BROADCASTING TELECASTING

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TELECASTING

Begins on Page 49

22

year

THE NEWSWEEKLY



The Sylvania Television

Award to "Broadway TV Theatre

for definite contribution to creative television technique"

THE CONTRIBUTION:

"Broadway TV Theatre" is the first program to bring the idea of repeat performances to television.

It presents, in original form, the best plays of the legitimate stage ...with a Broadway cast playing the full performance, live, every night of the week, Monday through Friday from 7:30 to 9 p.m.

THE SPONSORS:

Cavalier Cigarettes • Agency—The William Esty Company Piel's Beer • Agency—Young & Rubicam The General Tire & Rubber Company • Agency—D'Arcy

THE STATION:

WOR-TV channel 9

WLS OPERATION GROCER best merchandising plan in its field



....INCREASED CREAMETTES SALES

10% first eleven weeks

Manager for the Creamette Company. This is quite an accomplishment, particularly in view of the fact that six years continuous participation on FEATURE FOODS...the business-building WLS program that influences the buying habits of millions of housewives... already had more people buying Creamettes, and more stores selling Creamettes, than any other packaged macaroni in the Chicago area.

Mr. Meyer's letter speaks for itself.

"I am happy to report that Creamettes and Creamette brand Ready Cut Spaghetti have enjoyed an increase of 10% in sales during our participation in the first eleven week cycle of WLS's OPERATION GROCER in the Chicago market. This increase is in comparison with a like period last year. I should like to add that this merchandising plan is the best in its field here in Chicago. Thank you for your merchandising support and cooperation."

OPERATION GROCER embodies all the essentials for success...radio advertising, newspaper advertising, point of purchase displays and display material...complete in one result-getting package, at very nominal cost. Better see your John Blair man...or contact us... and get in on the hottest advertising-merchandising plan in the Chicago grocery field today.

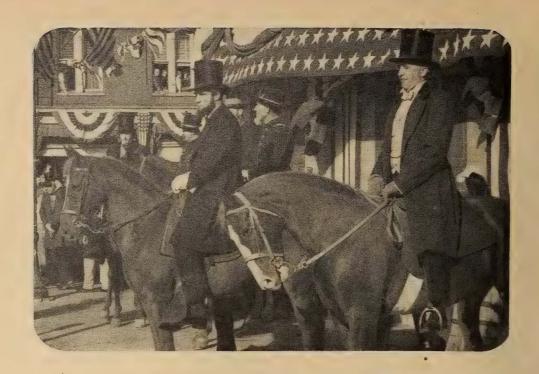
CLEAR CHANNEL HOME of the NATIONAL BARN DANCE

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK-REPRESENTED BY JOHN BLAIR

CHICAGO 7

& COMPANY





"four score and seven years ago..."





WGAL-TV viewers recently watched spell-bound as actor Ray Middleton gave an unforgettable, on-the-scene rendition of the Gettysburg Address. The occasion: a pageant staged by the Western Maryland Railway Company in the historic town of Gettysburg to commemorate Lincoln's arrival there 89 years before. To bring viewers this memorable costume pageant, a WGAL-TV special events crew filmed the impressive 2½-hour ceremony in its entirety.

Once again, WGAL-TV scored a direct hit for viewers in its wide coverage area, bringing them—as is its custom—the complete and accurate account of an outstanding newsworthy event.

WGAL-TV 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

CONSCIOUS of need for radio-TV experts in handling White House news affairs, James Haggerty Jr., Eisenhower press secretary, expected to name chief assistant well-versed in vicissitudes of broadcast media. Pattern will be different from that now followed at White House, where press secretary nominally has two top assistants—both press men. No inkling yet who broadcast man will be but Mr. Haggerty has names under consideration.

REP. ALBERT L. COLE, popular Kansan who was defeated for re-election, still has under consideration possibility of seeking one of two upcoming vacancies at FCC, but hasn't yet made up his mind. He's working with Republican National Committee and it's generally believed he can have nomination if he wants it. All reports on him check favorably. Meanwhile, campaign of Lewis Allen Weiss for other vacancy is well under way, and so far there appears to be open road for Vice Chairman Rosel H. Hyde for Chairmanship when agency is reorganized by GOP.

AT ONE stage, possibilty of appointment of Negro to one of two upcoming Republican vacancies on FCC was under study. Val Washington, now assistant to GOP Chairman Arthur Summerfield, it's learned, was considered, but reportedly wasn't interested. He is Indiana Law School graduate and also worked closely with Herbert Brownell, Attorney-General-designate, in 1948 campaign, handling mainly minority matters.

FIRST MAJOR network switch to be announced for new year is WFDF Flint from ABC to NBC, effective Mar. 15. Simultaneously, it's expected WTAC will switch to ABC. WFDF is Bitner station, managed by Col. Les Lindow, and WTAC is owned by Trendle-Campbell, and managed by H. Allen Campbell.

WITH Columbia Pictures, Universal-International and Republic Pictures actively engaged in TV film production through their respective subsidiaries, Screen Gems, United World Films and Hollywood Television Service, other major studios are keeping intact their "B" production units while weighing possibilities of near-future video activity.

WILLIAM ESTY & Co., New York, preparing new spot announcement radio list for 1953. New list probably will include changing of markets for FAB and VEL, both Colgate-Palmolive-Peet products, and possible shifts from FAB to VEL, and vice versa, in some markets. C-P-P is expected to approve plan early in January.

UNLESS all signs are askew, Comr. Frieda B. Hennock proposes to become FCC's "militant minority" under GOP reorganization of FCC. She's already preparing to do battle unto finish against ABC-United Paramount Theatres merger, on ground that it would open way

(Continued on page 6)

NEWSPAPER GROUP BUYS KOWL SANTA MONICA

KOWL Santa Monica, Calif., 5 kw daytime outlet on 1580 kc, sold by Arthur H. Croghan, founder and owner, to Santa Monica newspaper group. Purchasers include J. D. Funk, general manager; C. D. Funk, assistant to general manager, and Robert E. McClure, editor of Santa Monica Evening Outlook.

Sale reportedly involves close to half-million dollars. New owners to be incorporated as KOWL Broadcasting Co. Transaction handled by Albert Zugsmith, station-newspaper broker. It is subject to usual FCC approval. Applications will be filed in few days. In radio 25 years, Mr. Croghan has announced his retirement for time being.

ALLEN JONES KILLED

ALLEN M. JONES, 34, president of Store Radio and Washington attorney, and his companion, Byron L. Tormohlen, 33, also of Washington, were killed Thursday night when their private plane crashed into swamp about 20 miles west of Whiteville, N. C. They were en route to Florida for weekend. Besides Store Radio, sales and merchandising representative for FM stations serving stores and markets, Mr. Jones also has had other interests in radio-TV field, including Washington Assoc. Inc., consulting firm to schools proposing non-profit TV outlets on commercial channels [B•T, Nov. 10]. Marine Corps veteran of Iwo Jima, Mr. Jones is survived by his parents.

MORE CANADIAN RADIOS

RECEIVING set licenses in Canada for fiscal 1952-53 as of Dec. 15 totaled 2,198,988, off 17,825 over year ago, but licenses for crystal sets were up 300% to total of three, Dept. of Transport's Telecommunications Division reported Friday. Total number of licenses issued for fiscal 1951-52 was 2,313,944.

License issue by province as of Dec. 15:

Newfoundland Prince Edward Island Nova Scotia New Brunswick Quebec Ontario	9,079 102,046 68,358	Manitoba Saskatchewan Alberta British Columbia Yukon and N.W.T. Total	137,173 167,913 163,475 183,741 298 2,198,988
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BUSINESS BRIEFLY

FOOTBALL GAME TELECASTS • Unusually large hookups of 57 stations for East-West Shrine football game Saturday and of 59 stations for Browns-Lions pro football championship game Sunday reported by Du-Mont TV Network, which carried both telecasts. Plymouth division of Chrysler Corp. sponsored Shrine game, through N. W. Ayer & Son; pro finale sponsored by Miller Brewing Co., through Mathisson Assoc.

SUGAR BOWL TELECAST Coverage of Sugar Bowl football game in New Orleans on New Year's Day has been sold to cooperative sponsors over 13 ABC-TV and 52 ABC-Radio affiliates, network announced last week. This marks first telecast in 10-year history of game.

JUNGLE SERIES © Cott beverages sponsoring Ramar of the Jungle series of 26 half-hour shows, in four New England markets, according to Arrow Productions, New York, producer of series. Arrow said series has also been sold to 11 other stations, six of which have it on air under commercial sponsorship.

RELIGIOUS WORKSHOPS ● Seven religious broadcasting workshops—four TV, one radio and two radio-TV—for 1953 have been announced by Broadcasting & Film Commission, National Council of Churches of Christ in U. S. A., as follows: Jan. 4-9, TV, WTVN (TV) Columbus, O.; Jan. 25-30, radio-TV, CBS, New York; Mar. 8-13, TV, WSUN-TV St. Petersburg; June 15-19, radio, State College, Pa.; July 5-10, TV, WOI-TV Ames, Ia.; Aug. 10-28, Radio-TV, WFBM-TV Indianapolis; Nov. 8-13, TV, WHEN-TV Syracuse.

TEMPORARY CUT Procter & Gamble's Crisco, through Compton Adv., New York, currently reducing radio spot schedule but this is expected to be temporary measure until details of 1953 budget are worked out. Final plan probably will include reinstatement of present cancellations.

Total Radio, TV Network Time Sales Up

COMBINED gross time sales of nationwide radio and TV networks in November totaled \$31,156,461, an increase of 10.2 per cent over gross of \$28,277,180 for November 1951, according to figures compiled by Publishers Information Bureau.

Four TV networks in November billed \$16,877,711, up 21.4 per cent from \$13,900,029 figure for same month of 1951. Four radio networks combined billings for month totaled \$14,278,750, down 0.7 per cent from \$14,377,151 for November 1951.

PIB network-by-network report of gross billings for November and January-November, 1952 compared with 1951, for both radio and TV is shown in accompanying table.

Total \$16,877,711 \$13,900,029 \$160,317,763 \$113,742,652

Note: Radio and television cumulative totals do not include July national political convention programs sponsored by Admiral Corp., Philoc Corp, and Westinghouse Electric Corporation. This applied to all radio and television networks but Mutual. Mutual carried no convention programs and is therefore complete.

for more AT DEADLINE turn page





at deadline

TV SALES IN ARGENTINA

TV SETS are selling well in Argentina, despite country's economic recession and high cost of video receivers, according to J. Baldwin Robinson of Buenos Aires office of J. Walter Thompson Co.

Mr. Robinson, in New York over holidays, reported buyer's market exists. "Durable goods do not move where there is no money to spend," he said, "and, where advertising succeeds in moving people to the goods, dealers go further; their salesmanship is at low ebb today.

"Television is the one exception to the rule," he reported, with set sales mounting in spite of economic conditions. "Sets cost about \$1,000 or ten months' salary. Sales continue up, however, largely because of the medium's vast entertainment appeal, installment purchase plans and excellent clearance from the country's single transmitter, which can reach across the flat land to approximately 4.5 million people—just in the greater Buenos Aires area alone."

AFTRA NEGOTIATIONS

AMERICAN Federation of Television & Radio Artists spokesman in New York reported Friday negotiations with networks covering radio and television performers and announcers have been suspended until strike in Chicago involving WGN and WLS is settled. AFTRA said it was in process of ironing out technical details of pact in New York and Los Angeles when strike action started in Chicago (earlier story page 38).

G.E. ON CBS-TV

LAMP DIVISION of General Electric Co. to sponsor Jane Froman's U.S.A. Canteen, musical comedy series, on CBS-TV effective Jan. 8, Tues. and Thurs., 7:45-8 p.m. Agency: BBDO, N. Y.

HUTTON INCORPORATES

LINDSAY ENTERPRISES Inc., Los Angeles, located at 650 S. San Vicente Blvd., has been formed by Betty Hutton to handle all of her radio, TV, recording and motion picture commitments.

IRE CONVENTION

TELEVISION will again be major topic at annual convention of Institute of Radio Engineers, with four of convention's 43 technical sessions to be devoted to TV. Majority of papers presented at those sessions will deal with color, with uhf second most popular topic. Transistors will also be fully discussed during four-day meeting, to be held Mar. 23-26 at New York's Waldorf-Astoria Hotel. Some 30,000 engineers are expected to attend technical meetings and to visit 400 exhibits at engineering show at Grand Central Palace.

AGENCY MOVES

KASTOR, Farrell, Chesley & Clifford, New York, moving today (Monday) to 400 Madison Ave. New phone number Pl 1-1400.

In this Issue-

B•T presents five articles of review and outlook by leaders of advertising and broadcasting:

William B. Lewis, president of Kenyon & Eckhardt, writes on general advertising trends. In 1953, he foresees more emphasis on hard selling, more cost pressures (caused to a great extent by TV), more mergers of small and medium agencies. Page 23.

Rodney Erickson, manager of Young & Rubicam's radio-television department, tells how television is transforming the radio-TV functions and personnel in leading agencies. Page 25.

Arthur C. Nielsen, president of A. C. Nielsen Co., makes some considered guesses about audience trends in 1953. Quantitatively, radio, of course, will virtually saturate the U. S., and TV may reach 50% saturation. Qualitatively, the TV audience will be broadened into a more representative cross-section of the population. Page 26.

William B. Ryan, president of Broadcast Advertising Bureau, thinks that recently invigorated selling at the local level ought to pay off in 1953. An increase of as much as 20% in local volume is possible. Page 27.

J. Leonard Reinsch, managing director of WSB-AM-TV Atlanta, WHIO-AM-TV Dayton and WIOD Miami, predicts a continuation of the growing trend toward cooperative advertising, assuring TV stations of increased local revenue. Page 27.

Political broadcasts last October saved radio networks from falling below their gross in October 1951 and gave a big boost to rising TV network billing. Democrats spent more than the Republicans in both media. Page 29.

In less than a year, TV cost-per-thousand homes has declined nearly 18%, a survey by Edward Petry & Co. discovers. Page 29.

Uhf stations in Atlantic City, N. J.; York, Pa., and South Bend, Ind., begin operations, and a fourth, in Wilkes-Barre, Pa., is due to start early this week. Page 51.

Upcoming

Jan. 5: 83d Congress convenes, Washington.

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

Jan. 8: NARTB Convention TV Subcommittee, NARTB Hdqrs., Washington.

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

Jan. 22-24: Canadian Broadcasting Corp. board of governors, public hearings, Room 268, House of Commons, Canadian Parliament Bldgs., Ottawa, Ont. (Other Upcomings on Page 38.)

Closed Circuit

(Continued from page 5)

for full-scale motion picture invasion of TV (and radio) and thereby suppress competition. And she has fired shots against newspaper-ownership as tending toward media monopoly in moulding public opinion.

FCC LAST Tuesday found itself forced to instruct its staff to clear power increase to 100 kw peak for KSTP-TV St. Paul-Minneapolis, after competitive station—WCCO-TV—had been given increase week before. Broadcast Bureau handles these power increases as routine, but held up KSTP-TV action because file showed labor union complaint over engineers' strike. FCC construed this as no basis for withholding routine approval and so instructed staff.

INDICATIONS point to dropping of suits for \$100,000 each filed by Hector Chevigny and Philco Higley, president and vice president of eastern region of Radio Writers Guild, against 31 other RWG members associated with group called We the Undersigned [B•T, Nov. 17]. Suits were based on charge that We the Undersigned had accused the RWG administration of pro-Communist sympathy. Lawyers for plaintiffs are said to be amassing documents from defendants in which they disclaim any intention to impute pro-Communist tendencies to Mr. Higley or Mr. Chevigny and in which they assert belief that plaintiffs are loyal U. S. citizens.

HOPE SEEMS to spring eternal at FCC. At last Tuesday's meeting, Commission named Eugene F. Merrill as motions commissioner for month of January. No one even mentioned fact that amiable Mr. Merrill is recess appointee and that it's presumed his tenure will end with convening of Congress. His colleagues marvel at manner in which he has tackled job, giving no indication whatever that term is temporary.

DESPITE pressure to have it pick up so-called B-4 processing line (cities now having one TV station), FCC intends to stick close to A-2 line for cities and towns with no TV until it pretty well exhausts list. That should take six or eight weeks, it's thought. But it's dipping back into B-2 list here and there under flexibility allowed in its processing procedure.

TOME approaching size of Federal Budget will reach Senate and House Interstate and Foreign Commerce Committees next week, to conform with new McFarland Law requiring FCC to report on cases hanging fire more than three or six months. FCC will plead manpower and money shortage and is expected to seek supplemental appropriation to enable it to carry on even with present staff beyond June 30 fiscal year deadline.

MAYOR-Elect Roy Hofheinz of Houston Friday scotched rumors he has sold controlling interest in KTHT there for \$600,000 to prominent local businessmen, but acknowledged there have been conversations with several parties. Intention to sell control of KTHT "for political reasons," attributed to another source, was neither affirmed nor denied. KTHT is assigned 5 kw on 790 kc, directional.

for more AT DEADLINE see page 78



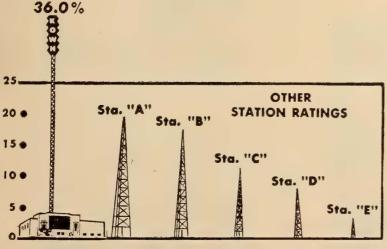
All It Took was a Sacred Cow...



... To start the bloody Sepoy Mutiny in nineteenth century India. To the Hindu, the cow is sacred; and devout native troops refused to accept a new rifle when a rumor started that its ammunition was lubricated with tallow derived from cattle. The British insisted, and the fight was on!

There are no "Sacred Cows" at radio KOWH, no effort to give its listeners anything but what they demand — good entertainment and honest fun. Does the Omaha, Council Bluffs area appreciate it? Answer that question yourself with a peek at the below Hooper averaged for the thirteen-month period from October, 1951, to October, 1952. Confidentially, we're "untouchable!"

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Oct., 1952.)
- Largest share of audience, in any individual time period, of any independent station in all America! (Oct., 1952.)







"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

Miss Genevieve Schubert Compton Advertising 650 Fifth Ave. New Yorke City, N. Y.



Dere Gen:

Here h'it is jist about time fer sayin' hello to another New Yere. This sure haz bin a bizy yere here at WCHS where we have 5,000 watts on 580. Yep, we cover'd thim Chi. convenshuns direct from there. We also startud stayin' on th' air 24 hours evry day and we also hed the Gov. of W. Va. here at th' stashun to cut our birthday cake whin we was 25 yeres old this past Fall. And we also got credet from sum big officul at th' Capitol Bldg. fer broadcastin' a warnin' thet got enuff voluntiers to save a state forust from burnin' up. We git action instantly jist like thet coffee made by Mr. Chase and Mr. Sanborn.



Yrs.,

5,000 watts 580 KC

Charleston, W. Va.

Represented by Branham

THE	NEWSWEEKLY	OF	RADIO	AND	TELEVISION

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

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

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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 Advertis-ing Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. HOLLYWOOD BUREAU TORONTO: 417 Harbour Commission, EMpire 4-0775 James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: \$7.00.

Annual subscription including BROADCASTING Year-book (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

IS THERE OIL IN ARIZONA?

U. S. Oilmen Risking Millions To Find Answer

Oil may have been discovered in Arizona by the time you read these words—or it may never be discovered there at all. But right now many oil companies, large and small, are investing millions in this state in hope of finding more oil to meet the nation's ever-growing needs.

Research tells oilmen that certain areas of the state are favorable to the finding of oil. But even using the latest scientific knowledge and equipment, the only sure way to find oil is to *drill* for it.

So far, the Arizona oil search has turned up nothing but a string of costly dry holes. Yet oilmen know that the search for oil always faces long odds. In promising areas where oil has never been found before, only 1 well out of 9 ever turns out to be a producer.

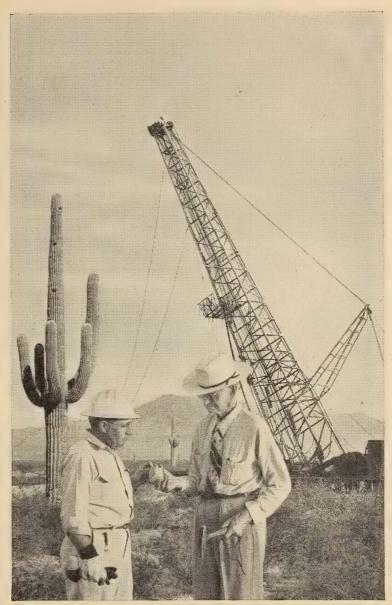
In spite of these odds, America's thousands of privately-managed oil companies last year found twice as much oil as the nation used up.

The risks in the oil business are high. But oilmen are willing to accept risks as long as they have a chance to stay in business and earn a profit while serving you.

For a free, interesting booklet, "Is There Oil Under Your Land?," write to: Oil Industry Information Committee, American Petroleum Institute, Box 41, 50 West 50th Street, New York 20, N. Y.



AMERICA'S 28th OIL-PRODUCING STATE? Maybe, maybe not. The only sure way to find out is by drilling. Derricks on this map represent the 40 wells oilmen have already drilled in Arizona. All of them turned out to be dry holes. Yet more wells are being drilled right now in the shaded areas, where chances of finding oil are believed best.



ANOTHER ARIZONA DRY HOLE? Even the geologist and the drilling contractor don't know the answer yet as they examine core sample taken from well in background. Rig is coming down to move in heavier equipment. Whether this well comes in or not, oilmen will not quit their Arizona oil search. This search wherever there is the slightest chance of finding oil is the reason U.S. oilmen find more oil each year than the nation uses up.



SCENE IN PHOENIX, ARIZ., LAND OFFICE shows how oilmen rushed to beat deadline for filing lease claims under new state law. Competition for drilling leases is keen though no oil has been found. With many oil firms bidding for drilling rights, landowners benefit by rental payments—collect royalty on every barrel if oil is found.



This man is now being sold a food freezer

Today radio entertains, informs and sells people wherever they go.

In fact, the average American spends more time with radio than with magazines, TV, and newspapers combined.

People listen to radios in cars, kitchens, yachts, bedrooms, living rooms, trains, canoes, bars, terraces, hotels, restaurants, beaches, deserts, mountain-tops, airplanes.

Right now there are 105,300,000 radio sets in the country. From coast to coast, virtually every home is a radio home - and over half of them have two or more sets.

In automobiles alone, there are 27,424,500 radios. At any given moment, over one-third of the radio-equipped cars on the road have their sets in use.

And last year Americans bought 12,775,000 new radio sets!

Radio reaches its vast audience at far lower cost than any other medium-whether by nation-wide networks or local stations.

No doubt about it:

The smartest buys in all advertising are being made in radio. And they're being made right now.



Broadcast Advertising Bureau, Inc.

BAB is an organization supported by independent broadcasters. networks and station

representatives all over America

270 PARK AVE., NEW YORK CITY

PICTURE QUIZ Answers at bottom of page 1. Two gallons of today's gasoline do the work of three gallons of 1925 gasoline. On the average, how does the price of today's regular grade gasoline compare with the price of regular grade gasoline of 1925 (excluding state and federal gasoline taxes)? Check one: 50% greater The same 15% greater 2. In 1951 Union Oil made a total Check one: net profit of \$27,295,971. Of this, \$285 \$15,851,712 was plowed back into the business to meet the expand-\$5,276 ing needs of our customers. \$11,444,259 was paid out in dividends to our shareowners. What did \$10,560 these dividend payments average per common shareowner? Check one: 3. How much investment in "tools" \$755 does it require to provide an aver-\$3,100 age job at Union Oil Company? \$70,920 4. In 1910, Union Oil did an annual Check one: volume of \$12 million. This repre-

Answers:

31%

13%

1. The same. The reason: Under our American profit and loss system, U. S. oil companies have the *incentive* to compete for your business. Because of this constant *incentive* they spend millions of dollars every year on research and development to put out the best possible gasoline at the lowest possible price.

sented 23% of the total oil business

in the West. Today we do an annual volume of over \$275 million. What

percentage of the total oil business in the West do we have today?

- 2. \$285 per shareowner. \$11,444,259 is a lot of money but it was divided among Union Oil Company's 40,093 shareowners. And our largest single shareowner has less than 1% of the stock.
- **3.** \$70,920. That's why in most industries today you have to pool the money of a lot of people under legal agreements known as corporations. Very few individuals could finance the "tools" required by heavy industry.
- **4.** 13%. We do over 22 times our 1910 volume. But we have a smaller percentage of the total business—mainly because the oil industry is far more competitive. There are many more oil companies competing for the business today than there were in 1910.

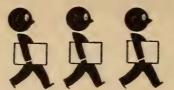
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL





agency

SIGURD S. LARMON, president of Young & Rubicam, N. Y., elected a vice chairman of United States Council of International Chamber of Commerce.

JAY MORSE ELY, vice president, Symonds, MacKenzie & Co., Chicago, to Casler, Hempstead & Hanford Agency, same city, as account executive.

FUTTERMAN-GERBER Adv., Chicago, changes name to WILLIAM FUTTERMAN Adv. with resignation of SEYMOUR GERBER.

J. C. BALSON named director of media and research of McKim Adv. Ltd., Toronto. N. C. VISSER appointed research manager of same agency at Montreal.

VIRGINIA CURRAN, BBDO, N. Y., to Hicks & Greist, that city, as assistant to director of radio and television.



on all accounts

A T LEAST one successful candidate this year owes his election almost entirely to radio and television.

He is Peter Lyman, radio-TV director for Frederick E. Baker & Assoc., Seattle, who Dec. 9 was elected president of the Advertising and Sales Club of Seattle for 1953.

Pete Lyman's first job was with WBBM Chicago, and he has been with radio—as talent, producer, account executive and often all three—ever since.

Born in Seattle Sept. 7, 1908, he was educated at the U. of Washington there and at the Pulitzer School of Journalism, Columbia U., in New York.

After radio singing and acting at WBBM, he worked as a freelance writer and performer in Seattle during 1932-34. One of his regular assignments was the role of an "Indian"— producer's label for the actors because the show used so many American

Represented Nationally

by KATZ

aborigine characters—on *Pioneer Days*, sponsored by Peoples National Bank on KOMO and KOL Seattle. He must have satisfied the sponsor then, because he now serves Peoples as account executive at the Baker agency.

In 1934, Mr. Lyman began a seven-year association with the

then jointly owned KOMO-KJR Seattle. Starting as continuity writer, he became successively producer and public relations director.

As war approached in 1941, he was lent to the Washington State Assn. of Broadcasters to set up the voluntary statewide Victory Network, which linked all 42 stations in the state. In this capacity, he started two weekly programs, and provided transcribed spot announcements for participating stations.

When the State Defense Council took over, in January 1942, Mr. Lyman became radio director in the press-radio bureau. Two months later, however, he abandoned the microphone to serve three - and - a - half years with the Navy. He served on carriers from 1943 to November 1945, and emerged from the service a lieutenant commander. He is now a commander in the Naval Reserve, and commanding officer of the Public Re-



Mr. LYMAN

lations Unit for the Thirteenth Naval District.

The postwar period marked the beginning of his advertising agency career, when the joined Mac Wilkins, Cole & Weber, Seattle, as radio director. He soon became an account executive with Pacific National Advertising, Seattle, and in

Storer Broadcasting Company

TOM HARKER. NAT. SALES MGR.. 488 MADISON AVE.. NEW YORK

beat



JAMES THOMAS CIRURG Co., Boston and New York, awarded certificate of appreciation from Advertising Council for its work as volunteer agency on Council's Industrial Iron & Steel Scrap Campaign from Aug. 1951 to June 1952.

LESTER F. LILLISTON to account staff of Earle Ludgin Agency, Chicago. Other additions: ARNOLD S. WATSON Jr., production department, and JOHN H. BAXTER, creative staff.

BARBARA HOWARD SMITH, copy writer, Ellington & Co., N. Y., and NICK BOLTON, manager of Chicago office, William G. Rambeau Co., station representative firm, have announced their engagement.

1947, he went to Spokane to be sales promotion manager for The Bon Marche, a department store.

In 1948, he began his present association with the Baker agency in Seattle, as radio (now also TV) director and account executive. He handles the broadcast media for The Bon Marche, Seattle, and all advertising for Peoples National Bank, the two Oldsmobile dealers in Seattle, the Toy Shop and Mello-Cup Coffee, among other accounts.

For his various accounts, which spend more than \$200,000 in radio and TV annually, Pete Lyman now handles three programs a week, plus participations. On most of the programs, he is writer, producer and voice, as well as account executive. Among the vehicles in which he participates on the air are the Toy Shop's weekly children's puppet show (Tuesday, 4:455 p.m.) and Oldsmobile commercial announcements on the film program, Popular Science (Friday, 9:30-9:45 p.m.), both on KING-TV Seattle.

Versatility Demonstrated

On his own time, perhaps to prove that advertising men are never so busy they can't take on something extra, Mr. Lynn conceived and put on KING-TV a weekly participating show called Tele-Buys Inc. It proved very successful for several of the sponsors, particularly Formula #40, a brass polish made in California which sought an opening of the Pacific Northwest market [B•T, May 2, 1952].

Although Tele-Buys is now off the air, Mr. Lyman has other evidence that radio and TV advertising pays. Peoples National Bank, he reports, has about doubled its advertising appropriation since 1950, adding television. Its principal vehicle is the half-hour Peoples Parade (Tuesday 9 p.m. on KING-TV). It is using some spot radio

"We've proved that radio and television can do a job for the advertiser," he says. "New business shows that Peoples is getting the greatest results with TV that the bank has had with any medium."

Another video success story

comes from one of two Oldsmobile dealers, which recently entered TV to promote its loan business. Returns indicate that, per dollar invested, television is outpulling all the other media used, including newspapers, radio and car cards.

Mr. Lyman in 1937 married the former Gladys Miller. She was music librarian at KOMO.

His hobbies are fishing and photography, and he is a member of the Washington Athletic Club and the Washington Quarterbacks.

He is completing a term as first vice president of the Seattle Ad Club. He was on the board of the Spokane Ad Club.

AUTO AUDIENCE

Has Increased—Roslow

MORE listening is being done away from home. And more of this same away-from-home listening is in automobiles, according to Pulse reports showing the New York radio audience increased 20.4% by outof-home listening in November 1952, against an out-of-home plus of only 16.2% in November 1951. This November found 53% of the away-from-home audience listening in autos, against 48% who did so in November a year ago.

The level of out-of-home listening this November was higher than in that month for any previous year since Pulse began measuring this type of listening in 1949, the research organization said, with 3.9% of the families in metropolitan New York this November reporting out-of-home listening during the average quarter-hour from 6 a.m. to midnight, compared to 3.5% a year ago. On an average day 30% listened away from home, compared to 26% last year.

Commenting on these findings, Dr. Sidney Roslow, director of Pulse, pointed out that the increased out-of-home listening represents an expanding plus for radio advertisers. "Failure of many broadcasters, advertisers and agencies to take account of this trend is undoubtedly contributing toward radio's failure to get its former share of the advertiser's dollar," he stated.



God rest you merry

Gentlemen!

(Let ulcers not dismay)

Ulcers? Shattered nerves? We broadcasters have had our share of these in '52.

But now, at the turn of the year, let's remember that we got something for our pains.

For example:

- * * * a stronger, revitalized NARTB and BMB:
- * * * a TV code of good practice;
- * * a record of unprecedented public service programing during and before the national elections;
- * * * a sales record that reflects the new surge of confidence in broadcasting as an entertainment and sales medium.



So...a toast to tomorrow!

Happy New Year.

The STROMBERG-CARLSON Station



Girls Town

EDITOR:

come forward for the underdog. The young ladies of Girls Town U.S.A. are truly the underdogs, for they are the daughters of delinquent parents, parents who have never done anything for them and are themselves a burden on the taxpayers of America.

In this fine home near Whiteface, Texas, located only 13 miles away from us, they are completely rehabilitated as the boys are in Boys

Town, Nebraska.

The home . . . started with 12 girls four years ago and is now filled to capacity with 72. Naturally, with 1,200 applicants on the waiting list, an expansion program is a necessity . . . I am contacting a few of my friends like yourself and asking them to take up the cudgels on behalf of this fine institution. Will you help?

Victor King General Manager KLVT Levelland, Tex.

[EDITOR'S NOTE: Any station wishing to carry spot announcements in the fund drive for Girls Town may obtain scripts from Mr. King.]

Wrong Dennis

EDITOR:

I would like to call your attention to the picture pertaining to the United Cerebral Palsy telethon

open mike



on page 76 of your Dec. 15 issue. I am convinced that the gentleman identified as Dennis Day is no other than Dennis James of Old Gold cigarette fame.

This does not hinder any of my high regards I have for your fine publication.

Boyd Porter Jr. Commercial Manager KIOX Bay City. Tex.

[EDITOR'S NOTE: Mr. Porter caught a caption writer snoozing.]

Bang, Bang

EDITOR:

the station's history. Anyone who says radio in a TV market is tough is just lazy and doesn't know how to load his sales gun with the right ammunition. We have BROADCASTING • TELECASTING and our own point-of-sale surveys—double-barreled dynamite that keeps business moving our way.

Walt Dennis Commercial Manager WILS Lansing, Mich.

Thank-You Note

EDITOR:

I consider myself very fortunate in having been able to attend the recent southeastern television conference sponsored by WBTV(TV) Charlotte . . .

WBTV's prospective competitors were treated royally and exposed to a lot of down-to-earth facts about TV operations by their staff and other assembled authorities... Too bad there isn't a place on some of the FCC forms for inserting this grand display of "in the public interest."

Lyle C. Motley Chief Engineer WBTM Danville, Va.

T Is Silent

EDITOR:

We are not at odds with our local newspaper, the *Pekin Daily Times*, but we are beginning to catch on as to what they think of us there.

We carry a daily program extoll-

ing the virtues of merchants in a neighboring town, Morton... Last week's listings in the *Pekin Times* came out with a frightening error... Note enclosure.

Bob Snow Program Director WSW Pekin, Ill.

[EDITOR'S NOTE: The "Times" dropped the "t" from the listing of the "Morton Hour."]

Wrong Party

EDITOR:

My husband, public service and special event man at KSTP and KSTP-TV, covered election results for the station and was a pretty tired boy early next a.m., but not as tired as the fellow who composed the WCCO-TV ad in the Dec. 8 BROADCASTING • TELECASTING. You see, Roger Kennedy, the first candidate to concede, was on the Republican, not Democratic, ballot. What's more, Roger is related to the new president of WCCO-TV. At KSTP we treat the boss' relatives better than that.

Mrs. Ben Leighton St. Paul, Minn.

[EDITOR'S NOTE: The advertisement listed the concession of Mr. Kennedy, "Democratic candidate for Congress," as among the events of WCCO-AM-TV coverage.]



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

TELEVISION HIGHLIGHTS OF 1952

As Reported in BROADCASTING • TELECASTING

(Radio Highlights of 1952 on Page 20)

Jan. 7—First copies of the NARTB TV Code and Seal of Good Practice are distributed to stations.

Jan. 7—Gain of 208.7% in total TV revenue to a total of \$105.9 for 1950 was reported by the FCC. Expenses for 1950 totaled \$115.1 compared to \$59.6 million in 1949.

Jan. 14—Hearing on merger of ABC and United Paramount Theatres begins at FCC.

Jan. 17—Merger of General Teleradio Inc. (WOR-AM-FM-TV New York) with Thomas S. Lee Enterprises was approved by the FCC. This places control of Mutual Broadcasting System with General Tire and Rubber Co.

Feb. 14—Combination dues plan is approved by NARTB board in meeting at Bandera, Texas.

Feb. 14—Membership of NARTB TV Code review board is approved by the board of the association. Group to take office on March 1, when code becomes effective.

Feb. 15—NBC National Spot Sales Dept. is reorganized and expanded.

Feb. 18—Procter & Gamble purchases more than \$7.5 million worth of TV network time at gross rates to become the leading video network user during 1951, according to PIB reports.

Feb. 22—Wayne Coy resigns as chairman of the FCC to become consultant for Time Inc. and part owner of KOB Albuquerque. Paul A. Walker becomes chairman.

Feb. 25—U. S. Advertisers spent \$217 million on television time in 1951, according to an estimate made by BROADCASTING TELECASTING and appearing in the first TELECASTING YEARBOOK.

Feb. 28—Speaker Sam Rayburn (D-Tex.) bars both radio and television from House committee hearings.

Feb. 28—Robert T. Bartley is nominated as FCC commissioner to replace Wayne Coy, as Paul A. Walker becomes chairman.

March 31—Thirtieth annual NARTB convention opens in Chicago.

April 11—Advertising Research Foundation elects Edgar Kobak president and starts campaign to improve advertising techniques.

April 14—FCC releases its Sixth Report and Order establishing its new TV policy. Report made 2,053 assignments to 1,291 communities. Of these 617 were vhf and 1,436 uhf. There were 242 noncommercial educational reservations.

May 1—Peabody Award winners are announced.

May 3—KPHO-AM-TV sold by John C. Mullins and associates for \$1.5 million to Meredith Publishing Co.

May 5—President Truman nominates Rosel Hyde for another term as FCC Commissioner. He was appointed to the FCC in April 1946 to fill the unexpired term of the late Comr. William H. Wills.

May 12—Controlling interest in KOTV (TV) Tulsa sold by George E. Cameron

Jr. and John B. Hill to J. D. Wrather Jr. for sum in excess of \$2 million.

May 17—Because of the football telecast ban of NCAA, Atlantic Refining Co. decides to sponsor pro football in the future.

May 17—DuPont awards are announced. June 27—President Truman calls members of FCC to White House for conference on the educational TV problem.

July 7—McFarland Bill (S 658) amending the Communications Act of 1934 is signed by the President to become law. July 7—Republican National Convention gets top coverage from radio and television.

July 11—FCC begins granting new TV stations by releasing batch of 18, including three for Denver.

July 21—Democratic convention profits by Republican experience and improves television technique.

July 31—NBC obtains exclusive television rights to major football games which NCAA permits to be telecast. Aug. 22—TV stations and networks take in \$235.7 millions, according to FCC re-

port.

Aug. 22—General Motors agrees to pay \$2.5 million to televise NCAA major college football games on NBC-TV.

Sept. 19—Commissioner Robert F. Jones resigns FCC to join law firm.

Oct. 14—Eugene Hyde Merrill is sworn in as FCC Commissioner, to replace Comr. Jones.

Oct. 16-FCC refuses to investigate Na-

tional Volunteers for Stevenson charge that Republicans were staging radio-TV spot blitz.

Oct. 21—Harold A. Lafount, radio consultant to Bulova Watch Co. and former member of the Federal Radio Commission, dies at home in Detroit.

Oct. 27—BROADCASTING • TELE-CASTING poll of network news commentators shows 56% believe Stevenson will win election, 44% Eisenhower.

Oct. 27 — BROADCASTING • TELE-CASTING survey of mid-Atlantic and southeastern broadcasters shows that two-thirds believe a single rate card for day and night broadcasting is coming.

Oct. 28—Theatre TV interests petition for frequencies for exclusive, large screen movie theatre television.

Oct. 28—Award of \$300,000 made to Duane Jones, president of Duane Jones & Co., New York, in New York county supreme court in his conspiracy suit against nine former employes.

Nov. 17—RCA releases study of first uhf station in Portland showing that coverage is much greater than had been anticipated.

Dec. 13—NBC Board Chairman Niles Trammell resigns to become one of principals in TV application for Ch. 7 in Miami.

Dec. 15 — Crosley Broadcasting Corp. agrees to buy WLTV (TV) Atlanta for \$1.5 million. Stock of station had been held by 25 prominent Atlanta businessmen.

In all the world there isn't another station like WOR.

For years, its powerful voice has reached into 14 states—and today its programs serve downright devoted audiences throughout this 26,000,000 listener market.

For years, such WOR-established personalities as John Gambling, Martha Deane, and the McCanns have been winning the confidence of listeners—a *must* factor in selling. WOR also has new stars—stars who will be selling the New York market for years to come.

That's why WOR sells more products for more advertisers than any other station in the world.

Let us show you how WOR can sell for you.

WORKS!

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 broadcasting 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



980 KC • 93.9 FM

Represented by NBC Spot Sales





feature of the week

R ADIO promotion in Boston paid off in more than doubled attendance at an eight-day automobile show which turned over its showmanship problems to WCOP-AM-FM that city.

This year's show, "Motorcade of '53," saw 50,000 persons visit the Mechanics Bldg., one of Boston's premier show palaces, to witness "the million-dollar spectacle of the world's fastest and most expensive American and foreign sports cars." The first annual show, held last year, drew only 17,000 spectators.

The jump in attendance came when Edward Stone, president of International Racing Enterprises, promoters of the event, placed general promotion for the show in the hands of John C. Gilmore,

WCOP account executive.

Mr. Gilmore arranged for broadcasting of six hours daily of special shows direct from the Motorcade stage. The show's auto displays jumped the gun by three weeks on the release dates of most standard American cars, the station reports.

A feature attraction was the daily appearance of one of Boston's most popular locally-produced radio shows, WCOP's Hayloft Jamboree, starring Nelson Bragg, "the Merry Mayor of Milo, Maine."

WCOP reports the Motorcade management already has invited the station to handle promotion for its "next and bigger" show, "Motorcade of '54."



strictly business

SIDORE (LINDY) LINDEN-BAUM, president of Filmcraft Productions Inc., Hollywood, was a prominent Los Angeles attorney until he got so carried away by a client's enthusiasm for television that he joined him in establishing a TV film firm.

Foreseeing the use of film in the new medium, he now believes "only the surface has been scratched." He predicts his chosen field "will eventually be many times larger than the present motion picture industry."

Filmcraft—of which F. H. Fodor, the "client" who sought legal aid in obtaining patents for a camera control system, is the executive in charge of production—has just completed filming the 110th NBC-TV You Bet Your Life program.

With this record behind him, Mr. Lindenbaum feels safe in saying "quiz, variety, situation comedy and dramatic type programs are all headed toward film. Editors can eliminate dull spots and tighten up quiz shows, in addition to eliminating any ad libs in questionable taste."

He says film results in a better physical presentation of a star "thanks to movie lighting as well as a constant make-up check." He adds that these facts are especially important to name players—now not so young—who want to look their best before the public.

Mr. Lindenbaum's family moved to Los Angeles from his native city, Boston, when he was a baby. He was graduated from high school and entered Columbia U. as a



Mr. LINDENBAUM
. . . it was enthusiasm

pharmacy student. After a year of this, he entered the U. of California at L. A. and switched to law. He also studied at the U. of California at Berkeley where he received his A.B. After a brief attendance at Harvard U. he got his L.L.B. degree from the Boalt Hall School of Jurisprudence at Berkeley. He hung out his shingle in Los Angeles in 1930.

Filmcraft, which started on a small scale employing two enthusiastic men and using a camera system that permitted continuous filming of programs, has expanded operations considerably. It has acquired Filmarte Theatre, the

(Continued on page 66)



KPHO

RADIO AND TELEVISION

Phoenix, Arizona

A MEREDITH STATION

the most looked-at, listened-to station in the big, prosperous Omaha market

announces the appointment of

EDWARD PETRY& CO. inc.

as national sales representatives

with offices in...

NEW YORK · CHICAGO · LOS ANGELES · DETROIT

ST. LOUIS · SAN FRANCISCO · DALLAS



wdod delivers 100 radio homes for only a PENNY!

Based on a median rate, the 91,500* daytime radio families listening to WDOD cost just a PENNY per 100 families.

That's a good buy in any market. In bustling, growing Chattanooga that means money in the cash register, too!

For 27 years, popular, powerful WDOD has persuaded millions of loyal listeners to buy the merchandise and services it has advertised. Yes, WDOD really sells its audience.

Make Chattanooga's No. 1 station your No. 1 choice in this profitable marketing area.

*latest primary coverage figures

WCOC AM-5,000 watts
FM-44,000 watts

AM-5,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

new business



Spot . . .

C HALLENGE CREAM & BUTTER Assn., L. A., will sponsor Sugar Bowl Game from New Orleans on KECA-TV that city and KGO-TV San Francisco, 11 a.m. PST, Jan. 1. Agency: Davis & Co., L. A.

Network . . .

MILES LABS. (Alka Seltzer), to sponsor NBC radio coverage of New Year's Eve Festivities in New York, Chicago and San Francisco with pickups from those cities at, respectively, 11:45 p.m. to 12:05 p.m. EST; 12:45 p.m. to 1:05 a.m. EST; and 2:35 to 3:05 a.m. EST. Agency: Geoffrey Wade Adv., Chicago.

BORDEN Co., N. Y., starts Frank Goss News on 22 Columbia Pacific Radio Network stations on thrice weekly alternating basis for Evaporated Milk and Instant Coffee, Mon., Wed., Fri., and Tues., Thurs., Sat., 5:45-5:55 p.m., PST, for 52 weeks from Jan. 5. Agency for Evaporated Milk: Young & Rubicam Inc.; Agency for Instant Coffee: Doherty, Clifford & Shenfield, both N. Y.

COLGATE-PALMOLIVE-PEET Co., renewing radio version of Mr. and Mrs. North for 13 weeks, effective Jan. 6. Show celebrates its tenth year on radio with the Dec. 30th broadcast. Agency: Sherman & Marquette,

WESTINGHOUSE ELECTRIC Corp. to sponsor Meet Betty Furness on CBS-TV Fri., 10:45-11 p.m., effective Jan. 2. Agency: McCann-Erickson,

Agency Appointments . . .

KYRON FOUNDATION, L. A. (Kyron reducing aids), appoints Irvin Rose Agency, Hollywood. Radio-TV will be used.

COLUMBIA FEDERAL SAVINGS & LOAN Assn., Washington, D. C. appoints Robert M. Gamble Jr. Adv., same city.

NATIONAL YEAST CORP., N. Y., names Hilton & Riggio, that city, effective Jan. 1.

McCRAY REFRIGERATOR Co., Kendallville Ind., appoints Buchen Co., Chicago. Media plans not yet set. Account executive is LEON MORGAN.

FAIRMOUNT FOODS Co., appoints Allen & Reynolds, Omaha. Firm uses radio-TV.

PAL BLADE Co., N. Y. (Pal and Personna Blades), names International Div. of Grant Adv., N. Y., to place foreign advertising.

EMPIRE FURNITURE & APPLIANCE Co., L. A., appoints J. E. Coyle Adv., that city. Spot announcements are scheduled on KFWB and KGFJ Hollywood, KOWL Santa Monica and KALI Pasadena.

W. A. STILLWELL, L. A., and HALLS MOTOR Co., Highland Park (both Oldsmobile dealers), appoint George Patton Co., Beverly Hills. TV is being used.

WESTERN GEAR WORKS, Lynwood, Calif. (power transmission products), appoints Ruthrauff & Ryan Inc., Hollywood.

INSTANT BEVERAGE Co., S. F. (Valsweet grape nectar), appoints Guild, Bascom & Bonfigli, that city.

SALADA TEA Co. of Canada Ltd., Toronto, names McKim Adv. Ltd., Toronto, effective Jan. 1.

LOUIS SHERRY Inc., N. Y. (candy, ice cream, preserves and catering service), appoints Hilton & Riggio, same city.

SCHAMMELL CHINA Co., Trenton, N. J., names Bauer Adv. Inc., N. Y.

Mumbo-Jumbo or Merchandising?

WMIL has never believed in — and never practiced—the kind of mumbo-jumbo that went by the name of "merchandising" but wasn't. We never believed that keeping an account executive happy by going through the motions, was a good substitute for building audiences. We still hold to that idea.

But, now, food advertisers on WMIL will receive, without extra charge, the active cooperation of the Krambo Stores—a chain of giant super-markets, whose annual volume exceeds \$3,000,000 per store.

They will share in Krambo's own WMIL advertising, will receive stack displays in every store, will obtain space in the store's newspaper advertising, shelf displays, window streamers. This all is a no charge "plus" service.

In short, good food advertising on a good radio station will, as always, create demand. But the WMIL food merchandising plan will turn that active demand into positive active sales through the most aggressive chain of food markets in Milwaukee.

That's what we call merchandising. That's why we're doing it. Ask any Forjoe office for the details.



RADIO HIGHLIGHTS OF 1952

As Reported in BROADCASTING • TELECASTING

Jan. 7—FCC reports 1950 AM-FM revenues totalled \$444.5 million, up 7.1% over 1949. Expenses for AM-FM stations totalled \$376.3 million. Income before federal taxes totalled \$68.2 million, up 29.7% over 1949.

Jan. 14—Hearing on merger of ABC and United Paramount Theatres begins at FCC.

Jan. 17—Merger of General Teleradio Inc. (WOR-AM-FM-TV New York) with Thomas S. Lee Enterprises was approved by the FCC. This places control of Mutual Broadcasting System with General Tire & Rubber Co.

Jan. 21—Volume of radio time sales rose nearly \$32 million in 1951 over sales in 1950, BROADCASTING • TELE-CASTING survey shows. The 1951 estimates showed National Network totalled \$116,641,381; Regional Network \$7,125,000; National and Regional non network \$134,291,439; Local \$227,434,786; Total \$485,492,606.

Jan. 28—CBS Radio sends affiliates revised contracts to adjust rates downward.

Jan. 28—Joint Radio Network Committee estimates number of radio sets in the United States as of Jan. 1 at 105.3 million.

Feb. 4—FCC maps interim broadcast station alert plan in case of enemy attack involving sentinel operation for many of nation's high power stations.

Feb. 14—Combination dues plan is approved by NARTB board in meeting at Bandera, Texas.

Feb. 18—Procter & Gamble again top users of radio time with total of \$18. 159,695 during 1951, according to records of Publishers Information Bureau.

Feb. 15—NBC National Spot Sales Dept. is reorganized and expanded.

Feb. 22—Wayne Coy resigns as Chairman of FCC to become consultant for Time Inc. and part owner of KOB Al-

buquerque. Paul A. Walker becomes chairman.

Feb. 23—Twenty-fifth anniversary of the establishment of the Federal Radio Commission.

Feb. 28—Awards are presented to four winners of the Voice of Democracy contest, sponsored by the NARTB, RTMA and U. S. Junior Chamber of Commerce.

Feb. 28—Speaker Sam Rayburn (D-Tex.) bars both radio and television from House committee hearings.

Feb. 28—Robert T. Bartley is nominated as FCC Commissioner to replace Wayne Coy as Paul A. Walker becomes Chairman.

March 8—Preliminary FCC figures show that the networks took in more money from TV than from AM in 1951 with total of \$132.2 million from TV and \$100.4 million from AM.

March 14 — Adrian Murphy becomes president of CBS Radio.

March 14 — Naylor Rogers, executive vice president of Keystone Broadcasting System, dies in Chicago.

March 20—G. Shaw, vice president of A. C. Nielsen Co., tells Assn. of National Advertisers that television costs are approximately 50% higher than those of radio and that much of the country cannot be reached by television.

March 31—Thirtieth annual NARTB convention opens in Chicago.

April 11—Advertising Research Foundation elects Edgar Kobak president and starts campaign to improve advertising techniques.

April 25—Frank White resigns and Thomas F. O'Neil becomes president of Mutual Broadcasting System.

May 1—Peabody Award winners are announced.

May 3—KPHO-AM-TV sold by John C. Mullins and associates for \$1.5 million to Meredith Publishing Co.

May 5—President Truman nominates Rosel Hyde for another term as FCC Commissioner. He was appointed to the FCC in April 1946 to fill the unexpired term of the late Comr. William H. Wills.

May 15—Liberty Network suspends service.

May 17 — DuPont awards are announced.

July 7—McFarland Bill (S 658) amending the Communications Act of 1934 is signed by the President to become law.

July 7—Republican National Convention gets top coverage from radio and television.

July 11—KOA-AM-FM is sold by NBC to Bob Hope, Mayor Quigg Newton of Denver and their associates for \$2.25 million.

July 21—Democratic convention

Aug. 12—CBS sets new rate formula cutting nighttime rates approximately 25%.

Sept. 3-NBC trims rates to match CBS.

Sept. 18—CBS celebrates its 25th anniversary.

Sept. 19—Comr. Robert F. Jones resigns to join law firm.

Sept. 26—General Foods signs Bob Hope for two series on NBC radio for approximately \$2 million.

Sept. 30—Merlin Hall Aylesworth, first president of NBC, dies.

Oct. 3—Radio revenue in 1951 was highest in history, \$450.4 million, according to FCC report.

Oct. 11—Arthur Pryor Jr., BBDO vice president in charge of radio and television, tells NARTB District 6 meeting, in Memphis, that radio is the best low cost mass buy. He pointed out that radio people must keep advertisers informed of its advantages.

Oct. 14—Eugene Hyde Merrill is sworn in as FCC Commissioner, to replace Robert F. Jones, who resigned to enter practice of law.

Oct. 16—FCC refuses to investigate National Volunteers for Stevenson charge that Republicans were staging radio-TV spot blitz.

Oct. 27—BROADCASTING • TELE-CASTING poll of network news commentators shows 56% believe Stevenson will win election, 44% Eisenhower.

Oct. 28 — Award of \$300,000 made to Duane Jones, president of Duane Jones & Co., New York, in New York county

(Continued on page 64)

in this room...

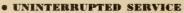
there's no room for doubt

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment.

Nor should you compromise with quality in the tape recorder you select.

AMPEX Recorders are engineered to the highest professional standards of reliability and performance.

AMPEX brings you these cost-saving operating advantages:



Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.

MINIMUM "DOWN TIME"

AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.

• ACCURATE TIMING

AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.

• HIGHEST FIDELITY

Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.

• LONG LIFE

AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.



MAG

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION . 934 CHARTER STREET . REDWOOD CITY, CALIFORNIA

Model 400A

YEARS of RESULTS From RADIO and NEWS!



100 per cent distribution for Polar Bear Coffee in the Fort Smith Trade area is proof of results for the Noon News, now in its 23rd consecutive year on KFPW . . . under the same sponsorship. Left to right, celebrating the 7,000th broadcast of Polar Bear Coffee News–J. W. Davis, sales manager, Griffin Grocery Co.; James C. Leake, vice president; Dwight Sample, manager, Griffin Grocery Co., Fort Smith, and Pat Garner, veteran news chief of KFPW. Inset, John T. Griffin, president of Griffin Grocery Co., makers of Polar Bear Coffee.

- One of KTUL's staunchest advertisers is Harry Clarke of Clarke's Good Clothes in Tulsa, who has sponsored "Tomorrow's News Tonight" every night at 10:00 for 15 years. Taxiposter held by Newscaster Ed Neibling, left, and Clothier Clarke heralds longevity of newscast. Plaque on wall was awarded KTUL and Clarke's in March by the BAB as second prize in the national "Radio Gets Results" contest. Clarke's has advertised continuously on KTUL since a week after the station went on the air in 1934.
- CLARKES
 USE TONIGHT

 COMORROWS

 CONTROL

 CONTROL
- The "VOICES" that SELL MOST for MORE LOCAL MERCHANTS in TWO RICH MARKETS of the SOUTHWEST.
- "GRASS ROOTS" ACCEPTANCE plus CONSISTENT RESULTS MAKE KTUL and KFPW the BEST BUYS FOR YOUR ADVERTIS-ING DOLLAR in TULSA and FORT SMITH, ARK.



Like cheese goes with apple pie

Low-cost results and W-I-T-H go together just like cheese and apple pie. And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.



IN BALTIMORE



TOM TINSLEY, PRESIDENT . REPRESENTED BY FORJOE AND COMPANY



WHAT'S AHEAD FOR ADVERTISING IN 1953?

By William B. Lewis

President, Kenyon & Eckhardt

- More cost consciousness
- More agency mergers
- More emphasis on sell

TRYING to look ahead these days is a thankless and unrewarding task. We can be sure, however, that 1953 will see a continuation of the trends so evident in 1952.

First of all, it looks as though there will be more and more mergers of small and medium agencies into larger operations. Small agencies, and here I do not speak of one-man shops, cannot afford the depth in facilities which is so essential today in working with major clients. Because of that, and the narrowing profit margins of the agency business, we can look forward to more news announcements along the lines that became so popular this year.

The Squeeze

Medium agencies are squeezed with the same problems. To hold a major account in these days of tough selling, an agency must be equipped to offer advice and counsel on many different marketing levels. The medium agency, with accounts which look good to the larger agencies, is placed in a difficult competitive position. Unless the creative work of the medium agency is so powerful that other considerations are waived, and that happens too rarely in our industry, the larger agency gets the nod as a sheer economic gesture by the client.

Few agencies are not conscious these days of the help a strong and facility-wise agency can give his advertising and sales team. And they will need every bit of that help in the year ahead.

Agency departments will be strengthened in 1953. Copy lessons have been learned in the past few years that are certainly going to be applied in the coming 12 months. Direct and simple approaches, with the emphasis on the individual benefit given to the consumer, will replace the kind of copy which sounds smart and sophisticated in a copy department or board room. Copy people are learning the hard

facts of sales needs. And when those facts are blended with creativeness and ingenuity, copy standards go up.

The day of being cute and coy is over. A cute copy line is of no value to a sales force and of even less value to a retail salesman. This doesn't eliminate humor in copy by any means. But the trick phrase will find its usefulness waning in the hard light of 1953 sales necessities.

Primarily, we are in the business of creating and holding consumer demand. That is especially true in light of the increasing amount of self-service, one-stop, shopping outlets. So the job for creative advertising is bigger than ever. And the advertising which is not truly creative will have a hard time surviving in 1953.

So, for copy in 1953, paste up the prime function of advertising—creativeness with a purpose. The

purpose is to make somebody want to buy and impel them to the purchase. Don't get lost; don't get tricky, don't get tradey. Get the straight message over in simple, direct, attractive fashion.

Copy and Art are sisters who must live together in our business. Gerry Link, our head art director, would certainly go along with me in the feeling that advertising art has made long strides forward in the past few years. The whole food picture, with its striking art examples of appetite appeal raised to the nth degree, is a fine case of advertising development.

If I may mention one of our campaigns, I'd like to bring up the Lincoln "modern living" story. Here is a campaign which has totally departed from what some circles call "Detroit advertising." Bold, imaginative, striking in conception, it fits the Lincoln of 1952 and the Lincoln of 1953 as few other adver-

tising themes have done.

Dealers and factory tell us one important matter; the campaign is selling Lincolns, And that is our prime objective. So then our art for 1953 must continue its boldly imaginative strides; again, with the realization that art must be welded to reality and that it must sell product.

Behind Art and Copy comes a dynamic concept of Media. Media buying, in many respects, is a most underrated section of agency operation. Yet, we know that creative media buying is one of the most important advertising responsibilities of agency and client operation. Many agencies have revamped traditional thinking concerning the operation of media departments. The changing pictures in TV, radio, newspaper, magazine and other media, need constant attention of top agency management. That's why 1953 will find still further upgrading of media personnel in major agencies. This will be a good thing for the people who both buy and sell media, for agencies in general and for clients.

Media Buying

Make no mistake about it—media buying must be strong and dynamic if advertising value is to be given our clients.

Backing up Art, Copy and media comes Research. I may be prejudiced on this subject, but research to me is of such vital importance in today's market that it becomes hard to evaluate its contributions. Facts are the backbone of any intelligent business operation. Management cannot afford the luxury of wishful thinking, hasty guesses and oneman surveys. Management turns to research for the answers. These answers are not meant to serve as anything but guideposts for action. They do not halt, constrict, delay, lame or cripple creative action. They do, however, show us where

(Continued on page 24)

NEW YEAR, NEW PROBLEMS, NEW PROMISES

In 1952, it may be recorded, television's influence in the advertising world was beginning to be understood. TV was no longer feared hysterically or embraced unquestioningly. Advertisers, agencies and radio began to learn how to live calmly, if not entirely comfortably, with TV.

But there was no doubt that television had made profound changes in advertising practices. To assess and identify these changes, and to suggest ways of living more comfortably with TV, BROADCASTING • TELECASTING asked five informed and respected advertising leaders for their views.

Their articles begin on this and the following four pages. Their forecasts assure that both radio and television will do well in 1953—if their managements are imaginative and resourceful.

(Continued from page 23)

we have been, where we are now, and where we may go in the future.

Research of many forms will be more important than ever in 1953. And the client who can team a good research department will be ahead of his competitors. Used the right way, research can improve creative and sales output to new highs in 1953.

The year ahead will certainly show greater emphasis on the fast moving promotion and merchandising setups, both with agencies and advertisers. These are the departments which work in the field and have the close knowledge of selling



MR. LEWIS is a broadcasting veteran as well as a firstrank agency man. He was CBS' first vice president in charge of programs (1936-41). He broke into advertising as apprentice at J. Walter Thompson, was later copy writer at Joseph Richards and then copy chief of Badger, Browning & Hersey. He joined K&E in 1944 as vice president in charge of radio, became account supervisor on Lincoln-Mercury, was elected president in October 1951.

problems which can be translated back into better advertising which contains more potent selling force. Contributions of these operations will be enormous in 1953. Their flexibility and ability to stir excitement on all levels, both trade and consumer, give merchandising and promotion a vital part to play.

In this area, incidentally, lie the contributions made by an integrated publicity-public relations campaign. This work must be tied into the overall advertising effort. Used properly, it has amazing effect. Limited by misunderstanding of management and thought of as "free advertising," it cannot fulfill its necessary role.

Management should understand the scope of an excellent publicity operation and utilize it to a far greater degree than it has done in the past.

We know that our major promo-

tions this year, built around "modern living," did much to bring our advertising theme alive to prospects and dealers. It helped make our advertising dollar worth more. And that, these days, is a valuable plus.

Radio-TV departments represent both a threat and an opportunity to advertisers and agencies. We know from painful experience what a purely creative operation, without cost consciousness, can do to any advertiser. Yet, we cannot get into a position where costs dicate our creative thinking.

Getting Rid of Load

Many agencies have given up production of their own shows and depend upon networks and outside booking offices for the creation of salable packages. This takes a load off the agency-a load which most agencies find it impossible to carry at this time. For the present the solution is an eminently practical and fair one for the advertisers. For, even without having to produce the show, agencies must carry production departments of their own for commercials, hire business managers to cost their radio-TV operations, build Hollywood style projection rooms for film screenings, and indulge in dozens of operations which never existed in the dear, dead days of pre-TV.

Yet, from the long range standpoint, leaving the creative portion of programming to networks and outside agents is not the best for client or agency operation. When the new stations are in full bloom and we have recovered from the shock of seeing time costs piled upon time costs, the subject will come up again. And the answer in 1954—not in 1953—may not be the same as today.

I. Q. Rating

Advertising in 1953 will be more intelligent. Advertisers and agencies alike are learning more of the fascinating sciences involved in making people act. And in the process of learning more, they are leading the advertising industry into a more knowledgeable, more direct, more basic approach to our customers.

The challenge is tremendous. We can no longer sit back with shortages or the rationalizations which emerged from those shortages. What happens when there's plenty of goods to sell and people aren't prone to spend without thinking?

Some of that answer will be found in 1953. Increased advertising budgets, stepped up research, solid promotion and merchandising, dramatic art, creatively selling copy and integrated management should make the next 12 months an important milestone in the history of our industry.

CINCINNATI AGENCY VEEPEE GIVES COPY HINTS FOR '53

Lloyd Smithson, vice president of the Cincinnati agency, Smithson, Wyman & Withenbury, was up late one night, with only his typewriter for company. The result may be helpful to jingle composers in need of a seasonal theme.

AROUND the first of each year, some copywriters seethe with a weird creative frenzy. They pound out reams of rhymes in which they link the new year with products being advertised—achieving a form of commercial couplet which is best described as the "chronometric cliche." To all copywriters who treasure this subtle device and who may now be digging for ideas, these few suggestions are freely offered:

Drink OLD CHLORETTE in '53—Get stinko inoffensively!

Sleep deep, at GREENLAWN CEMET'RY— Our plot's the spot for fifty-three.

Point up your personality—Wear BEAUTY-BRA in '53!

Enjoy a wartless '53— Use SERPO'S SNAKE OIL faithfully!

Wear STILT-STYLE SHOES in '53—And you can be as tall as she!

Drink ANCIENT AGUE in '53—Shake off hangovers easily!

Have fun in bed in '53
With WILCO'S OVERHEAD TV!

Drink BURP'S FINE BEER in '53— Enjoy its two-way luxury!

Take RALUGER in '53— It's regular spelled backwardly!

Perfume yourself with COME TO ME, And beat 'em off in '53!

For deep down, filtered ecstasy, Light up with PUNKS in '53!

Use SCRAPO BLADES in '53—With each pack, styptic pencil free!

These are just a *phew* examples of what can be done with an elementary sense of meter and no inhibitions. We could probably go on for pages, but we're already looking ahead to next year, which moves us to append this cogent couplet:

Just keep in touch; we've plenty more For use in Nineteen-Fifty-Four!

. . . LLOYD SMITHSON

from sincere tie to slide rule: how television is transforming radio-tv departments of leading agencies

By Rodney Erickson

Manager, Radio-TV Dept., Young & Rubicam

THE word huckster has an unpleasant connotation. So do drummer, pitchman, peddler, vendor, and travelling salesman, but they all have one thing in common. They all move merchandise. So do advertising agencies on behalf of their clients.

The purpose of this article is to discourse on the renaissance of this new pastime in radio and television departments of advertising agen-

For a long while advertising agencies produced their own shows in radio. In the beginning inexperienced people with little or no background in entertainment were occasionally sent to produce the big shows of the early thirties. Then came the real producers. Highpriced, high-powered agency producers who created entertaining shows. When it came time for the commercials the big boys turned the show over to the writers, who had yet to make their niche in radio as important as the print writers, with a "now a word from our sponsor."

The radio and television depart-

ments of those days were largely concerned with being in show business and, secondarily, in moving merchandise or being hucksters. All this was before television. We now have a drastic change occurring in advertising agencies, talent agencies, networks, and all services pertaining to television.

Impresarios All

In the beginnings of television, it was indeed a new toy. Every-body was an impresario. The experienced radio people moved in easily and expertly, but made room for the highest officers of agency and sponsor who caught the spirit of pioneering quickly. Television control rooms were so crowded that there often wasn't space for the technicians to come in to repair the quivering monitors. Then the costs of television mounted and the men were separated from the boys.

The old producers of radio shows climbed back in the saddle again. The best ones, that is. The ones who claimed to have gotten an ulcer out of radio were carted away to the psychiatrists after brief excursions into TV. The highpriced radio men were joined by even higher priced Hollywood and Broadway producers who had fallen into hard times. It seemed that everyone wanted to get in on the ground floor of television.

The costs of television continued

As the cost of producing a live television show began to approach the cost of the lowest quality film show, there began an experimental, then a rapid transfer from live to film as re-run profits were reported. The transition from live to film was led by commercials where perfection was essential. A weeding out of the slow and incompetent in overstaffed departments began, and television losses due to large staffs and low billing were converted to more normal expense percentages. Networks, too, reduced their staffs and reorganized and then reorganized again.

Television costs continued to rise, and the tendency to experiment was replaced by the necessity for moving large quantities of merchandise to justify the high cost. So here we are. This history is

behind us. What about the present character of television departments? And where do we go from

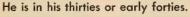
Primary Job

For the first time in the electronic history the agency radio-television departments are fully aware that their primary job is to use entertainment to move merchandise. The monies invested in television are so great that the personnel is rapidly assuming a characteristic somewhat foreign to its historic role. The creative television-radio department impresarios who survived can now work slide rules. The Harvard School of Business sneaks in the side door. The new television executive is now busy with more liaison work than pure

The growing importance of the liaison executive in television is manifest in the new advertising agency concept of servicing tele-

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Erickson's Specifications for the Complete Agency TV Chief



He dresses conservatively and is well groomed.

He is social but natural.

He has a good education.

He is familiar with technical aspects and limitations of the media.

He is courteous but firm in dealing with all.

He can balance his own checkbook and the budgets he is responsible for.

He can sit down and edit a script or write it, if necessary.

He can negotiate talent contracts and has done so, many times.

He has responsibilities at home and is mature.

He has network experience, preferably as a director and producer.

He has some advertising agency experience in radio or television.

He is aware of the advertising benefits on a cost-per-thousand basis of all media.

He knows all of the important personnel of networks, talents agencies and other agencies and is on good terms with them.

He can expedite any request from the client or his agency executives.

He never loses his temper.

He is logical and reasonable at all times.

He is, therefore, expensive.



what audience trends will develop in '53?

Here are some cautious forecasts, based upon the measurable past, by the head of a company that is a leader in the research field.

By Arthur C. Nielsen President, A. C. Nielsen Co.

THE next 12 months in the Age of Electrons should be the most challenging of all.

It's to be expected that two media whose vitality comes from a blend of engineering proficiency, show business skills, and marketing ingenuity will always be challenging. But for everyone in radio and television, the coming year in particular looks like a period of stimulating growth and critical decisions, full of possible prizes and penalties.

This is apparent if we examine prospective audience trends for 1953 and their bearing on radio and TV marketing. Of course, it's not in the province of audience researchers to take up prophecy and soothsaying. But the broad developments of recent seasons may cautiously be used as the basis for a look at the year ahead.

Circulation

The base for all broadcasting activity is its potential-the number and degree of saturation of radio and TV homes. Following the current rate of growth, total U.S. radio circulation should reach 44,-400,000 homes next month, and perhaps 45 million by year's enda figure very close to total saturation of all homes. For advertisers and broadcasters, it's trite to repeat that radio will be "bigger than ever." Nevertheless, the simple fact is that it will still provide a larger potential than that of any other medium, by far.

In TV, current data suggests that next month's total will be 20 million homes, representing a national saturation of 45%. It's not fair to hazard a guess about the total for next December, since new licensees will go on the air and service will reach an unknown number of new markets. But it's conceivable that within the year there will be about 25 million homes with TV. At the moment, this figure seems phenomenal; but anyone anticipating ignoring radio must consider that it also means there are 20 million homes without TV, a rather substantial market in itself.

Station Coverage

Moving to the question of individual station circulation, we've assembled a giant collection of coverage facts in our NCS mea-

surements. It would be impracticable, however, to attempt to take absolute 1952 circulation data and project them into broad 1953 trends. But we have assembled much information that sheds light on one of the industry's vital problems—the effect on an AM station's coverage of TV saturation in its home county.

Broadly speaking, the average radio outlet should find that the total number of homes it reaches regularly will be adversely affected as TV ownership in its area increases. This may be particularly evident in nighttime coverage; there's no reason to expect it for daytime.

Naturally, there will be numerous exceptions, depending on other conditions. Our own data show several stations kept coverage levels high in the face of strong TV opposition. Such variations will tend to force both stations and timebuyers to examine individual cases with care.

As for TV stations, coverage can surely increase as set ownership in home markets increases. However, 1953 will be the year when several outlets who've enjoyed the luxury of one-station markets will have competing channels for the first time. While it isn't reasonable to expect that such stations will suffer losses in, say, overall weekly circulation, they may experience changes in share of total listening and in fringe area coverage.

Audience Characteristics

Looking at the radio audience qualitatively, there's no reason to expect that it will change in its general characteristics. By economic level, geographical distribution, market size, education, family size and age, radio families have naturally been representative of the entire population, because of radio's virtual saturation.

Not so with TV homes. Television has tended to have betterheeled, better-educated, urban, larger and younger families than the average for the country as a whole. As set ownership continues to rise, though, these differences between TV homes and radio-only will be gradually reduced. In a year or two, the disparity may virtually disappear. TV families

may represent a true cross-section of the population.

In distribution by territories, 1953 will be a "spreading out" year for TV homes. Now a medium of high concentration in the Northeast and East Central states, television, with its new transmitters, will provide broader regional penetration into the now low-saturated sections and into new areas as well.

All these facts are of the greatest import to advertisers. Their need to match media selection to marketing patterns will be more critical than ever in the coming months.

Radio Usage

If 1953 follows the pattern of the past few years, the growth of TV can be expected to continue affecting evening radio listening levels adversely. However, any decrease in the per cent of homes using radio will be offset, to some extent, by the increase in the number of radio homes. Thus, advertisers must watch the rate of change carefully.

In the daytime, however, all signs point to the continued maintenance of listening percentages on a relatively even keel. This past year saw a rather small decrease in usage during most of the day, against 1951. And in the late

during 1953. Perhaps 13 to 15 million homes will have their TV sets in use during most of the eveing hours—a record figure for network advertisers to shoot at.

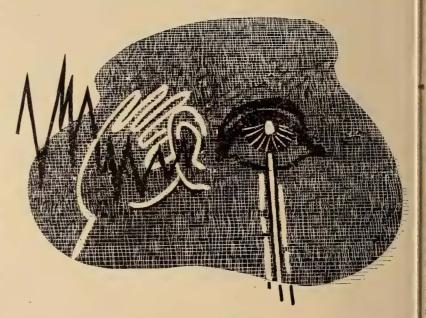
In the daytime, percentage figures might increase if the amount and quality of programming increases. Here again, there has been no evidence to expect anything but levels equal to those of '52. But the total homes potential will grow, even though it's not likely to exceed radio's for some time to come.

Program Preferences

In neither radio nor TV have there been any substantial changes in the types of network programs that audiences prefer, according to evidence from the past few seasons.

Thus, in radio, the industry will probably continue to see the highest average ratings going to comedy-variety, situation comedy, and audience participation shows, at night, and to those old reliables, the serials, in the daytime.

On the TV side, evening audiences, if they follow established trends, will show their greatest preference for variety, situation comedy and general drama, although mysteries always enjoy high average popularity as well. There is no clear-cut pattern of



morning, there was an increase. This points up the continued vitality of daytime radio. Its numerous successful network and local sponsors will no doubt be more than content with their selling achievements in '52.

TV Usage

While there are no indications that the *per cent* of TV homes using TV will change appreciably, there should continue to be an enormous growth in the audience potential in terms of *numbers* of homes. During the past year, for example, the average number of U. S. homes using TV between 8 and 11 p.m. exceeded the number using radio for the first time. The margin will undoubtedly increase

program type preferences in daytime TV worth noting.

Costs

All of the data we have on audience size points, of course, to one of broadcasting's more vital criteria—costs. There are so many individual considerations in this area, so many particular circumstances of program costs, rate changes, size of facilities, discount structures, AM-TV combinations, and the rest, that it would be foolhardy to generalize about the subject at this time.

However, we can expect that many network radio advertisers will continue to enjoy relatively

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how stations can get bigger shares of local advertisers' budgets

RADIO stations are learning the local advertiser's business and in turn are educating him to theirs. The pay-off ought to come in 1953 when a 20% increase in local volume may be possible.



By William B. Ryan
President, Broadcast Advertising Bureau

THE outlook for local radio advertising in '53 can be summarized in one word—"excellent."

Radio will do more business at the local level during the coming 12 months than it has done during any year in its history. It's entirely conceivable that this period will produce a 20% increase over 1952.

1953 will be marked as the year that radio finally, after 30-odd years, discovered its true local sales potential.

But it's not to our credit that this event has been so long in arriving—because the solution has ever been the obvious one of education—or rather, in this instance, lack of same.

Which Knows Less?

It's a toss-up as to which group has been the more uninformed—radio salesmen or local advertisers. We've displayed very little understanding of the factors inherent in the advertiser's business that influence his promotional decisions—while he, in most instances, has shown a total lack of knowledge relative to the use (and results) attendant to radio advertising.

He's been too frightened by the "unknown" to make an advance—and we've been too lethargic and undermanned to attempt the dual task of educating ourselves to his thinking and him to the ease with which he can use our medium.

What brought about this awakening on our part? Contributing factors vary from station to station but chief among them are increased operating costs, diminishing network billings and more aggressive competition from both within and without our medium. In short, in order to maintain that year-after-year upward sales curve, many stations have been forced to come face-to-face with the rather obvious fact that their greatest potential resides right in their own home town.

Last year the newspapers of

this country carried six to seven dollars' worth of local advertising for every dollar rung up on radio station registers. It's readily evident that newspapers do not cover more territory or have more local prospects than we do. Nor are their salesmen of a better basic caliber than ours—in spite of the fact that they are more plentiful.

No-the newspapers outsold us seven times over last year because they were better equipped to do so. Better equipped from the standpoint of their knowledge of the local advertiser - and better equipped because the local advertiser knew how to use their facilities. Granted, this was not an overnight accomplishment on their part-nor can we expect it to be one on ours. But we do feel that radio's superiority as a sales producing medium will considerably shorten the amount of time necessary to attain that same position.

Business Prospects

Before getting into the specifics of how we can better equip ourselves for this task—let's first take a quick look at 1953's business prospects. Here are some of the conclusions arrived at as a result of a recent Dun & Bradstreet survey of "Business Men's Expectations for the first quarter of 1953":

- 1. Most business men expect to sustain or to increase their dollar sales in the first quarter of 1953 as compared with the first quarter of 1952. Higher dollar sales are anticipated by the majority.
- 2. Business men generally expect to operate at a profit in the first quarter of 1953. Many look for higher profits, and a substantial number expect no change, as compared with the first quarter of 1952.
- 3. Business sentiment leans increasingly toward the opinion that selling prices have stabilized largely.
- 4. The majority of manufacturers expect increases in new orders.

As you can see, the general out-(Continued on page 64) TELEVISION stations have to help the local advertiser get results that justify his TV costs. The trick is to sell him a television schedule within his means and then make his every dollar count.



By J. Leonard Reinsch
Managing Director, WSB-TV, WHIO-TV*

LOCAL television advertising has developed into one of the most effective means of moving goods and promoting services. There is a growing consciousness on the part of national advertisers that the local man is the man who counts. with more and more money being spent cooperatively with the local distributor. The distributor is given the privilege of selecting his time periods and having something to say about his message—certainly a healthy trend and a wise utilization of the local distributor's knowledge of his market.

TV is a much more personal medium than newspapers, radio, magazines or billboards and to achieve the greatest personal appeal a commercial should be localized. Nothing beats direct selling from one neighbor to another and TV makes this possible.

Saw Potential

Local advertisers were quick to realize this potential as network television came into the Atlanta market and many of them quickly latched on to choice spot availabilities on WSB-TV. Despite continuing rate increases, local renewals are almost automatic.

The local man must be getting his money's worth, for he continues to buy. In many instances he may stay in TV to meet competition or if he happens to be the only TV user in a particular field he often is able to far outstrip his competition. In Atlanta, for example, Sawan grass seed conducted a fall campaign. Sales soared and now other seed men are already planning spring campaigns to meet this competition, and Sawan will be back.

Our selling problems in TV involve both men and money. Our staff members must know more

* Also managing director, WSB-AM Atlanta, WHIO - AM Dayton, WIOD about television than they had to know about radio. Our clients must have the necessary funds in their budget. Consequently when a salesman sells a client on the effectiveness of the medium and the value of the station, he still has a job to do in helping the client prepare his message.

The natural result has been the development of television salesmen who are combination script writers, layout men and production specialists. The price charged for television allows the salesman to spend more time with his customer. He learns more about the customer's business and the job of servicing an account becomes simpler through mutual understanding. Moreover, we believe that servicing an account is just as important as the original sale-not to keep the client sold but to keep his selling message fresh and effective.

We endeavor to provide the right vehicle for the advertisers so television will do the desired job. As long as we keep present advertisers happy, we will have a good business. This explains our emphasis on keeping our accounts satisfied.

Hit Local Hard

The advertiser should be sold on effective use of local television, supported by planning and ingenuity, and not on an imitation of the Hollywood product. TV advertising, properly planned and produced, will fit into the account's sales appeal.

At WSB-TV Atlanta, for instance, we placed Jerrell's non-fat dry milk solids on a kitchen program that features food preparation and daily discussions of diet and economical meal planning. After a few weeks James J. Selvage, general sales agent for Jerrell's, reported: "When we went into the ktchen show we had good

(Continued on page 65)

EVENTS IN '52

RESUMPTION of TV station licensing and opening of the uhf for television broadcasting were "the two most significant steps in television progress" during 1952, Brig. Gen. David Sarnoff, chairman of the board of RCA, said in a yearend statement being released today (Monday).

He saw the development of the transistor, tiny device which performs many of the functions of the electron tube, as opening "new opportunities for continued expansion of television and all phases of electronics," and with further development, as enabling the electronics art to "expand into many new fields of science, commerce, and industry."

Gen. Sarnoff said, "It is difficult to predict and unwise to limit the possibilities of the future in such a world-wide field of operations,' but that "in science . . . we are certain that progress will continue." He added:

"We must recognize, however, that progress, in its larger sense, depends upon other factors as well as upon science and invention. We must strive to achieve world peace, preserve our freedom and maintain our American way of life. These are the main essentials that call for our spiritual as well as our physical improvement. We enter the coming year with renewed hope."

Reviewing TV development during the past year, Gen. Sarnoff

"Television greatly extended its service area and enlarged its stature as one of America's major industries in 1952. Televisionequipped homes increased from 15 million in 1951 to nearly 21 million at the end of 1952-a gain of 40%.... Today 47% of American families have television sets, and more than 65% of the population is within range of one or more TV stations."

Cites New Services

As an indication of the anticipated rate of TV's future growth, he cited RCA Service Co.'s plans to open 34 additional service branches in 1953. He also noted that, in the international field, RCA had supplied equipment for 15 TV stations in Canada, Brazil, Cuba, Hawaii, Dominican Republic, Mexico, Venezuela, and Italy.

Referring to RCA's compatible system of color television and its tri-color picture tube, Gen. Sarnoff said "further progress" was made during 1952, and added:

"During 1952 RCA and NBC engineers have been field-testing color television standards evolved by the National Television System Committee, which is comprised of experienced engineers of the industry. When the field tests have been completed and the information evaluated and applied, the FCC will be petitioned to review the subject of color television and to set stand-

ards which will permit commercial broadcasting of compatible color.

"The field tests have also produced further evidence of the practicability and desirability of a compatible system for service to the public; that is, a system which permits owners of existing television sets to receive color programs in black-and-white without any change whatever in their sets."

Political Coverage

Gen. Sarnoff called attention to television's "vital role" in the national political campaign and elec-tion, and said: "Historians as well as politicians will be busy for some time to come evaluating the full extent of the influence of television in politics, and evolving strategy for its most effective use in future campaigns."

The Coronation of Queen Elizabeth II next June "promises pictures of splendor that will add to the dimensions of television in presenting history as it is made," he asserted.

The "older arts" - including radio, press, and movies-"felt the added touch of television" during 1952, Gen. Sarnoff noted, and "each medium has stimulated the other to further improvement and greater service." He cited as an example the NBC-Navy motion picture series, Victory at Sea, which "has brought into the homes of the

Reviewed by Sarnoff

nation documentary proof of the defeats and the triumphs of World War II and the heroism of our fighting men at sea, on land, and in the air."

He said the telecasts of Opera in English, "originated and developed by NBC, have provided a new dimension and significance to this field of entertainment and education." In addition to "Amahl and the Night Visitors," "Billy Budd," and "Trouble in Tahiti," programs in this series which are being "scheduled for the near future" include "Der Rosenkavalier" and "Suor Angelica," Gen. Sarnoff said.

In radio, the RCA executive asserted, set sales "continue to increase, enhanced by technical refinements and attractive designs." At the outset of 1952 there were more than 105 million radio sets in the U.S., including 25 million in automobiles, and nine million new sets were produced during the year. Portables, he said, "have gained in popularity and will continue to do so."

The popularity of the "Victrola" phonograph and of recorded music also continues to grow, Gen. Sarnoff said, reporting that there are now 26 million phonographs in the U. S. as compared to eight million in 1946. "Modern record players provide the public with turntables that literally are concert stages



Gen. SARNOFF ... renewed hope in '53

with a catalog of music in every classification," he observed.

He called attention to many new developments in industrial radio and electronics "which will further enlarge the commercial horizon." He continued:

"For example, business machines, home appliances, highway communication systems, radar, electron microscopes, bottle inspection machines are some of the uses to which microwaves and electronics

(Continued on page 48)

MAB Finds 'New' Money

TV AD DOLLARS

RAPID rise of TV's advertising revenue has not come at the expense of other media but is largely 'new" money, according to an analysis of the expenditures of TV network advertisers in this and other media for the first six months of 1952, compared with the same period of 1951.

This analysis-by Magazine Advertisers Bureau - showed that while the 171 TV network advertisers who spent \$25,000 or more in this medium in the first half of 1952 aggregated time purchases nearly 90% ahead of their combined total for the first six months of 1951, their expenditures in magazines also increased slightly, with some declines in the sums spent for time on the radio networks and space in the Sunday newspaper supplements. Using data compiled by Publishers Information Bureau on advertisers' expenditures in these four media, MAB found:

Fourth in a series of such comparisons, this study repeats in essence the conclusions of the previous analyses, made at six-month intervals beginning with a comparison of the last half of 1950 with the like period of 1949. This showed TV network clients increasing their expenditures in the other media as well.

The second study, comparing the first six month of 1 950 and 1951, showed these advertisers in aggregate spending a little more in magazines, about the same in network radio and somewhat less in Sunday supplements in the latter period.

A third analysis found that in the last half of 1951 the TV advertisers increased their magazine billings slightly and decreased their use of network radio a little and their use of Sunday supplements a

Comparing advertising expenditures during the first half of 1951

THE NATIONAL ADVERTISING BUDGETS OF 171 NATIONAL TELEVISION ADVERTISERS (\$25,000 OR MORE IN NETWORK TELEVISION, FIRST 6 MONTHS OF 1952) First 6 Mos. Per Cent 1951 Change First 6 Mos. 1952 \$87,903,625 66,861,926 Network Television Network Radio Magazines Sunday Newspaper Supplements \$46,931,063 77,034,873 82,015,645 $+87.3 \\
-13.2$ 15,138,084 18,255,582 \$257,017,006 \$224,237,163

and 1952 on the basis of increased or decreased expenditures of individual TV advertisers, MAB reported that of the 171 TV network clients in January-June 1952, 148 used magazines in 1951 or 1952, of which 84 or 56.8% increased their expenditures in this medium, while 64 or 43.2% curtailed them. The 82 who used network radio included 30 or 36.6% who increased and 52 or 63.4% who decreased their expenditures for time on the radio networks. The 94 users of Sunday supplements included 43 or 45.7% who boosted their space expenditures in these publications and 51 or 54.3% who decreased them.

MAB's primary conclusion from the studies is that "from 80% to 90% of the increased costs of television advertising continues to represent additional appropriations rather than diversion of funds from other media."

The turn-over in TV network advertisers also has been studied by MAB, which has made two analyses, comparing the final six-month periods of 1950 and 1951 and the first six-month periods of 1951 and 1952. Limiting its studies to ad-

(Continued on page 47)

for October 1952

1	Procter & Gamble\$1	,495,691
2	Miles Labs	622,395
3	General Mills	609,393
4	Sterling Drug	597,947
5	Gillette Co	553,872
6	General Foods Corp	473,175
7	Lever Brothers Co	399,093
8	Colgate-Palmolive-Peet Co	370,557
9	R. J. Reynolds Tobacco Co	359,907
0	American Home Products Corp.	356,963

group of October and January-October, 1952 with 1951, show foods the leading type of advertiser in both media, with toiletries, to-

(Continued on page 77)

POLITICAL business of the radio and TV networks in October amounted to \$1,565,775 in gross time charges, according to Publishers Information Bureau's compilation of advertising investments in broadcast time.

For the radio networks, the \$890,117 worth of time sold to the various political organizations put their combined October gross \$292,062 ahead of the total for October 1951, where without this political income they would have fallen nearly \$600,000 short of equalling the previous October

The TV networks are consistently, in 1952, running well ahead of their 1951 billings, but the \$675,658 gross income from politics helped to put October 1952 TV network billings \$2,542,518 ahead of their combined gross for October 1951.

Purchases of Democrats

The Democrats, incidentally, made much heavier use of time on the national networks for their candidates than did their opponents. In radio, the Democratic network time purchases during October totaled \$543,723, to \$330,566 for the GOP and \$15,628 for the Socialist-Labor Party. In TV, the Democratic candidates ran up time bills of \$412,353, compared to a total of \$263,305 for their Republican opponents.

Procter & Gamble Co. in October held its accustomed position as the

Leading Time Buyers

top buyer of both radio and TV

network time, with gross time

charges of \$1,495,691 in radio and

\$1,416,867 in TV, only advertiser

to purchase more than \$1 million

worth of either type of network

Top 10 advertisers in each medium (Tables I and IV) include seven who appear on both lists: General Mills, General Foods, Gillette, Lever Brothers, Colgate-Palmolive-Peet and Reynolds Tobacco in addition to P & G. Other

three leading timebuyers in network radio in October were American Hame Products, Miles Labs., and Sterling Drug; in TV they were: American Tobacco, Liggett & Myers and General Motors. Leading advertiser in each product category is shown in Table II for network radio and Table V for network TV.

Advertiser Categories

Tables III and VI, comparing for radio and TV, respectively, the combined billings of each product

TABLE II

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR OCTOBER 1952

Agriculture & Farming
Apparel, Footwear &
Access.
Automobile, Equip. &
Access.
Beer & Wine
Building Materials
Confectionery & Soft
Drinks
Consumer Products
Drugs and Drug Products
Food & Food Products
Gasoline & Oil
Horticulture
Household Equipment
Household Furnishings
Industrial Materials

PRODUCT GROUP

ADVERTISER	TIME	COSTS
Allis-Chalmers Mfg. Co.	\$	31,137
Brown Shoe Co.	*	15,844
Chrysler Corp.		77,955
Pabst Brewing Co.		76,331
Johns-Manville Corp.		72,624
William Wrigley Jr. Co.		130,264
Electric Cos. Adv. Program		79,227
Miles Labs		622,395
General Mills		602,454
Standard Oil of Indiana		107,696
Jackson & Perkins Co.		3,228
Philco Corp.		128,629
Nanmkeag Steam Cotton Co.		41,146
U. S. Steel Corp.		98,712

PRODUCT GROUP	ADVERTISER
Insurance	Equitable Life In
Jewelry, Optical goods	
& Cameras	Longines-Whittnau
Office Equipment &	
Stationery	Hall Brothers
Political	Stevenson-Sparkm Committee
Publishing	First Church of C
Radios	RCA
Retail	Dr. Hiss Shoe Sto
Smoking	R. J. Reynolds T
Soaps, Polishers &	
Cleansers	Procter & Gamble
Toiletries & Toilet Goods	Gillette Co.
Transportation	Association of An
Miscellaneous	A. F. of L.

of the office states	70,075
Longines-Whittnauer Watch Co.	81,626
Hall Brothers	65,832
Committee	170,396
First Church of Christ Scientist	14,136
RCA	62,986
Dr. Hiss Shoe Stores	3,024
R. J. Reynolds Tobacco Co.	359,907
Procter & Gamble Co.	1,060,559
Gillette Co.	553.872
Association of American Railroads	62,700
A. F. of L.	110,180
	Longines-Whitmauer Watch Co. Hall Brothers Stevenson-Sparkman Forum Committee First Church of Christ Scientist RCA Dr. Hiss Shoe Stores R. J. Reynolds Tobacco Co. Procter & Gamble Co. Gillette Co. Association of American Railroads

surance Society

TIME COSTS

BYERLY TO KATZ Heads Atlanta Office Jan. 1

KEITH S. BYERLY last week was named manager of the Atlanta office of The Katz Agency Inc., succeeding Fred M. Bell, who is

retiring after almost 30 years with the representation organization. The changes become effective Jan. 1.

Mr. Byerly has been identified with advertising in the South for more than 15



Mr. Byerly

years, and since 1947 has been with Jefferson Standard Broadcasting Co.'s WBT and WBTV (TV) Charlotte, N. C. He started with WBT as Carolinas sales manager, was named general sales manager for radio in 1948 and, with the advent of TV in 1949, added the WBTV sales managership to his responsibilities.

Before joining the WBT stations, he served as manager of the Hugh A. Deadwyler Adv. Agency, Charlotte, and prior to that was with Nachman-Rhodes Inc. in that city. He also was in the advertising and promotion department of the Charlotte Observer, and also was an advertising salesman for the Carolina Co-Operator Pub. Co., Raleigh.

COST PER HOME Petry Study Shows Decrease

WHILE the number of TV homes has steadily increased, the cost of reaching the families residing in these TV homes with advertising messages has just as steadily decreased, according to a study released last week by the television division of Edward Petry & Co.

Taking the 13 TV markets represented by Petry as a sample, the study reports a combined growth in TV circulation from 5,766,209 TV homes on Jan. 1, 1952, to 7,068,317 TV homes on Nov. 1, more than 35% of the national total and therefore presumably a reasonably representative sample.

This 22.6% increase in the size of the TV audience has been accompanied, the study reports, with a decline of more than one-sixth in the per family cost of TV advertising (Table 1). In January, the sponsor of an evening hour in these 13 markets found his time costs averaging \$3.55 per thousand

homes. By November, the figure had dropped to \$2.92 per thousand, a decrease of 17.8%. Cost per thousand of a daytime hour had in the same interval dropped from \$1.78 to \$1.45, a decrease of 18.5%.

When the unit is a one-minute spot instead of an hour program, the same change has occurred. The average cost per thousand of one minute of TV time at night in the Petry markets was \$0.67 in January and \$0.55 in November, a drop of 17.9%. The daytime minute cost per thousand was \$0.33 in January and \$0.28 in November, a decrease of 15.2%.

Average Decreases

These were average decreases, the Petry report states, adding a breakdown which shows that of the 13 TV stations this firm represents two stations decreased their nighttime costs per thousand between 30% and 40%; two more cut them from 20% to 30%; seven from 10% to 20%, and two 10% or less.

Daytime cost per thousand decreases of between 30% and 40% have occurred at two of the Petry stations and of between 20% and 30% at three, the report shows. For a daytime hour, six stations show daytime decreases per thousand of 10-20% and two of 10% or less. For a daytime minute, the cost per thousand of five stations has declined 11% to 20% and of three stations 10% or less.

The significance of the vardstick employed in the study—a simple comparison of TV set circulation growth and spot TV advertising rates—"varies greatly when applied to individual advertisers" problems or to individual products' sales successes," the report noted. But, Petry points out, this yardstick "does provide a frame reference to evaluate month-by-month changes in spot TV's ability to make sales at a profit."

13 Petry-represented TV markets Total TV Homes-Average Cost Per M Available TV Homes-Jan. 1, 1952-Nov. 1, 1952

			Hour	Mi	nute	1		1	Hour	Mi	nute
	Total TV Homes	Night	Day	Night	Day.		Total TV Homes	Night	Day	Night	Day
January	5,766,209	\$3.55	\$1.78	\$.67	\$.33	July	6,409,426	3.25	1.62	.62	.31
February	5,865,940	3.47	1.74	.65	.33	August	6,505,371	3.23	1.61	.61	.31
March	5,960,702	3.40	1.70	.64	.32	September	6,641,396	3.15	1.57	.60	.30
April	6,109,322	3.47	1.73	.65	.33	October November	6,748,815 7,068,317	3.05 2.92	1.52 1.45	.55	.29
May	6,128,872	3.41	1.70	.64	.32	% Change.	7,000,317	2.72	1.45		.20
June	6,292,503	3.27	1.63	.62	.31	JanNov.	+22.6	17.8	-18.5	17.9	15.2

KFAC STUDIOS

ANNOUNCEMENT of new studios and executive offices for KFAC Los Angeles in the Prudential Bldg., 5773 Wilshire Blvd., was made last week by Calvin J. Smith, KFAC president and general manager.

The station will occupy 6,000 square feet on the ground floor of the building with entrances on both Wilshire Blvd. and the adjacent seven-acre landscaped parking area. Occupancy is slated for about March 15 when alterations, under the direction of architects Welton Becket & Assoc., are completed.

Negotiations preceding the announced move started in early spring with preliminary discussions among E. L. Cord, station's principal stockholder; Harry J. Volk, vice president in charge of western operations for the Prudential Insurance Co., and Mr. Smith.

The new studios will be RCAequipped throughout, with Ampex model 400 recorders installed in each of the control rooms.

Mr. Smith said that to insure against minor program interruptions, duplicate installments are being made in each of the control rooms and complete facilities will be available for acetate, wire and tape recording.

"Every possible technical improvement is being utilized in keeping with KFAC's avowed and oftreiterated intention of providing the finest possible reproduction of good music," Mr. Smith said.

The new studios will be located in Los Angeles' Miracle Mile district and six blocks from the new CBS Television City. In the immediate area is Los Angeles' new advertising agency row, housing among others the J. Walter Thompson Co., BBDO, Calkins & Holden, Carlock, McClinton & Smith Inc., Mogge-Privett Inc. and Harrington-Richards.

NEW WFDF HOME Has AM, TV Facilities

WFDF Flint, 1 kw on 910 kc, which celebrated its 30th year on the air last May, has moved into its new radio center in downtown Flint.

For the past 22 years, WFDF has been operated from the 16th floor of the Mott Foundation Bldg. Now it is the only occupant of three floors in its new home. New quarters afford 25,000 sq. ft. of floor

In addition to AM facilities, the radio center boasts a television workshop laboratory for closed circuit television shows. A twocamera chain is being used to present service programs in cooperation with local civic organizations. TV monitors have been installed in the basement for use in connection with these programs. WFDF is an applicant for vhf Ch. 12.



DISCUSSING move of KFAC Los Angeles into Prudential Bldg., that city, are (l to r): Edward F. Baumer, director of public relations, Prudential Insurance Co., Western Home Office, Los Angeles; Mr. Smith, and George T. Wofford ◀ Jr., Prudential vice president.

NAAN MEETINGS

Scheduled During January

STEPPING-UP in time allotted and subject coverage for the coming Eastern and Western regional conferences of the National Advertising Agency Network has been announced by the St. Louis national headquarters of the 32-agency, 21year-old group.

NAAN's Western Region has set Jan. 16-18 for a meeting of agency principals and staff members to be held at Hotel Muehlbach at Kansas City, Mo. Carter Advertising Agency Inc., that city, will be host, and L. E. (Pete) White, president, White Adv. Agency, Tulsa-Oklahoma City, will be chairman.

The group's Eastern Region will meet Jan. 23-25 at Washington's Hotel Statler, with Henry J. Kaufman & Assoc., that city, as host agency. General chairman will be J. M. Henderson, president, Henderson Adv. Agency, Greenville, S. C.

NAAN's seven-man steering committee will hold a quarterly meeting at Kansas City Jan. 15, immediately preceding the Western Region conference. Some 90 to 100 persons are expected at each of the regional conferences, plus principals of several non-member agencies being considered for NAAN membership.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS Extra-Week Oct. 26-Nov. 1, 1952 EVENING, ONCE-A-WEEK NIELSEN-RATING

		Rating
Cur	rent	Homes
	nk Program	%
1	Jack Benny (CBS)	10.9
2	You Bet Your Life (NBC)	10.5
3	Charlie McCarthy Show (CBS)	10.3
4	Lux Radio Theatre (CBS)	10.2
3 4 5	Amos 'n' Andy	9.3
6	Big Story (NBC)	9.0
6	Great Gildersleeve (NBC)	8.9
8	Our Miss Brooks (CBS)	8.4
8	Philip Morris Playhouse on	
	Broadway (CBS)	8.1
10	Life With Luigi (CBS)	7.4
	Copyright 1952 by A. C. Nielsen	

REP. EUGENE COX Was Fiery FCC Critic

FINAL rites were to be held yesterday (Sunday) in Camilla, Ga., for Rep. E. Eugene Cox (D-Ga.), 72, fiery legislator and consistent FCC critic whose 27-year career in the House was ended last Wednesday.

Rep. Cox had entered the Naval Medical Center, Bethesda, Md., last Nov. 30 suffering from a heart condition. He was placed on the "serious" list and failed to rally.

During his legislative career Rep. Cox had risen to a key post on the pewerful House Rules Committee. His death came a day after a special House committee, of which he was chairman, had ended an inquiry into subversive infiltration of tax-exempt foundations.

A conservative and Dixiecrat, Rep. Cox in 1943 spearheaded a select committee investigation of the FCC and often had moved to have the agency dissolved.

Shortly after he started a select committee probe of FCC in 1943 the Commission charged that Rep. Cox had accepted a \$2,500 fee, in the form of stock, in return for assistance in procuring a station's license. Subsequently Rep. Cox resigned as probe chairman.

Rep. Cox was born in Camilla, Ga., son of Stephen E. and Mary Williams Cox. He got his law degree at Mercer U. in 1902. He was named judge on the Superior Courts of the Albany (Ga.) Circuit. He married Roberta Patterson in 1902. She died in 1916. A daughter, Mary Bennett, survives the union. In 1918 Rep. Cox married Mrs. Grace Pitts Hill, of Cordele, Ga. They had a son, Gene.

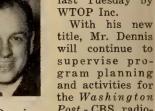


LUNCHEON honoring weekly radio series, Freedom, U. S. A., is attended by (I to r) Nathan Alexander of Weightman Inc., agency for Seaboard Container Corp., sponsor of the show on WIP Philadelphia; Yale Mann and Fredric R. Mann, vice president and president, respectively, of Seaboard; Benedict Gimbel Jr., WIP president, and Tyrone Power, star of the Freedom show.

DENNIS ELECTED Is New WTOP Inc. V. P.

ELECTION of Lloyd Dennis, director of program service, as vice president in charge of all programming for WTOP-AM-FM-TV

Washington, D. C., was announced last Tuesday by WTOP Inc. With his new



Mr. Dennis

supervise program planning and activities for the Washington Post - CBS radio-

TV properties.

He has been with WTOP since June 1937 and director of program service since May 1951.

Mr. Dennis thus joins Clyde Hunt (engineering) and George Hartford (sales) as vice president of WTOP Inc. In radio for the past 14 years, he previously was with WNAC WHDH WBZ in Boston. He went on active duty with the Navy in 1941, returning to WTOP in 1946.

WNDR SUIT

WSYR Challenges Authority

BATTLE lines were being drawn last weekend in the legal fight between WNDR Syracuse and Samuel I. Newhouse, his WSYR-AM-FM-TV Syracuse and his two newspapers in that city.

WNDR on Nov. 24 filed a \$1,088,-112 damage suit against the Newhouse interests, charging they had "engaged in a combination and conspiracy in unreasonable restraint" of interstate commerce in an effort to put WNDR out of business [B•T, Dec. 1].

Defense attorneys last Monday challenged institution of the damage suit on grounds the action was not authorized by the plaintiff's board of directors.

U. S. District Court Judge Stephen W. Brennan set Dec. 26 (last Friday) for WNDR attorneys to submit affidavits to controvert the defense claim that the directors have not approved the action. The court set today (Monday) for replying affidavits from the defense.

The court said there was no need to proceed with the issue of validity until the WNDR attorney produces or fails to produce authority from the majority of the board of direc-

Harry Cohen

FUNERAL services were held Dec. 17 in Hollywood for Harry Cohen, 52, production coordinator, Paul F. Heard Inc., that city, who died of cancer Dec. 15 at Queen of Angels Hospital. Before he was with the TV film production firm, Mr. Cohen was vice president and general manager of Apex Productions. Surviving are his wife, Marguerite, and a daughter, Irene.

ALLEN TO ANA

Bristol-Myers V. P. Named

JOSEPH M. ALLEN, vice president in charge of public relations for Bristol-Myers Co., will join the staff of the Assn. of National

Mr. Allen

Advertisers on Jan. 1, ANA President Paul B. West announced last week.

"Mr. Allen is recognized as being a leader in the development of radio and television," President West said. "His experience

and knowledge of these and other media will be of great value in ANA's continuing program to increase the effectiveness of national advertising through close advertiser-agency-media liaison."

Mr. West said the appointment "will be warmly welcomed by the members of ANA as well as by the many advertising agency and media representatives who have worked closely with Mr. Allen and with the association."

Mr. Allen will work with Lowell McElroy, ANA vice president in charge of media and research.

During his tenure at Bristol-Myers, Mr. Allen has been associated closely with ANA for several years, having served on its radio and TV steering committee, which he headed in 1949, and on the public relations steering committee. He also was a member of the board of Broadcast Measurement Bureau, and has been a member of the board of ANA's radio council.

He joined Bristol-Myers in 1917. Starting in the sales promotion department, he served subsequently as personnel manager, assistant to the president, assistant vice president, and vice president in charge of advertising for all Bristol-Myers products before he became public relations vice president.

FRS APPOINTMENTS Holt, Anderson Named

THAD HOLT, president of WAPI-WAFM (FM) WAFM-TV Birmingham, Ala., and Robert B. Anderson, stockholder in KVWC Vernon, Tex., were among the appointments announced last week by the Board of Governors of the Federal Reserve System.

Mr. Holt was appointed by the board for a three-year term, beginning Jan. 1, 1953, as director of the Federal Reserve Bank in Birmingham. Mr. Holt is associated in the Birmingham outlets with Ed Norton, himself a former Federal Reserve Board member.

Mr. Anderson, Secretary of the Navy-designate and vice presidentdirector of KVWC, is currently a director of the Federal Reserve Bank in Dallas. He was reappointed by the board and designated a deputy chairman for 1953.



"There he goes again—Stanislaus will have to be put on film."

Drawn for Broadcasting • Telecasting by Sid Hix

NBC SALES MEET Herbert Sets Agenda For Two-Day Sessions

PLANS for NBC's first national sales convention, being held today (Monday) and tomorrow in New York, were announced Friday by John K. Herbert, vice president in charge of radio and television network sales. All NBC network salesmen and sales executives from all NBC offices are slated to attend.

The meeting will open at 9 a.m. with a welcoming address by Mr. Herbert.

Presided over by George H. Frey, vice president and sales director for radio and television, the morning session will include addresses on the recent radio-TV reintegration of NBC by Sylvester L. Weaver Jr., vice president in charge of radio and TV, and Frank White, vice president and general manager of the radio and TV networks.

Also slated are a discussion of the Nielsen Coverage Service and its findings, by Hugh M. Beville Jr., director of research and planning, and Robert Elder, consultant to NBC; and a review of NBC facilities and station relations-sales department cooperation by Station Relations Vice President Harry Bannister, Station Relations Director Sheldon B. Hickox Jr. and Station Relations Manager Thomas E. Knode.

Program Plans

After luncheon, program plans will be outlined by Charles C. Barry, vice president in charge of radio and TV programming; Thomas A. McAvity, national program director; Carl Stanton and John Cleary, respectively television and radio network program managers, and Davidson Taylor, public affairs director. The role of production and facilities in network operations will be outlined by Frederic W. Wile Jr., vice president in charge of radio and TV production.

The Tuesday session will get underway at 8:30 a.m. with a review of engineering developments, their effect on sales, and an examination of uhf and color television by O. B. Hanson, vice president and chief engineer, and Robert E. Shelby, director of color TV systems development.

Robert W. Sarnoff, vice president in charge of the film division, will appraise the future for television films.

Ruddick C. Lawrence, director of promotion, planning and development, and members of his staff will explain the part played by research, sales promotion and other functions of the department in support of sales.

The press department's relation to sales will be presented by Sydney H. Eiges, vice president in charge of press and information.

Fred N. Dodge, merchandising director, similarly will outline his unit's part in sales.

After a final question period, Messrs. Herbert and Frey will make summation reports, followed by adjournment and luncheon.

The Monday session will be held in the Johnny Victor Theatre in RCA Exhibition Hall. Tuesday's will be in NBC board room.

Bymart Names R & R

BYMART Inc., New York (Tintair), names Ruthrauff & Ryan, same city, to handle its advertising. Tintair formerly was handled by Cecil & Presbrey. Account will probably return to use of radio and television.

RINE TO HEAD

New Storer District

WILLIAM E. RINE, managing director of WWVA Wheeling, has been promoted to the post of Northern District vice president of Storer Broadcasting Co., Lee B. Wailes,

executive vice president of Storer, announced last week.

Mr. Rine's position is a newly-created one and is the result of the consolidation of the Central and Northern districts into one. His promotion



Mr. Rine

will take effect Jan. 1.

Storer properties under Mr. Rine's supervision will include WJBK-AM-TV Detroit; WSPD-AM-TV Toledo; WSAI Cincinnati, WWVA Wheeling, and WMMN Fairmont, W. Va.

Concurrently with his post of managing director of WWVA, Mr. Rine has served as Central District vice president of Storer since July 5, 1951, with supervision of WSAI and WMMN. He joined Storer—then the Fort Industry Co.—in 1932 and was assigned to WWVA. In 1943 he was appointed commercial manager of the station and in 1946, managing director.

Mr. Wailes also announced that



Stanton P. Kett-

ler, who was appointed Southern District vice president in 1951, will continue in that position. The Southern District includes Storer stations WAGA-AM-TV Atlanta; WGBS Miami and KEYL (TV) San

Mr. Kettler

Antonio. Mr. Kettler also supervises the operations of the Florida Sun, a Miami Beach newspaper owned by the Florida Sun Publishing Co., a wholly owned Storer subsidiary.

NBC CHICAGO Unifies Its Radio-TV

NETWORK radio and TV staffs at NBC Chicago were unified last week in line with the overall NBC merger. Edward Hitz, NBC Chicago network sales manager, announced that Harold A. Smith, former TV network advertising and promotion manager, is now Central Division advertising and promotion manager for network radio and television.

William Yonan, former network radio sales service coordinator, is assistant manager of network radio and TV advertising and promotion. Arnold Johnson has been named manager of radio and TV sales service after working as manager of network radio sales service, while Tom Lauer becomes his assistant. He was former TV network sales service manager.



ARTHUR GODFREY couldn't appear in the latest ranking of radio stars-he was busy with another air commitment, flying helicopters in the Naval Reserve. He regularly captures 2 or 3, sometimes 4, of Nielsen's top 29 places.





Edgar Bergen-Charlie McCarthy





Lux Radio Theatre: Irving Cummings



Guiding Light: Jone Allison



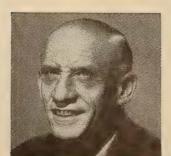
Our Gal Sunday: Vivian Smolen



Romance of Helen Trent: Julie Stevens



Big Sister: Grace Matthews



N.Y .Philharmonic-Symphony: Dimitri Mitropoulos



Symphonette: Mishel Piastro



Stars Over Hollywood: William Lundigan (Oct. 25)



Fun For All: Arlene Francis & Bill Cullen

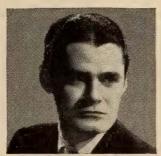




Aunt Jenny: Agnes Young



People are Funny: Art Linkletter



Perry Mason: John Larkin



"Club 15": Bob Crosby



Young Dr. Malone: Sandy Becker





This Is Nora Drake: Joan Tompkins



Theatre of Today: Patsy Campbell (Oct. 25)

CBS Radio again delivers 21 of radio's 29 most popular programs (even with Godfrey off flying in the Naval Reserve.)* These star attractions give CBS Radio advertisers the biggest average audiences in network radio at the lowest cost-per-thousand rate in all advertising.

*According to the latest Nielsen Radio Index summary of the biggest nighttime, weekday, and weekend audiences, Oct. 19-25.

THE CBS RADIO NETWORK

Where Your Customers Listen Most

CBS SIGNS P&G

Partly Offsets Dropped Shows

PROCTER & GAMBLE's projected cutback in evening radio was eased materially last week as the company signed a firm 52-week contract for participation in sponsorship of CBS Radio's three "Power Plan" programs.

Although the order by no means matches P&G's outlay for the two programs it is dropping—the quarter-hour Beulah and Tide Show strips, also on CBS Radio—it, nevertheless, represents an estimated \$750,000 in billings. It was viewed as evidence of continued faith in the sales punch of evening radio.

John Karol, CBS Radio vice president in charge of sales, said, "This move by such a major advertiser is a reaffirmation of faith in a medium - a proven medium which continues to be the best buy in national advertising. Radio gives sponsors the needed circulation to move products at a lower cost per thousand than any other media.

P&G also sponsors the earlyevening quarter-hour newscasts of Lowell Thomas, Monday through Friday, plus seven daytime serials on CBS Radio alone.

The "Power Plan" involves three weekly half-hour shows which are offered to three advertisers. The shows, all scheduled in the 8-8:30 p.m. segment, are FBI in Peace and War on Wednesday, Meet Millie on Thursday, and Mr. Keen, Tracer of Lost Persons, on Friday.

P&G agency on the new contract was Biow Co., New York.

KATYN KILLINGS FCC, OWI Officials Scored

VERBAL spanking was administered last week to FCC and Office of War Information officials for silencing Polish radio commentators discussing the 1940 Katyn Forest massacre of 5,000 Polish Army officers and civilians during and after the war years by a Select House committee investigating the atrocity. [B•T, Nov. 24].

The committee also said Voice of America failed to utilize available information on the Katyn murders.

Also singled out for censure was Elmer Davis, OWI war-time head and news broadcaster.

Committee, headed by Rep. Ray J. Madden (D-Ind.), was set up in 1951 to investigate the murders, first announced in 1943 by the Germans as a Russian atrocity. This was denied by the Soviets and blamed on the Nazis.

In July, the committee in an interim report fixed the blame on Soviet secret police. Report last week resulted from further investigation of apparent suppression of facts by American officials.

Included was testimony by broadcast station owners and commentators which alleged OWI and FCC officials pressured foreign language stations to tone down anti-Soviet commentators on the Katyn Forest murders [BoT, Nov. 24].



PROMOTION from scout to chief, complete with Indian headdress, is given John C. Cox (c) general manager of Westinghouse Electrical Supply Co., St. Louis, as he marks his 20th year with Westinghouse. Fitting headdress is Ted Huston (1), McCann-Erickson, New York, while Curt Ray, who handles the daily Westinghouse show, You Can Be Sure, on KMOX (CBS) St. Louis, observes ceremony.

'CHROMATRON'

Tube Tested for Newsmen

NEW model of the "Chromatron," a color TV tube developed by Chromatic Television Labs. Inc., was demonstrated for newsmen in New York last week.

The tube was tested by use of a series of Kodachrome slides projected on an 18-inch television screen. The closed circuit demonstration used the CBS color television system although company officials said the tube could be used with any of the proposed systems and also for standard black-andwhite transmissions.

Richard Hodgson, president of Chromatic, which is a subsidiary of Paramount Pictures Inc., said the tube's cost would be about roughly twice the amount for a black-and-white tube. He reported that similar demonstrations had been held for receiver manufacturers on the East and West Coasts [CLOSED CIRCUIT, Nov. 13].

The company maintains a research laboratory and facilities in Oakland, Calif., where color tubes are being produced on a pilot production basis. The idea for the tube's design was conceived by Dr. Ernest O. Lawrence, director of the radiation laboratory at the U. of California.

The first laboratory model of the tube was displayed at demonstrations last year.

COTTON BOWL SOLD Philco, Humble Oil Buy

SPONSORSHIP of NBC-AM-TV coverage of the Cotton Bowl football game in Dallas on New Year's Day will be divided among the Philco Corp., Humble Oil Co., Houston, and local advertisers in certain cities, network announced last week.

Philco will present the game on most NBC stations but Humble Oil will sponsor NBC's coverage on network stations in Texas. The network noted that on some NBC radio and TV stations, local sponsors will replace Philco.

SEGAL SPOOFS NARTB TV Code on Animals

WITH tongue in cheek, Paul Segal, Washington, D. C., attorney, has reminded prospective TV applicants that some things shouldn't happen to a dog-even on television-and suggested they change

In a "dummy" memorandum prepared for applicants, Mr. Segal, a member of the law firm of Segal, Smith & Hennessey, spoofs a minor change incorporated in the Television Code by the NARTB TV Board at its Cat Cay, Fla., meeting [B•T, Dec. 15]. The change urges humane treatment for animals on TV.

Noting the need for a high standard of program content, Mr. Segal suggests "you call your staff together and very carefully go over the program structure contained in your present application, as well as any sample scripts you may have prepared, and make absolutely certain that this new provision ... is fully complied with."

The code amendment provides that "the use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment."

Bud Pollard

FUNERAL services for Bud Pollard, 56, pioneer screen actor, director and writer, and first president of the Screen Directors Guild, were held last Monday in Culver City, Calif. Mr. Pollard died Dec. 17 in Hollywood. He made his debut as an actor at the age of 15, spending his other years in the industry as actor, writer, film editor and director. He was a founder and first president of SDG; a charter member of Film Editors Local 771, International Alliance of Theatrical & Stage Employes, and a member of the American Guild of Variety Artists and of the Picture Pioneers.

FOURTH BID

For Miami Ch. 7 at FCC

FOURTH TV application for Miami's Ch. 7 was dropped into the hopper at the FCC last week when East Coast Television Inc., group of local businessmen, filed.

Latest application competes with Niles Trammell bid [BoT, Dec. 15] and those of Iowa real estate men Mel Foster and Harold Hoersch, and Florida appliance distributor Jack C. Stein [BoT, Dec. 22].

East Coast Television Inc. is composed of Charles Silvers, aluminum windows, furniture, buliding equipment and machinery wholesaler, president and 30.01% stockholder: D. Richard Mead, real estate and building contractor, vice president and 23.33%; E. Albert Pallot, attorney, secretary and 23.33%; William Atwell Jr., stock broker, treasurer and 23.33%.

Seeking 316 kw with antenna at 439 ft., East Coast estimated construction cost at \$643,240; operating cost at \$400,000 and revenue at \$500,000.

Most interesting of the four applications for the Miami vhf frequency, and the first one filed, is that of Biscayne Television Corp. This comprises Niles Trammell, retiring chairman of NBC [B.T, Dec. 15], as president and 15% stockholder, and combination with 42.5% each of WIOD-Miami Daily News (Cox) and WQAM-Miami Herald (Knight) interests. The consolidation of the Cox and Knight Ch. 7 individual applications, with Mr. Trammell holding the balance of power, was an attempt to meet the FCC's doubts regarding the amalgamation of two local broadcasters into one TV application.

The Commission in two instances questioned whether such a combination met the requirements of its duopoly regulation. This forbids a single owner from controlling more than one broadcast station in the

same market.

RCA SET MODELS

Announces New Line

NEW line of 25 TV receivers was announced last week by H. G. Baker, RCA Victor Home Instruments Dept. vice president. First units have been shipped to distributors, with bulk shipments to start in early January, he said, predicting RCA's set output in 1953 will compare favorably with its best

past years.

New TV stations on the air next year will greatly extend market areas and prove a powerful stimulant to public interest in TV, Mr. Baker predicted. Prices are about the same as 1952 models despite higher costs, styling advances and new electronic features. Two types comprise the line-deluxe and regular. Most of the sets have 21-inch tubes. A new 27-inch set is included.

A 16-channel uhf-vhf tuner is announced as optional on all models, interchangeable with vhf - only tuners. Prices range upwards from \$199.95.

KFAC MOVES WEST!*



Early '53 move of offices and studios of Station KFAC, The Music Station for Southern California, to Prudential Building in Los Angeles, shown above, was announced this week by President & General Manager Calvin J. Smith.

* Exactly 3.3 Miles!

Audiences are big and business is good at KFAC, the music station in Los Angeles. And sometime in March when construction is completed, under direction of famed West Coast architects Wurdeman & Becket, KFAC moves into smart new studios and offices in the Prudential Building in Prudential Square on Wilshire Boulevard's fabulous Miracle Mile.

Faith in an Idea

The slogan, "The Future Belongs To Those Who Prepare For It" is the property of the Prudential Insurance Company. But KFAC believes in it,



KFAC Manager Smith receives welcome to Prudential Square from V.-P. George T. Wofford, Jr. (right)

too, for it's the story of KFAC today – from an idea that bloomed way back in the thirties. In hectic prewar days when all four network stations were pounding away with chain programs and a dozen locals yacked away all day long between run-of-the-mill records and canned news... KFAC raised an eyebrow, cocked an ear, cleared its throat and announced to one and all its now nationally known basic programming policy... it proved that it pays to be different and that there's a big exclusive audience for good music... and so, KFAC became the Music Station for Southern California, and it still is.

The Big Pay-Off

Today's high ratings prove the big decision in the 30's was right. Now advertisers on KFAC enjoy the lowest-cost-per-thousand listeners among all Los Angeles radio sta-

tions, network or local. This in the market in which 19 radio stations and 7 television outlets compete for listeners' time and advertisers' dollars.

Good Neighbors

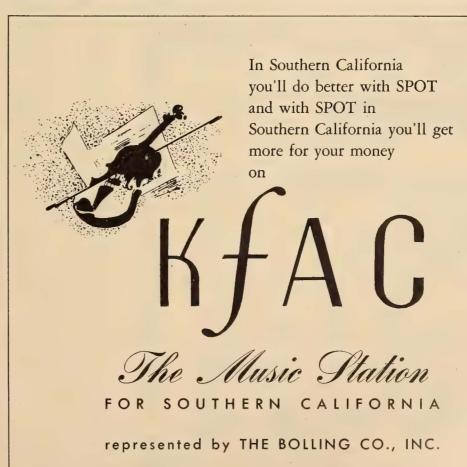
KFAC's program policy has attracted such well-known advertisers as Owl Drug Stores, Metropolitan Life Insurance Company, Barker Bros., Southern California Gas Company and Southern Counties Gas Company, State Mutual Savings & Loan Assn., Union Pacific Railroad, Crawfords, Inc., Bateman, Eichler & Co., Slavick Jewelry Company and many others of like reputation. These advertisers continue to enjoy the exclusive audience which KFAC offers... and count their association in years... as many as thirteen.

28 Tons of Music

The world's finest music and leading performers and conductors move to Prudential Square with KFAC. Weighing 28 tons, KFAC's record library has more than enough music to program the station 24 hours a day, for a full year, without duplication.

Every month 49,000 listeners and customers ask at Gas Company offices for regularly issued programs for The Evening Concert now in its 12th year.

A call to Bolling Company offices in New York, Chicago, Boston and San Francisco will bring immediate response on availabilities and rates.



LOS ANGELES BROADCASTING CO., INC., 645 SO. MARIPOSA AVE., LOS ANGELES 5, CALIF.

RCA UNIT ENTERS TV Film Distribution

ENTRY of RCA Recorded Program Services into the television film distribution field was announced last week by James P. Davis, manager of the RCA Victor Custom Record Div.

He said RCA Recorded Program Services, which provides radio stations throughout the world with Thesaurus Transcription Library and RCA syndicated shows, has put into motion its plans to distribute a limited number of TV film libraries and syndicated programs. Organization and catalog details will be established after the first of the year, the announcement said.

Asserting the organization will continue to broaden its scope in the radio field, Mr. Davis said the move into TV film distribution was "a natural evolution for RCA Recorded Services, which has an established reputation among radio and television broadcasters as well as nation-wide facilities for distribution and service."

Mr. Davis said, "It is our intention to make available to television stations the same high calibre commerical program material and show packages as we have, year after year, for radio stations. Plans have been finalized for the biggest year in Thesaurus' history from the standpoint of big names and sponsor-selling shows"

NBC FILM SALES CBC, Others Buy Shows

CANADIAN Broadcasting Corp. has acquired the one-hour Hopalong Cassidy Show from NBC's television film syndication division for telecasting in the Toronto market, Robert W. Sarnoff, vice president in charge of the NBC Film Division announced last week.

Other sales of NBC-TV film properties during the preceding week were listed as including Hopalong, Dangerous Assignment, Lilli Palmer Show and News Review of the Week to KGNC-TV Amarillo; Life of Riley to KRON-TV San Francisco for the Columbia Breweries in the Portland (Ore.) market through How J. Ryan & Sons Agency and Dangerous Assignment to WJTV (TV) Jackson, Miss., and to the Advertising Counselors of Seattle Wash., for sponsorship by Hallicrafters TV in the Spokane market.

Indian Completes Study

FCC Chairman Paul A. Walker last week presented a certificate of merit to K. R. Doraswamy Iyengar of the Posts & Telegraph Dept. of the Indian government, for completing a telecommunications course. The study program is sponsored by FCC under the U. S. Point IV Program. This brings to 10 the number of nationals who have completed the course thus far.





FRANK R. DEAKINS (r), Canadian RCA Victor president, presents film of first episode of Victory at Sea to Donald Manson, Canadian Broadcasting Corp. general manager. Films will be shown on CBC-TV stations: CBFT (TV) Montreal and CBLT (TV) Toronto. This will be first time a TV program has run simultaneously in three countries: U. S., Canada and England, whose World War II sea victories are depicted in the 26-episode

WEEU-TV TARGET Interim Airing Set February

WEEU-TV Reading, Pa., expects to go on the air in late February with an interim operation of about 2 kw ERP, Mike Hanna, radio and TV consultant for the Hawley Broadcasting Co., licensee, told the Reading Rotary Club on Dec. 16.

Mr. Hanna said tower construction will be complete in a few weeks and that studio facilities expansion is about to begin, including that of executive, sales, programming, traffic and engineering offices. WEEU-TV will be affiliated with NBC-TV, he said.

When its regular transmitter, "the most powerful transmitter made by the General Electric Co.," is delivered next spring, "probably in May," WEEU-TV will go on the air with 240 kw, and "our signal will reach hundreds of thousands of folk in the area," Mr. Hanna said, WEEU-TV is on uhf Ch. 33.

said. WEEU-TV is on uhf Ch. 33. Mr. Hanna told the Rotarians WEEU cameras and microphones will be available to the department heads of "all public services from City Hall across the board." Facilities already have been offered to the area's educators, he said. He said WEEU-TV has pledged mutually cooperative support with city and county civic, trade, religious, agricultural and charitable groups. The station will exploit local artistic talent and will concentrate on local news, drawing upon facilities of the Reading Eagle and Times newspapers, with which it is affiliated, he said.

Mr. Hanna praised WEEU-TV executives and staff personnel, including: Hawley Quier, president; Thomas E. Martin, general manager; David J. Miller, technical operations director; Harold Shearer, assistant technical director and WEEU chief engineer; K. Richard Creitz, WEEU commercial manager; George Carroll, WEEU program director.

COMMUNITY TV

Asheville Bid Defeated

BID for authority to construct a community TV system in Asheville, N. C., was beaten decisively when the city council turned thumbs down, following three weeks of intensive opposition by broadcasters, dealers, servicemen and TV distributors.

Action was taken in North Carolina city two weeks ago. City council's vote was on third reading of an ordinance which would have permitted Community TV Systems Inc. to use local streets. It was preceded by two favorable votes in prior weeks. Ordinances require three readings in Asheville.

Community TV Systems Inc. is reported to have spent \$105,000 constructing tower and antenna atop Beaucatcher Mt., outside Asheville. It planned to spend another \$200,000 in wiring in the city. Company is headed by Philadelphian Murray Borken.

Height of controversy was reached when Harold H. Thomas, whose WISE holds CP for uhf Ch. 62, warned he might have to drop his grant if the wired TV system was approved. Local stations WLOS and WSKY are both applicants for vhf Ch. 13.

Coup de grace to wired system's bid apparently was given by Charles H. Crutchfield, WBTV (TV) Charlotte executive vice president, who wrote to leaders of opposition that he had not given the community TV company approval to pick up his station's signals. He said if there was a question of ill effect on regular telecasting he would prohibit such pickups. Community TV System had planned to service Asheville with WBTV signals.

Key to Opposition

Key to broadcasters' opposition was their belief that a wired system would mean little if any national advertising support for local broadcasters when they got on air with TV. It was charged also that some sections of the city might be discriminated against because of the distance from community TV system's lines or because of an inability to pay for service.

Community TV System planned to charge \$105 installation fee, plus \$39.60 per month for service.

Answer by Community TV System to these charges was that "special interests" opposed its venture.

Campaign pro and con was waged via newspaper stories, newspaper advertisements and broadcasts.

Sidelight on issue which stirred city is that a small community TV system is in operation in the Grove Park area of Asheville. This is run by A. Z. Bridgewater from a master antenna atop Sunset Mt. Mr. Bridgewater did not require council approval because his lines do not use city streets.

CHICAGO POLL

(H-A) Readers Oppose NCAA

STRONG OPPOSITION to the NCAA limited television college football program was expressed by fans in the 'Chicago area in the first four days of a poll by the Chicago Herald-American [B•T, Dec. 22], made public last week.

In a Herald-American article, sports writer James Enright reported only 3%, totaling 61 of the ballots, favored the limited TV plan espoused by NCAA. Fans supporting unlimited TV numbered 764 (45%); regional TV, 179 (10%), and for payment of a small fee, 723 (42%).

Mr. Enright noted in his article that ballots in the first count were mailed from seven states, Illinois, Michigan, Wisconsin, Iowa, Indiana, Ohio and Missouri.

"Results of this vote are especially important at this time," Mr. Enright commented, "since the poll is being watched by educational leaders and NCAA executives. NCAA will hold its annual convention in Washington next month and the poll results will have a bearing on the television fight."

Mr. Enright urged fans to express "any ideas or opinions not covered by the ballot." He said a study of first ballots showed voters offered various suggestions, including many expressions of willingness to pay a small fee and at the same time favor for the Big Ten plan for regional telecasts of college football games.

Excerpts from Mr. Enright's article also were circulated as a news release by DuMont TV Network, outspoken critic of the NCAA plan.

Miles Buys NBC Slots

MILES LABS., Elkhart, Ind., has bought two time periods of 20 minutes and one of 40 minutes on NBC for special New Year's Eve programming, through Geoffrey Wade Adv., Chicago. Time slots are 10:45 to 11:0 p.m., CST, 11:45 p.m. to 12:05 a.m. and 11:35 p.m. to 12:05 a.m., with the first two aired in the East and Central time zones and the third in Mountain and Pacific areas.

Temper and TV

DENVERITES take their television seriously, judging from news reports from the first city to receive postfreeze TV. On Dec. 21 one man shot himself to death after an argument with his wife and a second was in "fair" condition after being stabbed by his wife as the result of a quarrel. The stabbing victim and his wife were arguing over which TV program they should watch. The second man killed himself in remorse after striking his wife when she insisted he leave his TV set and come to dinner.



IN ceremony at Altantic City's Ritz Carlton Hotel, contract is signed for John E. Pearson Television Inc., to represent WFPG-TV Atlantic City. At signing were (seated, I to r) John E. Pearson, head of station representative firm; Fred Weber, WFPG-AM-FM-TV president, and Richard Teitlebaum, WFPG-AM-FM-TV treasurer and director; rear row, Pearson's Bill Wilson, vice: president; Raymond Henz, account executive, and Russell Walker, vice president.

KROY, WTTM SALES FCC Approves Transactions

TRANSFER of control of KROY Sacramento, Calif., and WTTM Trenton, N. J., received FCC approval last Tuesday.

KROY was purchased for \$425,000 by six Californians headed by C. L. McCarthy, general manager of KGO San Francisco [B•T, Nov. 24]. New ownership is incorporated as KROY Inc., with Mr. McCarthy as 32% stockholder and president. He becomes general manager.

Selling the 250 w basic CBS affiliate on 1240 kc were Mrs. Hattie Harm, who also owns KARM Fresno, Calif., and Clyde F. Coombs, KARM general manager.

Sale of WTTM from S. Carl Mark to Peoples Broadcasting Corp. for \$225,000 was approved. Peoples is licensee of WOL-AM-FM Washington and WRFD Worthington, Ohio, Columbus suburb. WTTM operates on 920 kc with 1 kw power.

Files for Bankruptcy

WM. H. WISE Co., publishing house, filed voluntary bankruptcy proceedings in Federal Court in New York last week, with an offer eventually to pay its debts in full. The court allowed the company to continue in business until further order. Firm placed radio spot announcements through Huber Hoge & Sons and Thwing & Altman, New York agencies. The Hoge agency placed only about \$2,000 worth during the year, an executive told BROADCASTING . TELECASTING. The amount owed the other agency was not revealed.

CBS Signs Consolidated

CONSOLIDATED Cosmetics, Chicago (Lanolin-Plus), has signed effective Jan. 5 for sponsorship of simulcasts of two weekly quarter-hours of Arthur Godfrey's morning program on CBS Radio and CBS-TV.

Greetings From Korea

GREETINGS of Korean soldiers were tape-recorded by the Voice of America and broadcast all over the world Christmas Day. The messages were recorded weeks in advance by VOA reporter Irwin Fox and sent to the U. S. and foreign countries represented in the Allied Korean fighting force.

NEW HOUSEHOLDS

Downward Trend Forecast

A GENERALLY downward trend in the formation of new households and families is indicated for the 1950-60 decade, according to the U. S. Census Bureau. Bureau gives a projection of the probable future course of family statistics.

The number of households totaled 43,468,000 in March 1950, when the decennial census was taken, with 35,925,000 married couples and a total of 39,193,000 families. By 1960, the bureau estimated, the number of households will reach between 47,985,000 and 52,402,000; number of married couples between 38,356,000 and 41,286,000; number of families between 42,862,000 and 46,158,000.

Growth in number of households during the 1950s is likely to depend much less on the number of marriages than it did during the 1940s because many of the persons reaching the age of marriage during the present decade were born during the 1930s when birth rates were low, according to the bureau.

Expected numbers of family units of other types in 1955 and 1960 and a statement of methods used in arriving at the numbers are described in a report titled, "Projections of the Number of Households and Families: 1955 and 1960"

SEWING UP SALES

on Sewing Machines

TTENDORF
AND
VENPORT
IN IOWA

ROCK ISLAND
MOLINE
AND EAST MOLINE
IN ILLINOIS

There's nothing new in the radio "mystery tune" idea; nothing new in offering prizes to listeners who name instrumental numbers played over the air. BUT WOC PUT SOMETHING NEW INTO THIS OLD IDEA WHEN \$172.50 SPENT ON SUCH BROADCASTS PRODUCED \$7,370.00 In Sales for Home Vacuum Store.

This Davenport appliance firm uses a daily 5-minute "Mystery Tune" format, six days a week, to promote the sales of a sewing machine it carries.

The week of November 17, one-hundred-and-fifty WOC listeners won gift certificates for correctly naming masked melodies played on Home Vacuum's broadcasts. This firm obtained appointments with 76 of these winners; sold 44 of them sewing machines which retail for \$167.50 each.

WOC has a host of success stories proving its effectiveness as a low-cost advertising medium. Get further facts from your nearby Free & Peters office—or from WOC direct.

Free & Peters, Inc.
Exclusive National Representatives



Davenport, Iowa

Basic NBC Affiliate 5000 W. — 1420 KC

Col. B. J. Palmer, President Ernest C. Sanders, Manager

WJVA'S STATUS

Renewal and Transfer Favored

REQUEST for transfer of control of WJVA South Bend, Ind., and for license renewal is favored in an initial decision handed down by FCC Hearing Examiner J. D. Bond. Station operates with 250 w daytime on 1580 kc. The case involved reporting deficiencies when the application for a CP was filed in November 1946.

Licensee is St. Joseph Valley Broadcasting Co., which filed an application for license renewal on April 28, 1948. WJVA has continued to operate since May 1 that year on extended license authority pending disposition of the request. In February 1950 application was submitted for transfer of control. which the Commission set for hearing on issues relating to possible unauthorized transfer of stock.

In his initial decision, examiner Bond said successive ownership, control and management changes, apart from non-compliance with reporting requirements involving stock changes, "effected progressive improvements" in organization and personnel stability. He cited the "conscientious and capable" efforts of the present management to maintain "a broadcast service of established value and benefit to the commercial and cultural and civic interests" of its listeners.

AFTRA STRIKES Against WGN and WLS

FOR the first time in its 15-year Chicago history, the American Federation of Television and Radio Artists struck two stations last week. The walkout came after months of stalemated negotiations.

The stations are WGN-AM-TV, owned by the Chicago Tribune and affiliated, respectively, with Mutual and DuMont, and WLS, owned by the Agricultural Broadcasting Co. and affiliated part-time with ABC.

Strike was called at midnight last Monday by AFTRA executives after authorization by members, following earlier sessions with management in which representatives of both WLS and WGN Inc. broke off negotiations.

All other key stations in the city completed their agreements and were ready to sign new contracts last week. They are NBC's WMAQ (AM) and WNBQ (TV), ABC's WENR (AM) and WENR-TV, and CBS-owned WBBM (AM) and CBSaffiliated WBKB (TV), owned by Balaban & Katz.

WLS declined to comment on final terms because of money, primarily, while WGN Inc. agreed to the financial demands but objected to several contract stipulations and to fringe benefits incorporated into AFTRA's petition for contract re-

AFTRA seeks \$150 weekly as a base for staff announcers. WLS is understood to have agreed to \$145, but wants separate negotiation and classification because it operates on a half-day schedule and does not have any television affiliation. WGN Inc. has agreed to the \$150 rate, but wants to cancel clauses respecting fringe benefits such as sick pay.

A WLS spokesman said "the only important difference between us and the union arises out of the adamant insistence of AFTRA that we must sign the same identical contract which they have offered to those major radio stations in Chicago which either own or are affiliated with television stations."

He said:

WLS, which is on the air only half of each day, believes it should be obvious to everyone, including the union and its members, that its problems in operating and maintaining a station, whose sole interest is radio and the future of the radio broadcasting industry, have little or nothing in common with those companies who have their major stakes involved in television. When the union is willing to give recognition to this important problem of ours, we are sure that this strike will be ended promptly.

WLS maintained its regular broadcast schedule, taking the air at 5 a.m. Tuesday with supervisory

Operation Continued

WGN-AM-TV continued to operate substantially on its regular schedule, with WGN broadcasting without any serious break although WGN-TV took the air at 10:30 a.m. instead of its usual 9 a.m.

Department managers and other supervisory personnel replaced staff announcers and freelance talent, working throughout the day and night on both stations from signon Tuesday morning.

WGN disagrees with five points. It "under no circumstances will force our newscasters to become union members," said Frank P. Schreiber, general manager of WGN Inc. "We feel very strongly that anyone connected with news should be completely independent and unbiased to assure freedom of speech and freedom of the press.'

AFTRA wants to unionize newscasters, not commentators, with newscasters more strictly defined in new contracts as announcers reading straight news copy. Commentators are classed as air men who express their own opinions or who editorialize.

A second point of disagreement was the station's rejection of a check-off system in which the company would deduct union dues from paychecks of members. The union said this is customary and was suggested by the membership to simplify collection and payment.

A "major issue" to which WGN

UDCOMING



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

Jan. 8: NARTB Convention TV Sub-committee, NARTB Hdqrs., Washing-

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

Jan. 12-13: NARTB Standards of Practice Committee, NARTB Hdqrs., 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 Hdqrs., Washington.

Jan. 14-16: Third Conference on High-Frequency Measurements, Washing-ton, D. C. (Jointly sponsored by AIEE, IRE and National Bureau of Stand-ards)

Jan. 15: Quarterly meeting of Steering Committee, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

Jan. 16-18: Conference of Western Region, National Advertising Agency Network, Hotel Muehlbach, Kansas City, Mo.

Jan. 23-25: Conference of Eastern Region, National Advertising Agency Network, Hotel Statler, Washington.

Jan. 24-25: Retail Advertising Conference, Conrad Hilton Hotel, Chicago.

Jan. 26: Continuance of Theatre-TV allocations hearings, FCC Hdqrs., Washington, D. C.

Jan. 26-27: Maritimes Assn. casters annual meeting, Fort Cumberland Hotel, Amherst, N. S., Canada.

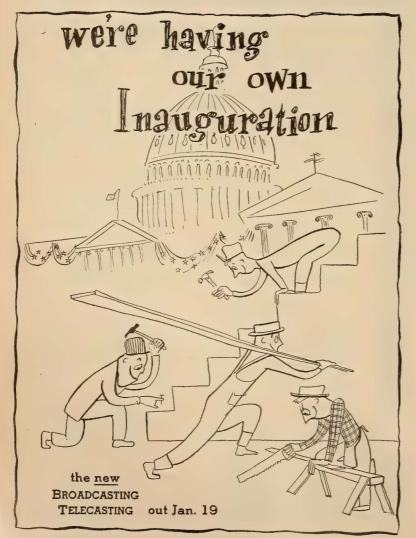
Jan. 26-27: NARTB Copyright Committee, NARTB Hdqrs., Washington.

would not agree was "granting retroactive pay on all radio contracts to Nov. 1 and on all television contracts on Dec. 1, the expiration dates." AFTRA's stand is that any contract, when renewed, is renewable to the time the earlier one expired.

The union sought to introduce unlimited severance pay, with AFTRA members getting one week's pay for every year of service and no provision for a maximum. The stations want to continue giving severance at their own discretion, the same policy it wants to continue respecting sick leave payments. The union wants a standardized system of sick leave benefits, with payment from the first week.

Frank P. Schreiber, in commenting on the AFTRA strike, said WGN Inc. has agreed to "substantial pay increases." He said:

Under the tentative agreement reached with the unions, staff announcers were to receive a basic wage of \$150 for a 40-hour week, plus additional amounts to be paid for each television program on which an announcer appeared and all radio commercial programs in excess of 12 15-minute shows per week or the equivalent thereof. Freelance television performers were to receive a 10% increase in fees. The salaries of our staff announcers range from \$10,000 to \$60,000 per year. The increases which we agreed upon would in some cases double this income.





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Continental Electronics

MANUFACTURING COMPANY

4212 S. BUCKNER BLVD.

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AD

WHEN YOU BUY WCKY YOU BUY SELLING POWER

50,000 watts of it that covers the rich Cincinnati Trading Area, and a big bonus in outside coverage.

WHEN YOU BUY WCKY YOU GET A BUYING AUDIENCE

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An audience that is loyal and responsive to the persuasive selling of our Disc Jockeys Nelson King, Marty Roberts, Rex Dale, Leo Underhill and Paul Miller

EL ZERTISE ON WCKY

WHY DON'T YOU DO AS HUNDREDS OF NATIONAL AND LOCAL ADVERTIS-ERS HAVE DONE?

WHY DON'T YOU LET WCKY SELL FOR YOU IN THE RICH CINCINNATI MARKET?

YOU'LL BE SURPRISED AT THE BIG SELLING JOB WCKY CAN DO FOR YOU ON A LOW BUDGET.

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TWX Ny 1-1688

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WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FIFTY GRAND IN SELLING WATTS



FOUR HOURS A DAY

EVEN DAYS A WEEK

editorial



Theme for '53

A COMMON theme runs through the special articles which William B. Lewis, president of Kenyon & Eckhardt, and Rodney Erickson, manager of the radio-TV department of Young & Rubicam, wrote for this issue and which we hope you have read by the time you come to this

The point stressed by Messrs. Lewis and Erickson is that 1953 will be the year of the hard sell. The advertiser and his agency will be bent on achieving what Mr. Lewis describes as the prime function of advertising—"to make somebody want to buy and impel them to the purchase." As applied to the use of radio and television, according to Mr. Erickson, this principle means that from now on the agency radio-TV department will consider that "entertainment is secondary to the sell."

There is a lesson here for radio and television broadcasters. Hard sellers are also hard buyers. The advertiser and agency that are determined to get the most out of their advertising investments are going to look very carefully at the kinds of advertising they buy. Quite obviously, 1953 is not going to be a happy year for the radio or television station that cannot do a little hard selling of its own. Not much time will be bought on anything approaching speculation.

Probably a lot of things contributed to shape the present attitudes of advertisers and agencies, but certainly no other factor was more important than television. TV made advertisers cost-conscious. It rendered the off-hand, emotional media purchase obsolete, though not until after some of the most emotional media purchases in history had been made on TV itself and after a wholly emotional buyers' strike against radio.

In the long run, we believe that if advertisers and their agencies consider advertising realistically, radio and television are bound to advance. If their customers seriously tackle the job of using radio and TV efficiently, radio and TV of necessity will assist and indeed assume the leadership in the job. The truth is that not until quite recently did broadcasters make really determined efforts to get the most out of their own medium.

William Ryan, president of BAB, makes that point in his article which also appears in this issue. The methods he urges to increase local advertising are no less useful in increasing regional and national business too.

Similarly with television. As J. Leonard Reinsch, managing director of the Cox stations, explains, also in this issue, the TV station can do more than it has to provide advertising within the means of local businesses.

If 1953 is to be the year of the hard sell, it is also to be a year in which the general business efficiency of both radio and television will be improved. By now television has outgrown its early role of be-all and end-all of advertising media and has been identified for what it really is, an expensive but tremendously productive medium. Radio not only is still alive but growing.

The audience trends forecast by Arthur C. Nielsen in this issue show that both radio and television have the technical capacity to reach the American public. In 1953, it seems apparent, both the users and proprietors of these media will be making a critical effort to put these incomparable technical advantages to effective work.

Looking Toward '56

THE 1952 Presidential campaign is all-butforgotten. The accent is now on where we do go from here.

One organization, however, is unwilling to forget the "numerous and grave" charges made against newspapers, radio, television and magazines alleging bias in the campaign coverage. That is Sigma Delta Chi, the national professional journalistic fraternity. A strong committee has been named by President Lee Hills to ascertain whether a survey of the news coverage is feasible and can be financed. If the answer is favorable, the second step will be made to undertake the survey, to prove the truth or falsity of the allegations.

Two important editors have inveighed against such a survey, describing it as "tommyrot" and "snooping." We think the charges should not go unanswered. If the news disseminating media—or any of them—were unfair, they should know about it, and take corrective steps four years hence. As we see it, the newspapers and the newsmagazines are principally on the spot. Radio and television have no editorial pages. The allegations against them have been directed toward balance in time allotments as between the candidates or spokesmen in their behalf, and the allocation of more advantageous time to one candidate or the other.

But all media are suspect under the indictments of the political spokesmen. The survey, in our view, should be made.

We assume that the SDX committee will explore prospects of financing the survey as one of its first orders of business. The Ford Foundation the other day announced establishment of an independent organization called "The Fund for the Republic" to espouse elimination of restrictions on freedom of thought, inquiry and expression in the United States.

Certainly, the proposed SDX survey—if it is determined feasible—falls within the purview of this new endowment. It could become the credo for news coverage of the 1956 Presidential campaign.

Damned If They Didn't

SOMETHING really new in network-affiliate relationships was added a fortnight ago. NBC reached an agreement with 41 organized TV-affiliates on a new compensation formula. It came after eight months of exploration and negotiation. Both sides exuded happiness. Neither got exactly what it wanted.

The agreement was reached after the affiliates, through a committee, had sat down with a committee representing the network and had frankly examined their business affairs. They projected their operations into the future. And, without stirring up their customers on "dollar matters," reached an amicable compromise.

This is a departure from the hell-raising rump sessions of other years, when affiliates would get together and solemnly resolve to do this or that, only to return home with nothing accomplished until the next hell-raising meet-

Walter Damm, WTMJ-TV Milwaukee, who organized the affiliates, said this is the greatest thing of its kind he had seen. He should know because he's been around the business of broadcasting almost since Genesis. It was a revelation too, to NBC President Joseph H. McConnell, who, in his three years at the network helm, hasn't found it all sweetness and light.

This brand of cooperation, wherein business men approach their problems on a business basis, could be emulated to advantage in all segments of the broadcast business.





ROBERT CHARLES MEEKER

UESTION for broadcasters with thinning hairlines and thickening waistlines: What ever became of the orchestra leader, Bobby Meeker?

You might have danced to his orchestra during the torrid twenties or the trembling thirties—especially if you were in the vicinity of the Plantation Night Club in Houston, Tex.

Mr. Meeker still hangs his hat in Houston but now is president and general manager of KCOH, 1 kw daytimer on 1430 kc.

"I used to play the notes—now, I pay them," Mr. Meeker says.

From 1945 to 1948, Mr. Meeker played at the Plantation. All Houston enjoyed his dancable rhythms, including a certain William A. Smith, banker, railroad construction boss, oil operator and philanthropist.

It so happened this Mr. Smith also owned a radio station and was in search of a manager whose music programming ideas meshed with his own. He found that man in Bobby Meeker.

Mr. Meeker began forming his music ideas at an early age. He started with piano but, in his own words, "failed because I couldn't make my left hand work." He then switched to the violin and succeeded—as his 20 years of band-leading will attest.

While attending Senn High School in Chicago, he began serious playing with the Junior Symphony there. Student Meeker loved music but his parents wanted him to be a chemical engineer. So at the U. of Chicago, he majored in chemistry. Upon being graduated, however, Mr. Meeker faced the immediate prospect of making a living. A benevolent fate landed him a job on a well-paying basis.

After playing with several bands, Mr. Meeker received an emergency call from Edgar Benson, who had to have a band at Chicago's Drake Hotel. The call came on a Wednesday; the band had to be ready that Friday.

Mr. Meeker still remembers that opening. "I was so nervous that on the first number I dropped the bow," he recalls.

However, he picked up the bow and remained at the Drake for three years. Since that shaky opening, Mr. Meeker played on such stations as KWK St. Louis, WGN Chicago, KOA Denver, KDKA Pittsburgh, WLW Cincinnati, KMOX St. Louis and WBBM Chicago.

Subsequently, he certainly was no stranger to radio when Mr. Smith approached him with that offer.

Together, Messrs. Meeker and Smith have been pioneering in programming "serious" music for Houstonians. No hillbilly music is

(Continued on page 64)

NATION'S R.F.D.'s HONOR



RADIO WOW'S HANSEN

"Bring me men . . .
with empires in their purpose
and new eras in their brains . . ."
—Sam Walter Foss

Many honors have come to Mal Hansen, WOW's alert, young Farm Service Director. His latest tops them all. It's about the highest honor attainable by a member of his profession!

Mal has been elected president of The National Association of Radio Farm Directors.

More than 200 of Mal's fellow R. F. D.s chose him as their leader. They chose him because they recognize him as a great national leader in farm radio.

The NARFD honor proves Mal commands respect of his fellow men—just as he does among the thousands of farm families who listen daily to his "Farm Service Reporter", in WOW-Land, "The Richest Part of God's Great Green World".

Mal's commercial messages command respect, too. His listeners believe him, seek his advice.

Mal personally directs every activity of WOW's Farm Service Department. WOW management backs him up with a fine staff, aggressive promotion and merchandising.

Mal's newest honor—his presidency of the NARFD—means greater prestige, greater values, for every Radio WOW advertiser.

RADIO STATION

Frank P. Fogarty General Manager

WOW

Bill Wiseman Sales Manager

OMAHA, NEBRASKA

590 KC * NBC * 5000 WATTS

A MEREDITH STATION * REPRESENTED BY JOHN BLAIR & CO.

		Jacob Branch	COMPA	ARATIVE	NETW	ORK_S	HOWSH	EET 。	1952 by Br	oadcasting	Publication	s Inc.		-		E V E
		SUNDAY ABC CBS MBS NBC				MONDAY ABC CBS MBS NBC				TUESDAY ABC CBS MBS NBC				ABC	WEDN	
V		6:00 PM	Carter Products Drew Person (175)	December Bride	Libby, McNeill & Libby Nick Carter	Adventures of the Scarlet Pimpernel S	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service S	Not in Service	Metro.Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service	Not in Service	Metre, Life Ins. Allan Jackson (129)
ı.		6:15	Lorillard Monday Morning Headlines (328)	æ	6:25 State Farm Ins., C. Brown	и	ee	Gook Interviews Asia	и	Bill Stern's Sports Review (MM)	и	Gook Interviews Asia	и	Bill Stern's Sports Review (MM)	a	Cook Interviews Asia
		6:30	0	Palmolive Soap Our Miss Brooks (201)	[Squad Room	Juvenile Jury'	ш	No Service	. и	No Network Service	и	No Service	а	No Network Service	а	No Service
		6:45	Vacationland U.S.A.	и	и	и	и	P&G-Ivory Lowell Thomas (106) R	а	Sun Oil Co. 3-Star Extra (34)	и	P&G-Ivory Lowell Thomas (106) R	и	Sun Oil Co. 3-Star Extra (34)	a	P&G-Ivory Lowell Thomas (106) R
		7:00	Songs by Eddie Fisher S	Ameri. Tobacco. Jack Benny (207) R	Affairs of Peter Salem	Meet Your Match S	Co-op Headline Edition	Beulah	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	Beulah	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	Beulah
		7:15	The Three Suns	и	и	ec	Co-op Elmer Davis	Junior Miss	Dinner Date S	No Network Service	Co-op Elmer Davis	(Junior Miss)	Co-op Hazei Markel	No Network Service	Co-op Elmer Davis	(Junior Miss) (1:3)
1		7:30	Time Capsule S	Rexall Drug Amos 'n' Andy (202)	Little Symphonies	Aldrich Family	Gen. Mills, Lone Ranger (153) (See Footnote)	Club 15	Gabriel Heatter	Miles Labs News of World (166)	General Mills Silver Eagle (137)	Mindy Carson	Gredit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)	Gen, Mills, Lone Ranger (153) (See Footnote)	Campbell Soup Club 15 (164) off 1/16
		7:45	a	и	u	u	(See Footnote)	Am. Oil-Hamm. Ed. R. Murrow	Go-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	(See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp	(See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)
		8:00	American Music Hall S From 8-9 p.m.	Richard Hudnut Charlie McCarthy Show (202) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (192)	The Falcon	AA of RR's Railroad Hour (192)	Defense Attorney S	Mars Inc. People Are Funny (182)	That Hamner Guy	duPont Co. Cavalcade of America (166)	Sterling Mystery Theatre (325)	Eno-Scot Bowne FBI in Peace & War (199)
		8:15	•	и	и	α	Field & Stream	u	u .	α	и	а	• "	u	и	α
		8:30	α	Philip Morris My Little Margie (199)	Enchanted Hour	US Steel Co Theatre Guild, on the Air (187)	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (169) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)	Paul Whiteman Teen Club S	Halo, Palmolive Mr & Mrs North (202) R	(Go-op) High Adventure)	Red Skelton * OT	Life Begins At 80 S	Chesebrough Dr. Christian (184) R
		8:45	et	и	и	u	и	и	и	α	a	a	u ·	· a	a	а
1		9:00	Gruen Walter Winchell (325)	Hall Brothers Hallmark Playhouse (193)	Jazz Nocturne	•	Jazz Beat S	Lever Brothers Lux Radio Theatre (182)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R	Co-op Town Meeting	Wrigley Life with Luigi (190)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)	Co-op Mr. President	Philip Morris Playhouse (192)
- 8		9:15	Lerillard Taylor Grant News (328)	и	ď	и	а	и	и	и	*	и	и	u	*	a
R		9:30	Melody Highway S	Escape	TBA	Chesterfield L&M Dragnet (171) R	Solo Solilequy/	α	Co-op Off and On The Record	Cities Service Band of America (113) N	a	R. J. Reynolds My Friend Irma (183)	Co-op Off and On The Record	Reynolds Metals Fibber McGee & Molly (180)	Co-op Crossfire	J. Montenier What's My Line (123)
		9:45	Alistair Cooke S	u	A	и	α	ů.	и		Chr. S. Publ. Co. Irwin D. Canham (20)	u	и	a	æ	*
Ľ		10:00	Burton Dixie Corp., Paul Harvey (118)	10-10:05 Ford R. Trout (112)	Oklahoma City Symphony	Barrie Craig Confidential Investigator OT*	News of Tomorrow S	R. J. Reynolds Bob Hawk Show (183)	A. F. of L. Frank Edwards (157)	Music by Mantovani S	News of Tomorrow S	G-P-P, L.Parsons 10-10:05 (182)	(27)	P. Lorillard Two for the Money (190)	News of Tomorrow S	The Lineup
H		10:15	Gloria Parker Show S	10:05-30 L'gines- Wittnauer Choraliers		и	Dream Harbor S	и	Tex Fletcher Trie	и	Dream Harbor S	CBS-Columbia Doris Day 10:05-10:30 (75)	Falstaff Thompson & His Valley Boys		Oream Harber S	*
D		10:30	Science Editor	(157) R UN Report	и	Meet the Press	Laurence Welk Treasury Show (see footnote) S	Ford (103) Cedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)	The Embers (See Footnote)	Ford-Trout 10-10:35 Cedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)	Latin Quarter Orchestra S (see footnote)	Ford-Trout Gedric Adams
		10:45	Looking Into Space S	Thinking Out Loud	и	и	и	Sonotone (155) Three Suns	A	Al Goodman's Orchestra 10:35-11	#	10:35-45 Three Suns	и	Miller Brewing First Nighter(118) 10:35-11	æ	Dance Orchestra
		11:00	News S	News	The Political Picture	News from NBC	The Playboys S .	News	Co-op Baukhage Talking	No Network Service	The Playboys S	News	Go-op Baukhage Talking	No Network Service	The Playboys S	News
	1	11:15 PM	Coast Guard Show S	Dance Orchestra	Dance Orchestra	Clifton Utley	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty:	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra
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Ш		9:00 AM	ABC Milten Gross OperaAlbum S			Go-op World News Lockwood Doty	ABC O-Gedar Gorp. Break'ast Club (M-F-W) (290)		MBS Co-op Robt. Hurleigh	NBC No Network Service	ABC Ce-op Ne School Teday				1:30 PM	
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V.S.		9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45	Milten Cress OperaAlbum Prophecy, Inc. Voice of Prophecy (99) Message of Israel S Negro College Choirs Fine Arts Quartet S The Christian In Action S 4	CBS Trinity Choir News S E. Power Biggs " Church of Air S Salt Lake City Tabernacle Invitation to Learning* S	MBS Elder Michaux Happiness Hour Christian Ref. Church Back to God Radio Bible Class (311) Voice of Prophecy (327) Dawn Bible Frank & Ernest (Co-op) Bromfield Reporting Northwestern U. Roview S	Co-op World News Lockwood Doty We Hold These Truths Carnival of Books Faith In Action National Radio Pulpit S Or. Peale Art of Living S News Highlights S Faullless Starch Time (59) Spl. Viewpoint USA U.N. Is My Beat S The Living Word	ABC O-Gedar Gerp. Break'ast Club (M-F-W) (290) Swift & Co. Breakfast Club (290) R Phileo Corp Breakfast Club (283) Sterling Drug My True Story (212) General Mills Whispering Streets (224) Seeman Bros When A Girl Marries (Tu-Th) (201) Live Like A Millionaire S Bristol-Myers (MWF) ½ hr Break the Bank Toni & Seeman (Tu-Th) ½ hr Prudential	CBS Co-op News No Service Snow Crop Fr. Sardines Godfrey (187) R Frigidaire- Owens-Corning Godfrey (192) R Lever Bros. Arthur Godfrey (182) R Pilisbury Arthur Godfrey (192) R (193) R (193) R (194) R (194) R (195) R (195) R (196) R (197) Snow Rosemary (142)	Co-op Cedi Brown (92) Mutual Music Box Co-op Cedi Brown (92) Mutual Music Box Co-op Take a Number "" Sterling Ladies Fair 11-11:25 "" Queen For a Day 11:30-45 Tu& Th Quaker M-F 11:45-12 P. Lorillard	No Network Service " Thy Neighbor's Voice Ev'ry Day MM P&G, Welcome Travelers (150) Campbell Double or Nothing (147) " C-P-P Strike It Rich (179) " C-P-P Bob & Ray (183) Gen, Foods Bob Hope (139)	Raiston Space Patrol (284) Eddie Fisher Show S 4 Payroll Party S 4 (see footnote)	CBS Ce-op News No Service Garden Gate Milner, Robt. Q. Lewis (104) Galen Drake Super Noodle Show I. J. Grass (56) Let's Pretend Gream of Wheat Gran. Central Station "(157) Gannon Mills Give & Take (153) "	MBS Ne Network Service	NBC Skeny Oil This Farming Business (30) Mind Your Manners Archie Andrews S 4 Pet Milk Mary Lee Taylor (144) 4 My Secret Story 4 Hollywood Love Story	1:30 PM 1:45 2:00 2:15 2:30 2:45 3:00 3:15 3:30 3:45 4:00 4:15	ABC National Vespers A Pan American Union S Lone Pine & His Mountaineers S Marines In Review S Dr. Billy Graham Hour of Decision (229) Gospel Boste, Co. B Old-Fashioned
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Y Co.		9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45 12:00 N 12:15 PM	Milten Cress OperaAlbum Prophecy, Inc. Voice of Prophecy (99) Message of Israel S Negro College Choirs Fine Arts Quartet S The Christian In Action S News Brunch Time S Co-op	CBS Trinity Choir News S E. Power Biggs " Church of Air S au Invitation to Learning* S Middle East Story "	MBS Elder Michaux Happiness Hour Christian Ref. Church Back to God Radio Bible Class (311) Voice of Prophecy (327) Dawn Bible Frank & Ernest (Co-op) Bromfield Reporting Northwestern U. Review S College Choirs	Co-op World News Lockwood Doty We Hold These Truths Carnival of Books Faith In Action National Radio Pulpit S Or. Peale Art of Living S News Highlights Starch Time (59) Spl. Viewpoint USA U.N. Is My Beat S The Living Word Sammy Kaye's Sunday Serenade	ABC O-Gedar Corp. Break'ast Club (M-F-W) (290) Swift & Co. Swift & Co. Swift & Co. Phileo Corp. Breakfast Club (290) R Phileo Corp. Breakfast Club (280) Sterling Drug My True Story (212) Sterling Drug My True Story (212) Live Life A Millionaire S Bristol-Myers (MWF) ½ hr Break the Bank Toni & Seeman True Noni & Seeman Tu-Th) ½ hr Prudential (See Fonotole) The Jack Berch Show (256) Valentino S	CBS Co-op News No Service a Snow Crop Fr. Sardines Godfrey (187) R Frigidaire- Owens-Corning Godfrey (192) R Leve Bros. Arthur Godfrey (183) R Pillsbury Arthur Godfrey (192) R National Biscuit Rarthur Godfrey (192) R Contol. Baking Grand Slam (202) R Contol. Baking Grand Slam Grand Slam Grand Slam Godfrey (192) R General Foods Wendy Warren (156) Lever Bros. Aunt Jenny (145)	Co-op Cedi Brown (92) Mutual Music Box Co-op Take a Number Sterling Ladies Fair 11-11:25 « Queen For a Day 11:30-45 Tuß Th Quaker M-F 11:45-12 P. Lorillard Miles Labs Gurt Massey Time Johnson & Son News (12:15-12:25)	No Network Service " Thy Neighbor's Voice Ev'ry Day MM P&G, Welcome Travelers (150) " Campbell Double or Nothing (147) " C-P-P Strike It Rich (179) " G-P-P Bob & Ray (183) Gen. Foods Bob Hope (139) No Network	Raiston Space Patrol (284) Eddie Fisher Show S Payroll Party S (see fontole) 101 Ranch Boys S	CBS Ce-op News No Service Garden Gate Milner, Robt. Q. Lewis (104) Galen Drake Super Noodle Show I. J. Grass (56) Let's Pretend Cream of Wheat Gran. Central Station *(157) Cannon Mills Give & Take (153) Armstrong Cork Theatre of Today (189)	MBS Ne Network Service	NBC Skeny Oil This Farming Business (30) Mind Your Manners Archie Andrews Archie Andrews	1:30 PM 1:45 2:00 2:15 2:30 2:45 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45	ABC National Vespers """ Pan American Union S Lone Pine & His Mountaineers S """ Marines In Review S """ Or. Billy Graham Hour of Decision (229) "" Gospel Beste, Co. B Old-Fashioned Revival Hr. (242) "" "" ""
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		9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45 12:00 N 12:15 PM 12:30 12:45	Milten Cress OperaAlbum CoperaAlbum Prophecy, Inc. Voice of Prophecy (99) Message of Israel S Message of Israel S Choirs Fine Arts Quartet S Message of Israel S Fine Arts Cuartet S Fine Arts Cuartet S Chorian Fine Arts Cuartet S Chorian Churches of Chorian Churches of	CBS Trinity Choir News E. Power Biggs Church of Air Salt Lake City Tabernacle Invitation to Learning* Middle East Story Howard K.	MBS Elder Michaux Happiness Hour Christian Ref. Church Back to God Radio Bible Class (311) Voice of Prophecy (327) Dawn Bible Frank & Ernest (Co-op) Bromfield Reporting Northwestern U. Review S College Choirs Co-op Merry Mailman Vandevanter &	Co-op World News Lockwood Doty We Hold These Truths Carnival of Books Faith In Action National Radio Pulpit S Or. Peale Art of Living S News Highlights Starch Time (Sp) Spl. Viewpoint USA U.N. Is My Beat S The Living Word Sammy Kaye's Sunday Serenade "" The Elernal Light S ""	ABC O-Gedar Corp. Break'ast Club (M-F-W) (290) Swift & Co. Swift & Co. Phileo Corp. Breaklast Club (280) R Phileo Corp. Breaklast Club (281) Sterling Drug My True Story (212) Sterling Drug My True Story (212) General Mills Whispering Streets (224) Seeman Bros When A Girl Marries (Tu-Th) (201) Live Like A Millionaire S Bristol-Myers (MWF) ½/h Break the Bank Toni & Seeman (Tu-Th) ½/h Prudential (See Footnote) The Jack Berch Show (255) Valentino S General Mills The Bill Ring Show (174) Not in Service	CBS Co-op Mews No Service Snow Crop Fr. Sardines Godfrey (187) R Figidaire-Owens-Corning Godfrey (192) R Lever Bros. Arthur Godfrey (183) R Pillsbury Arthur Godfrey (192) R Liggelt & Myers Arthur Godfrey (192) R Liggelt & Myers Arthur Godfrey (202) R Contol. Baking Grand Slam (52) P&G Ivory Snow Rosemary (142) General Foods Wendy Warren (155) Lever Bros. Aunt Jenny (145) Whitehall Helen Trent (182) Whitehall Helen Trent (182) Whitehall Our Gal Sunday (176)	Co-op Robt. Hurleigh Co-op Gliff's Family	No Network Service " Thy Neighbor's Voice Ev'ry Day MM P&G, Welcome Travelers (150) Campbell Double or Nothing (147) " C-P-P Strike It Rich (179) " C-P-P Bob & Ray (183) Gen. Foods Bob Hope (183) No Network Service	Raiston Space Patrol (284) Eddie Fisher Show S Cose footnote Payroll Party S Cose footnote American Farmer S American Farmer S American	CBS Ce-op News No Service a Garden Gate Milner, Robt. Q. Lewis (104) Galen Drake Super Noodle Show I. J. Grass (56) Let's Pretend cream of Wheat Gran Central Station *(157) a Cannon Mills Give & Take (153) a Armstrong Cork Theatre of Today (189) a Carnation, Stars Over Hollywood (163) a	MBS Ne Netwerk Service	NBC Skeny Oil This Farming Business (30) Mind Your Manners Archie Andrews Archie Andrews 4 Pet Milk Mary Lee Taylor (144) 4 My Secret Story 4 Hollywood Love Story 5 4 News (12-12:05) Luncheon with] Buster Crabbe (12:05-12:30) S Coffee in Washington	1:30 PM 1:45 2:00 2:15 2:30 2:45 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15	ABC National Vespers S A Pan American Union S Lone Pine & His Mountaineers S Marines In Review S A Dr. Billy Graham Hour of Decision (229) A Gospel Beste, Co. B Old-Fashioned Revival Hr. (242 A This Week Around The World S
7.65		9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45 12:00 N 12:15 PM 12:30 12:45 1:00	Milten Cress OperaAlbum CoperaAlbum CoperaAlbum A Prophecy, Inc. Voice of Prophecy (99) A Message of Israel S Choirs Fine Arts Quartet S The Christian In Action S A News S Brunch Time Co-op Piano Playhouse Churches of Christ Herald of Truth (108)	CBS Trinity Choir News S E. Power Biggs " Church of Air S Salt Lake City Tabernacle Invitation to Learning* S " Middle East Story " Howard K. Smith Bill Costello	MBS Elder Michaux Happiness Hour Christian Ref. Church Back to God Radio Bible Class (311) Voice of Prophecy (327) Dawn Bible Frank & Ernest (Co-op) Bromfield Reporting Northwestern U. Review S College Choirs Co-op Merry Mailman Vandewanter & S S S S S Variation S Watter S Watt	Co-op World News Lockwood Doty We Hold These Truths Carnival of Books Faith In Action National Radio Pulpit S Or. Peale Art of Living S News Highlights Starch Time (S9) Spl. Viewpoint USA U.N. Is My Beat S The Living Word Sammy Kaye's Sunday Serenade " The Eternal Light S Youth Wants to Know	ABC O-Gedar Corp. Break'ast Club (M.FW) (290) Swift & Co. Floating Corp. Phileo Corp. Breakfast Club (289) Sterling Drug My True Story (212) General Mills Whispering Streets (224) Seeman Rills Whispering Streets (224) Seeman A Girl Marries (Tu-Th) (201) Live Like A Millionaire S " Bristol-Myers (MWF) ½ hr Break the Zank Toni & Seeman (Tu-Th) ½ hr Prudential (See Footnote) The Jack Berch Show (256) Valentino S General Mills The Bill Ring Show (174) Not in Service Co-op Paul Harvey	CBS Co-op Mews No Service Snow Crop Fr. Sardines Godfrey (187) R Figidaire-Owens-Corning Godfrey (192) R Lever Bros. Arthur Godfrey (192) R Arthur Godfrey (192) R Liggett & Myers Arthur Godfrey (199) R Liggett & Myers Arthur Godfrey (202) R Contini. Baking Grand Slam (202) R Contini. Baking Grand Slam (195) P&G Ivory Snow Rosemary (142) General Foods Wendy Warren (155) Lever Bros. Aunt Jenny (145) Whitehall Helen Trent (182) Whitehall Our Gal Sunday (176) P&G Ivory Bis Sister (183)	Co-op Coil Brown (92) Mutual Music Box Co-op Cedil Brown (92) Mutual Music Box Co-op Take a Number " Queen For a Day 11:30-45 Ta Day 11:30-45 Ta Day 11:30-45 Ta Day 11:45-12 P. Lorillard Miles Labs Curt Massey Time Johnson & Son News (12:15-12:25) News Headlines Faith In Our Time Co-op Cedric Foster	No Network Service " Thy Neighbor's Voice Ev'ry Day MM P&G, Welcome Travelers (150) " Campbell Double or Nothing (147) " C-P-P Strike It Rich (179) " C-P-P Bob & Ray (183) Gen. Foods Bob Hope (133) No Network Service "	Raiston Space Patrol (284) " Eddie Fisher Show S " Payroll Party S (see footnote) 101 Ranch Boys S American Farmer S	CBS Ce-op News No Service "" Garden Gate Milner, Robt. Q. Lewis (104) Galen Drake Super Noodle Super Noodle Let's Pretend "" Cream of Wheat Gran Central Station "(157) "" Cannon Mills Give & Take (153) "" Armstrone Cork Theatre of Today (189) "" Carnation, Stars Over Hollywood (169)	MBS Ne Network Service	NBC Skeny Oil This Farming Business (30) Mind Your Manners Archie Andrews S Pet Milk Mary Lee Taylor (144) " My Secret Story Hollywood Love Story S " News (12-12:05) Luncheon with] Buster Grabbe (12:05-12:30) S Coffee in	1:30 PM 1:45 2:00 2:15 2:30 2:45 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30	ABC Rational Vespers S A Pan American Union S Lone Pine & His Mountaineers S Marines In Review S C Dr. Billy Graham Hour of Decision (229) A Gosnel Bestq. Co. B Old-Fashioned Revival Hr. (242) A This Week Around The World S
		9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45 12:00 N 12:15 PM 12:30 12:45	Miltan Cress OperaAlbum " Prophecy, Inc. Voice of Prophecy (99) " Message of Israel S Negro College Choirs Fine Arts Quartet S " The Christian In Action S Brunch Time S Co-op Piano Playhouse " Churches of Christ Herald of	CBS Trinity Choir News S E. Power Biggs " Church of Air S Salt Lake City Tabernacle " Invitation to Learning* S Middle East Story " Howard K. Smith Bill Costello News	MBS Elder Michaux Happiness Hour Christian Ref. Church Back to God Radio Bible Class (311) Voice of Prophecy (327) Dawn Bible Frank & Ernest (Co-op) Bromfield Reporting Northwestern U. Review S College Choirs Co-op Merry Mailman Vandevanter & V	Co-op World News Lockwood Doty We Hold These Truths Carnival of Books Faith In Action National Radio Pulpit S Or. Peale Art of Living S News Highlights Starch Time (59) Spl. Viewpoint USA U.N. Is My Beat S The Living Word Sammy Kaye's Sunday Serenade " The Eternal Light S " Youth Wants	ABC O-Gedar Gerp. Break'ast Club (M-F-W) (290) R	CBS Co-op News No Service a Snow Crop Fr. Sardines Godfrey (187) R Frigidaire- Owens-Corning Godfrey (192) R Lever Bros. Arthur Godfrey (183) R National Biscuit Rarthur Godfrey (192) R Rational Biscuit Rarthur Godfrey (192) R Contol. Baking Grand Slam Grand Slam Grand Slam Rosemary (142) General Foods Wendy Warren (158) Lever Bros. Aunt Jenny (145) Whitehall Helen Trent (182) Whitehall Our Gal Sunday (175) P&G Ivory Big Sister	Co-op Robt. Hurleigh Co-op Cilif's Family Co-op Cecil Brown (92) Mutual Music Box Co-op Take a Number Sterling Ladies Fair 11-11:25 Queen For a Day 11:30-45 Tu& Th Quaker M-F 11:45-12 P. Lorillard Miles Labs Curt Massey Time Johnson & Son News (12:15-12:25) News Headlines Faith In Our Time Co-op	No Network Service " Thy Neighbor's Voice Ev'ry Day MM P&G, Welcome Travelers (150) " Campbell Double or Nothing (147) " C-P-P Strike It Rich (179) " G-P-P Bob & Ray (183) Gen. Foods Bob Hope (139) No Network Service	Raiston Space Patrol (284) Eddie Fisher Show S Cose footnote Payroll Party S Cose footnote American Farmer S American Farmer S American	CBS Ce-op News No Service """ Garden Gate Milner, Robt. Q. Lewis (104) Galen Drake Super Noodle Show I. J. Grass (56) Let's Pretend """ Cream of Wheat Gran. Central Station "(157) """ Cannon Mills Give & Take (153) "" Carnation, Stars Over Hollywood (188) "" Carnation, Stars Over Hollywood (168) """ Toni Fun For All	MBS Ne Network Service	NBC Skeny Oil This Farming Business (30) Mind Your Manners Archie Andrews S Pet Milk Mary Lee Taylor (144) " My Secret Story Hollywood Love Story S " News (12-12-05) Luncheon with] Buster Grabbe (12:05-12:30) S Coffee in Washington " Allis-Chalmers Natt. Farm & H.	1:30 PM 1:45 2:00 2:15 2:30 2:45 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15	ABC National Vespers A Pan American Union S Lone Pine & His Mountaineers S Marines In Review S A Dr. Billy Graham Hour of Decision (229) C Gospel Beste, Co. B Old-Fashioned Revival Hr. (242 A This Week Around The World Goodyear Greatest Story

N	IN	G								April - St. Square	F	OR JA	NUAR	Y 195	3
ESI	DAY			THURS					PAY			SATUI	THE REAL PROPERTY AND ADDRESS OF THE PARTY AND		
	MBS	NBC	ABC	CBS Metro, Life Ins.	MBS	NBC	ABC	CBS Metro, Life Ins.	MBS	NBC	ABC Una Mae	CBS Morton Salt	MBS	NBC	
	tepeat of id Strips	No network service	Not in Service	Allan Jackson (29)	Repeat of Kid Strips	No network Service	Not in Service	Allan Jackson (29)	Repeat of Kid Strips	No network service	Carlisle S	Visiting Time	Otto Thurn's Orchestra	Hews from NBC	6:00 PM
	u	Bill Stern's Sports Review (MM)	u	Cook Interviews Asia	и	Bill Stern's Sports Review (MM)	и	Gook Interviews Asia	и	Bill Stern's Sports Review (MM)	Faith For the Future S	UN on the Record	и	H. V. Kaltenborn MM	6:15
	μ	No Network Service	ec	No Service	и	No Network Service	u	No Service	и	No Network Service	Co-op Bob Finnegan Sports	Saturday Sports Roundup	(Co-op) Hume Dixon Country Editor	NBC Symphony Orchestra	6:30
	ee	Sun Oil Co. 3-Star Extra (34)	ec	P&G-Ivory Lowell Thomas (106) R	u	Sun Oil Co. 3-Star Extra (34)	a	P&G-Ivory Lowell Thomas (106) R	и	Sun Oil Co. 3-Star Extra (34)	Labor- Management S	Larry LeSeuer News	Preston Sellers	и	6:45
Fulto	on Lewis jr. (349)	Pure Oil Co. News Time (34)	Go-op Headline Edition	Beulah	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	Beulah	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	u to	Broadway Is My Beat	Co-op Al Heifer	и	7:00
Mei	Co-op n's Corner	No Network Service	Go-op Elmer Davis	Junior Miss (143)	Co-op Rukeyser Reports	No Network Service	Co-op Elmer Davis	Junior Miss (143)	Dinner Date	No Network Service	Women In Uniform S	u	Report From The Pentagon	и	7:15
Gab	riel Heatter	Miles Labs News of World (168)	General Mills Silver Eagle (137)	Mindy Carson	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153) (See Footnote)	Campbell Soup Club 15 (164) off 1/16	Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (177)	Down You Go (7:30-7:55)	The Forty Million	7:30
7 Mutu	Go-op :45-7:55 ial Newsree!	Miles Labs 1 Man's Family (166) Rp	(See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)-	Co-op 7:45-7:55 Mutual Newsree)	Miles Labs 1 Man's Family (166) Rp	(See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	и	ec	State Farm Auto Ins. Co. C. Brown	и	7:45
Crin	me Files of Flamond	R. J. Reynolds Walk A Mile (179)	The Top Guy S	E-S & Bowne Meet Millie (199)	Official Detective	General Foods Roy Rogers (162)	Toni Co. A Crime Letter From Dan Dodge	E-S & Bowne Mr Keen (199)	Movie Quiz	ТВА	Dancing Party S	Wrigley Gene Autry (180) R	Wildroot 20 Questions	nside Bob & Ray	8:00
	« *	u	и	а	* "	" News 8:25	(327)	и	* "	и	и	и	20 Questions	и	8:15
	(Co-op) ne Fighters	Kraft Gildersleeve (160)	Heritage! S	On Stage	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)	This Is Your FBI S	Yours Truly Johnny Dollar	(Co-op) True or False	lame that Tune S	и	GF-Post Cereal Tarzan (150) R	Take a Number	Reuben, Reuben	8:30
	и	и	ш	и	и	и	ee	и	и	u	и	et	и	и	8:45
Fam	ily Theatre	DeSoto Plymouth Dealers, Groucho Marx Show (191)	TBA	Andrew Jergens Romance (110)	Co-op Rod & Gun Club of the Air	Pet Milk Truth or Con- sequences (166)	Adventures of Ozzie & Harriet Lambert &	Mr. Chameleon	Great Day Show	Best Plays	и	General Foods Grapenuts Gangbusters	U.S. Marine	Pee Wee King	9:00
	а	и	u	• u	и	и	Hotprint (325) (alt. sponsors)	u	u	. 4	а	(158) R	Band	и	9:15
Of	Co-op ff and On ne Record	Amer. Cig. & Cig. Big Story (191)	Michael Shayne S	Gen. Elect. Bing Crosby (196)	Co-op Off and On The Record	Eddie Canter Show S	Ele.tr c Cos. Meet Corliss Archer (325)	TBA	Co-op Off and On The Record	и	и	Gunsmoke	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)	9:30
	и	и	u	и	и	и	ш	и	и	u	и	и	и	u a	9:45
Fran	k Edwards (157)	Jason & the Golden Fleece	News of Tomorrow S	Amer. Tob. Horace Heidt (200)	A. F. of L. Frank Edwards (27)	Judy Canova (OT) *	Gillette Cavalcade of Sports (325)	Capitol Cloakroom	A, F, of L, Frank Edwards (157)	Hy Gardner Calling	Saturday at Shamrock S	TBA	Chicago Theatre of the Air S	Dude Ranch Jamboree	10:00
Zet	b Carver's Orchestra	u	Gene Pringle's Orchestra S	u	Falstaff Thompson & His Valley Boys	и	*11	ш	Falstaff Thompson & His Valley Boys	Words in the Night	и	и	и	u	10:15
	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)	The Embers (See Footnote)	Ford-Trout Gedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)	и	Ford-Trout Cedric Adams	Dance Orchestra	Int. Cellucotton John Cameron Swayze (196)	Perspective	Country Style	и	M. Willson's Music Room S	10:30
	u	Dangerous Assignment *M-M, 10:35-11	и	u	u	Jane Pickens Show 10:35-11 Co-op	News of Tomorrow S (See Footnote)	и	u	Radio City Pre- views 10:35-10:45 Pro and Con	и	u.	и	и	10:45
B	Co-op Jaukhage Talking	No Network Service	The Playboys S	News	Co-op Baukhage Talking	No Network Service	The Playboys S	News	Go-op Baukhage Talking	No Network Service	News S	News	News	News from NBC	11:00
Н	U.N. lighlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Buddy Weed Trie S	Dance Orchestra	Dance Orchestra	Alex Dreier News	11:15 PM
T	1 M	E	-do-policy for										Maria Maria de Caracteria de C		
	SUN	DAY			MONDAY	- FRIDAY		1	SATU	JRDAY		Explanation	on: Listings in	n order: Sponso	or, name of
-	CBS.	MBS Lutheran	NBC U, of Chicago	ABC	CBS P&G Crisco	MBS	NBC Co-op News	ABC Vincent Lepez	CBS	MBS Sylvan Levin's	U. S. Army	repeat per	West Coast; Triormance. Tin		nounced RP
Syl	ncopation Piece	Hour (Lutheran)	Roundtable	Not In Service	Dr. Malone (159)	with Lopez	Merrill Mueller	Show	City Hospital (155)	Music Meeting	Band S	М-Б,	Time for Betty	35 pm., 4:25- v Crocker, Gen.	4:30 p.m., Mills (319).
	u	и	u ·	u	P&G Duz Guiding Light	ш	Wesson Oil Dr. Paul	44	ш	и	и	ABC 11:55-12 1	Noon, EST, S	at., ABC Late	Nowe S

SUNI	DAY			MONDAY			SATURDAY				
CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC CBS MBS NI				
Syncopation Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not In Service	P&G Crisco Dr. Malone (159)	Luncheen with Lopez	Co-op News Merrill Mueller S	Vincent Lopez Show S	Carter City Hospital (155)	Sylvan Levin's Music Meeting	U. S. Army Band S	
u	u	u	u	P&G Duz Guiding Light (157)	и	Wesson Oil Dr. Paul (61)	и	u *	и	и	
Longines- Wittnauer Symphonette	Bandstand USA	The Gatholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (139)	Say It With Music	No Network Service	Texas Co. Met. Opera (350)	Hormel & Co. Music with H. Girls (122)	и	U. S. Marine Band S	
(155) u	и	u	и	P&G Tide Perry Mason (161)	2:25 Johnson & Son, News	Jane Pickens MM	и	и	2:25 Johnson News	и	
Willys-Overland Motors Inc New York	US Military Academy Band	American Forum of the Air	Tennessee Ernie S (See Footnote)	Nora Drake (190)	MWF Sustaining Tu&Th Pequot Paula Stone	Armour (191) Dial Dave Garroway	и	Make Way For Youth	101 Ranch Boys	Symphonic Adventure S	
Philharmonic Sumphony (194)	ш	и	и	P&G Ivory Fl. Brighter Day (166)	No Network Service	Kukla Fran & Ollie Inside News 2:55	и	u	и	и	
и	Top Tunes with Trendler	Elmo Roper	и	Miles Labs Hilltop House (143) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)	«	Report From Overseas	andstand USA	и	
u	и	Sunday News Desk	Toni Co. (128)	Pillsbury House Party (184) R*	h u	P&G Road of Life (163)	u	Adventures In Science	3:25 Johnson News	и	
и	Musical Program	Mutual Ben. H&A On the Line w Considine	u	Lever, Kellogg Houseparty * (175) R	u	P&G Pepper Young (166)	и	Farm News Co-op	Sports Parade	u·	
и	и	(183) Critic at Large	ш	Quaker *A. Jemina (117)	и	P&G Right to Happi- ness (163)	и	Correspondents Scratchpad	и	и	
Riggio-King Size America Calling (39)	Under Arrest	The Chase S	General Mills Cal Tinney (274)	General Foods Grady Cole (46)	M-F 4-4:30 Co-op Jack Kirkwood M-F 4:30-5	P&G Backstage Wife (175)	u	The Chicagoan	Salute to the Nation	ТВА	
и	и	u	u	MTW Chicagoan ThF St. Louis Matinee	Lucky U Ranch	Sterling Drug Stella Dallas (151)	u	u	и	и	
Quiz Kids	TBA 4:30-4:55	TBA	(See Footnote)	Treasury Bandstand	M-Bobby Benson 5-5:15 Sustaining 5:15-5:30 Kraft	Young Widder Brown (151)	и	Cross Section U.S.A.	Mac McGuire Show	и	
" *Cedric Adams	4:55 Vick News	и	Jack Owens Show S	4:55-5 News	u a	Manhtn. Soap Woman in My House (181)	u ·	u	и	и	
Kingan Arthur Godfrey Roundtable (102)	Wildroot (sponsors 15 min. only) The Shadow	American Bakers Assoc. Hollywood Playhouse (190)	Go-op Big Jon & Sparkie	5-5:45 p.m. No Service	Tu&Th Quaker Sgt. Preston of the Yukon	Whitehall Just Plain Bill (143)	Roseland Ball- room Orch. S	Eddie Fisher Show	Walter Preston's Show Shop	Big City Serenade S	
и	u	и	Fun Factory S	ш	W&F Songs of the B-Bar-B	Whitehall Front Page Farrell (138) C-P-P	а	и	и	u	
Admiral Robt. Treut *(192)	Williamson & Motorola (alt_wks.)	Gulf Oil Co. Counterspy (135)	ü	и	5:30-5:55 M-W-F Ke logg Wild Bill Hickok	Lorenzo Jones (191) eff. 1/5/53	и	Saturday at the Chase	и	Author Speaks S	
	True Detective Mysteries	ш	(See Footnote)	Miles Labs Curt Massey Time (149) R	Tu&Th Derby Sky King	Ex-Lax Inc. Doctor's Wife (172)	Club Aluminum Club Time (20)	и	5:55- Johnson & Son News	Public Affairs S	

M-F, Time for Betty Crocker, Gen. Mills (319).

ABC

11:55-12 Noon, EST. Sat. ABC Late News, S.
5:35-5 p.m., M-F. Finnegan's Sports Show (8).
5:35-5 p.m., M-F. Finnegan's Sports Show (8).
5:35-5 p.m., M-F. Ronnie Kemper.
7:30-8 p.m., M-F. Police Blotter (sustain).
10:30-10:35 p.m., M-F. Philoe Corp., Edwin C.
Hill and the Human Side of the News (310)

CBS-8:30-9:15 a.m., Sun., General Foods, Sunday
Gatherin' (107).
3:30-8:45 a.m., M-F. Pillsbury, Jack Hunt (40).
11:00-11:05 a.m., Sat., Campana, Shadel (188)
1:35-2 p.m., Sat., Gen. Foods, G. Drake (153).
3:30-3:45 p.m., Tu. & F., Kellogg Co., House
Party,
3:55-4 p.m., M-F Toni Co. It Happens Every
Day (157).
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155)R.
10-10:05 p.m., Sat., General Foods, Sanka Salutes (155)R.
10-10:35 a.m., Sun., Bill Shadel (8)
43:15-30 p.m., Tu. Colgate-Palmolive-Peet, Loucha Partson (183).
11:36-11:35 a.m., Sun., Bill Shadel (8)
43:15-30 p.m., M-Fn., Green Glant. House Party (167)
3:15-3:30 p.m., M-Fr., Quaker Oats, Aunt Jemima,
Home Folks (115).
Sun. 4:55-5 p.m. Sonotone-Cedric Adams (142 sta.)
ON A SUNDAY AFTERNOON

ON A SUNDAY AFTERNOON
String Sernada, 2:30-3 p.m.; Galaxy of Hits;
3-3:45 p.m.; Main Street, Music Hall, 3:45-4
p.m.; Band of the Day, 4-4:30 p.m.

p.m.; Band of the Day, 4-4:30 p.m.

MBS—Titus Moody Speaking—7:55-8:00 p.m.

M-W-F—Sustaining. T& Th—Wildroot Co.
8:55-9 a.m., M-F Gabriel Heatter-VCA Labs.
10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., Mon.-Sat., Johnson & Son, News
12:25-12:30 p.m., Mon.-Fri., News-Sustaining.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
NBC—8-9:15 a.m., Skelly oil, M-F, News (28);
8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlah", 153 stations.
8:30-9:00 a.m., Sat., Howdy-Doody.

*MM—'Minute Man' Programs.
*O'T Operation Tandem—Emerson Drug.
& Son, Inc.

BROADCASTING

December 29, 1952

The Newsweekin of Radio and Television
TELECASTING

OUR 30th ANNIVERSARY YEAR



Leadership is not a matter of chance... It is earned by charting a course that leads the way. WREC continues to set the pace in high quality programming and engineering perfection. As a result, WREC has the highest Hooper rating of any Memphis radio station. Advertisers who "know where they're going" reach the top of the Memphis Market with regular schedules on WREC. And, the fact that the rate per thousand listeners is 10% less than in 1946 is something else you will appreciate.

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY



AFFILIATED WITH CBS RADIO, 600 KC-5000 WATTS

POSTWAR RADIOS RTMA Head Reports 100 Million Made

100 million radio receivers have been manufactured since World War II, more than four times the number of TV sets, according to A. D. Plamondon Jr., president of Radio-Television Mfrs. Assn.

All previous production records for the radio-TV electronics industry were broken in 1952, demonstrating the industry has the capacity to fulfill both national defense and consumer demands, he said.

Dollar volume of set sales and military production exceeded any past year but neither set sales nor military production alone reached previous peaks, according to Mr. Plamondon. Sales of radio-TV receivers, replacement parts, set accessories, and transmitting, communications and audio equipment exceeded \$1.5 billion at the factory level. Deliveries of electronic equipment and components to the armed services were around \$2.5 billion.

This \$4 billion total exceeded the wartime peak of \$3.5 billion. The peacetime record of \$1.9 billion was set in 1950.

Mr. Plamondon said the production record was made possible by plant expansion since outbreak of the war in Korea and early adoption of conservation techniques which greatly reduced consumption of scarce metals.

Among principal developments in 1952 was lifting of the FCC freeze on TV stations after 31/2 years, he said.

"The effect of this FCC action was immediate," Mr. Plamondon said, "although only a handful of new TV stations could possibly get on the air by the end of the year. The Commission acted with remarkable alacrity in issuing construction permits to applicants for uncontested channels. As a con-sequence the first new vhf station began operating in Denver on July

Portland Success

"The past year marked the introduction of uhf, or ultra high frequency television, which will in time probably surpass vhf in the number of stations on the air. Uhf made a successful debut in Portland, Ore., on Sept. 20 and was found to be equal to vhf in most respects and perhaps superior in its freedom from interference. While uhf's entry into established vhf areas, except perhaps where there are only one or two vhf stations, probably will be slower, its spread over new territory heretofore unreached by TV will be rapid.

"With the opening of these new TV markets and others of smaller size, the radio-television industry entered the second stage of its phenomenal growth since World War II. It is difficult to forecast accurately how many new TV stations will go on the air in 1953, but it is not unlikely that by the end of the year the nation may have about 200 TV stations operating as compared with 108 during the TV 'freeze.'

America of comparable size is in the enviable position of ours in having virgin markets in a large portion of the U.S. While television has been available to about 60% of the nation's population for several years, 40% of the population and much more than half of the area of the U.S. have been deprived up to recently of this new medium of entertainment and information.

"Yet despite this handicap of a limited sales area, the industry has produced 23 million television receivers of which at least 20.5 million are in service. The American public has spent more than \$8 billion in purchasing and installing these sets.

"No other great product of American industry has established itself as a virtual necessity of the American home in such a short time. It took the automobile industry 25 years or more to do what television has done in five. Even in an allied field, it took ten years to manufacture and sell an equal number of radios.

"The industry's best years and possibly greatest expansion are still ahead.

"It is not unreasonable to assume that this country will have 50 million TV sets in use within another five years and that, thereafter, the replacement markets alone will require production almost as great as at present. Moreover, television is getting underway in many other countries, especially in the Latin Americas, and U. S. manufacturers will have a large share in supplying these new foreign markets.

"While television receivers have revealed remarkable ruggedness, considering their highly complex character, steady improvements in performance and larger screen sizes are already proving tremendous sales appeals to present TV set owners. Trade-ins or second sets will become more commonplace in 1953 and subsequent years.

"Amid all the excitement over television it is easy to overlook the steady production and sales of radio receivers. Even in its best years, television set production has not equaled that of radios in the number of units although, due to the price differential, the dollar volume of TV has been three to four times that of radio.

"Most of the increase in radio set ownership has been in the field of outdoor listening-auto sets and portables-as more than 95% of American homes had radios by the beginning of World War II. However, new designs and colors in table models and the popularity of the clock radio, as well as a steady interest in radio-phonographs, have kept the radio receiver market "Perhaps no other industry in active even among home sets."

CANADIAN OUTPUT RTMAC Sets 375,000 Goal

CANADIAN manufacturers expect to produce about 375,000 television receivers in 1953, and expect sales to be more than 300,000, as more Canadian TV stations are built in the coming year. This is the unofficial forecast of the Radio-Television Mfrs. Assn. of Canada.

Sales of TV receivers in November totalled 25,431 units, a new monthly high. Value of these sets was placed at \$10,932,198. This brings total TV set sales for 11 months of 1952 to 119,271, valued at \$53,153,672. TV sets now are hard to obtain in Canada. Manufacturers showed an inventory at the end of November of only 4,828 sets. Total sales of TV receivers in Canada since start of production to the end of November was 197,-709. Of these 115,393 are in the Toronto - Hamilton - Niagara Falls area, 48,256 are in the Windsor area (opposite Detroit), 30,882 are in Montreal, and about 3,000 are in the Vancouver area. Total sales of AM and FM receivers and phonograph combinations for the first 10 months of 1952 were 402,-320 units, of which the greatest number were priced under \$30.

Alfred H. Saxton, engineering executive, and Gordon Strang, construc-tion superintendent, NBC Western Div., have been inducted into the network's 25-year Club.

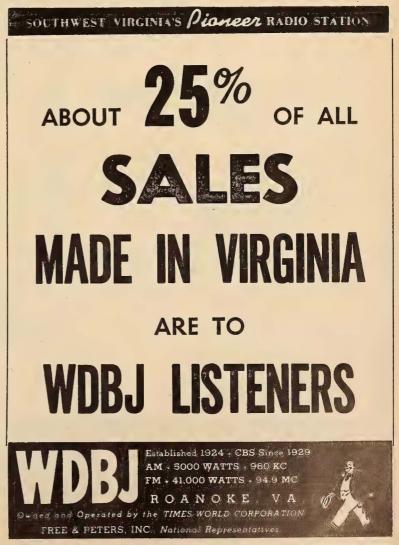
TV Ad Dollars

(Continued from page 28)

vertisers spending more than \$25,-000 for TV network time, MAB reported that there were 126 such advertisers in the final half of 1950, of whom 25 or 19.8% had dropped out of network TV by the following year, but were more than replaced by 82 new companies, making a total of 183 for the latter half of

In the first part of 1951 there were 163 advertisers spending \$25,-000 or more for TV network time. Of these, 45 or 27.6% had discontinued use of the medium by the initial six months of 1952, while 53 new companies were added, making a total of 171 users of network television in the first half of 1952.

Comparing the two analyses shows, MAB pointed out, that the drop-out rate among TV network clients rose from 19.8% (second half of 1950 to like period of 1951) to 27.6% (first half of 1951 to first half of 1952); that the number of new clients concurrently decreased from 82 (second six months of 1950 to 1951) to 53 (first half of 1951 to 1952); that the total number of network TV clients dropped from 183 in the second half of 1951 to 171 in the first half of 1952. It is noted, however, that many of the companies dropping network TV have shifted to TV spot campaigns, so their total TV expenditures may be as large as before.



'52 Events Reviewed by Sarnoff

(Continued from page 28)

techniques have been applied. Industrial television will perform important services in manufacturing plants, in aviation, transportation and navigation, in business offices, department stores, and wherever seeing, counting, sorting and controlling are essential.

"There is plenty of evidence at hand to show that television will by no means be limited to its present operations. The uses of TV in education are manifold. It may well be that the volume of business that can be developed in industrial television and electronics as well as television in education, will one day be larger than the volume of business now being done in the field of TV entertainment."

Electronics for Defense

While latest electronics developments for defense cannot be discussed, for security reasons, Gen. Sarnoff said "it may be observed, however, that electronics is one of the most important building stones in that technology," and that "radar, robot planes, airborne television, electronically controlled missiles and other devices now are vital elements in our military

Reporting on progress in research, he said that the tiny transistor, developed in work in the field of "electronics of solids," is "a master key to the continuing expansion of electronics.

'In their practical application," he continued, "transistors are of particular significance wherever electronic apparatus is used. Because they detect, amplify, oscillate, and generate electric currents, as do electron tubes, they are of vital importance in communications, radio and television. They will also prove to be highly useful in many other fields.

"Recognizing the great potentialities of transistors, RCA research men and engineers are developing them for mass production and are studying the multiplicity of new applications they make possible in both military and commercial fields. Such applications appear endless. One example is the electronic computer which in some of its advanced forms now requires thousands of electron tubes. Eventual substitution of transistors will permit machines of greater versatility and utility, as well as reducing their size and the power consumed."

Gen. Sarnoff called attention to the demonstration of experimental transistor achievements which RCA presented in November as a "progress report" [B.T. Nov. 24]. He said "transistors will supplement, not supplant, the electron tube," and that, "in fact, the market for electron tubes may increase under the impact of commercial transistors."

Gen. Sarnoff said, "The U.S. is fortunate in having a radio-television industry made up of so many competent organizations. The keen competition among them spurs continued effort on the part of all and stimulates scientific and economic advances matched by no other country. Here, private enterprise and freedom in research and invention. in engineering, production and service are the lifeblood of progress.

"These competing organizations, through their individual efforts, give the U.S. pre-eminence in all phases of radio, television and electronics. For defense, this industry provides superior equipment developed and produced by American ingenuity and craftsmanship.

"The finest radio-television instruments and services in the world. and at the lowest cost, are made available to the American home. In achieving this, the industry provides employment for hundreds of thousands of people and contributes substantially to the high standards of living enjoyed in this great

PEABODY AWARDS

Entry Deadline Set Jan. 14

ENTRIES for the George Foster Radio and Television Awards will be accepted until Jan. 14, Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, said last week. Winners for 1952 will be announced next spring at a meeting of the Radio Executives Club of New York.

Radio awards are made for public service by a regional and by a local station, news reporting and interpretation, drama, music, education, children's programs and promotion of international understanding. TV awards are made for work in education, entertainment, news and children's programs. Winners are chosen by an advisory board of 14 headed by Edward Weeks, editor of Atlantic Monthly magazine.

RCA'S UHFS

Development Told

RCA's 1 kw uhf transmitters, the first of which were delivered to four TV grantees the weekend of Dec. 19 [B•T, Dec. 22], are the result of extensive development which began in 1949, shortly after the laboratory model was shipped to the RCA-NBC experimental uhf TV station in Bridgeport.

"Equipment designed for vhf television cannot be used for the uhf channels," T. A. Smith, assistant manager of RCA Engineering Products Dept., explained last week.

Products Dept., explained last week.

This meant not only complete design, development and production of commercial unit transmitters; it also meant starting from scratch on production of new types of antennas, transmission lines, filters and diplexing equipment, and other requirements for the new ultra-high-frequency service.

Since every new station is assigned a given frequency channel, television transmitter production assumes some of the aspects of custom engineering. Before leaving the RCA factory, each equipment must undergo an extensive program of tuning and testing. The antenna system must be similarly tuned and tested to see that it is matched with other station equipment before shipment.

How the commercial transmitter

How the commercial transmitter Type TTU-1B differs from the laboratory model (now used by KPTV (TV) Portland, Ore.), was detailed as follows:

It has a completely new tube complement and uses only one output tube, new Type 6181, an aircooled tetrode developed especially for this model by the RCA Tube Dept. in Lancaster. The new transmitter also employs a newly developed crystal oscillator unit, with a reported stability five times greater than that of the one used in the laboratory model. A new-type stacked Class B video modulator with negative feed-back is also incorporated in the new model. This uses a small, newly-developed RCA 6146 beam tube.

The uhf transmitters have a new. especially designed feed system and transmission line. They also use a newly developed filterplexer. This unit is a combination of the sideband filter and the notch diplexer used on the experimental transmitter, to combine the video and audio portions of the transmitter output to feed them into a single transmission line.

