's home near Nashville.

"So, you see," Mr. Parham says, "I have

(Continued on page 82)





© WESTINGHOUSE RADIO STATIONS INC

**KDKA** PITTSBURGH **WBZ** BOSTON **WBZA** SPRINGFIELD

**KYW** PHILADELPHIA **WOWO** FORT WAYNE **KEX** PORTLAND

**WBZ-TV** BOSTON (... of course, we have TV too!)



# front office



**R**ALPH DAVIDSON, account executive, KSL-TV Salt Lake City, to KGMB-TV Honolulu, as local sales manager. **ARTHUR M. SEDGWICK**, formerly vice president-general manager, KAHU Waipahu, Oahu, to KGMB as radio local sales manager.

**HUGH KERWIN**, sales department, Lamp Div., General Electric Co., St. Louis, to sales staff, KXOK same city.

**WALLY McGOUGH**, sales manager, WTVN (TV) Columbus, Ohio, appointed general manager there.



**GARNETT WILLIAMS**, sales manager, WROY Carmi, Ill., to sales staff, WLPO La Salle, Ill.

**CARLSON SPEAR** to sales staff, WAVZ New Haven, Conn.

**HARRY HEARST**, WJOI Florence, Ala. commercial manager, to WBIG Greensboro, N. C.

**HOWARD L. GEORGE**, WEIR Steubenville, Ohio, to sales staff, WAGA Atlanta.

Mr. McGough

**ALBERT H. HAACK Jr.**, returns to WGBA Columbus, Ga., as commercial manager and assistant manager after 17-month military leave of absence.

**JACK CHALTAS** to sales and announcing staff, KJCK Junction City, Kan.

**J. A. NOEL** to Canadian Assn. of Broadcasters, Ottawa, as secretary-treasurer succeeding **ARTHUR EVANS**, who recently resigned.

## Personals . . .

**KLAUS LANDSBERG**, general manager, KTLA (TV) Hollywood, and **CALVIN J. SMITH**, president-general manager, KFAC Los Angeles, presented "Up-to-the-Minute" 1952 business achievement awards in radio-TV by George Stromme, editor and publisher, *Minute*, L. A. business magazine. . . . **JAMES T. AUBREY Jr.**, general manager of Columbia Television Pacific Network and KNXT (TV) Hollywood, named chairman of Los Angeles chapter of American National Red Cross. . . .

**DR. FRANKLIN DUNHAM**, chief of radio-TV div., U. S. office of Education, made Knight of the Holy Sepulcher by Pope Pius XII. . . . **ROY F. THOMPSON**, president, WRTA Altoona, named local general chairman of March of Dimes for 1953. . . . **R. H. MASON**, vice president and general manager, WPTF Raleigh, N. C., elected to board of directors, Raleigh Merchants' Bureau. . . . **ARDEN X. PANGBORN**, general manager, WOAI-AM-TV San Antonio, elected president of Better Business Bureau of San Antonio. . . . **CARL SWANSON**, sales staff, WIDE Biddeford, Me., father of girl, Dec. 2. . . . **DAVID KENNEDY**, WICC Bridgeport account executive, father of boy, Bruce Emerson.

**JAMES S. TYLER**, director of advertising for MBS, N. Y., father of girl, Dec. 12.

## It's Happening in NEW HAVEN

ON WNHC

Pies, anyone? Pastries? Tell 'em about it over WNHC Radio. Marzullo's Pastry Shop is in its eighth year of continuous selling to WNHC listeners.

**WNHC**  
**NBC RADIO**  
**NEW HAVEN**

**IF YOU HAVE SOMETHING TO SELL IN  
NEW HAVEN CHOOSE THE STATION THAT SELLS!**  
*Represented Nationally by The Katz Agency*



FORMER KGHL President Campbell (l), new Vice President Ash (c) and new President Schott read FCC grant of license assignment to the Schott Co. in BROADCASTING • TELECASTING.

## KGHL PURCHASE

### Management to Remain

NEW OWNERS of KGHL Billings, Mont., contemplate no changes in management, personnel or policy, it was announced last week upon purchase of control by the Walter E. Schott Co. of Cincinnati of Northwestern Auto Supply Co., licensee of the station and owner of various other business interests, for \$1,247,186 [B•T, Nov. 17]. Ed Yocum will continue as general manager of the station.

New licensee president is Walter E. Schott. His business associate, Harrison O. Ash, is new vice president, and Howard J. Van, another business associate of Mr. Schott, becomes secretary and treasurer. The Schott Co. controls 91.4% interest of the auto supply firm, which also owns a lot in Billings, the 300-acre farm site of KGHL's transmitter and a 26,000-acre ranch with its cattle.

The seller, C. O. Campbell, former president, announced he would retire to "do a little quail shooting." Mr. Schott said he expected to apply for a television franchise for KGHL "at the proper time."

Mr. Schott, his wife, Margaret, and his two sons, Walter E. Schott Jr. and Charles J. Schott, and his sons-in-law, Frank Homan, and Mr. Ash own and control more than 25 enterprises, including a Miami Beach hotel and several midwestern manufacturing companies.

Mr. Campbell joined Northwestern Auto Supply Co. in 1916, became a salesman in 1917 and subsequently became president and general manager.

Ray Hamilton of Blackburn-Hamilton negotiated the property transfer. Schott Co. associates working on the transfer included Fred Kotte Jr. of Cincinnati, legal advisor to the Walter E. Schott firms, and Cliff C. Barr, operations and merchandising specialist for Schott enterprises. Robert E. Cook, Billings attorney, remains counsel for the licensee firm.

## AAAA EXAMS

### Set for 30 Cities

THE 1953 AAAA examinations for advertising will be given in a record number of 30 cities on Feb. 14 and Feb. 21, according to Sydney H. Giellerup of Marschalk & Pratt Co., chairman of the AAAA committee on agency personnel.

The aptitude-temperament section of the examinations will be held Feb. 14 and the section covering knowledge of various kinds of advertising work Feb. 21.

Examinations will be given in Boston, New York, Philadelphia, Atlanta, Baltimore, Charlotte, Columbia, Greenville, New Orleans, Chicago, Cleveland, Dayton, Denver, Detroit, Indianapolis, Minneapolis, Pittsburgh, St. Louis, Dallas, El Paso, Fort Worth, Houston, Oklahoma City, San Antonio, Tulsa, Los Angeles, Portland, Salt Lake City, San Francisco and Spokane.

## JOSEPH LIGHT

### WCAV Owner Dies

JOSEPH LIGHT, 60, owner of WCAV Norfolk and prominent building contractor, died Tuesday of a heart attack in Washington, D. C., where he made his home. Funeral services were held Thursday.

Born in Russia, Mr. Light came to this country at an early age. He lived in Washington 30 years. Survivors include his wife and three daughters.

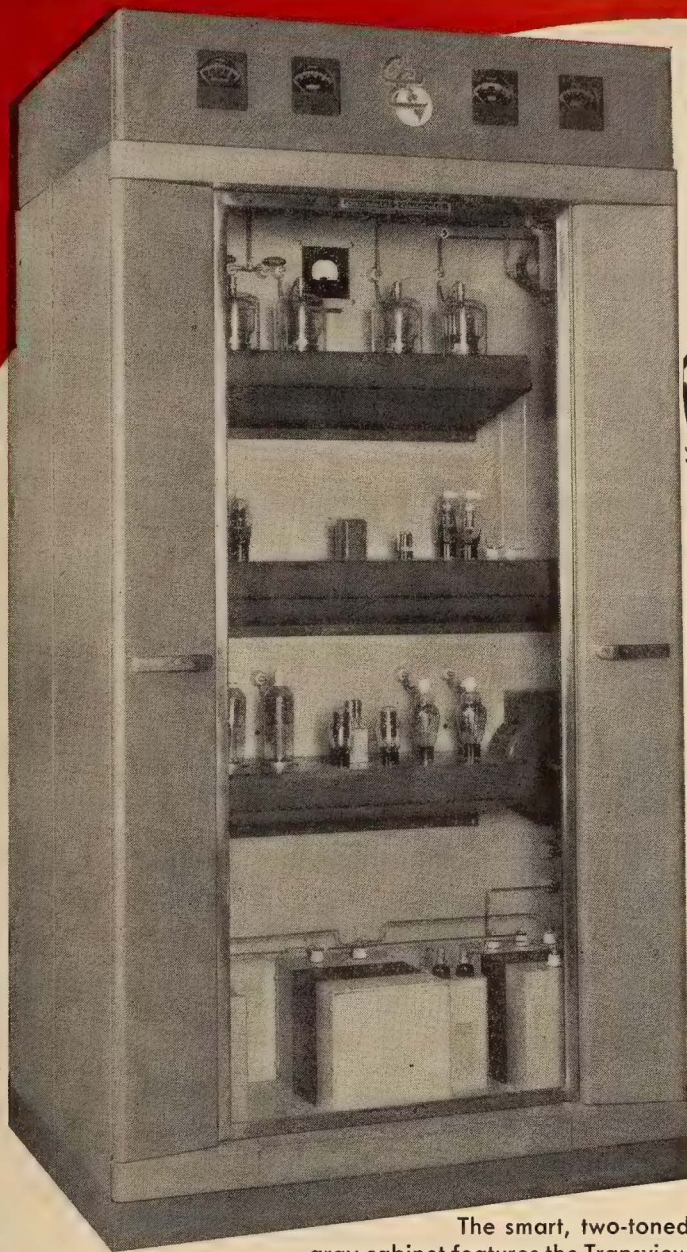
## Museum Seeks Curator

MILWAUKEE Public Museum is looking for a person to fill the newly created job of curator in charge of radio and television on a permanent civil service basis at a beginning salary of \$5,098 annually, according to Herbert W. Cornell, secretary of the City Service Commission of Milwaukee. Full information may be obtained by writing him at Milwaukee City Hall. Applications must be submitted before Feb. 2, 1953.



Spotlighting another  
engineering triumph  
by *Continental*

...the new 314-2 1 KW AM  
**TRANSMITTER\***



The smart, two-toned gray cabinet features the Transview glass door styling used in larger CONTINENTAL Transmitters, providing greater visibility and accessibility of all tubes and parts. Unified, frameless construction permits vertical members and partitions to serve as panels on which the transmitter components are mounted. This arrangement lends itself ideally to the forced air ventilation system used.

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.



For Equipment above and beyond the usual standards

\* NOW AVAILABLE FOR IMMEDIATE DELIVERY

*Continental*



*Electronics*

M A N U F A C T U R I N G      C O M P A N Y

4212 S. Buckner Blvd.

Dallas 10, Texas

Phone EVergreen 1137



# air-casters



**EUGENE R. MYERS**, merchandising manager, WTAM and WNBK (TV) Cleveland, appointed to similar position with Edward Lamb Enterprises (WTOG Toledo, WTUN-TV Columbus, WIKK and WICU (TV) Erie, WMAC-TV Massillon and WHOO Orlando), with headquarters in Toledo.

**JUANITA WILCOX**, promotion-publicity manager, WLWC (TV) Columbus, Ohio, resigns effective Dec. 29.

**AL GOODMAN**, art director, ABC-TV Los Angeles, elected to executive interior decoration advisory board of Woodbury College, L. A.

**PETE WATKINS** to announcing staff, WGBA Columbus, Ga. **DICK WEISS**, announcer-violinist at station, moves to WFDF Flint, Mich., in same capacity.

**LEWIS I. SHWARTZ**, radio-TV director for Democratic State Committee of Rhode Island, to WWLP (TV) Springfield, Mass., as program manager.



Mr. Shwartz

**BARBARA MUNSON**, WLNH Laconia, N. H., to WICC-TV Bridgeport, Conn., as copywriter.

**ORN HUNTINGTON** named promotion director, WTVN (TV) Columbus, Ohio. Other appointments in program department there are: **ARTHUR J. JACOBS**, director of public service and education; **NORTON LOCKE**, chief of operations; **WILLIAM H. MACKENZIE**, production chief; **HULDA COTTON**, traffic manager, and **DOROTHY SILVER**, film editor.

**ANDY DOYLE**, announcer, KJCK Junction City, Kan., to WAND Canton, Ohio, as disc jockey. He is replaced by **DEAN CURFMAN**.

**GEORGE REEVES**, who portrays title role in *Superman* TV film series, assigned role in Warner Bros. feature film release, "The Blue Gardenia."

**ELENA VERDUGO**, star of CBS-TV *Meet Millie*, takes over title role in CBS Radio version. She succeeds **AUDREY TOTTER**, resigned.

**IRMA SCHICKEDANZ** to promotion and advertising department, KWK St. Louis.

**BERNIE LA PLANTE**, market research director for Worcester (Mass.) *Telegram-Gazette* to WTAG Rochester as director of sales promotion and research.

**EARL GILLESPIE**, sports director, WEMP-AM-FM Milwaukee, named to broadcast National Professional Football League championship game in Cleveland Dec. 28.

**ELLIOT WISEMAN** to WICC-TV Bridgeport, Conn., as film editor.

**MELVIN B. WRIGHT**, KSL Salt Lake City, to KGMB-AM-TV Honolulu, as merchandising director.

**FRANK SINGISER**, newscaster, and **HARRY WISMER**, sportscaster, both MBS, New York, commended by Arthritis & Rheumatism Foundation for activities in its behalf.

**BILL GRIFFITHS**, program director, WKRT Cortland, N. Y., father of girl, Nancee Lynn.

**RUTH KIERSTED**, WJZ-TV New York program operations manager, and **ED BLAINEY**, sound effects man, ABC radio and TV were married Dec. 20.

**MILTON CHARLES**, organist on CBS Radio *Dr. Christian*, father of boy, Bruce Colborn, Dec. 9.

**DOROTHY JEAN MYERS**, head of radio-TV continuity, WHBF Rock Island, Ill., and Don Lerch will be married Feb. 7. **JACKIE TATMAN** of WHBF-TV's *House Party* program, and Ben Matthews will be married Dec. 27.

## News . . .

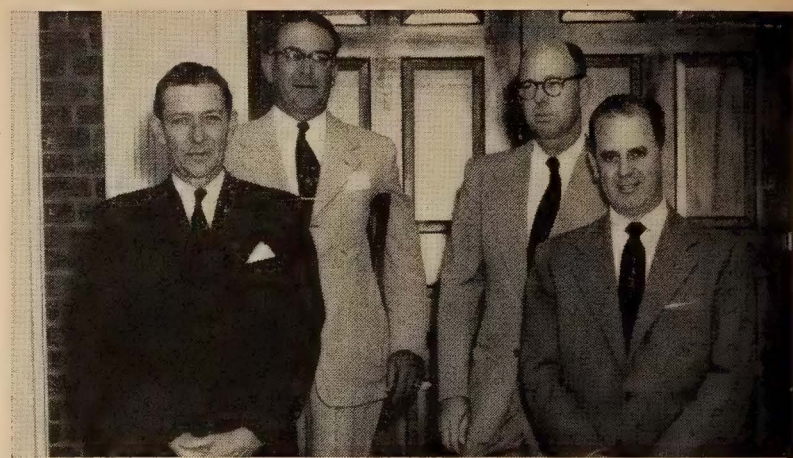
**ROBERT HAWKINS** appointed news editor at KAVI Lancaster, Calif.

**BOB SNYDER**, staff announcer, KJCK Junction City, Kan., appointed news director.

**GLEN BROUGHMAN**, newscaster at WGBA Columbus, Ga., appointed news editor.

**RICHARD F. O'BRIEN** to news staff, WTIC Hartford, Conn.

**PAT MCGUINNESS**, night newscaster, KLAC Hollywood, to WIRK West Palm Beach, Fla., as news director.



REPRESENTING a total of 84 years service to WIS Columbia, S. C., are (l to r) J. Dudley Saumenig, managing director; Leo Downs, account executive; Joseph Davenport, chief transmitting engineer, and G. Richard Shaffo, general manager. Messrs. Saumenig and Shaffo wear 20-year pins. Messrs. Downs and Davenport wear 22-year emblems.

## RADIO TEST WICC Is Tops With Roessler

WHEN WICC Bridgeport approached the Roessler Meat Packing Co. about buying radio time, the company was willing but hesitant. It insisted on a test of radio's selling power.

The test began on WICC in a small way: A thrice weekly participation for 13 weeks. WICC account executive Stanley Edwards and Jay Hoffer, WICC sales promotion director, decided to give away a free hotdog, complete with mustard, roll and relish.

At the end of 13 weeks, several thousand requests had been received. Delighted, Roessler signed for an additional 13 weeks, increasing the schedule to five times weekly. This time, a merchandising plan was used in which the disc jockey plugged two hotdog stands and two grocery-delicatessens.

Dealer response was immediate. Dealers wanted to be mentioned in return for pushing the product. The sponsor signed a year's contract and increased the schedule to five spots and sixty time signals a week.

So elated with the success of its venture into radio was the Roessler firm that it regularly sends hams and other meats to the salesman and the announcer.



MESSRS. Hoffer (l) and Edwards (r) examine a box of frankfurters with Christian Trefz, Roessler general manager.

## FCDA KITS

### Prepared for Editors' Use

INFORMATION kit stressing role played by radio, TV and other media has been prepared by the Federal Civil Defense Administration for magazine editors in connection with educating readers on self-protective measures.

Suggested fillers touch on public education, special problems posed by broadcast stations in civil defense, value of two-way radios in taxicabs and participation of some 80,000 amateur radio operators. Kit also includes public statements on Civil Defense, fact sheet, progress report, slogans and suggested editorials, boxes and fillers.

FCDA also is preparing a promotion kit on Conelrad—the emergency broadcast alert plan slated to become effective about March 1—for guidance of local CD groups and broadcasters. Agency has devised the format for Conelrad station programming. Advisory bulletin will be ready shortly and kit will be distributed before Conelrad becomes operative [B•T, Dec. 8].

## AFM L. A. Officers

LOS ANGELES Musicians Mutual Protective Assn. Local 47 (AFM) last week re-elected John te Groen and Phil Fischer president and vice president, respectively. Maury Paul was re-elected recording secretary and G. R. (Bob) Hennon was named financial secretary. Directors elected were Warren Baker, Vince Derosa, Don Morris, Arthur Rando and Bill Atkinson. New trustees are John Clyman, Robert Kimic and Vladimir Drucker. Messrs. Fischer and Paul were chosen as delegates to the AFM international convention in Canada next summer.

NEW radio series, titled *Facts for Farmers*, has been inaugurated over ELBC Monrovia, Liberia. Show is sponsored weekly by the Liberian Dept. of Agriculture and Commerce and produced in cooperation with the Technical Cooperation (Point 4) Administration.

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