

JANUARY 5, 1953

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

Agencies Rank
AM-TV Billings
Page 23

NBC Top Posts
Change Hands
Page 25

osby Ent. Shows
TV on Tape
Page 27

rees May Eye
Sec. 315
Page 27



Like chickens go for corn

Just like chickens go for corn, local merchants go for W-I-T-H in Baltimore. Smart retailers know that W-I-T-H produces low-cost results. Because W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in town.

W-I-T-H can produce low-cost results for you, too. Ask your Forjoe man.

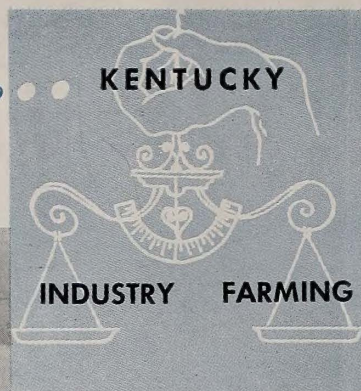
IN BALTIMORE

WITH

Tom Tinsley, President • Represented by Forjoe & C

2ND
year
NEWSWEEKLY
RADIO AND TV

Go where there's GROWTH...



Transports and Tractors

Kentucky has five modern air terminals to meet the demand of travelers and shippers. And C.A.A. surveys show that Standiford Field, Kentucky's main airport, stands 18th in the nation in scheduled airline traffic ranking higher than the terminals in Cincinnati, Baltimore, and Minneapolis. In the last three years, in Louisville, combined air freight and express shipments rose 54% to 1,352,000 pounds; and 1952 passenger ticket sales will surpass 5 million dollars.

On the ground, trucks on Kentucky farms have increased more than 188% since 1942; while farm tractors increased a tremendous 500%.



Go where there's GROWTH...

GO WHAS!

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

(Benson and Benson)



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

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

in Providence...every day of the week

	SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
WHIM	25	20	20	20	20	20	25
ALL OTHERS	0	5	5	5	5	5	0

WHIM
That Great Independent

dominates the TOP 25*

Ask Headley-Reed

Pulse, Sept.-Oct.'52; Locally produced daytime shows

KRLD delivers MORE AUDIENCE in the combined DALLAS - FORT WORTH TWIN MARKETS

THAN ANY OTHER STATION OR FREQUENCY

Source: *Pulse*, October and November

*the Biggest Buy
in the Biggest Market
in the Biggest State*

*KRLD, Texas' oldest CBS station, alone furnishes Columbia
Network programs to the Dallas and Fort Worth listening areas*

KRLD

"SATURATES THE GREAT SOUTHWEST"

John W. Runyon, Chairman of the Board

Clyde W. Rembert, President

The Branham Company

Exclusive Representative

RADIO SERVICE OF THE DALLAS TIMES HERALD



at deadline

CLOSED CIRCUIT

SUGGESTION advanced that Al Hollender, who served as radio-TV head of Citizens for Eisenhower, become White House consultant on broadcast matters after Jan. 20. His status presumably would be similar to that held by J. Leonard Reinsch in early days of Truman administration. Mr. Hollender, well-known in packaging, is vice-president and stockholder in Gray Advertising Agency Inc. and is devoting virtually full time to that assignment. He wasn't interested in FCC commissionership, although proffer avowedly was made.

RE WHITE HOUSE set-up, Hollender suggestion isn't to be confused with known plan of James C. Hagerty Jr., who becomes White House press (news) secretary, to name an aide to handle radio-television. Importance of assignment presaged by report (see page 6) that Gen. Ike may abolish so-called news conferences as such, where questions are thrown at President by reporters, in favor of fortnightly broadcast from White House. Latter plan would bring wrath of press upon White House, since newsmen then would have to cover by remote control.

D. P. BROTHER & Co., Detroit agency, to open New York office early in January. Agency handles Oldsmobile division, General Motors Corp. C. H. Cottingham, formerly executive director in charge of radio and television for Erwin, Wasey, will head Brother New York office. Oldsmobile currently sponsors CBS-TV news, three quarter-hours weekly.

NEWEST NAME to crop up for one of upcoming vacancies on FCC is Charles Garland, general manager of KOOL Phoenix and otherwise identified with Gene Autry interests. Strong GOP backing is claimed, including Gene Pulliam, owner of WIRE Indianapolis and Indiana and Arizona publisher, who is member of Republican National Committee. Mr. Garland is former Mayor of Des Plaines, Ill., and has been in radio for quarter-century, including last eight years in Phoenix. Garland's candidacy reportedly premised on understanding that new administration wants an experienced broadcaster on FCC.

NOW THAT Washington Post Co. has contracted to acquire WMBR-AM-FM-TV Jacksonville for \$2,470,000 [B•T, Dec. 22, 1952] speculation has arisen whether it will seek to purchase *Florida Times-Union*, Jacksonville newspaper operated by three railroads under receivership agreement. Immediate prospects seen as remote, however, since railroads are embroiled in litigation including stockholder suit. Newspaper refuses airline advertising and features train arrivals and departures daily. It is one of two papers in town and has circulation of about 130,000 daily; 140,000 Sunday.

MEMBERS OF FCC last week received anonymous complaint against Mexican border TV stations, contending U. S. network or other program services for such stations will seriously undermine U. S. TV business in those areas. Allegations, from an attorney who did

(Continued on page 6)

HARD WORK, COOPERATION NEEDED, SAYS FRANK WHITE

FRANK K. WHITE, elected Friday as president of NBC (see story page 25), called for cooperation by network staff and affiliates, plus "a lot of plain hard work." After his election had been announced by Brig. Gen. David Sarnoff, RCA and NBC board chairman, Mr. White told B•T:

"It would be sheer presumption for me today even to attempt to give you a blueprint of what I hope we can do in the year ahead. There will be problems in both radio and television—perhaps more serious and more acute than those which have confronted us in the past. Their solution will require careful planning. It will require our best coordinated effort—both on the part of the staff here in New York and on the part of all of our affiliated station friends throughout the country. And above all, it will require a lot of plain hard work."

NCAA TO HEAR ABOUT PAY-AS-YOU-SEE TV

REPRESENTATIVES of subscription TV firms—Phonevision, Tele-meter, and Skiatron—have been invited to attend Thursday TV session during National Collegiate Athletic Assn.'s convention in Washington and make report on development in pay-as-you-see television (see story page 70). Asa S. Bushnell, NCAA TV program director, confirmed that invitations had been issued, but said he did not know whether any of the companies planned to put on demonstration of paid-television system.

MARTS TO TELERADIO

CARROLL H. MARTS, general manager of midwest operations for Mutual, named to same post for General Teleradio, General Tire & Rubber Co. subsidiary which owns Don Lee and Yankee networks, WOR-AM-TV New York, and controlling interest in Mutual. George Jeneson, midwest manager for WOR-AM-TV, also named midwest sales manager for KHJ-TV Los Angeles, another General Teleradio property.

ROY'S OTHER FOOT

FIRST ISSUE to confront Houston's new mayor, Roy Hofheinz, when he assumed office Friday was whether permission should be granted KPRC, *Houston Post* station which supported him, to record Houston City Council's meetings. Mr. Hofheinz, who controls KTHH Houston and other stations and who has established reputation as intrepid reporter who smuggled microphone into GOP National Convention caucus on seating of Texas delegation last July in Chicago, opposed authority on ground it would make city council members involuntary performers. "This is not a Chicago job," he said. Council upheld broadcaster-mayor and KPRC was excluded. Report still current, incidentally, that Mr. Hofheinz is selling 75% of KTHH to Houston group for \$600,000 [CLOSED CIRCUIT, Dec. 29, 1952].

BUSINESS BRIEFLY

SIMONIZ SPONSORS ● Simoniz Co., Chicago (Simoniz Products) through Sullivan, Stauffer, Colwell & Bayles, N. Y., effective early in February to pick up sponsorship on alternate week of *Big Story*, NBC-TV, Fri., 9-9:30 p.m. Program has been sponsored weekly by American Cigarette & Cigar Co. (Pall Mall cigarettes), which will continue to sponsor show alternate weeks thus sharing budget with Simoniz.

WESTINGHOUSE SPONSORS ● Westinghouse Corp. to participate in sponsorship of new afternoon audience participation show on CBS-TV, effective early in March. Fuller & Smith & Ross, N. Y., is agency.

SHOE SPOTS ● J. P. Smith Shoe Co., Chicago, will release one-minute transcribed and filmed radio and TV spots to its dealers nationally Feb. 1 to advertise its spring line. Agency: Kuttner & Kuttner, Chicago.

PFAFF SPONSORS ● A. C. Weber & Co., Chicago, distributors of Pfaff sewing machines, signs to sponsor first quarter-hour of Wednesday broadcasts in Mutual's *Queen For A Day* series (Mon.-Fri., 11:30-12 noon), starting Jan. 21. Agency: Bozell & Jacobs, Chicago.

RADIO-TV SENATORS

NEW leaders of 83d Congress' Senate are connected, more or less directly, with broadcast station ownership. Sen. Robert A. Taft (R-Ohio), chosen majority leader, is associated through his family in ownership of WKRC-AM-FM-TV Cincinnati (*Cincinnati Times-Star*). Licensee of WKRC also owns 20% of WBIR Knoxville, Tenn. Wife of Sen. Lyndon B. Johnson (D-Tex.), newly chosen minority leader, is owner of KTBC Austin, Tex. In addition, family of Sen. William F. Knowland (R-Calif.), chosen to be chairman of Senate GOP Policy Committee, owns KLX-AM-FM Oakland (*Oakland Tribune*).

Other appointments made Friday during Republican and Democratic Party caucuses were: Senat—Sen. Styles Bridges (R-N.H.), president pro tempore; Sen. Leverett Saltonstall (R-Mass.), majority whip; Sen. Eugene D. Millikan (R-Col.), chairman of Republican caucus; Sen. Earle C. Clements (D Ky.), minority whip. House—Rep. Joseph W. Martin Jr. (R-Mass.), Speaker; Rep. Charles A. Halleck (R-Ind.), floor leader; Rep. Clifford Hope (R-Kan.), chairman of GOP conference; Rep. Sam Rayburn (D-Tex.), minority leader; Rep. John W. McCormack (D-Mass.), minority whip; Rep. Wilbur Mill (D-Ark.), chairman of Democratic caucus.

PROTEST GRANT

PROTEST of FCC's unconditional grant to WTTV (TV) Bloomington, Ind., to switch from vhf Ch. 10 to Ch. 4 was filed Friday in U. S. Court of Appeals for District of Columbia by WSAL Logansport, Ind., which earlier in week appealed similar grant to WHAS-TV Louisville (see story page 57). WSAL contends grants prejudice station's appeal of Sixth Report allocations [B•T, Nov. 17, 1952].

for more AT DEADLINE turn page



'DOUBT' IKE WOULD END PRESS CONFERENCES

PRESIDENT-ELECT Dwight D. Eisenhower is being urged to discontinue regular press-radio news conferences and substitute periodic "Report to the Nation" broadcast, *Baltimore Sun's* Thomas O'Neill reported Friday.

In New York, James C. Hagerty, Gen. Eisenhower's press secretary, said President-elect had no comment to make on story. An Ike aide said, however, that he would "doubt very much" that Gen. Eisenhower was going to dispense with news conferences.

Group urging end of news conference quizzes stand good chance of impressing President-elect, Mr. O'Neill said. He referred to worsening relations between Ike and press and radio-TV correspondents shortly after election campaign began. He also said that since Nov. 4 newsmen have not had chance to question Gen. Eisenhower.

Periodic broadcasts, similar to late President Roosevelt's "Fireside Chats," would be about every two weeks, according to plan being urged on Gen. Eisenhower, Mr. O'Neill said.

HOUSE GROUP ENDORSES WALKER LIBEL PROPOSAL

PROPOSAL by FCC Charman Paul A. Walker that Sec. 315 of Communications Act be extended to cover authorized spokesmen for political candidates and that broadcasters be exempt from libelous statements uttered on air endorsed by House Campaign Expenditures Committee in report filed Saturday. Committee made no recommendations, however, explaining libel-censorship issue was not under its jurisdiction.

Committee, headed by Rep. Hale Boggs (D-La.), urged Congress to take "immediate action" on federal laws governing political expenditures. "Thorough revision is imperative," group said, favoring present \$3 million ceiling by each political committee be "substantially raised." Committee also recommended federal laws apply to primaries and nominating conventions and felt that, while radio-TV campaigning is costly, it's impossible to regulate any expenditures under present law.

NEW ABC-TV AFFILIATES

SIGNING of three new affiliates by ABC-TV, bringing network's total to 76, announced by Alfred R. Beckman, national director of ABC Radio and TV Station Relations Departments. They are: KPTV (TV) Portland, Ore. (Channel 27), owned by Empire Coil Co., on air since Oct. 12, and headed by President Herb Mayer; KKTU Colorado Springs (Channel 11), owned by TV Colorado, on air since Dec. 7, and under general managership of James D. Russell; and WWLP Springfield, Mass. (Channel 61), owned by Springfield TV Broadcasting Co. with Alan C. Tindaw as vice president and expected to commence operations about Jan. 20.

BUSH RESIGNS CBS

SEN. PRESCOTT S. BUSH (R-Conn.) resigned from board of directors of CBS, post he has held for 21 years, as well as from boards of six other corporations, he announced last week. Sen. Bush, elected Nov. 4 to fill unexpired term of late Sen. Brien McMahon (D-Conn.), retained, however, his partnership in New York banking firm of Brown Bros., Harriman Co. and directorship in Rockbestos Products Co. of New Haven.

In this Issue—

What agencies are the biggest customers of radio and television? Here's a special report showing how the 30 biggest spenders, whose combined radio-TV billings are nearly \$449 million, distributed their broadcast advertising in 1952. *Page 23.*

In sudden change of top command, Frank White becomes NBC president, replacing Joseph H. McConnell, who becomes president of Colgate-Palmolive-Peet; Sylvester L. Weaver Jr. moves up to assistant chairman of the NBC board, and John C. Herbert succeeds him as vice president in charge of radio and TV networks. *Page 25.*

Bing Crosby Enterprises demonstrates its system of recording television programming on magnetic tape. It's not perfected yet, but the company thinks it can be distributed commercially by the end of 1953 or early 1954. *Page 26.*

What will the 83rd Congress do about radio and television? Here's a list of broadcast matters that are destined for consideration on the Hill. The outlook is both good and bad for broadcasters. *Page 27.*

CBS calls on the industry and government to settle the color television question "as soon as possible," and "genuinely hopes" the NTSC can perfect the compatible system this year. So far, however, CBS thinks its own incompatible system is the only one that is practical, workable and inexpensive. *Page 57.*

RCA President Frank M. Folsom predicts that from 150 to 200 new TV stations will go on the air in 1953, and set circulation will be enlarged by 6,250,000. *Page 34.*

Dr. Allen B. DuMont, president of Allen B. DuMont Labs, forecasts "upwards of 75 new stations" for 1953 but, in general agreement with Mr. Folsom, thinks between 6 and 6.5 million TV receivers will be sold. *Page 34.*

Week-long AFTRA strike against WGN and WLS Chicago ends as management and union reach terms. *Page 38.*

Official U. S. Census figures of radio homes in Texas and Virginia. *Page 44.*

Upcoming

Jan. 6-10: National Collegiate Athletic Assn. convention, Mayflower Hotel,

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

Jan. 9: All-Industry Conference on Interference, Biltmore Hotel, New York.

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

(Other Upcomings on Page 74)

not identify his clients, were that border operations generally are controlled by Emilio Azcarraga, Romulo O'Farrill Jr., and Jorge I Rivera, at XETB-TV Tijuana, just below San Diego, Calif., and XELD-TV at Matamoros, Mexico, across from Brownsville, Tex. Doubtful whether FCC will intercede since stations are not "outlaws" but are licensed outlets using allocations evolved in cooperation with U. S. Government.

WASHINGTON radio attorneys, resigned to interminable TV hearings, see two encouraging signs: (1) Once few decisions come out, lawyers can gauge what is considered significant, what minor. (2) When FCC Bar Assn.-Broadcast Bureau joint committee pins down details of new procedure—permitting one or two important concrete issues, not multiplicity of generalized ones as now—attorneys will hew to straight-line presentations, shortening hearings considerably.

FCC LAST week did its usual annual year-end clean-up on station sales, handling eight cases. That was to complete as many transactions as possible in calendar year. Among approvals (see page 25) was KMPC Los Angeles to Gene Autry and associates for \$800,000 gross. Biggest deals still pending: ABC-United Paramount merger and related cases; Avco-Crosley acquisition of WLTV (TV) Atlanta for \$1,500,000, and *Washington Post* purchase of WMBR-AM-FM-TV Jacksonville for \$2,470,000 gross.

THESE senior appointments to FCC Broadcast Bureau or Law department under GOP rule are talked about: (1) Mary Jane Morris, now in litigation division, who has been an ardent Republican. Initially she was candidate for FCC itself. (2) Thomas P. Littlepage Jr., practitioner before FCC, whose father was one of the first specialized communications lawyers and was a staunch Republican from Indiana.

EXPANSION of Allied Public Relations Associates shortly will be announced. William F. Brooks, former NBC vice president, assumes charge of New York offices, with David B. Charnay taking over Washington headquarters in Cafritz Building.

CHICAGO AFTRA CLAIMS DRAW SCHREIBER REBUKE

STATEMENTS made by some union officials since settlement of Chicago AFTRA strike drew sharp reply Friday from Frank P. Schreiber, manager and treasurer of WGN Chicago (see story page 38). Mr. Schreiber said:

"The settlement of the dispute with AFTRA was made on the basis of all requests that WGN Inc. originally made to the union. The union conceded every point that WGN has requested in negotiations before the union called the strike.

"If Messrs. Jones and Wolff had conceded these points there never would have been a work stoppage. As a matter of fact, the union lost every issue on which it went on strike. I am amazed at some of the statements that have been issued by local union leaders to agencies, sponsors and the union members in view of the settlement which was made. WGN settled its dispute with the union with the national officers, George Heller and Henry Jaffe, without consulting with the local union management."

for more AT DEADLINE see page 90

The Proof of the Pudding...



... Is in the LEADING—or so the JELL-O-PUDDING and PIE FILLING box-top and 25-words-or-less contest indicates!

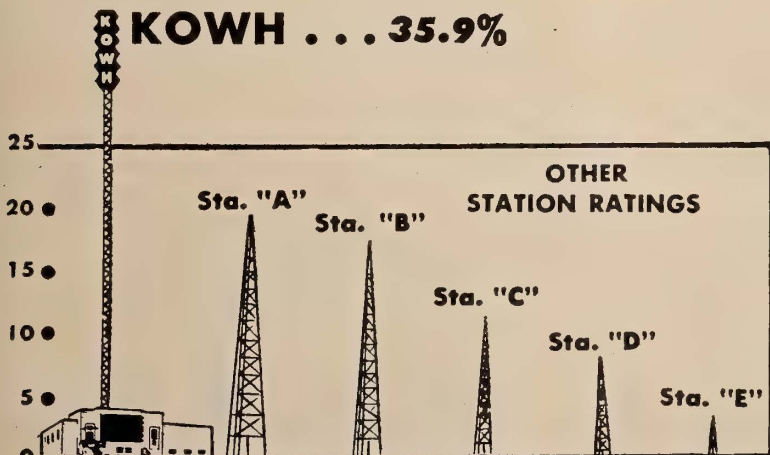
Conceived by Young & Rubicam for General Foods and aired in a spot campaign over 120 stations, the contest featured a slant that loaded the ether with sizzling pitches. To the disc-jockey that captured the greatest number of entries according to market size and time cost went an expenses-paid vacation in Paris for himself and wife. JELL-O PUDDING and PIE FILLING even picked up the tab for baby sitter fees!

T'aint fittin' to say, "We told you so," so we'll be content to hope KOWH's Hooper High Sandy Jackson and wife enjoy the trip.

Of course Sandy won—more proof that you can't do better than first place! And that's where the Hooper averaged below for the 14-month period from October, 1951, to November, 1952, puts KOWH—thanks to personalities like amiable Sandy.

C'est Magnifique!

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



Kowh

OMAHA

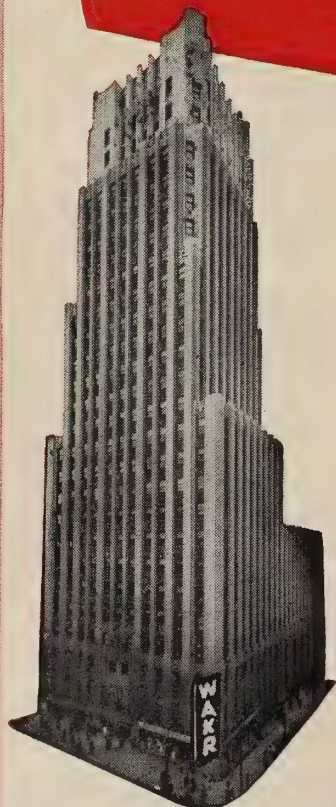
"America's Most Listened-to Independent Station"

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





AKRON'S
TOP
STATION



© 1949. SUMMIT RADIO CORPORATION

COMING!

WAKR-TV

Akron's

FIRST

TV

Station

Ch. 49

5000 WATTS

ABC

Represented by Weed & Co.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING

Agency Beat	12
Aircasters	54
Allied Arts	80
Editorial	48
FCC Actions	82
FCC Roundup	87
Feature of Week	16
Film Report	71
Front Office	53
New Business	14
On All Accounts	12
Open Mike	18
Our Respects to	48
Programs, Promotion, Premiums	79
Telestatus	62
Strictly Business	16
Upcoming	74

TELECASTING Starts on page 55

WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

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

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Sales Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Joan Sheehan, Betty DeVol; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

ART AND LAYOUT: Duane McKenna.

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

NEW YORK BUREAU

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

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

CHICAGO BUREAU

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

HOLLYWOOD BUREAU

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

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

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: \$7.00.

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

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

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

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

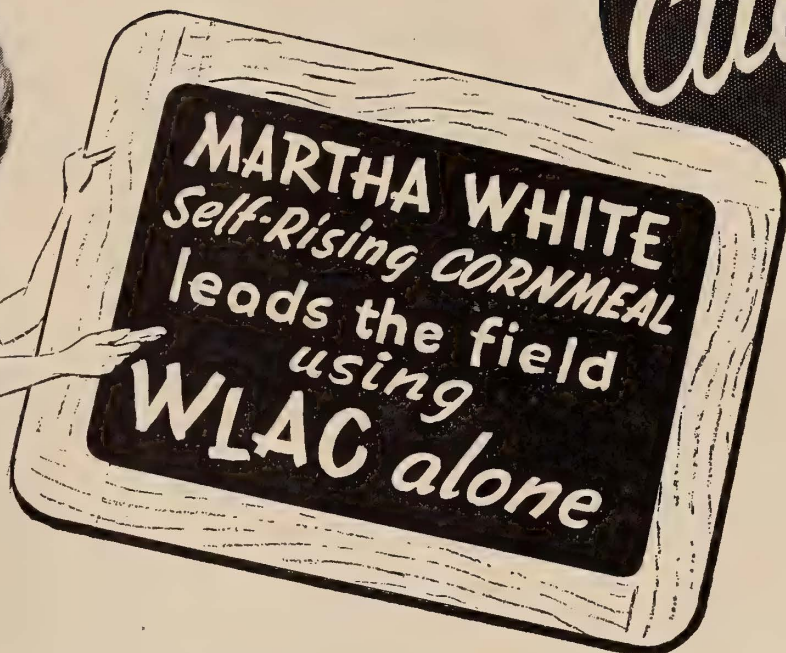
BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright, 1953 by Broadcasting Publications, Inc.

BROADCASTING • Telecasting

what makes WLAC



Mr. Cohen Williams, President of Martha White Mills, Inc., says, "WLAC alone clicked my self rising corn meal into first place. When I was shown a survey placing Martha White Self Rising Corn Meal in top place, I was amazed! When this can be done by using only WLAC, 15 minutes a day, and Bob Jennings, I would say that WLAC is a sales *clicking* station."

When WLAC Clicks...Its Audience Clicks, TOO!

Whether we are selling corn meal, work clothes, frozen foods . . . or any other merchandise . . . WLAC Programs with Personalities hold and SELL radio listeners. . .



The Nashville SALES Power Station

CBS RADIO

50,000 WATTS

Nashville, Tennessee

For further information contact The Katz Agency, Inc.,
National Advertising Representatives

THE NATIONAL BOARD OF FIRE UNDERWRITERS
INVITES YOUR ENTRY FOR

Gold Medal Awards

For Outstanding Public Service in Fire Safety
and Fire Prevention by Radio or TV Station in 1952



This is your invitation to enter the annual Gold Medal Awards of The National Board of Fire Underwriters. These AWARDS, or \$500 in cash, are presented each year to a radio or television station—to a daily and weekly newspaper, too—which have conducted the best fire safety and fire prevention campaigns. Honor Award Citations are also made.

Your exhibit—composed of recordings, newspaper clippings, photographs, letters and other material—should be presented in scrap-book form. It need not be elaborate. Send in your exhibit to The National Board of Fire Underwriters, 85 John Street, New York 38, N. Y., *before February 16, 1953.*

Your local fire chief may submit an entry on your behalf. Exhibits will be judged by nationally-known representatives in your field. Awards will be based on the performance, effectiveness and worth to the community of the campaigns involved. All decisions are final. The National Board of Fire Underwriters takes no part in the judging.

Start Your Fire Safety Campaign For 1953 Now.

Winning campaigns are made by starting early, planning thoroughly and using every means to put your program across. Be sure to make a complete record of your campaign so your exhibit will be ready for entry for the 1953 Gold Medal Award.

GOLD MEDAL TIE IN 1951



Captain George Hood, right, of the Fort Wayne Fire Department Fire Prevention Bureau, with Franklin A. Tooke, Manager of STATION WOWO, Fort Wayne, Indiana, which participated in the first tie since the Gold Medal Awards were instituted in 1941.



Left to right: Chief Milton G. Brown, of Winston-Salem Fire Department, and Program Manager Robert Estes, Special Events Director John Comas and General Manager Harold Essex, of STATION WSJS, of Winston-Salem, North Carolina, which tied for Gold Medal Award.

THE NATIONAL BOARD OF FIRE UNDERWRITERS

85 John Street, New York 38, N. Y.

Columbia Records, Inc. uses "Scotch" Magnetic Tape for its toughest recording jobs!



THE HIGHEST RECORDING STANDARDS in the industry call for the finest recording material available... that's why "Scotch" Brand Magnetic Tape is used by Columbia Records, Inc., for the exacting original recordings of famed Columbia Masterworks.

Music lovers everywhere look to these superb recordings for true, lifelike performances by the world's great artists. "Scotch" Magnetic Tape captures every note faultlessly, assures matchless quality of reproduction every time.

Here's why the nation's top recording engineers use more "Scotch" Magnetic Tape than all other brands combined

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



Recording Tape made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can. © The exclusive trade-mark of Columbia Long Playing Records—symbol of highest quality. Trade-Marks "Columbia," "Masterworks," 3M, Reg. U.S. Pat. Off. Marcas Registradas.



WDEF

CHATTANOOGA, TENNESSEE

has more
audience, all
morning, in
Chattanooga than
the next two
network stations
combined! *

WDEF

CHATTANOOGA

1370 KC • ABC

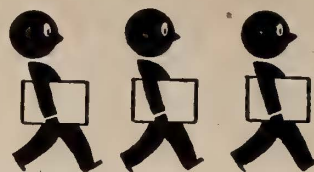
5000 WATTS

CARTER M. PARHAM, Pres.

KEN FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

Represented by BRANHAM



agency

HENRY Q. HAWES, vice president and Pacific Coast manager, McCann-Erickson, S. F., elected senior vice president.

CHARLES F. WILKINSON, art director, McKee & Albright Inc., Philadelphia, elected vice president.

RICHARD V. DOWNEY, vice president, Dancer-Fitzgerald-McDougal Inc., S. F., to Guild, Bascom & Bonfigli, that city, as executive assistant on food accounts.

LOU E. TOWNSEND, advertising vice president, Bank of America, S. F., to Charles R. Stuart Agency, same city, as vice president in charge of new business.

C. G. NOTHDURFT, advertising-marketing staff, Pillsbury Mills, to Bruce B. Brewer Adv., Kansas City.

ELIZABETH BEOHM, copywriter, Milton Weinberg Adv., L. A., has resigned.

HOWARD R. SMITH, secretary-treasurer, The Condon Co., Tacoma, in association with **TED KNIGHTLINGER**, general manager, KTAC that city, has formed own agency at 703 Jones Bldg., under name of **HOWARD R. SMITH Co.**

JOHN SHEA, account executive, and **ELWOOD LINDELL**, copy chief, Crossley & Jeffries Inc., L. A., have resigned.



on all accounts

STEVE MUDGE, manager of the New York office of Ewell & Thurber Assoc., is a Willys-Overland man with a Ford in his future.

This apparent inconsistency comes from Willys' participation in the Ford Foundation's *Omnibus* show on CBS-TV.

Mr. Mudge, who is a newly-appointed vice president of the agency [B•T, Nov. 17], is the man responsible for the stellar radio-TV buys of Willys-Overland this year. Besides underwriting a portion of the *Omnibus* show and the New York Symphony on CBS Radio, the E & T manager also will direct his client's sponsorship on ABC radio and TV of the Inauguration this month of President-elect Eisenhower, and on CBS Radio and TV, the Coronation in June of Queen Elizabeth.

Born in Peru, Ill., Mr. Mudge attended the U. of Illinois and Lake Forest College. His first job was selling for a farm machinery

firm. From there he went to the Webb Publishing organization, a salesman for a farm paper, then to *Photoplay Magazine*, Conde-Nas Publications in Chicago. His first radio affiliation was with the Edward Petry representation firm as a salesman in the fall of 1938.

Next move was to Mutual where he was a network salesman for four years. He worked for ABC six months and helped materially to sell the *Spotlight Bands* show to Coca-Cola. He later joined the Coca-Cola agency, D'Arcy Adv., as supervisor of the *Spotlight Bands* program.

In 1947, he joined Ewell & Thurber to manage the New York office.

The Mudges—she is the former Constance Telling—have been married 15 years. They have a son, Jack. The family has a home in Bedford Village.

Mr. Mudge says his only hobby is "people" and that he drives an "Aero-Willys."



Mr. MUDGE

beat



ROBERT M. WATSON, Ruthrauff & Ryan, elected vice president of agency. **CAL J. McCARTHY**, R & R treasurer, elected senior vice president.

ASHBY STARR, advertising-sales promotion manager, Sues, Young & Brown Inc., L. A., has opened his own agency, **ASHBY STARR Co.**, 3450 Wilshire Blvd., that city. Telephone is Dunkirk 5-1706.

ORUCILLA HANDY to Bozell & Jacobs Inc., Chicago, as account executive.

JOHN C. CUMMINGS, production manager, Harrington-Richards, S. F., rejoins Honig-Cooper Co., that city, in same capacity. He is succeeded by **CARL MATSON**, Brisacher, Wheeler & Staff, S. F.

JOHN M. FARRELL, vice president and account executive, William W. Harvey Inc., L. A., to Byron H. Brown & Staff, that city, in same capacities.

WESLEY LING, *Burbank Review*, to Gregory & House Inc., L. A., as account executive.

JACK de CELLE, editorial staff, National Automotive Service, S. F., to BBDO, that city, as copywriter.

WILLARD G. WOOSTER to John Falkner Arndt & Co., Phila., as assistant account executive.

RUBE BLAVAT, Fellman Assoc., Phila., to Adv. Assoc. Agency, same city, as coordinator of art and production. **WILLIAM J. BARBER** promoted to copy and media director at latter agency.

ELIZABETH H. RICE, manager of promotion department of Ellington & Co., and **C. J. La ROCHE Co.** awarded certificates of merit by Advertising Council for respective work on council's Women in the Armed Forces Campaign.

MILTON SAMUEL, West Coast publicity manager, Young & Rubicam, Hollywood, recovering from cardiac condition at Hollywood Leland Hospital.

BENJAMIN D. WALDIE, president of Waldie & Briggs Agency, Chicago, honored by agency personnel at dinner party marking his 25th year with company.



ADMIRAL CORP. was one of three electronic firms which received a Sylvania Television Award for sponsorship of the Republican and Democratic national political conventions last summer. Accepting award for Admiral is Seymour Mintz (extreme r), its vice president and advertising director. (L to r): George Bayard, executive vice president of Russel M. Seeds Co., agency handling account; Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC, which carried Admiral coverage, and Deems Taylor, chairman of Sylvania Television Awards Committee. Award was one of 13 made at special dinner for "outstanding contributions to creative television technique" [B•T, Dec. 15, 1952].

BROADCASTING • Telecasting

for a happier sales picture in 1953 get that **PERSONAL-ITY TOUCH...**

on WMAL SPOT PARTICIPATION PROGRAMS

RUTH CRANE, THE MODERN WOMAN
AM-FM 11:30 AM Daily
TV 3:30 PM Daily

JERRY STRONG SHOWS
AM-FM 4 to 6 PM Daily
AM-FM 11:15 PM to 12:30 AM Daily

THE JIM GIBBONS SHOWS
AM-FM 6:15 PM Daily
TV 7 PM Daily

MISS RUTH ANNE
Popular Children's Show
TV 4 to 5 PM Daily

SHERMAN BUTLER SHOWS
AM-FM 2 to 4 & 8 to 9 PM Daily
TV 1 to 2 PM Daily

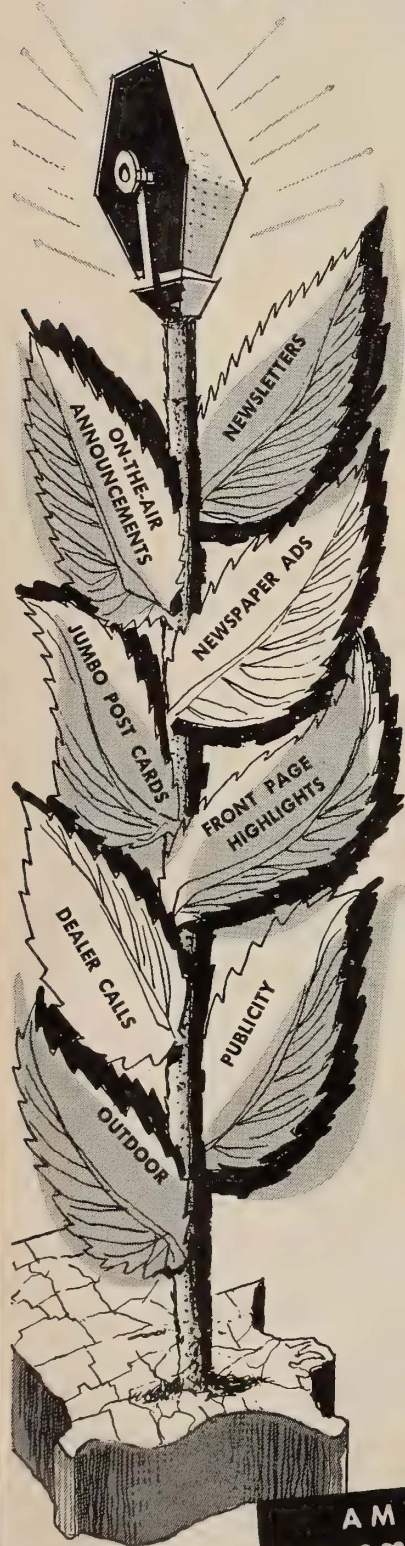
HOST, MILTON Q. FORD
Feature Films
TV 5 to 6 PM Daily

featuring popular LOCAL personalities whose personal endorsement of your product gives it that BONUS acceptance needed for MAXIMUM sales results. Let WMAL's PERSONAL-ITY TOUCH "touch off" GREATER SALES for YOU!

Call or wire The Katz Agency, Inc.
or WMAL Sales Department.

WMAL AM FM TV
THE EVENING STAR STATION IN WASHINGTON D. C.

HERE'S A PLANT THAT GROWS ALL YEAR 'ROUND IN NEW ORLEANS!



- Way down yonder in the land of cotton . . . merchandising is not forgotten! With a sales climate that is favorable the whole year 'round, WDSU has developed a merchandising plan-t that covers our "Billion Dollar New Orleans Market".

- The formula for the healthy growth of our merchandising plan-t is no secret . . . it is a matter of year 'round attention. WDSU's merchandising knows no season! Week in, week out, our well-coordinated merchandising is working for our sponsors.

- Briefly, our plan-t includes:
NEWSLETTERS
ON-THE-AIR
ANNOUNCEMENTS
NEWSPAPER ADS
JUMBO POST CARDS
FRONT PAGE HIGHLIGHTS
DEALER CALLS
PUBLICITY
and a 1953 addition
OUTDOOR SPECTACULAR

- Why not let us put our merchandising plan-t to work for you?

- Phone, write or wire your JOHN BLAIR Man!



new business



Network . . .

ECKO PRODUCTS Co., Chicago, renews first segment of *Welcom Travelers* on NBC-TV for 26 weeks from Jan. 5 on 45 live stations and on 11 by kinescope. Ecko-sponsored portion is aired 2:30-3:45 p.m. C' alternate Mondays. Agency: Dancer-Fitzgerald-Sample, Chicago.

BLOCK DRUG Co., Jersey City, N. J. (Amm-I-Dent tooth paste and Green-Mint mouth wash), starts twice weekly quarter hour news broadcast featuring Cecil Brown on 45 Don Lee radio stations for 26 weeks from Jan. 6. Agency: Cecil & Presbrey, N. Y.

Agency Appointments . . .

CASCADE RESEARCH LABS., Los Gatos, Calif. (electronic equipment) appoints Clayton Bane Adv., S. F.

WESTERN EMPIRE DISTRIBUTORS, S. F. (Sylvania radio-TV sets) appoints Roy S. Durstine Inc., that city.

BENNETT LABS Inc., Redwood City, Calif., appoints Harrington-Richards, S. F., for new type of TV filter.

McCOLPIN-CHRISTIE Corp., L. A. (battery servicing equipment, heavy duty electrical rectifiers), appoints Len Woolf Co., that city.

WESTERN INDUSTRIAL Assoc., L. A. (West Coast distributor, Talkatron), appoints Beckman, Hamilton & Assoc. Inc., that city.

HUDSON SALES Corp., Berkeley, Calif. (Hudson motor cars), appoints Vernor Adv., S. F.

H. V. CARTER Co., S. F. (distributors, farm and garden equipment), appoints Wyckoff & Downard Adv., that city.

ANDREE'S FOOD PRODUCTS, L. A. (salad dressings, barbecue sauce), appoints Philip J. Meany Co., that city. MAL McCRADY is account executive.

E-Z-EST PRODUCTS Co., Oakland (Steellustre Speedip and silver polish), appoints Beaumont & Hohman Inc., San Francisco.

SCALA RADIO Co., S. F. (electronic equipment), and MORNING GLORY SANDWICH Co., that city (caterers), appoint Robert L. Pickering Adv. Agency, that city.

JACKSON & PERKINS, Newark, N. Y. (flower growers), appoints Maxwell Sackheim Inc., N. Y. Radio and TV will be used.

Adpeople . . .

DAVID P. SIEGEL to Radio Electric Supply Co., Phila., as assistant advertising manager.

TONI STANFIELD, account executive, Theo. H. Segall Adv. Agency, S. F., to Schwabacher-Frey, that city (stationery), as advertising manager.

HAROLD W. KLING, production manager, Theo. H. Segall Adv. Agency, S. F., to Artvogue of California, that city (men's sportswear), as advertising manager.

LLOYD C. HILSZ, food products executive, United States Products Corp., San Jose, Calif., elected vice president in charge of sales. He succeeds W. D. HOOPER, resigned.

RENA LYNN, copy chief, Daly & Richardson, S. F., to Twisto Container Corp., Redwood City, as sales and promotion director.

FIRST

with Growing audiences

in **RADIO and TELEVISION**

daytime audience

UP 30%

Neilsen Coverage Service, May, 1952,
shows 410,570 daytime radio homes . . .
30% more than comparable 1949 BMB figures.

nighttime audience

UP 11%

Neilsen Coverage Service, May, 1952,
shows 364,320 nighttime radio homes . . .
11% more than comparable 1949 BMB figures.

TV audience

UP 94%

Total TV sets in
area on January 1, 1953

225,000

an increase of 94%
over set count on
January 1, 1952.

KPRC
HOUSTON

NBC and TQN on the Gulf Coast

JACK HARRIS
Vice President and
General Manager

Nationally Represented by
EDWARD PETRY AND CO.

KPRC-TV

NBC • CBS • ABC • DUMONT

Here's Archer!



GENE ARCHER

WRC's Gene Archer, to be exact. With the individual music of the Cliff Quartette, plus Gene's own brilliant baritone style, "Here's Archer" is the only radio program in Washington regularly featuring live music.

Participation in this choice time period (1:45-2:15 P.M., Monday through Friday) promises business in Washington. An impressive list of current national spots, including Cuticura, Unbeam Bread, Hal's Beer, simply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital, for Gene is known about town not only as a radio artist but as a featured star in theatres and supper clubs.

There's a lot of SELL in a 22.50 participation on "Here's Archer" Contact the WRC Sales Department or NBC Spot Sales for the few remaining availabilities.

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



980 KC • 93.9 FM

Represented by NBC Spot Sales



feature of the week

FURTHER proof that daytime television packs a selling wallop is provided by KPRC-TV Houston with its program, *Coffee at 9*.

Originally, the show was designed primarily to make friends and only secondarily to sell. The institutional value is still of prime importance but the show's selling impact no longer is underestimated.

Mrs. Sue Jones, housewares buyer for Good Housekeeping Inc., of Texas, attests to month after month of sustained high level success from the two shows sponsored weekly by her firm (Tuesday-Thursday, 9-9:15 a.m.).

Mrs. Jones not only stars in the show but buys merchandise for Good Housekeeping's five Texas stores and is charged with the responsibility of getting it on the air and selling it. And she is thoroughly convinced that "in Houston, daytime television sells housewares."

Featured along with Mrs. Jones on the show is Ted Carr, announcer, who spices the commercials with humor but who also sells with conviction and enthusiasm.

Inasmuch as the audience for

Coffee at 9 is almost exclusively composed of non-working housewives, the sales pitch is tailored specifically for that group.

With that design in mind, *Coffee at 9* aims at softening any feelings of guilt the housewife might harbor over spending family money for products advertised or perhaps taking up time watching television.

This is accomplished by pointing up valuable housekeeping hints and offering products considered chiefly for the benefit of the family.

Proof of the sales impact of *Coffee at 9* is the volume of store traffic on Tuesdays and Thursdays and the large telephone business those days. Some of Good Housekeeping Inc.'s competitors report dramatic sales from *Coffee at 9*—a result that is not unwelcome because the program is heavily copied.

Mrs. Jones, executives of KPRC-TV and Gregory-Giezendanner Co., advertising agency which produces the show, all agree that there's only one possible reason for the success of *Coffee at 9*: Housewives like to sit at home and shop.



strictly business

ALTHOUGH O. R. (Jim) Bellamy, general manager, WPTR Albany, N. Y., has increased sales 200% at his station in the past six months, he feels that only the surface of the market has been scratched.

Despite strong competition, Mr. Bellamy also has, in six months of personal guidance, increased ratings 250%.

Mr. Bellamy believes radio is stronger today than ever, because of its spontaneity and adaptability.

Confidence in himself and the medium and cooperation with sponsors are the keys to success for this scrappy ex-marine.

The importance of doing a job well is placed ahead of financial gains in Mr. Bellamy's approach. His chief complaint is that the business day is too short.

Mr. Bellamy entered broadcasting in 1927 as an announcer for WPAY Portsmouth, Ohio. Moving on, Mr. Bellamy joined WSAZ Huntington, W. Va., as a singer. Then, as the urge to get into the selling end of the industry mounted, he became a time salesman for WFBE Cincinnati (now WCPO).

Impressed with his abilities as a



Mr. BELLAMY

. . . scrappy ex-marine wins with radio.

* * *

salesman, the Kroger Grocery & Baking Co., large midwestern chain, offered Mr. Bellamy the position of managing one of its stores. He was the youngest manager in the chain.

A more lucrative post beckoned
(Continued on page 20)

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike
in the
*Camel City**



* Winston-Salem
is the home of
R. J. Reynolds
Tobacco Co.



$\frac{1}{5}$ th* of all
FOODS

Sold in North Carolina
ARE SOLD IN
WINSTON-SALEM'S

WSJS

**15-COUNTY
MARKET**

*\$113,945,000

S.M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, **FIRST** in the morning—**FIRST** in the afternoon—**FIRST** in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

K P H O tv

MEREDITH STATIONS

am

PHOENIX, ARIZONA

*announce
the appointment of*

THE KATZ AGENCY, INC.

*as national
advertising
representatives
effective
January 1, 1953*

Faithful Readers

EDITOR:
Thanks . . . for the story in . . . your "Respects" column.
It is not surprising to me that I have had a number of letters and telephone calls from friends all over the United States as a result of this story.
They do as I do—read BROADCASTING • TELECASTING from "kiver to kiver."

Alex Keese
Manager
WFAA Dallas
* * *

Interim Affiliation

EDITOR:
. . . Your article on page 59 of the Dec. 22 issue erroneously reports that WSBA-TV is a DuMont affiliate. The arrangement between WSBA-TV and DuMont certainly does not constitute an affiliation. WNOW-TV is the signed DuMont affiliate for the York-Harrisburg-

open mike



Lancaster area.
WSBA-TV will carry certain programs from DuMont as ordered by national advertisers. These and other programs from DuMont will be switched to WNOW-TV when the station begins operation with 100 kw (ERP) early in 1953. . . .
Edwin L. Jay
Television Coordinator
WNOW-TV York, Pa.
* * *

Far-Flung Audience

EDITOR:
In your Dec. 8 . . . "Open Mike" you carried a letter from a Mr. Ripple of WBKV, a 500 watter in

West Bend, Wis., under the heading of "Distance Record?"
I think you can add another question mark to this. We have in our files . . . five letters from New Zealand. I've taken the trouble to list the name of one New Zealand listener who heard our station. His name is W. J. Marsh of 429 Elles Rd., S. Invercargill, N. Z., who heard WPTW during a test broadcast at 2:11 a.m. reporting an R4 QSA3 report on a nine tube Sky Challenger receiver. WPTW was also heard that same date at 265 Nelson St., also in S. Invercargill. The other three letters are from members of the New Zealand D.X. Club who have heard WPTW dur-

ing early morning test broadcasts at various other dates.
WPTW is a 250w station. . . . This station operates non-directional. . . .
Norbert C. Poeppelman
Engineer
WPTW Piqua, Ohio
* * *

Promotion Pays

EDITOR:
. . . What I believe to be one of the finest promotions I have yet seen in the radio business . . . is the recent Ralston-Purina bowl promotion contest in which radio stations and Purina dealers were spurred on to a new degree of co-operation by a trip to a major bowl game as the bait.
Of course I am quite sold on their plan because we here in Pendleton won the contest for the North Pacific Sales Division of Purina . . . The advertising manager of the local Purina dealer, the Pendleton Grain Growers, his wife, myself and my wife leave for the Rose Bowl Dec. 28, all expenses paid by Purina.

More than the trip, however, is the lasting effect. During the contest the Pendleton Grain Growers spent additional money on radio, and now are completely sold on a planned-out promotion and its potential. Radio advertising is now tops on their list. . . .
Ted A. Smith
Station Manager
KWRC Pendleton, Ore.
* * *

Christmas & Choirs

EDITOR:
We recently completed our third annual Christmas program that we think is a great public service and interesting programming. . . .
The week before Christmas we visit the various churches in our city and record a Christmas song of their choosing, sung by their choir. We do this on the night of their regular choir practice. After we have the selections from the individual churches, we construct the program as a unit with narration to cover identification of choir, church, director, organist, etc. . . .
We do the same thing and program it a different night from the churches in our immediate area for [other] communities served by our station. . . .
Bud Suter
Program Director
KGLO Mason City, Ia.

"Are you looking for markets prolific?
Here is one that should certainly rate.
Get the figures and facts specific*
In the 7th New England State."

WTAG

AND WTAG-FM BASIC CBS



WORCESTER, MASS.
Represented by Raymer

*FACT NO. 1
WTAG—tops them all
in the 3rd largest market
in New England.

Weir to Speak

WALTER WEIR, Donahue & Coe, will be guest speaker Jan. 16 at the second annual dinner of the League of Advertising Agencies, to be held at the Advertising Club of New York at 6:30 p.m.

Celebrating

30 Years

of fitting a medium to a market

Serving ...

NORTH LOUISIANA

SOUTH ARKANSAS

EAST TEXAS

This year KTBS goes into its 31st year of adapting a strong selling medium to a rich agricultural and industrial market. Shreveport's **LEADING** station . . . 30-years-wise in the way of **PROGRAMMING, PROMOTION** and **MERCHANDISING** . . . gives you the coverage and listenership needed to do a real selling job.



©KTBS

AM-FM SHREVEPORT

10,000 WATTS



E. NEWTON WRAY — PRESIDENT

EDWARD PETRY — NATIONAL REPRESENTATIVE

NEARLY \$6,000 was raised in December by WROL Knoxville in behalf of two public causes—a milk fund and a fight-polio drive. Station raised more than \$3,100 for the Knoxville Journal Milk Fund, with appeals on Cas Walker's regular programs. The U. of Tennessee football team also bid for funds. Second project was WROL's "Give a Hand to Polio Campaign" which urged farmers to donate tobacco to the local polio chapter. Drive netted \$2,546.07 in the first two weeks tobacco was sold and is being continued.

KHJ-TV's 'Milkathon' SAINTS & SINNERS "Milka-thon," telecast on KHJ-TV Hollywood Dec. 20-21, is expected to gross \$45,000 of the \$52,000 pledged, according to top producer Sam Mannis. An estimated \$8,000 will go for talent fees.

in the public service . . .

Stopping Streamliner
THANKS in large measure to FCC's editorializing privileges, WEEB Southern Pines, N. C., has managed to stop a streamliner dead in its tracks. Jack Younts, WEEB president, waged a vigorous air campaign for a scheduled stop of the Seaboard Airline's Silver Comet in Southern Pines. The train now debarks passengers at the resort town. Concession was granted by the railroad after conferences with Mr. Younts and station had sent scripts and tape recordings of its editorials to Seaboard. Local newspaper, the Pilot, commended Mr. Younts for his efforts and welcomed the innovation in an editorial.

WARA Aids Boy
WARA Attleboro, Mass., reported last week that a seven-hour broadcast Dec. 21, and other repeated pleas, brought nearly \$5,000 in contributions from listeners to aid a badly-burned boy. The marathon broadcast included appearances by Santa Claus, community entertainers, city officials and the boy's nurses and family. Volunteers, led by Jo Sherman, WARA women's director, were kept busy "on their day off" taking phone pledges.

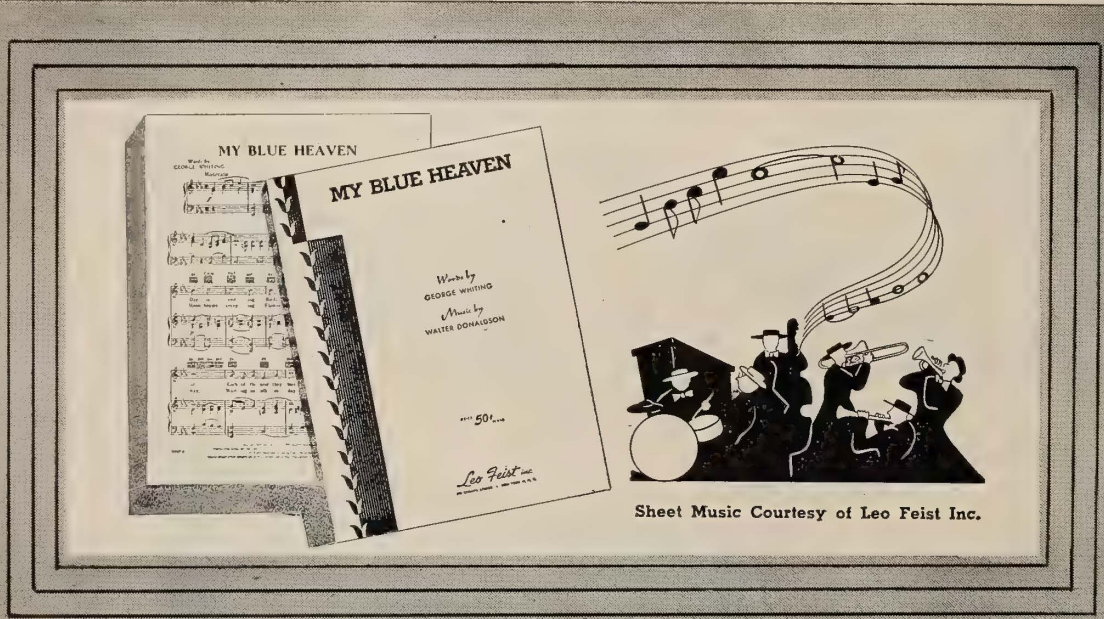
Gas Emergency
KRES St. Joseph, Mo., played an important part in a gas emergency Dec. 20 and continuing for three days in that city. KRES cancelled all regularly scheduled programs


devoting time to special bulletins. Station also made available to the city's Gas Service Co. the three phone lines to the station. Gas service employee aided by KRES staff answered listener queries.

KGAE Gets Toys
SATURATION spot campaign was used by KGAE Salem, Ore. to collect toys for the Exchange Club of that city. Drive netted four times as many items as in past years. Up to 15 announcements per day were aired by KGAE. No other medium was used.

Strictly Business
(Continued from page 16)
when the Airway Co. asked him to be branch manager. Mr. Bellamy led branches in Toledo and Cincinnati to top honors in sales. But Mr. Bellamy had never gotten broadcasting out of his blood. He joined WKRC Cincinnati in the sales department. After a short period there, he joined WSAI Cincinnati. Then came World War II. As an officer in the Marine Corps, Mr. Bellamy served with honors in the Pacific. He was honorably discharged in 1945 with combat awards and the Purple Heart.

As an account executive for the Frederic Ziv Co., he resumed association with broadcasting. Shortly thereafter, he became general manager of WWSO Springfield, Ohio. Later he accepted the general managership of WPGH Pittsburgh, Pa., where he increased business by 300%. He then moved to WPTR. Mr. Bellamy is 44 years old, is married and has two sons: James, 24, a sergeant in the U. S. Air Force, and Joseph, 11. He is active in the Chamber of Commerce, the Masons, Shrine and the American Legion. Not the least of his prides—he was chosen to be scoutmaster of a local troop.







DO YOU REMEMBER ?

When the strains of this catchy, heart-pulling melody was on everyone's lips. The "and baby makes three" touched young hearts everywhere . . . and thus a song was born that is still played and replayed . . . and will ever be. Yes . . . do you remember? We do . . . for that was the year WWNC was born. Just as the sweet notes of "My Blue Heaven" have echoed thru the years . . . the voice of Western Carolina has become an accepted member of our 12-county family of radio-listeners. When 84% of all radio listeners (50-100% BMB penetration) over this area prefer WWNC . . . the reason is simple. WWNC, with its experienced "know-how" provides entertainment, service and news. Twenty-five years of operation deserves—and gets—recognition.


CHICAGO FAIR
Equipment Display Planned
AMERICAN and foreign high fidelity and audio-video equipment are expected to attract more than 20,000 visitors at the combined International Sight and Sound Exposition and Audio Fair in Chicago Sept. 1-3. The event, described as the only public show of its kind to be held in the Midwest in 1953, will take place at the Palmer House Hotel.
The three-day public and trade display will show new developments in "the three-quarter billion dollar blue ribbon hobby" which is winning a following of millions, in the opinion of Harry N. Reizes, manager of Audio Fairs. He is working on exposition plans with S. I. Neiman, president of the combined show.
Mr. Neiman is handling the show in Chicago, while Mr. Reizes is in charge of exhibit space sales and promotion in the east. His headquarters is in New York.



5000 WATTS



DAY AND NIGHT



570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C. REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

Revealed by
the Dr. Forest L. Whan survey
of the Boston Trade &
Distribution Area



New Englanders listen even more than they look --in the morning, for instance

Here's the "share of audience" — radio vs. television — as briefed from page 14 of the Whan Survey (the survey actually reveals the situation by quarter-hours):



	Radio	Television
7 AM	93.3%	6.7%
8 "	91.9	8.1
9 "	94.5	5.5
10 "	92.5	7.5
11 "	88.0	12.0

.. and for their morning listening
New Englanders prefer Station WBZ



	% of Homes Tuned In	
	WBZ	Next Nearest
7 AM	26.1	12.4
8 "	17.4	12.4
9 "	16.0	11.5
10 "	16.9	9.0
11 "	16.5	10.0

(Whan Survey, page 26)

If you're selling in New England the Dr. Whan survey is a **MUST** !

This is a **MUST** report, because its 70 pages constitute the most thorough audience survey ever completed in New England. From no other source that we know of can you learn the best hours, the best programming, the best station — complete with proof. With the Whan report at your elbow, you can plan with certainty the most effective spending of your appropriation. If you don't have a copy, get in touch with WBZ or with Free & Peters.

WBZ

BOSTON

50,000 WATTS 1030 KC

NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV

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

**Why did
WCCO Radio
get more
Advertising Dollars
from more
Advertisers
in 1952?**

**... because no
other medium or
combination of media
in the Northwest can
match WCCO's
low cost**

WCCO

CBS affiliate

MINNEAPOLIS - ST. PAUL
REPRESENTED BY CBS RADIO SPOT SALES

**Radio
830 KC**

30 LEADING AGENCIES IN RADIO-TV BILLING

a B•T SPECIAL

In 1952 these were the 30 most active agencies in radio-TV. Together they handled broadcast billings of \$448.9 million, \$182.9 million in radio and \$266 million in TV.

By FLORENCE SMALL

BBDO, with broadcast billings of \$40 million, in 1952 was the leading radio and television agency in the country, on the basis of a just-completed B•T survey directed at determining the nation's top 30 advertising agencies for the past year in radio and TV.

While BBDO also led in TV billings alone with \$26.5 million, Dancer-Fitzgerald-Sample was the ranking agency for radio alone with \$17.5 million expended in that medium.

Estimated total radio and TV billings among the leading 30 agencies came almost \$449 million, with television accounting for about \$266 million and radio \$182.9 million.

Young & Rubicam ranked second to BBDO in combined radio and television outlay with expenditures of \$36 million, followed by Benton & Bowles and the Biow Co., each with billings of \$30 million.

The figures represent the expenditures for time and talent in both network and spot throughout the survey. In almost all cases they are based directly on information received from officials of the agency involved. Where agency sources did not supply their broadcast expenditure data, the figures were estimated by BROADCASTING • TELECASTING on the basis of the best information available.

The First Ten

Completing the list of 10 leaders were: William Esty, \$28 million; J. Walter Thompson Co., \$27 million; Dancer-Fitzgerald-Sample, \$26 million; McCann-Erickson, \$25 million; Foote, Cone & Belding, \$20 million; and Leo Burnett, \$18 million, all figures representing combined radio-TV billings.

The smallest among the remaining 20 billed more than \$3.4 million in a year of rising advertising outlays attributable somewhat equally to the increasing cost of television and to the nonetheless growing appeal of that medium to advertisers.

A significant development in 1952

was the trend toward merger of agencies with some emphasis on the alliance of smaller firms with their larger brethren, an effect of the increasingly onerous cost of doing business in a television era.

In the following complete listing of the top 30 AM-TV agencies in the order of their billing, B•T includes in each case a capsule profile of the agency drawn from the record of its activity over the past year. Recorded also in each instance is a breakdown of billings between radio and television as well as percentage expression of the agency's AM-TV total in relation to its overall billing for the year.

BATTEN, BARTON, DURSTINE AND OSBORN: Radio-TV billing, \$40 million; \$13.5 million in radio, \$26.5 million in TV. Radio-TV share of agency's overall billing, 33%.

Leader among the agencies in the survey, BBDO has long been a champion of the medium responsible for its ascendancy, television. In 1952 the agency introduced DuPont to TV (*Cavalcade*, NBC-TV), enlisted the Hamilton Watch Co. with a regional alternate-week TV show, *Your Jewelers Showcase*, took over Fred Waring and the General Electric account, from Young & Rubicam, started the *Keep Posted* program on DuMont for Curtis Publishing, and for General Baking began sponsorship of the *Hopalong Cassidy* TV show on a regional basis.

Its radio additions, all on behalf of Wildroot and placed exclusively on Mutual, were: *Twenty Questions*, *Titus Moody*, and *The Shadow*. One BBDO account, American Tobacco Co., last year dropped its *Meet The Champ* show on ABC-TV but took on *Biff Baker—USA* on CBS-TV. Minnesota Mining and Mfg. cancelled *Juvenile Jury* on CBS-TV. The impressive outlay of BBDO in 1950 was due in no small measure to the high cost of the talent on the shows.

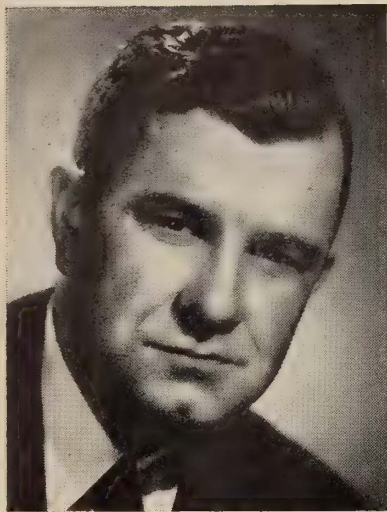
Its regular casts included, among

HOW LEADERS RANKED IN 1952

Position & Agency	AM-TV Billing (In Millions)	Radio Only (In Millions)	TV Only (In Millions)	AM-TV Share of Overall Billing
1. BBDO	\$40	\$13.5	\$26.5	33%
2. Young & Rubicam	\$36	\$12	\$24	35%
3. Benton & Bowles	\$30	\$10.5	\$19.5	60%
4. Biow Co.	\$30	\$10.5	\$19.5	50%
5. William Esty & Co.	\$28	\$10	\$18	50%
6. J. W. Thompson Co.	\$27	\$13.5	\$13.5	24%
7. Dancer-Fitzgerald-Sample	\$26	\$17.5	\$8.5	55%
8. McCann-Erickson	\$25	\$8.7	\$16.3	40%
9. Foote, Cone & Belding	\$20	\$10	\$10	30%
10. Leo Burnett Co.	\$18	\$9	\$9	50%
11. Lennen & Newell	\$15	\$3	\$12	50%
12. Ted Bates Inc.	\$15	\$6	\$9	50%
13. Kenyon & Eckhardt	\$14.5	\$5.5	\$9	27%
14. N. W. Ayer & Son	\$12	\$6	\$6	14%
15. Maxon Inc.	\$11	\$4.4	\$6.6	40%
16. Sullivan, Stauffer, Colwell & Bayles	\$10	\$4	\$6	50%
17. Cunningham & Walsh	\$10	\$4	\$6	33%
18. Needham, Louis & Brorby	\$8	\$3	\$5	40%
19. Cecil & Presbrey	\$8	\$3.6	\$4.4	50%
20. Compton Adv.	\$8	\$4.5	\$3.5	26%
21. Sherman & Marquette	\$7.5	\$2.5	\$5	50%
22. Ruthrauff & Ryan	\$7.5	\$3.2	\$4.3	25%
23. Campbell-Ewald	\$7	\$1.8	\$5.2	25%
24. D'Arcy Adv.	\$7	\$3.5	\$3.5	25%
25. Warwick & Legler	\$7	\$3	\$4	50%
26. Ward Wheelock Co.	\$6	\$3.5	\$2.5	50%
27. Harry B. Cohen Co.	\$4.5	\$1.8	\$2.7	60%
28. William Weintraub	\$4	\$2	\$2	40%
29. Erwin, Wasey & Co.	\$3.5	\$1.5	\$2	11%
30. Fuller & Smith & Ross	\$3.4	\$0.9	\$2.5	15%

(Continued on page 28)

Key Figures Involved in NBC Reorganization



Mr. WHITE

FRANK WHITE who on Friday was elected NBC president to succeed Joseph H. McConnell, thereby gained the unique distinction of having been president of two nationwide networks—and within the span of less than a year. He joined NBC last summer, following his resignation as president of MBS on May 31, and has been vice president and general manager of NBC's radio and TV networks.

Born in Washington, where he attended George Washington U. but interrupted his schooling in 1918 for service in the Navy as an aviation cadet, he combined education and business until 1921, when he joined the accounting firm of Lybrand, Ross Brothers & Montgomery. In 1924 he became assistant to the president of Union News Co., leaving that post after five years to join the Literary Guild of America, which he served as treasurer for six years.

In 1937, after two years as treasurer of Stage Publishing Co., Mr. White moved into radio as treasurer of CBS, where in 1942 he was named vice president and director as well. Late in 1947 he was elected president and director of Columbia Records Inc., a CBS subsidiary. On May 1, 1949, he resigned this post to become president and board member of Mutual, serving in those capacities until last May.

* * *

SYLVESTER L. (PAT) WEAVER, just appointed to the newly created position of vice chairman of the NBC board, has been active in advertising and broadcasting ever since his graduation from Dartmouth in 1930, when he landed a copywriting job in his home city of Los Angeles.

During the early 30s he was a writer-actor-producer for the Don



Mr. WEAVER

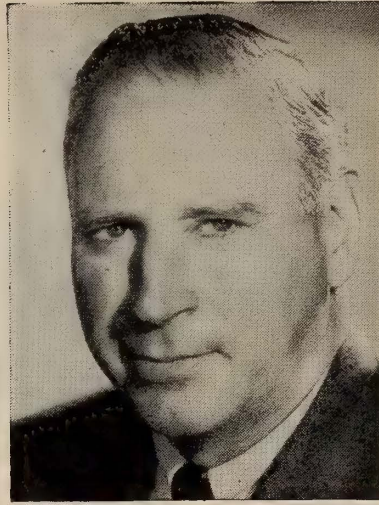


Mr. McCONNELL

Lee Network and was program manager of Don Lee's KFRC San Francisco before moving to New York in 1935.

Joining Young & Rubicam, where his initial assignment was producing the Fred Allen show, Mr. Weaver by 1936 had been made manager of the agency's radio department. In 1938, he moved to American Tobacco Co., subsequently becoming advertising manager of the company, one of the nation's largest advertisers. During the war he served with the office of the Coordinator of Inter-American Affairs and later as commander of an escort ship in the South Atlantic.

After the war, Mr. Weaver returned to American Tobacco but shortly thereafter he rejoined Young & Rubicam as vice president, playing a major part in getting the agency's clients started in television. In August, 1949 he joined NBC as vice president in charge of television and last June was named vice president in charge of both the radio and TV networks. He also has been a member of the NBC board.



Mr. HERBERT

JOHN K. HERBERT, newly named NBC vice president in charge of the radio and TV networks, joined NBC in September 1950 as assistant to the president. In November he was appointed general sales manager of the NBC radio network and in January 1951 became vice president in charge of radio network sales. Last July, when NBC reintegrated its radio and TV sales activities, he was named vice president in charge of all network sales, both radio and TV.

A native of Winthrop, Mass., Mr. Herbert attended Holy Cross College before entering the business world with Socony Vacuum Oil Co. After a term as a cotton broker with Jones, Gardner & Beal, he broke into advertising in 1932 with *Esquire* magazine and six years later joined Hearst magazines, where he rose to the post of vice president and general advertising manager, which he left to join NBC.

During World War II, Mr. Herbert served in the Marine Corps from January 1943 to October 1945, when he left the corps with the rank of captain.

* * *

JOSEPH H. McCONNELL, born in South Carolina and reared in North Carolina, first won fame as a football star at Davidson College and, after his graduation in 1927, taught chemistry and coached football at Woodberry Forest School in Virginia for a year before entering the U. of Virginia Law School, where he won his law degree and a Phi Beta Kappa key in 1931.

After practicing law in West Palm Beach and Charlotte, Mr. McConnell joined the legal staff of the NRA in Washington, serving as director of one of the agency's three legal divisions until the NRA was dissolved in 1935. He then moved to New York with the firm of Cotton, Franklin, Wright & Gordon (now Cahill,

Gordon, Zachry & Reindel) and, after working largely on RCA business, in 1941 became a member of the legal department of RCA Mfg. Co. (now RCA Victor Division).

The following year he was named general counsel and three years later was elected vice president and general attorney of RCA Victor. From April 1947 to January 1949 he served the division as vice president in charge of law and finance, then becoming vice president in charge of finance for the parent company, RCA. In July 1949 he was named RCA's executive vice president, and on Oct. 7 of that year he was elected president of NBC.

SACKS, STRAUSS

Elected to New Posts

ELECTION of Emanuel (Manie) Sacks, staff vice president of RCA, to the additional function of vice president and general manager of RCA Victor Record Dept. was announced last Friday as a sequel to top-level appointments to the NBC board at RCA and NBC board meetings.

Simultaneously announced was the election of Lewis L. Strauss, consultant and financial advisor to the Messrs. Rockefeller, as a member of both the RCA and NBC boards, filling vacancies created by the resignation Dec. 8 of Niles Trammell, who became president of Biscayne Television Corp. Mr. Strauss served from 1946 to 1950 as a member of the Atomic Energy Commission.

He succeeds Paul A. Barkmeier, who was elected vice president and director of the regional offices of RCA Victor Div. Mr. Sacks joined RCA as director of artists relations for the Victor Div. and for NBC on Feb. 1, 1950. His background includes a quarter of a century of experience in music, recording and talent.

Mr. Barkmeier joined Victor in 1948 as general manager of the Record Dept. and in Jan. 1950 was

(Continued on page 36)



Mr. SACKS

WHITE NEW NBC PRESIDENT

**McConnell Slated for C-P-P Slot;
Weaver Moves Up; Herbert Succeeds**

TOP-LEVEL realignment of the leadership of NBC was announced Friday, with Frank White elevated to the presidency as Joseph H. McConnell quit that post to become president of Colgate-Palmolive-Peet Co.

Sylvester L. (Pat) Weaver Jr., who has been vice president in charge of the radio and TV networks, with Mr. White serving as vice president and general manager, was elected vice chairman of the NBC Board of Directors, a new position, and John K. Herbert, vice president in charge of network sales, was advanced to the post vacated by Mr. Weaver.

Brig. Gen. David Sarnoff, RCA and NBC board chairman, announced the changes after a meeting of the board.

"We are fortunate in having within the NBC organization an executive so uniquely qualified to assume the presidency of NBC as is Mr. White," Gen. Sarnoff said. "He brings to his responsibility the practical experience of a long and distinguished career in broadcasting, and unusual executive ability, and a great talent for human relationships which is so important in any business, and particularly in the business of broadcasting. I know that the whole NBC organization, its affiliated stations and its advertisers and their agencies will share our pleasure and confidence in this new appointment.

"During the past three years in which Mr. McConnell has been president, the NBC has grown in stature and strength and has further enlarged the scope of its service to the American people. The great strides which NBC has made in speeding the development of television and maintaining the strength of radio are in themselves the greatest tributes to Mr. McConnell's leadership. Our appreciation for a job well done and our best wishes go with him as he leaves to assume his new responsibilities."

Unexpected Changes

The choice of executives for the key posts in the wake of Mr. McConnell's resignation, which came with a suddenness that stunned the industry, was looked upon by observers as evidence that NBC intends to put fundamental emphasis on business.

The 53-year-old Mr. White, who a year ago was president of Mutual and before that held key executive posts with CBS, has a reputation for getting things done. His choice of a chief lieutenant—Mr. Herbert, a salesman who grew up with the Hearst organization and other publishers—underscored the basic-business approach. The appointment of Mr. Herbert was President

White's first in his new role.

Mr. McConnell's forthcoming affiliation with C-P-P—which was not announced officially but is expected to be after the company's board meets this week—similarly was startling, not only to the radio industry but to C-P-P personnel as well as its rivals.

E. H. Little, present president, issued a statement saying reports of "any change in the management" were "premature," that he had been president since 1938 and that it was contemplated he will "continue indefinitely as active head of the business."

Observers noted, however, that this would not preclude Mr. Little's advancement to the C-P-P board chairmanship, the post he is expected to take with Mr. McConnell's assumption of the presidency.

No Action Yet Says Little

Mr. Little conceded in his statement that "various changes have been under consideration" but noted that "no action has been taken by the board of directors." He said "an announcement will be made by the company if and when any changes are made."

NBC's announcement, so far as it concerned Mr. McConnell's plans, said only that he "has resigned from NBC to join a company in another industry, and his new posi-

tion will be announced by that company in the near future."

It was reported that Mr. McConnell would take up his new duties about March 1, at a base salary estimated unofficially at about \$150,000 a year, plus generous benefits.

Changes in the NBC-RCA executive lineups had been widely anticipated for some time—but not in the form they took. Mr. McConnell had been expected to return to a key role at RCA, where he was executive vice president before assuming the NBC presidency in October 1949. The original plan, it was understood, was for him to aid RCA President Frank Folsom.

Mr. White's successor as vice president and general manager of the radio and TV networks was not announced, and spokesmen declined to indicate whether the office will be continued. It was said that Edward D. Madden, vice president and assistant to the president, would remain in that post in Mr. White's administration.

Creation of the vice chairmanship of the board, which went to Mr. Weaver, was prompted by the expansion of NBC's activities, Gen. Sarnoff explained. He said:

"We believe that progress in broadcasting is never-ending, and that new ways of using the power of radio and television, new forms

of programming, and new opportunities for the broadcast media can and must be developed. Under Mr. Weaver, NBC television had led the way in creating many of the new concepts which have become part of the pattern of television.

"In his new position as vice chairman, Mr. Weaver will be enabled to concentrate on the problems of long-range development, both in radio and television, and will fill a vital function in a rapidly expanding industry."

Lauds Herbert's Record

President White, in designating Mr. Herbert as vice president in charge of the radio and television networks, said: "As vice president in charge of radio sales and more recently as vice president in charge of sales for the radio and television networks, Mr. Herbert has demonstrated not only great sales leadership but a grasp of our overall network problems and an ability to deal effectively with them.

"I am delighted to announce his appointment as vice president in charge of both our networks. In this position, he will serve as the chief executive of the networks division of NBC and in addition will continue to exercise general supervision over our network sales department."

KMPC SALE OKAYED FCC Also Grants KSWB

APPROVAL was granted by FCC last Wednesday to sale of KMPC Los Angeles by the Estate of the late G. A. (Dick) Richards and others for nearly \$800,000 to cowboy star Gene Autry and associates, including Robert O. Reynolds, KMPC general manager [B•T, Nov. 24, 1952].

Concurrently, the Commission authorized assignment of the construction permit for KSWB Yuma, Ariz., from Henry C. Darwin and Robert Henry Armstrong doing business as Southwestern Broadcasting Co. to Maricopa Broadcasters Inc., licensee of KOOL Phoenix. Mr. Autry is 85% owner of Maricopa Broadcasters. Messrs. Darwin and Armstrong were reimbursed at cost, \$26,000.

The KSWB grant clears allegations presented to FCC in a protest contending that Charles H. Garland, KOOL general manager, in behalf "of himself and others," had purchased KSWB without Commission approval.

Other station sales approved by the Commission Wednesday included KCHS Truth or Consequences, N. M., WOHP Bellefontaine, Ohio, and WMOD Moundsville, W. Va. (see FCC Roundup, page 87).

The actions were taken by Chairman Paul A. Walker and Comrs. Rosel H. Hyde, E. M. Webster,

George E. Sterling, Robert T. Bartley and Eugene H. Merrill. Comr. Merrill dissented from the majority ruling in the KSWB case.

KMPC for several years was the initial subject of a controversial FCC investigation into the news policies of Mr. Richards and also involved the two other Richards' stations, WJR Detroit and WGAR Cleveland. Mr. Richards suffered a fatal heart attack during the pendency of the litigation which subsequently concluded in license renewal for all three outlets.

He had purchased KMPC in 1937 for \$125,000 after managing the station for about a year, during which time he succeeded in transforming the property from a losing to a profitable operation. The Richards' estate now owns 25.95% of WJR and 40.5% of WGAR.

The license of KMPC in the instant action is transferred from KMPC, The Station of the Stars Inc. to KMPC Inc., a new corporation, for \$799,986.19.

KMPC Inc. is owned 51% by Melody Ranch Enterprises Inc., wholly-owned by Mr. Autry. Mr. Autry is president of KMPC Inc. and will vote the Melody Ranch stock.

Mr. Reynolds, vice president and general manager of KMPC Inc., holds a 40% interest in the new

licensee. He formerly was 7% owner of the station.

Other officers and stockholders in KMPC Inc. include Wesley L. Nutten Jr., secretary and 4% owner; Lloyd C. Sigmon, vice president and assistant general manager and 3½% owner, and Oren G. Mattison, treasurer and 1% owner. Messrs. Nutten, Sigmon and Mattison in effect retain their previous holdings in KMPC, receiving an exchange of stock. Mr. Nutten is an attorney. Mr. Sigmon has been vice president-assistant manager as well as chief engineer and Mr. Mattison is KMPC's auditor.

KMPC's former licensee had outstanding 240,525 shares of \$1.50 par value stock. The Richards' estate held 133,700 shares, for which it was paid a total of \$444,686.24.

Rozene Moore held 44,860 shares, purchased for \$44,000 cash and 5% note for \$105,204.36.

Frank E. Mullen, TV consultant and former NBC executive vice president, received \$36,000 cash and 5% note for \$85,482.15 for his 36,525 shares while Harry L. (Bing) Crosby was paid \$12,306.20 for his 3,700 shares in KMPC.

The notes given Rozene Moore and Mr. Mullen were personally

(Continued on page 32)

TAPE-RECORDED TV BCE Shows Improvements

HAVING improved picture quality "more than 20 fold" since the first sight and sound magnetic tape recording system demonstration a year ago [B•T, Nov. 19, 1951], the electronics division of Bing Crosby Enterprises, as part of an "interim report," demonstrated Tuesday to the press its VTR (Video Tape Recorder) with showing of live telecasts and motion pictures taken off the air.

The demonstration was clear and sharp, except for occasional "ghost" images and an overriding diagonal weave. According to Executive Director Frank Healey, this represents a minor imperfection to be corrected with about another five months' work. Among subjects shown were an audio and video recording of the CBS-TV *Jack Benny Show* and *Carson's Cellar*, taken Dec. 28 from a monitor at BCE.

Reaction to the showing was varied. Press in general agreed with Mr. Healey that quality was "more than 20 fold" better than the first showing. Some compared it

favorably with quick kinescopes.

John T. Mullin, chief engineer, and Wayne R. Johnson, TV project engineer of the company, who have been working on the system for approximately three years, have immediate technical answers to these imperfections or defects. Mr. Healey stated they will be incorporated in the next recorder, to be ready about May 1.

Work on the VTR system is now more than 80% completed and Mr. Healey expects that production models will be ready for the trade late this year or in early 1954. It is planned that Ampex Electric Corp., Redwood City, Calif. will handle production. The VTR equipment, including recorder and playback, will cost around \$50,000, but it was pointed out that savings in time and tape will more than compensate.

Cost of the magnetic tape, made by Minnesota Mining & Manufacturing Co., is said to be approximately one-fourth that of motion picture film. Although one-inch wide tape was utilized in Tuesday's demonstration, a one-half inch wide tape is planned for final usage.

The VTR system will reproduce both sight and sound simultaneously with 100% fidelity in one-tenth of a second following the live action. Besides eliminating need for motion picture film by recording electronic impulses directly on the magnetic type, the system further completely eliminates film processing and the separate sound track, it was explained.

Because the information which constitutes the picture is recorded magnetically on the tape, no image

is visible on the tape itself, Mr. Healey said. "To our knowledge, this is the first time in history that motion pictures have ever been produced from a medium other than strip of film containing a series of actual photographs."

Details of the VTR system are being closely guarded because of the strong competition among electronic companies working on similar projects. They will be revealed after the first production recorder is in operation.

Engineers associated with Messrs. Mullin and Johnson on the project are Edward J. Corey, assistant TV project engineer, Dean DeMoss, Chester Shaw, Eugene Brown and Robert Phillips.

Shulton Spot Drive

SHULTON INC., manufacturers of Early American Old Spice toiletries for women and Old Spice for men, New York, announced last week its 1953 advertising will include a heavy year-round campaign for Old Spice men's products. For the first time in its radio advertising, Shulton will use daily spot radio year-round in major markets for Old Spice men's line. Wesley Assoc., New York, is the agency.

Sealy Spot Campaign

SEALY Mattress Co., Chicago, will use scattered spots in Chicago, Indianapolis, Grand Rapids and Milwaukee during its two-week anniversary sale beginning Jan. 12. Agency is Olian & Bronner.

Baby for a Day

THOUGH every child born in the U. S. on New Year's Day will not have a silver spoon in its mouth, MBS' *Queen for a Day* program (Mon.-Fri., 11:30 a.m.-12 noon EST) has come up with a solution. It is offering a silver fork and spoon set for all New Year's children. Last year m.c. Jack Bailey gave away about 300 such sets to families who had notified him of the event.

EUGENE KATZ

Heads Representative Firm

EUGENE KATZ, executive vice president of the Katz Agency Inc., national advertising representative firm, was elected president of the company at the annual stockholders meeting last week, succeeding his father, G. R. Katz, who was named chairman of the board. The elder Mr. Katz had been president of the firm since 1912, assuming the post

at the death of his father, E. Katz, who founded the company in 1888.

Eugene Katz joined the company in 1930 as a salesman and was elected secretary in 1944 and executive vice president several years ago. During World War II, he served with the Office of Facts and Figures, Office of War Information, and Office of Price Administration.

Other Katz Agency officers include: S. L. Katz, G. W. Brett, and G. H. Gunst, vice presidents; Abe Doris, vice president and secretary; M. J. Beck, treasurer, and J. J. Grenthot, assistant treasurer.

CITIES SERIES

Planned by NBC, 'Life'

NBC-TV and *Life* magazine will collaborate in launching a television series based on the economic idea of "more of everything for everybody," picturing the American cultural, social and economic way of life, on a number of stations (including the owned and operated NBC-TV stations). These will be available for sponsorship on a local basis.

Details of the programs still are being worked out by James Gaines, NBC vice president in charge of owned and operated stations, and Richard Krolik, director of television for *Life*.

Life will provide a researcher in each city, in addition to lending promotional and editorial support.

The series, to be produced locally in each city, will kick off in Cleveland with a dinner to be attended by 200 Cleveland leaders who will see the first program Jan. 26, Monday, 7-7:30 p.m., via NBC's WNBK (TV). Each station will provide its own staff for the program.

CBS RADIO GAINS

19 Sponsors in '52

CBS Radio registered a net gain of 19 sponsors of its network programs in 1952, reaching a total of 122, the network reported last week in a year-end review which said radio today is "bigger, more ubiquitous, more effective" than ever.

The number of CBS Radio affiliates went up during the year, gaining 10 for a total of 216 to start 1953. The review also noted CBS Radio newscasts reached a new peacetime high of 91 a week, and, with respect to programming generally, cited figures released in December (for the week of Oct. 19-25) to show the network "had 21 of the 29 most-listened-to programs." It also was stated 415 speakers were heard on CBS Radio during the year.

The report also called attention to figures showing that in New York, "the city that has had the most television the longest time," evening radio listening in TV homes increased 107% in the three years between October 1949 and October 1952.

MBS' 'Heatter' Sold

UNION Pharmaceutical Co., N. Y., (Saraka and Inhiston), to sponsor *Gabriel Heatter—News* on Mutual, Friday, 7:30-45 p.m. EST, effective Jan. 16. Grey Adv., N. Y., is agency. With addition of this sponsor, the Heatter show, five times weekly, is completely sold. Other sponsors are Noxzema Chemical Co., Beltone Hearing Aid Co., Motor Products Corp., and Credit Union National Assn.



Drawn for BROADCASTING • TELECASTING by Bud Kling

Congratulations, Parsnip! . . . a whole New Year's Eve show . . . and you didn't miss one commercial!

MARKETING MEET

Cone Hits Media 'Propaganda'

BUSINESSMEN should sell their ideas as well as their products with advertising, using paid advertising instead of propaganda, in the opinion of Fairfax M. Cone, board chairman of Foote, Cone and Belding, Chicago.

Mr. Cone, speaking Dec. 27 at the opening session of the American Marketing Assn. conference in Chicago's Palmer House, asserted that the function of newspapers and other mass communications media is to report events and developments rather than to "sell" a businessman's ideas for him.

Business firms wishing to put over their point of view should reach consumers via paid advertising rather than propaganda, Mr. Cone said, with an approach similar to that used in the sale of tangible products. The highest degree of integrity needs to be maintained in the "sale" of both ideas and products, he said.

Businessmen "have fallen into disfavor" in the past two decades because nobody told their approach to current problems, and they were "under constant attack from politicians," Mr. Cone charged.

The National Conference of the AMA, meeting for three days after Christmas, touched all phases of marketing, from the psychological to the statistical. On the financial side, Secretary of Commerce Charles Sawyer outlined prospects for a good business year in 1953, saying that capital investment plans by industry for the next three years are "much higher" than anticipated.

Commerce Survey

A U. S. Dept. of Commerce survey among 2,000 business firms shows that the 1953 investment program will cost \$26.5 billion, compared with \$27 billion in 1952. Another survey of 80 large companies covering a third of American industry showed that these business concerns are budgeting capital investment volume in 1954 and 1955 equal to that of 1950.

Mr. Sawyer said that, assuming maintenance of present tax rates and a minimum of economic fluctuation, the gross national production in 1955 could be \$365 billion, an increase of 8% over 1951. If this figure were realized, usable personal income that year would be \$240 billion, an increase of 7%, he said.

Imagination and aggressive personality are needed for marketing success, in the opinion of John E. Jeuck, dean of the School of Business at the U. of Chicago, who spoke at the concluding luncheon session. He said success in marketing depends more on these factors in a person who, "in the process of development, may make errors, than it does upon the careful collation of facts and the cautious investigation of alternatives that are

the hallmark of research operations."

Researchers in concentrating on the direct influence of such media as radio and television on listeners and viewers, often overlook the fact that "people do not live in isolation," said Dr. Paul Lazarsfeld, professor of sociology at Columbia U., New York.

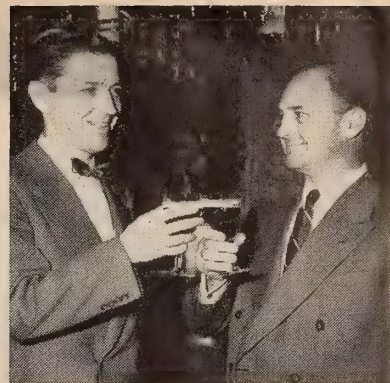
Dr. Lazarsfeld stressed the importance of personal influence on consumers by their friends and business associates. The extent and quality of this influence should be measured and correlated with listening and viewing habits, in an effort to determine how these personal pressures "might modify the effect of mass media in marketing and in other spheres of life."

A major problem in advertising is that most advertising material is one-way communication, said Harold J. Leavitt, vice president of Nejelski Co., management con-

sultant firm, New York. Because "I don't think you can get much across without feed-back," Mr. Leavitt suggested there is a future in market research which looks like "advertising's feedback channel."

Cliff Samuelson, advertising manager of General Mills's grocery products division, discussed new products, saying that unless a new item does a better job, does the job easier or does the job cheaper, it should be reviewed before it is introduced.

Dr. Burleigh Gardner, executive director of Social Research, Chicago, outlined his mental images and word association tests that he said can be useful in advertising content. Noting that in advertising "we use symbols that have a common meaning to a selected group of people with a similar culture," Mr. Gardner pointed out the hazard of upper middle class advertising people talking to the



TAYLOR GRANT (l), who Dec. 22 gave his 2,000th broadcast of *Headline Edition* on ABC, receives toast from R. J. Schaefer, president, F. & M. Schaefer Brewing Co., which is sponsoring the series on WJZ New York during 1953.

same kind of consumers, to the exclusion of lower middle class consumers.

Gordon A. Hughes, AMA president and director of market analysis, General Mills, presided at the meetings.

NEW CONGRESS

Sec. 315 High on Agenda

IF the 82nd Congress was known to broadcasters as the Congress which finally passed the McFarland Bill revising the Communications Act extensively for the first time since 1934, the 83d Congress which convened Saturday may become known to the radio-TV industry as the Congress which did something about Sec. 315 of the Communications Act.

This is the section which forbids broadcasters from censoring the speeches of political candidates—and which has put station operators between the devil of libel suits and the sea of law-breaking.

Recent election ordeal, which saw all House members and one third of the Senate use radio extensively and "meet up with" TV for the first time to any great extent, is believed certain to result in some activity on the subject during the next two years of the 83d Congress' life.

But Sec. 315 is not the only issue of broadcasting importance bound to come up in the new, GOP-dominated Congress.

Anti-Liquor Bills

Many observers also see a resurgence of anti-liquor bills, which reached their highest level—from a broadcasting viewpoint—early last year when the Case-Johnson Bill to prohibit the advertising of hard liquor on the air came within one vote of being reported out of the Senate Interstate & Foreign Commerce Committee.

In a Congress which is certain to see investigations of previous administration agencies and officials, the investigation of the FCC promised by Sen. Joseph R. McCarthy (R-Wis.), due to become chairman of the Senate Committee on Govern-

ment Operations, is sure to loom large.

In the same vein, although he refuses to call it an investigation, is the meeting with all regulatory agency officials, proposed by Rep. Charles A. Wolverton (R-N. J.), due to become chairman of the House Interstate & Foreign Commerce Committee.

Undoubtedly, too, any reorganization of the Executive Office, which has been given a high place on the agenda of President-elect Eisenhower's administrative officials, will have an effect on the FCC.

The 83d Congress is not likely to see the recrudescence of former Sen. William Benton's (D-Conn.) campaign for a National Citizens Advisory Council on radio and TV programs. It is felt that this crusade has gone the way of Sen. Benton, who was defeated in the last election.

However, broadcasters should not be lulled by this favorable end to the ex-advertising executive's battle. Educational TV still remains on the agenda of some legislators, notably Sen. John W. Bricker (R-Ohio) and Rep. James I. Dolliver (R-Iowa). Both introduced bills to require the FCC to promote non-commercial TV during the last session of Congress.

Not so new to the agenda of Congress will be, it is presumed, the question of licensing of networks. This has been proffered by Rep. Harry R. Sheppard (D-Calif.) in previous Congresses, but this time it bears the endorsement of FCC Chairman Paul A. Walker. Mr. Walker recommended that action when he appeared before the House

Commerce subcommittee investigating radio and TV programs [B•T, Dec. 8, 1952].

Still uncertain is the continuance of the program probe by the FCC subcommittee of the House Commerce Committee [B•T, Dec. 22, 1952]. Rep. Wolverton, the new chairman of the Commerce Committee, has not indicated what his attitude will be on this subject.

ABC-UPT Merger

Interest of congressmen in FCC and industry matters is due to continue, most observers believe. Sen. Edwin H. Johnson (D-Col.), when chairman of the Senate Commerce Committee, took a direct and partisan part in the FCC deliberations on color TV and uhf wavelengths. Chairman-to-be Charles A. Tobey (R-N. H.) already has injected himself in the pending ABC-United Paramount Theatres merger case [B•T, Dec. 8, 1952].

Another powerful Senate leader Sen. William Langer (R-N. D.), due to be chairman of the powerful Senate Judiciary Committee, [B•T Dec. 8, 1952] also interceded in the ABC-UPT merger case.

Both Sens. Tobey and Langer protested the examiner's initial decision proposing that the FCC approve the merger.

Another Congressman who has indicated he intends to play a part in FCC rule-making is Rep. Carl Hinshaw (R-Calif.). During the House debate on the McFarland Bill, Rep. Hinshaw stated he wanted to revise the definition of broadcasting to exclude subscription radio or TV. He said he would introduce bill to make those services, commo

(Continued on page 36)

30 LEADING AGENCIES IN RADIO-TV BILLING

(Continued from Page 23)

others: Jack Benny, Robert Montgomery, Burns and Allen, Groucho Marx and Fred Waring. There were no client losses during the year. Total of 32% of the agency's AM and TV billing was in spot broadcasting.

* * *

YOUNG & RUBICAM: Radio-TV billing, \$36 million; \$12 million in radio, \$24 million in TV. Radio-TV share of agency's overall agency billing: 35%.

In 1952 Y&R added Singer Sewing's sponsorship of the Kate Smith daytime show, alternate weeks; the Piel's beer's radio and TV budget, which includes *Dangerous Assignment*, placed on a regional basis, and Kent cigarettes with *The Web* on CBS-TV. The agency's casualties in radio and TV: Arrow Shirts dropped Herb Shriner on ABC-TV; Jello released the *Young Mr. Bobbin* show on NBC-TV; and the entire Schlitz account (half-hour TV show) was withdrawn, going to Lennen & Newell.

* * *

BENTON & BOWLES: Radio-TV billing, \$30 million; \$10.5 million in radio, \$19.5 million in television. Radio-TV share of agency's overall billing, 60%.

Benton & Bowles in 1952 gained one new account, Camay, which sponsors *The Doctor*, half-hour on NBC-TV, in association with Cheer. Key account at this agency is Tide, another Procter & Gamble product, whose radio-TV business is estimated at \$8 million a year. The agency experienced no client casualties in 1952. It achieved additional billing with the placement for General Foods of *Luigi* on CBS-TV and *Pepper Young's Family* on NBC radio.

* * *

BIOW Co.: Radio-TV billing, \$30 million; \$10.5 million in radio, \$19.5 million in TV. Radio-TV share of agency's overall billing, 50%.

In addition to handling its established network and spot activities for Philip Morris, Bulova, Procter & Gamble and Pepsi-Cola, this agency in 1952 also placed the TV and radio campaign for Dunhill cigarettes. There were no significant defections during the year.

* * *

WILLIAM ESTY: Radio-TV billing, \$28 million; \$10 million in radio, \$18 million in TV. Radio-TV share of agency's overall billing, 50%.

In this agency, Camels continued its extensive radio and TV coverage and added yet another program to its list with *My Friend Irma* on

CBS-TV. Another agency addition was sponsorship of *M & M Candy Carnival* on CBS-TV by the M & M Candy Co. Esty also held firmly to its sizeable portion of the Colgate-Palmolive-Peet business. Shows being placed for the account are *The Big Payoff* on CBS-TV, part of the *Comedy Hour* on NBC-TV, and *Strike It Rich* on CBS-AM-TV. Another client, Coca-Cola bottlers, also is sponsoring local TV strips. No client desertions.

* * *

J. WALTER THOMPSON Co.: Radio-TV billing, \$27 million; \$13.5 million in radio, \$13.5 million in TV. Radio-TV share of agency's overall billing, 24%.

JWT in 1952 proceeded solidly with its solid duo in television, Lux and Kraft. It also gained Scott Tissue as sponsor of the Patti Page show, twice a week on CBS-TV. Other important clients include: Ford Dealers, Ford Motor Co., RCA Victor, Florida Citrus Commission, Ford Motor Co., Johns-Manville, Swift & Co. and Libby, McNeill & Libby.

* * *

DANCER - FITZGERALD - SAMPLE: Radio-TV billing, \$26 million; \$17.5 million in radio, \$8.5 million in TV. Radio-TV share of agency's overall billing, 55%.

DF&S held its traditional lead in radio during 1952. The agency secured three new accounts during the year: Bab-O, a heavy spot advertiser, from William Weintraub; Army and Air Force Recruiting from Grant Adv., and American Chic from SSC&B. Principal advertisers are General Mills, Procter & Gamble, Nestle and Sterling Drug.

* * *

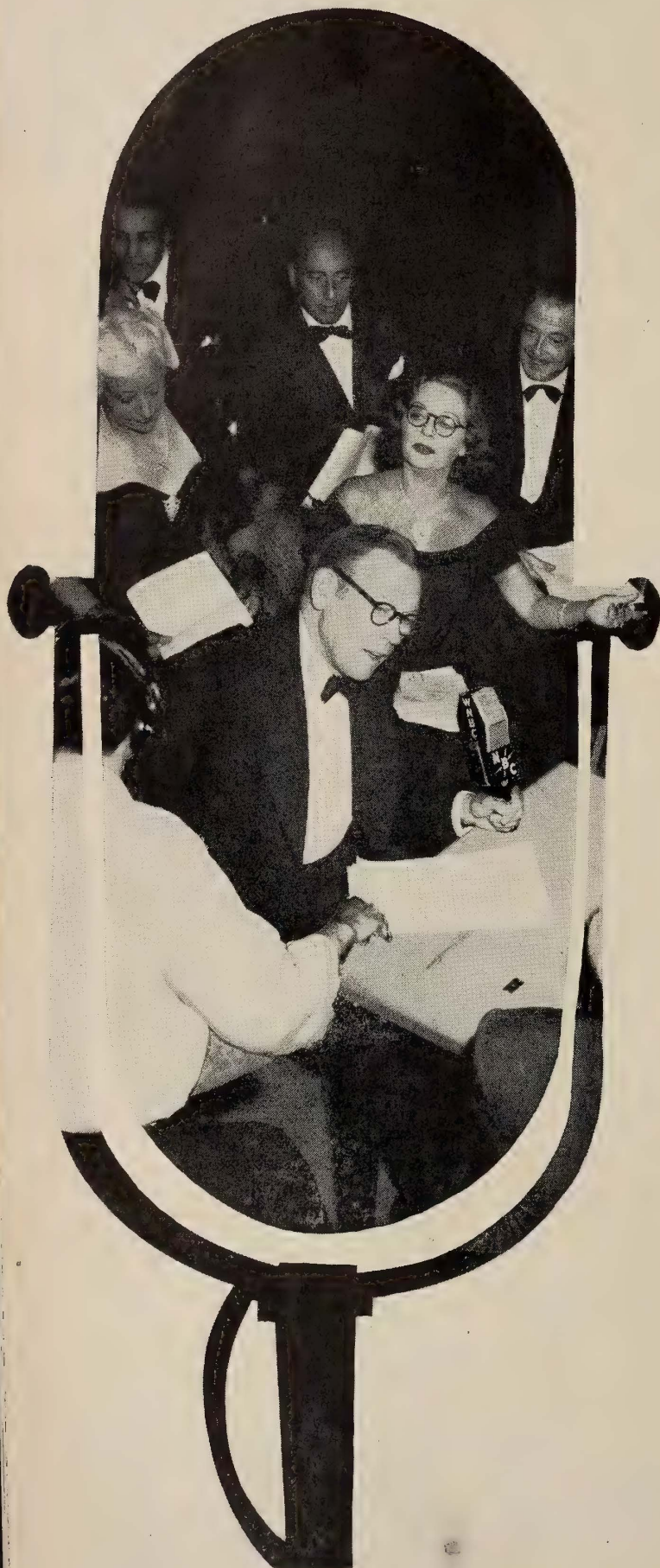
McCANN - ERICKSON: Radio-TV billing, \$25 million; \$8.7 million in radio, \$16.3 million in TV; Radio-TV share of agency's overall billing, 40%.

The agency last year serviced a part of the Republican Party campaign and also handled its usual Westinghouse sponsorship of special events, plus Westinghouse's *Studio One* on CBS-TV. In addition, Chesebrough's Borax in 1952 brought its *20 Mule Team* to television on a regional basis. The remainder of the agency's accounts, which include principally National Biscuit Co., Westinghouse, Gruen Watch, Chesebrough, Lever Brothers and SOS continued much as previously.

* * *

FOOTE, CONE & BELDING: Radio-TV billing, \$20 million; \$10 million in radio \$10 million in TV. Radio-TV share of agency's overall billing, 30%.

The history of FC&B in 1952 is this: Rheingold increased its radio-



TV budget, and Hallmark continued to sponsor its NBC-TV show; the agency lost the Prom Home permanent account (*Fun For All* on CBS Radio) to Weiss & Geller, and additionally, a few weeks ago, it resigned the entire Toni business. The latter, however, would not affect the 1952 billing since the agency continued to service the account through the end of the year.

LEO BURNETT Co.: Radio-TV billing, \$18 million; \$9 million in radio, \$9 million in TV. Radio-TV share of agency's overall billing, 50%.

Burnett in 1952 took over from Kenyon & Eckhardt the balance of the Kellogg account and Prom Shampoo from FC&B. It also placed Pillsbury as a new starter on the Arthur Godfrey early morning simulcast on the CBS networks. Other major accounts: Pure Oil, Bauer & Black, Brown Shoes, Durkee Foods and Green Giant products. No client losses in 1952.

LENNEN & NEWELL: Radio-TV billing, \$15 million; \$3 million in radio and \$12 million in TV. Radio-TV share of agency's overall billing, 50%.

This new agency is the result of one of the important mergers of the year. H. W. Newell resigned from Geyer, Newell & Ganger to join forces with Phil Lennen, head of what was formerly Lennen & Mitchell. Besides increasing in 1952 its radio-TV business, the agency, as a result of the merger, gained the Embassy cigarette account and its sponsorship of *The Web* on CBS-TV. L & N also acquired from Young & Rubicam the Schlitz TV business for the last six months of the year. No losses in 1952.

TED BATES: Radio-TV billing, \$15 million; \$6 million in radio, \$9 million in TV. Radio-TV share of agency's overall billing, 50%.

Bellwether business at this agency is its heavy allotment of the Colgate - Palmolive - Peet accounts. Shows placed for that company include a portion of *Colgate Comedy Hour* and *Howdy Doody* on NBC-TV and *Strike It Rich* and *Our Miss Brooks* on CBS-TV. In addition, for Carter Products, it placed the Drew Pearson show on ABC-TV (later on DuMont) and ABC radio and part of *City Hospital* on CBS-TV. No losses last year.

KENYON & ECKHARDT: Radio-TV billing, \$14.5 million; \$5.5 million in radio, \$9 million in TV. Radio-TV share of agency's overall billing, 27%.

K & E suffered two major reverses in 1952 with the loss of the Kellogg and Piels accounts. However, as a consequence of its absorption of the Chappell & Owen agency it retrieved a measure of its losses, though little of the gain

was reflected in radio and TV. The agency continued in 1952 to place the Lincoln - Mercury business, which is represented principally by the Ed Sullivan *Toast of the Town* program on CBS-TV.

N. W. AYER & SON: Radio-TV billing, \$12 million; \$6 million in radio, \$6 million in TV. Radio-TV share of agency's overall billing, 14%.

This agency in 1952 continued to place its regular campaigns: Atlantic Refining's sport schedule; Lever Brothers' *Hawkins Falls* five times a week on NBC-TV, and *Houseparty* on CBS Radio and TV; Electric Light & Power Companies' *Meet Corliss Archer* on ABC radio; Bell Telephone Co.'s *Telephone Hour* on NBC radio, and the Sealtest *Big Top* show on CBS-TV.

MAXON Inc.: Radio-TV billing, \$11 million; \$4.4 million in radio, \$6.6 million in TV. Radio-TV share of agency's overall billing, 40%.

In 1952 at this agency General Electric added to its schedule the *Ozzie and Harriet* show on ABC-TV. Otherwise the firm proceeded regularly with its client roster, which includes Gillette (sporting events), Snow Crop (Arthur Godfrey on CBS-TV), and Packard Cars (*Rebound* on DuMont).

SULLIVAN, STAUFFER, COLWELL & BAYLES: Radio-TV billings, \$10 million; \$4 million in radio, \$6 million in TV. Radio-TV share of agency's overall billing, 50%.

At SSC&B in 1952 Pall Mall increased its radio-TV billing and Carter Products' Arrid added *City Hospital* on CBS-TV. The agency lost its portion of the American Chicle account to DF&S.

CUNNINGHAM & WALSH: Radio-TV billing, approximately \$10 million; \$4 million in radio, \$6 million in TV. Radio-TV share of agency's overall billing, 33%.

As Chesterfield goes, so goes this agency; and last year Chesterfield cut its budget somewhat when it dropped the Bob Hope and Bing Crosby radio programs and took on instead the Dean Martin-Jerry Lewis show on NBC radio. Liggett & Myers continues with its *Gangbusters* and *Dragnet* TV shows and baseball and football sponsorship, the latter variously network, regional and local in both radio and TV.

NEEDHAM, LOUIS & BRORBY: Radio-TV billing, \$8 million; \$3 million in radio, \$5 million in TV. Radio-TV share of agency's overall billing, 40%.

This Chicago-based agency last year placed its major account, Johnson's Wax, on two network television shows: the hour-long *Robert Montgomery Presents*, alternate weeks on NBC-TV, and the panel show *What's My Line* plus heavy newscast schedules on Mutual. It also added *Sky King* on DuMont for Derby Foods. Other major advertisers are Quaker Oats and Kraft Foods.

CECIL & PRESBREY: Radio-TV billing, \$8 million; \$3.6 million in radio, \$4.4 million in TV. Radio-TV share of agency's overall billing, 50%.

Principal C & P clients are Electric Auto-Lite with *Suspense* on CBS Radio and CBS-TV; Sylvania Electric with its *Beat the Clock* on CBS-TV; and Block Drug Co. with *Danger* on CBS-TV. Agency during the latter part of the year negotiated a merger with J. D. Tarcher Agency; however, the full effect of this alliance will be felt

next year with the added Benrus watch account. Tarcher brought in approximately \$4 million in radio-TV billing.

COMPTON Adv.: Radio-TV billing; \$8 million; \$4.5 million in radio, \$3.5 million in TV. Radio-TV share of agency's overall billing, 26%.

Last year Compton added the daytime serial, *Guiding Light*, on CBS-TV for Procter & Gamble. P & G, the big account here, continued in 1952 with *Fireside Theatre* on NBC-TV, Lowell Thomas on CBS Radio, and a portion of *Rocky King* on DuMont.

SHERMAN & MARQUETTE: Radio-TV billing, \$7.5 million; \$2.5 million in radio \$5 million in TV. Radio-TV share of agency's overall billing, 50%.

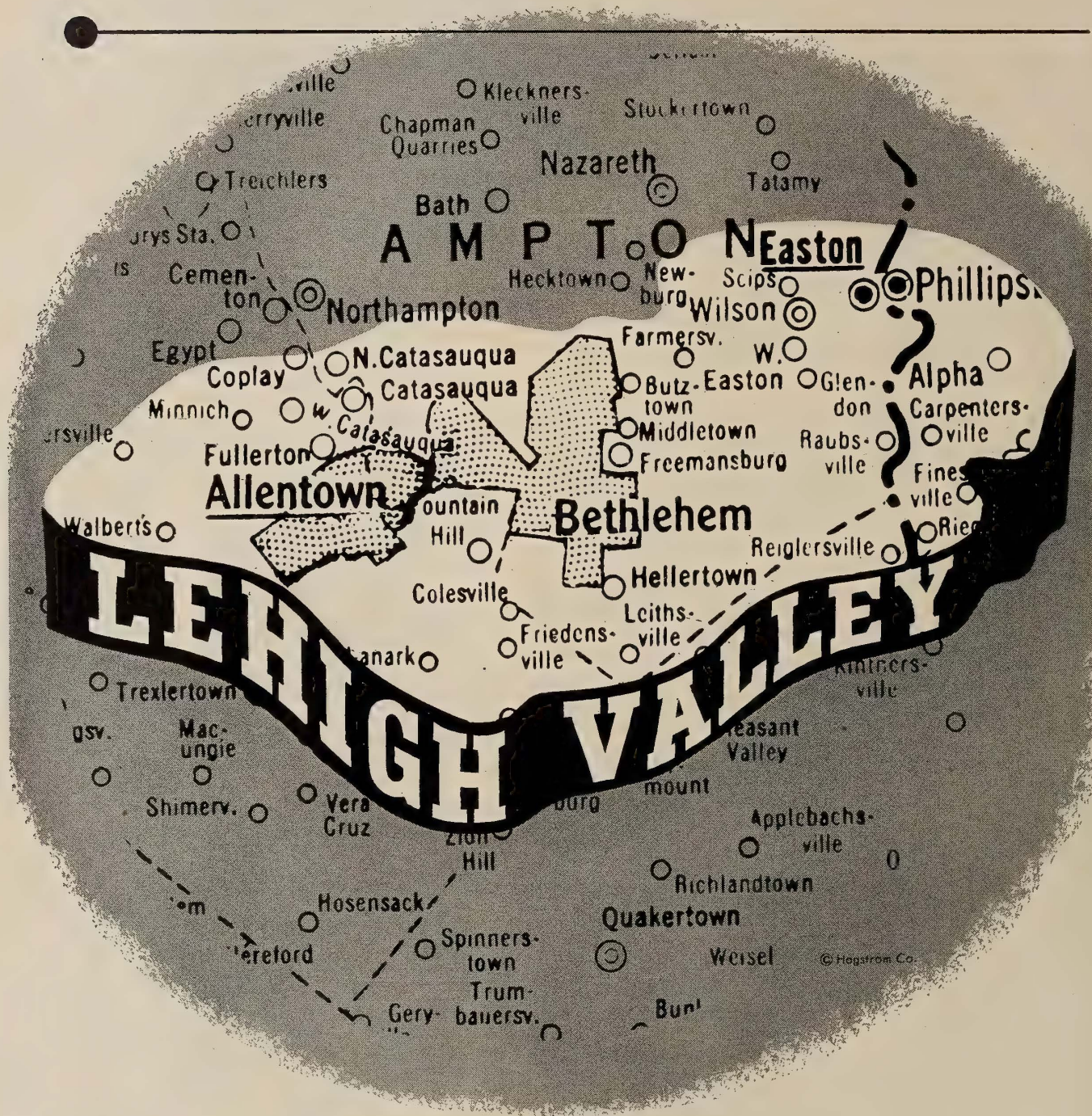
Agency's No. 1 item is its goodly share of Colgate-Palmolive-Peet business. Last year CPP added *Mr. & Mrs. North* on CBS-TV to its list of TV and radio shows which had included portions of the *Colgate Comedy Hour* on NBC-TV and *Bob and Ray* on NBC radio. Quaker Oats, another agency client sponsors *Sgt. Preston* and *Man of the Farm*, both radio shows, as well as *Gabby Hayes* twice weekly on NBC-TV.

RUTHRAUFF & RYAN: Radio-TV billing, \$7.5 million; \$3.2 million in radio, \$4.3 million in TV. Radio-TV share of agency's overall billing, 25%.

R & R was the casualty of the year, suffering two major amputations that cut off the flow of perhaps five million in revenue, the effects of which will not be fully noted until next year's computation. Late in the year Leve Brothers withdrew both its Spr

(Continued on page 32)





WLEV-TV's Lehigh Valley, a tremendously potent 4-point market for advertisers: *Industry*—one of America's most important production centers; *Agriculture*—one of the richest producing farm areas in the country; *Education*—one of the country's leading centers of higher learning and culture; *Religion*—inhabitants of the Lehigh Valley have a very deep respect for religion—the backbone of community life.

Heralding

The Newest Profit Opportunity in Television

WLEV-TV

Bethlehem, Pennsylvania

First Television Station in the Lehigh Valley

WLEV-TV is the one medium which reaches the entire Lehigh Valley for you. WLEV-TV's market is long-known as a region of stable prosperity. The 481 million dollars spent by its half-million population in 1951 proves it is a region of tremendous sales response. It is a dynamic four-point profit opportunity.

INDUSTRY—Paid its Lehigh Valley employees \$295,835,100 in 1951, manufactured products valued at \$1,170,188,200.

AGRICULTURE—Its rich farm area grossed \$34,391,000 in cash farm income in 1951—another great source of steady-buying income.

EDUCATION—Its 6 colleges and universities make it a forward-looking and informed area, giving advertising a highly receptive audience.

RELIGION—A basic part of the Valley's life since the first settlers. Community stability and family responsibility mean consistent, steady sales.

WLEV-TV is the Lehigh Valley's own television station—the only single medium reaching the entire Lehigh Valley. Initial telecast is scheduled for February 15, 1953. Top time available now. Write for information.

Represented by

A Steinman Station

ROBERT MEEKER ASSOCIATES

New York

Chicago

Los Angeles

San Francisco

Leading Radio-TV Agencies

(Continued from page 29)

and Rinso accounts, channelling the former to FC&B and the latter to Hewitt, Ogilvy, Benson & Mather. Earlier in 1952 the agency lost the Dodge account to Grant Adv. R & R continues to place Wrigley's *Gene Autry* radio show, the Arthur Murray TV program; Clearalls' participation on *Today* and Elaine Curtis cosmetics on *Welcome Travelers*.

* * *

CAMPBELL - EWALD: Radio-TV billing, \$7 million; \$1.8 million in radio, \$5.2 million in TV. Radio-TV share of agency's overall billing, 25%.

Agency services the Chevrolet dealers and the parent manufacturing company, both of which place much local radio and TV. The dealers, moreover, sponsor Dinah Shore on NBC-TV for a quarter-hour twice a week.

* * *

D'ARCY: Radio-TV billing, \$7 million; \$3.5 million in radio, \$3.5 million in TV. Radio-TV share of agency's overall billing, 25%.

Gerber Products last year took over a portion of the *Kate Smith Hour* on NBC-TV, but this gain was more than offset when the agency lost the billing on the Ken Murray show on CBS-TV following Anheuser-Bush's decision to discontinue the program. Coca-Cola, another client, sponsors *Kit Carson* on a regional basis and uses spots extensively in both radio and television.

* * *

WARWICK & LEGLER: Radio-TV billing, \$7 million; \$3 million in radio, \$4 million in TV. Radio-TV share of agency's overall billing, 50%.

In 1952 W & L took over from the Joseph Katz Co. the Ex-Lax radio business and continued heavily with its Pabst Blue Ribbon fights schedule in TV and radio. No losses.

* * *

WARD WHELOCK Co: Radio-TV billing, \$6 million; \$3.5 million in radio, \$2.5 million in television. Radio-TV share of agency's overall billing, 50%.

Campbell Soup Co. is this agency's major broadcast client. The firm sponsored *Club 15* on CBS Radio three times weekly, *Double or Nothing* on NBC radio five times weekly and on CBS-TV three times weekly, and the *Henry Aldrich Show* on NBC-TV.

* * *

HARRY B. COHEN: Radio-TV billing, \$4.5 million; \$1.8 million in radio, \$2.7 million in TV. Radio-TV share of agency's overall billing, 60%.

The agency gained three new pot accounts in 1952: Airline Foods, Babbett's Glim, and Fitch Shampoo. It also placed the *Abott & Costello* half-hour TV show or Utica Beer on a regional basis. Another Cohen client, Pearson Inc., sponsors *Hollywood Opening Night* on NBC-TV.

WILLIAM WEINTRAUB & CO.: Radio-TV billing, \$4 million; \$2 million in radio, \$2 million in TV. Radio-TV share of agency's overall billing, 40%.

Blatz Brewing continued to be this firm's principal entry in 1952, represented on CBS-TV by *Amos 'n' Andy*. Other radio-TV clients include Henry Kaiser Cars and Seeman Brothers.

* * *

ERWIN, WASEY: Radio-TV billing, \$3.5 million; \$1.5 million in radio, \$2 million in TV. Radio-TV share of agency's overall billing, 11%.

Last year Erwin, Wasey placed for Admiral the sponsorship of the national political conventions on ABC radio and TV while continuing that account's *World News* show on CBS Radio. Carnation, another client, carried on with its *Burns and Allen* show on CBS-TV on alternate weeks and *Stars Over Hollywood* on CBS Radio.

* * *

FÜLLER & SMITH & ROSS: Radio-TV billing, \$3.4 million; \$0.9 million in radio, \$2.5 million in television. Radio-TV share of agency's overall billing, 15%.

This agency placed Owens-Corning sponsorship of the *Godfrey* show on CBS Radio and a portion of *Godfrey Time* on CBS-TV for the first time during 1952. It also added the Aluminum Co. of America's sponsorship of *See It Now* on CBS-TV. During the early part of the year its International Silver account sponsored Dave Garroway and Fiberglas sponsored Garry Moore.

PULSE GRANTED

Injunction in Hooper Spot

SUPREME COURT of New York on Dec. 29 granted Pulse Inc. a temporary injunction restraining C. E. Hooper Inc. from repeating statements contained in a letter written Oct. 7, 1952, describing what allegedly happened at a meeting in San Francisco of C. E. Hooper and a group of advertising agency executives.

Specifically, according to Sydney Roslow, director of Pulse, its legal action was to dispute a statement ascribed to Mr. Hooper that the agencies present at the San Francisco meeting had agreed there should be only one broadcast audience rating service and that this service should be Hooper's. This, Pulse claims, is not the truth.

Mr. Hooper last week declared, "Actually, the letter that is the subject of the dispute stated nothing but the truth and the whole truth. According to my attorney that is a complete defense to the charges. My own affidavit to that effect has been filed with the court and is supported by affidavits taken from individuals who, like myself, were at the meeting."

Coffee & Doughnuts

TO CALL attention to the debut of the early-morning *Bobby Sherwood Show* on ABC's WJZ New York last Monday, the network's promotion department sent a hot glass jar of coffee in an insulated bag, with doughnuts, to some 500 radio timebuyers at New York agencies. An accompanying card mentioned the *Sherwood* program (Monday-Friday, 6:30-8 a.m. EST) and also plugged the newscasts of Charles F. McCarthy (at 7:30 and 8 a.m. and 12:45 p.m. EST), which also started last Monday on WJZ.

KMPC Sale Okayed

(Continued from page 25)

guaranteed by Messrs. Autry and Reynolds.

KMPC reported current assets of \$337,526.78 and current liabilities of \$73,348.70 as of Sept. 30, 1952, while total assets and liabilities as of Oct. 31 were given as \$573,953.38. KMPC showed a profit, after federal income tax, of \$3,276.96 for October 1952 and \$52,436.23 for the year 1952 to Oct. 31, the transfer application disclosed. Profit, after tax, for October 1951 was \$8,235.81 and for year 1951 (to Oct. 31, 1951) was \$44,039.70. KMPC staff totals 47 persons.

Depreciated cost of tangible property devoted to broadcasting, including land and buildings, as of Dec. 31, 1951, totaled \$254,372.99, the application said. Replacement value was given as \$894,966.

Mr. Autry, in addition to his 85% holding in KOOL, is 48% owner of Old Pueblo Broadcasting Co., licensee of KOPO Tucson. Old Pueblo Broadcasting also is 100% owner of KNOG Nogales.

In the KSWB action, FCC approved the assignment following Mr. Garland's satisfactory reply to allegations made in a protest filed by Dwight Harkins, secretary of Harkins Broadcasting Co., onetime applicant for KSWB's assignment of 250 w on 1240 kc.

Harkins Broadcasting protested FCC's failure to grant comparative hearing on its new-station application and the request of KSWB for reinstatement of its permit which had expired. FCC denied the Harkins petition on the ground that the application was filed Oct. 24, 1952, the same day the Commission had approved reinstatement of the KSWB permit, hence not entitled to comparative consideration under the Commission's 24-hour rule.

In his explanation, Mr. Garland related that on last Oct. 1 he was telephoned by William Conn, manager of Yuma's Bank of Douglas, suggesting Maricopa Broadcasters might be interested in buying KSWB, then in financial straits and not yet on the air. Conversations were held but when it was learned the permit had expired, Maricopa filed its own application for the channel, withdrawing it within a few days when it was learned

KSWB had asked reinstatement.

Mr. Garland related Maricopa took an option to purchase KSWB and offered advice and limited financial aid, but never took part in station management nor prepared any part of the reinstatement request, which did not mention the option upon the advice of a local attorney. The KOOL manager emphasized that Maricopa was conscious of Communications Act requirements concerning transfers and had informed KSWB that all agreements would have to be subject to FCC approval. He also informed the KSWB principals that the permit could be acquired only at cost, the letter explained.

The KSWB files at FCC disclosed that Mr. Darwin has filed with a local court a damage suit for nearly \$100,000 against Dwight Harkins Amusement Enterprises Inc. in which he charges that failure by defendant to consummate a transfer approved by FCC and involving KCLF Clifton, Ariz. [B•T, June 16, 1952], as well as certain other matters, resulted in financial difficulties preventing his completion of KSWB's construction.

Mr. Darwin and Dwight Harkins Amusement Enterprises Inc. were each to hold 50% in KCLF through Saguaro Broadcasting Co.

Mr. Darwin further contended he was unjustly dismissed last September as KCLF general manager. The defendant's reply to the suit asserted Mr. Darwin was fired because he devoted time when he should have been at KCLF to his Yuma interest and alleged Mr. Darwin used KCLF employes and fixtures for KSWB.

NARTB DIRECTORS

Election Forms Readied

THIRTEEN vacancies on the NARTB Radio Board of Directors will be filled under election procedure that gets underway this week. Nominating forms, along with a list of broadcasters eligible to run, will be mailed next Friday to member stations.

Vacancies will occur in 1953 in the nine odd-numbered districts. One each of the four at-large directorates (large, medium and small stations, and FM) will become vacant at the same time, with all newly elected directors taking office at the time of the annual convention April 29-May 1.

Nominations for the vacancies must be returned to NARTB headquarters by Jan. 26. Those nominated will be notified Jan. 27 and given until Feb. 3 to accept or decline, or to select which post to run for if nominated for more than one. Final election ballots will be mailed Feb. 6, returnable Feb. 23. Results will be given Feb. 26.

Currently NARTB members are voting by referendum on the revised by-laws unanimously approved by the full board last Dec. 3 [B•T, Dec. 8, 1952]. Ballots are due Jan. 16. If revision is approved, new by-laws go into effect Feb. 1.

IN YOUNGSTOWN, OHIO

WKBN ★ *TV*

announces the appointment of

PAUL H. RAYMER COMPANY

as their national representative

WKBN ★ *TV*

WKBN BROADCASTING CORP.
YOUNGSTOWN, OHIO

FOLSOM '53 VIEW: 150-200 New TV Outlets

FROM 150 to 200 new television stations are expected to commence operation in 1953 and some 6,250,000 new TV sets probably will be distributed during the year, RCA president Frank M. Folsom said in a year-end statement issued Friday.

He said the annual "going rate" of the radio-TV industry is approximately \$5 billion now and is expected to approach \$6 billion during the latter part of 1953. The anticipated 150 - 200 new stations, including both vhf and uhf, will bring about 5 million families into TV's service range for the first time, he said.



Mr. Folsom

Overall, Mr. Folsom said, "the radio-television industry operating throughout 1952 under the impetus of ever-growing demands for both the government and the general public, achieved new all-time records in production, merchandising, and servicing of electronics equipment. . . .

"Equipped with the greatest production capacity in its history, the radio-television industry is successfully meeting the dual requirements of manufacturing for the national defense and the domestic market."

Defense production formed the bulk of the industry's 1952 output, while TV remained the major factor in the civilian field, with the year's 6-million-set production total adding more than \$1 billion to the industry's gross income, he asserted.

\$9 Billion Investment

Reviewing "America's overwhelming acceptance of television as one of our most powerful mediums of entertainment, culture, and news," Mr. Folsom noted that the public had invested more than \$9 billion in TV receivers during the past six years. He called this "an unparalleled achievement," involving "the manufacture and distribution of approximately 23 million television sets, of which nearly 21 million are in use today."

Turning to radio, he continued: "Along with television's growth, the public's interest in radio broadcasting continues firm. The industry distributed more than 9 million radio sets in 1952, and expects to produce a similar number in the coming year."

Mr. Folsom said RCA Victor produced in 1952 as many radio and TV instruments as government allocations of materials would permit. In TV the greatest demand was for 21-inch receivers, he reported, adding that the preference trend toward larger screen sizes probably will result in "substantial

sales" of 27-inch sets by the end of 1953.

In radio, he continued, "the trend is to small sizes with high performance"—a trend which is being met with the help of miniaturization of component parts and tubes.

The growing interest in larger TV screen sizes is contributing to a rapid development of the set replacement market, Mr. Folsom asserted. He also noted that "there is a growing number of television families with two or more receivers in their homes."

The expansion of uhf, he said, is "a direct outgrowth" of RCA's experimental uhf station at Bridgeport, Conn., whose equipment was used in the first commercial uhf station at Portland, Ore. It was "largely as a result" of the Bridgeport experiments that the freeze on new-station construction was broken during the year, he declared.

Contributions of RCA and RCA Victor engineers in launching the Portland uhf station, and also the first post-freeze vhf outlet (in Denver), "included not only the design and construction of these transmitters, but advances in receiver design and the design and installation of new combination uhf-vhf anten-

nas by the RCA Service Co."

In the manufacture of combination vhf-uhf sets and uhf converters, RCA's objective "is to continue to provide excellent reception in the home at all stages of television's growth," Mr. Folsom asserted. "In this connection, RCA has continued its engineering development of compatible color television as a future additional service to the public."

Led in Business Volume

The RCA president said NBC, an RCA service, led all other networks in volume of business, with radio-TV sales totaling \$92,093,592 for the first nine months of 1952. The TV sales figure was placed at \$57,793,752 at the end of the third quarter.

Appraising the electronics industry's outlook, he said "one of the most significant things" about this field "is its long-range capacity for expansion and diversification." He called attention to past predictions that the non-entertainment phases of electronics some day would produce a greater volume of business than radio and television, and said that high on the list of potentially important non-entertainment developments were the following:

1. Electronic business systems. Among

Folsom, DuMont Differ

SOME divergent viewpoints cropped up in the year-end statements of Frank M. Folsom, RCA president, and Dr. Allen B. DuMont, DuMont Labs. president, as often happens in the case of forecasts. Where Mr. Folsom placed the "going rate" of current industry production at about \$5 billion, Dr. DuMont placed it at about \$4 billion. Dr. DuMont predicted some 75 new TV stations would take the air in 1953; Mr. Folsom predicted 150 to 200. They agreed pretty closely, however, on estimated total public investment in TV sets over the past six years—Mr. Folsom said more than \$9 billion, Dr. DuMont about \$9.5 billion—and were in close harmony on 1953 TV set sale predictions: 6.25 million, according to Mr. Folsom, and "between 6 and 6.5 million" according to Dr. DuMont.

the activities in this field, RCA Victor Div. currently is constructing an electronic inventory control system under government order for the U. S. Army Ordnance Corps.

2. Medical instruments. Already, he said, the RCA Lab. Div. has developed an electronic viscometer that determines the rate at which an individual's blood coagulates.

3. Personal services. Miniaturization

(Continued on page 36)

DuMONT EYES '53 And TV's Continued Growth

THE ELECTRONICS industry, "the basis for what can be realistically termed the second industrial revolution," is facing "its brightest year in 1953," Dr. Allen B. DuMont, president of Allen B. DuMont Labs, said in an annual business review and forecast released Friday.

"The most spectacular facet of the electronics industry—television—will continue its sensational growth pattern, which is one of the fastest-moving industrial developments on record," he declared. "From a \$50 million manufacturing industry in 1947, television in only three years became a billion-dollar industry. This dynamic growth far outstrips the record of the automotive field, which took 10 years to achieve billion-dollar status."

Production Rate

Dr. DuMont said the electronics industry was producing at a "going rate" of \$4 billion at the end of 1952, compared with \$3 billion in 1951, and that "increasing applications of electronics in commercial and military fields during 1953 should run the volume even higher to new industry peak levels."

He offered this point-by-point estimate of "what 1953 can mean to the industry, barring some unforeseen circumstance or worsening of the international situation:

"New stations—upwards of 75 new television stations on the air

with approximately 50 of this total in the uhf. This increase of stations will, of course, mean wide increase in present coverage by the networks.

"An interesting development recently announced is that of a new coaxial cable system, capable of handling simultaneously 600 telephone conversations plus one television program in each direction it travels. Widespread use of this revolutionary coaxial cable could conceivably help to cut present line costs appreciably.

"Transmitting equipment—Transmitter manufacturers, hampered during the three and one-half years of the 'freeze,' now look forward to a possible volume of \$50 million for transmitting and studio equipment. Increasing uses of television for industrial purposes also present an attractive market for equipment manufacturers.

"Television receivers—The opening of new television areas and emphasis on the 'second set' in the home and replacement of small-screen sets in older markets cues manufacturers to plan for 1953 their biggest production year since 1950. Present indications are that the industry will make and sell between six and six and one-half million receivers in 1953. And at average factory price of \$180 this can amount to a total volume of well over \$1 billion. There is no

indication that receiver prices will be reduced, because of rising labor and material costs.

"Cathode-ray tubes—With this huge anticipated receiver production the cathode-ray industry will be asked to produce more than eight million picture tubes in 1953. Of these, approximately two million will be for replacement and service purposes. The most popular tube size will be the 21-inch rectangular type with 17-inch running second in popularity. The 24-, 27- and 30-inch sizes will be produced in small quantities in 1953.

"Cathode-ray instruments—Oscillographs and other instruments, little publicized offshoots of the development of the cathode-ray tube, are taking a major role in industry wherever precision measurements are required. Manufacture and sale of these units is another segment of the electronics industry which should see great expansion in 1953."

Dr. DuMont said he felt that "good commercial color transmission, comparable to black-and-white, is still five to ten years away," although "there have been advances in research on color television."

He said research and development of transistors "is presently going at a steady pace but their applications in television receivers

(Continued on page 36)

TIPS ON A "SLEEPER"

from Zenith, to radio time buyers

***New facts on FM make it a smart buy
to round out your radio coverage***

A tip on FM Station growth

Contrary to general belief, the number of licensed FM stations has steadily *increased*. There are nearly 100 more than in 1950.

A tip on programming

More and more FM stations are programming events and music not available to the AM audience. Local sports broadcasts are proving of high interest. Recorded programs of classical music are attracting large audiences, and are being expanded to include popular music and good special events.

A tip on static and "white spots"

There are hundreds of static and "white spot" areas all over the country where listeners rely on FM broadcasts, for good local reception free from "cross-talk" and static.

A tip on sales of FM sets

Zenith, the largest manufacturer of FM-AM radio sets, has had the biggest FM sales in its history. New competition is entering the field, for the first time. According to the NARTB, there are approximately 9 million AM-FM sets in use.

Don't overlook FM for complete coverage

SPECIAL TO BROADCASTERS

Your local Zenith dealer will gladly help promote your station and program in his newspaper ads and displays. Get in touch with him today.



ZENITH RADIO CORPORATION, Chicago 39, Illinois

COPR. 1953

Folsom's View

(Continued from page 34)

of tubes and parts and the development of tiny transistors "hold great promise for the advancement of personal service devices in radio and recording."

4. Industry. Electronic devices of detection, control, inspection, and automatic operation are now in "substantial" use by manufacturers, and "can be expected to find increasing application in the next few years."

5. Printing. All-electronic color correction instruments are being developed to provide "the first economical means of achieving quick and accurate color reproduction in magazines and daily newspapers." RCA has one "in an advanced stage of development."

Mr. Folsom said the "growth and expansion of the radio-television and electronics industry is an outstanding example of American industry's capacity for teamwork." He continued:

"For our civilian population, this teamwork meant more and better television and radio sets, records, transmitting and industrial equipment, and all the other products that have enabled the people of our country to achieve their high standard of living.

"For our Armed Forces, it meant military equipment for technical assistance to help keep our country strong and free.

"Big companies and small companies worked together to make the products needed for our civilian use and defense. At RCA, for example, nearly 5,000 independently owned companies helped supply the materials and services needed to manufacture finished products. Three-fourths of these suppliers are classified by the government as small business firms, and they receive approximately half of the dollar volume of all RCA purchases.

"The electronic symbol is a bright and guiding star that challenges science and industry to advance into new fields of endeavor, to create, and to improve with quality and efficiency as the standards."

SET PRODUCTION

RTMA Lists for 11 months

OUTPUT of radio receivers totaled 3,86,076 for the first 11 months of 1952, with 5,175,194 TV sets produced in the same period, according to Radio-Television Mfrs. Assn. figures covering the entire manufacturing industry. Comparable figures in 1951 for 11 months were 1,701,115 radios and 4,798,056 TV sets.

Home radios having FM tuners totaled 33,200 units in November, 355,249 FM or FM-AM radios

SMITH, JUSTER

In NBC Changes

APPOINTMENT of Carleton D. Smith, NBC station relations vice president, as general manager of the network's Washington, D. C., outlets, WRC-AM-FM and WNBW (TV), was announced last Wednesday by James M. Gaines, NBC vice-president in charge of O & O stations.

Mr. Smith has accepted his new duties effective Jan. 1. He succeeds Eugene E. Juster, who transfers to NBC Public Affairs Dept. in New York City.

In his new position, Vice President Smith will assume management of NBC Washington radio-TV operations which have expanded appreciably the past year—and particularly since 1948 when he relinquished managerial reins at the same NBC outlets in the nation's capital.

In the intervening years, Mr. Smith was named, first, NBC director of TV operations, an NBC vice president in charge of station relations and, finally last March, director of operations for NBC's owned-and-operated stations division.

The shift was viewed as a bid by the network to strengthen its O & O stations by delegating major responsibility to vice presidents in the field.

Mr. Juster's precise duties were not spelled out, but his first assignment will be the Presidential Inauguration Jan. 20. His new post was described as one "of major responsibility in the Public Affairs Dept."



Mr. Smith

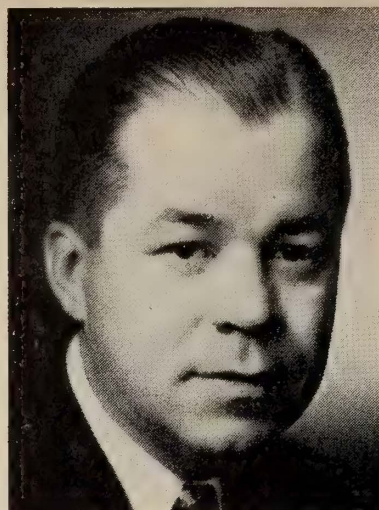


Mr. Juster

turned out in the 11 months. FM circuits were included in 7,603 TV sets in November, bringing the 11-month total of TV sets having FM tuners to 87,285.

Following are radio-TV production totals for the first 11 months of 1952:

	Television	Home Sets	Portables	Auto	Clock	Total Radio
January	404,933	288,723	68,433	195,147	80,152	632,455
February	409,337	312,705	72,866	267,779	106,103	759,453
March (5 weeks)	510,561	357,689	99,720	343,314	175,169	975,892
April	322,878	286,164	110,529	275,250	176,003	847,946
May	309,375	288,927	128,351	215,478	115,588	748,344
June (5 weeks)	361,152	297,669	205,186	246,909	124,489	874,253
July	198,921	203,868	81,353	95,220	61,295	441,736
August	397,769	235,728	105,006	94,315	108,753	543,802
September						
October (5 weeks)	755,665	324,786	126,666	230,706	183,496	865,654
November	724,117	314,459	113,552	163,494	180,841	772,346
December	780,486	389,853	153,503	195,200	185,639	924,195
TOTAL	5,175,194	3,300,571	1,265,165	2,322,812	1,497,528	8,386,076



Mr. BARKMEIER

* * *

Sacks, Strauss

(Continued from page 24)

named vice president and general manager.

Mr. Strauss, who has served as director of a number of the nation's largest corporations, was a former partner of Kuhn-Loeb & Co. He is president of the board of the Institute for Advanced Study at Princeton and is a trustee of the Sloan-Kettering Institute and Memorial Hospital in New York. He entered the Naval Reserve as a lieutenant-commander in 1926 and rose through the ranks, becoming a rear admiral in 1945. He holds the Distinguished Service Cross and the Legion of Merit for service during World War II.

DuMont Eyes '52

(Continued from page 34)

will probably not become a reality in production sets for some time to come, because of the cost factor involved."

Finding "little wonder television is called America's fastest growing industry," Dr. DuMont said "an all-time cumulative total of television receiver production since 1946 runs to 23.6 million units, making an aggregate public total investment at retail level of \$9.5 billion. And this figure is apart from the investments averaging \$500,000 each in approximately 120 telecasting plants."

He said his own organization "is looking forward to more than a 25% increase in dollar volume in 1953, which will be the greatest year, sales-wise, in the company's history."

He noted that billings of the DuMont TV Network passed \$10 million in 1952 and "are expected to be upped appreciably in 1953." The network's \$4 million new Telecentre in New York will be the origination point for most DuMont programming in 1953, he asserted.

DuMont TV set production "is expected to follow the 1952 trend which saw production hard pressed to keep up with expanding sales," he said, while sales of oscillographs and cathode-ray tubes "will show major advances" and "the transmitter division should show a sharp rise in sales of transmitting and studio equipment."

New Congress

(Continued from page 27)

carrier systems or contract systems.

A plus for broadcasting in the new Congress is the succession by Rep. Joseph W. Martin Jr. (R-Mass.) to the post of Speaker. Rep. Martin already has declared he did not favor Speaker Sam Rayburn's (D-Tex.) ban on radio-TV coverage of House committees [B•T, Nov. 24, 1952].

In fact, Rep. Harold H. Velde (R-Ill.), scheduled to head the House Un-American Activities Committee, already has announced he intended to permit radio microphones and TV cameras to cover some of his committee's hearings. And last week, Sen. McCarthy announced that he also favored radio and TV coverage of the investigations subcommittee of the Government Operations Committee.

Undoubtedly, also, there will be the usual several bills to give the FCC power to police interstate communications so they may not be used for gambling—all an outgrowth of the Kefauver Crime Committee hearings of two years ago.

And without a question there will be again, as there has been in the last several Congresses, Rep. Sheppard's proposal that the FCC revise its network rules to encourage the rebroadcast of stations' signals.

ABC-UPT MERGER

Landon Urges Approval

MERGER of ABC and United Paramount Theatres should be approved, Alf M. Landon, ex-governor of Kansas and 1936 Republican candidate for President, has urged the FCC in a letter released last week.

Oral argument on the initial decision favoring the merger and other applications in the Paramount case [B•T, Nov. 17, 1952] is scheduled to be heard by the Commission *en banc* today (Monday).

Speaking as president and 16% owner of WREN Topeka—an ABC affiliate—Mr. Landon held that approval of the merger would aid competition, not reduce it. This was, he said, a reference to the objections raised by Sens. Charles W. Tobey (R-N. H.), scheduled to be chairman of the radio-powerful Senate Interstate & Foreign Commerce Committee, and William Langer (R-N. D.), due to head the powerful Senate Judiciary Committee [B•T, Dec. 8, 1952].

In addition to WREN, which operates on 1250 kc with 5 kw, Mr. Landon is president and 65% owner of KSCB Liberal, Kans., on 1270 kc with 1 kw, daytime.



**It's EASY to pick the winner
in Kentucky radio!**

55.3% of Kentucky's total retail sales are made in the area covered by WAVE *alone*. To cover the people who make the rest of the State's retail purchases, you have to use many of the State's 46 *other* radio stations.

An impressive number of leading advertisers buy WAVE exclusively in Louisville. There must be a reason. Ask Free & Peters for all the facts. You might be surprised!

5000 WATTS

NBC

**WAVE
LOUISVILLE**



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

WSFA INTEREST

Pill Sells for \$100,000

HOWARD E. PILL, president and general manager of Montgomery Broadcasting Co., licensee of WSFA Montgomery, Ala., and applicant for vhf Ch. 12 in that city, is selling his 25% interest in the firm for \$100,000, subject to customary FCC approval.

Mr. Pill said he intends to retire from WSFA managerial duties, but will retain his 50% interest in WDAK Columbus, Ga. He also owns Alabama Gulf Radio, applicant for an AM station in Foley, Ala., on the Alabama Gulf Coast, where Mr. Pill says, "I have done my fishing for 30 years."

A veteran of 24 years at WSFA, Mr. Pill, with Gov. Gordon Persons, founded the station in 1929.

Largest of three purchasers of Mr. Pill's interest is R. F. Hudson Jr., son and business associate of R. F. Hudson, owner of 75 of 300 shares, or 25%. The younger Mr. Hudson is buying 50 shares for \$66,666.67. This will give the Messrs. Hudson and the elder Mr. Hudson's son-in-law, Sebrie B. Smith, who owns 25 shares, 50% control of WSFA.

The other purchasers of Mr. Pill's interest are H. S. Durden, present owner of 100 shares, who buys an additional 15 shares from Mr. Pill for \$20,000 to give him a total of 115 shares. David E. Dunn is purchasing 10 additional shares for \$13,333.33 to give him a total of 35 shares.

The application for transfer of Mr. Pill's stock was filed Tuesday at the FCC, according to John Spearman, of Spearman & Robertson, Washington attorneys representing WSFA. Mr. Spearman said plans call for W. W. Hunt, present station sales manager, to succeed Mr. Pill as general manager.



Mr. Pill

CHICAGO STRIKE

WEEK-LONG strike of American Federation of Television & Radio Artists against WGN Inc. and WLS Chicago came to an end Tuesday.

The strike was called off at WGN, WGNB (FM) and WGN-TV at 6 a.m. Tuesday morning, one week to the minute from the time it started.

It was the first such strike in AFTRA's 15-year Chicago history. At WLS, owned by the Agricultural Broadcasting Co., the strike concluded at 6 p.m. Tuesday.

The new contracts, signed by union officials and management at both stations the same day, reflected the give-and-take discussions which have been carried on for several weeks, with both parties taking and giving concessions in an effort to halt the strike of announcers and performers.

WLS General Manager Glenn Snyder signed the standard Class A station agreement Tuesday afternoon, agreeing to the \$150 weekly salary base for announcers, as prevails for the other Class A stations there. WLS, which sought separate classification from the stations which are on the air fulltime and have television interests, gained a discount on the unit system.

Schreiber Signs Pact

According to provisions of the contracts at other Class A stations, an announcer gives 12 commercials free, and then gets an \$11 fee per commercial.

Under the WLS contract the station will get the first 12 commercials free, pay \$6 for the 13th and the standard \$11 for all commercials starting with the 14th.

Frank P. Schreiber, general manager and treasurer of WGN Inc., signed the radio and television contracts with union representatives, who included Raymond A. Jones, executive secretary of AFTRA in Chicago; Sanford I. Wolff, Chicago attorney for the local; George Heller, AFTRA national executive secretary; Henry Jaffe, national legal counsel, and Ed Schlesinger, national field representative.

WGN Inc. and WLS were the only stations struck, as they were the stations which declined earlier to sign new contracts. Other Chicago stations had signed previous-

ly, agreeing to the \$150 weekly minimum salary, upped from \$135, and to fringe benefits. They were ABC, WENR and WENR-TV; NBC, WMAQ and WNBQ (TV); CBS, WBBM and WBKB (TV).

Principal issue involved at WGN was the union's claim on newsmen not described as commentators or analysts. The union disclaimed authority in the final contract, providing that newsmen were restricted to fulltime news duties and not permitted to handle straight commercial assignments. In exchange, the station agreed to keep a minimum staff of 14 commercial announcers, the current number.

As Mr. Schreiber said during the strike, "the difference lies in the term news announcer as opposed to news commentator, analyst or reporter. Our newsmen edit and write their own ideas and interpretation. News announcers merely read what is handed to them as written by our news staff, and when used are accorded whatever 'dignity, standing and prestige' that accrues therefrom. Our newsmen have not been used as announcers, and only Robert F. Hurlleigh and Spencer Allen, the heads of our news departments on radio and television, have stepped out of their normal routine during the strike to offer aid."

Mr. Hurlleigh added, "WGN and WGN-TV newsmen are members of no union, and never have been approached or invited to join one, including AFTRA. Furthermore, they have expressed no interest whatsoever in becoming union members."

The union relinquished its petition for the checkoff, by which WGN Inc. would collect union dues from paychecks, and the station, in turn, agreed to the union's request for unlimited severance pay. This provides for one week of pay for every year of service if an announcer or performer is laid off or fired.

Other points successfully arbitrated included sick leave, retroactive pay under the new contract, and an 18% salary increase for sound-effects men. One sound-effects man was dismissed, leaving one man on the staff.

WLS, WGN AFTRA Agree

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS Regular Week November 2-8, 1952

Current Rank	Program	Current Rating Homes %
Evening, Once-a-Week (Avg.)		(5.3)
1	Jack Benny (CBS)	13.7
2	Amos 'n' Andy (CBS)	12.8
3	Charlie McCarthy Show (CBS)	11.3
4	Our Miss Brooks (CBS)	11.2
5	Lux Radio Theatre (CBS)	10.1
6	You Bet Your Life (NBC)	9.6
7	Great Gildersleeve (NBC)	8.1
8	Philip Morris Playhouse (CBS)	8.0
9	Theatre Guild on the Air (NBC)	8.0
10	Gangbusters (CBS)	7.2
Evening, Multi-Weekly (Avg.)		(3.8)
1	News of the World (NBC)	7.0
2	One Man's Family (NBC)	5.8
3	Lowell Thomas (CBS)	5.8
Day, Sunday (Avg.)		(2.3)
1	Martin Kane, Private Eye (NBC)	6.1
2	True Detective Mysteries (MBS)	5.3
3	Hollywood Star Playhouse (NBC)	4.7
Weekday (Avg.)		(4.4)
1	Our Gal, Sunday (CBS)	7.3
2	Right to Happiness (NBC)	7.3
3	Eisenhower Speech	7.3
4	Romance of Helen Trent (CBS)	7.1
5	A. Godfrey (Liggett & Myers) (CBS)	7.1
6	Guiding Light (CBS)	7.1
7	A. Godfrey (Nabisco) (CBS)	7.1
8	Backstage Wife (NBC)	6.9
9	Wendy Warren and the News (CBS)	6.8
10	Ma Perkins (CBS)	6.8
Day, Saturday (Avg.)		(2.9)
1	Theatre of Today (CBS)	6.9
2	Fun for All (CBS)	5.7
3	Stars Over Hollywood (CBS)	5.6

RADIO USAGE figures for the election returns, Nov. 4, 1952, which occurred during the period covered by this report are as follows: For all networks, 20,565,000 Homes, or 46.9% of the total U. S. tuned to the returns at some time during the evening.

Homes Reached (000) by Half Hour:	
8:00 p.m.	9,866
8:30 p.m.	9,515
9:00 p.m.	11,576
9:30 p.m.	11,839
10:00 p.m.	11,971
10:30 p.m.	11,269
11:00 p.m.	9,998
11:30 p.m.	8,024
12:00 midnight	6,928
12:30 a.m.	5,700
1:00 a.m.	3,946
1:30 a.m.	3,639
2:00 a.m.	2,631
2:30 a.m.	1,315

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FM BUSINESS

Advertiser Trend Seen

TREND toward greater use of FM broadcast stations and their related services by major national advertisers was noted during 1952 by John H. Smith Jr., director of the NARTB FM Dept. More than 65 new accounts were listed in reports of FM broadcasters to the department, he said.

Listed among national advertisers entering the FM medium last year were these:

Food—Armour, Beech-Nut coffee, Borden's milk, Bunte Tangeos, Jell-O, Jewel tea, Libby baby food, Minute Maid rice, Reddi-Wip, Royal lemon, Swans-Down, Swift baby meat, Fanny Farmer candy.

Electronics—Concord, Motorola, Philco, RCA, Raytheon, Muntz, Zenith, Pilot.

Appliances—Hotpoint, Norge, Hobart, General Electric.

Pharmaceutical—Rem, BiSoDol, Anacin, Trokels.

Automotive—DeSoto, Lincoln-Mercury, Dodge, Chrysler, Pontiac, Hudson, Studebaker, Chevrolet.

Miscellaneous—American Airlines, Firestone, Ben Franklin Stores, Cameo cleanser, Pfeiffers beer, Decca Records, State Farm insurance, Washington National insurance, Longines watches, Heet, Freezone, Kolynos, Middleton tobacco, Coca Cola, Family Circle, Holiday magazine, Atlantic Monthly, Pepsi Cola, Hammond organs, Amoco gas and oil, Bell Telephone, S. S. Kresge stores.

Brown Shoe Buys

BROWN Shoe Co., St. Louis, for its Buster Brown shoes, will sponsor *Smilin' Ed McConnell* on the full ABC Radio Network Saturdays, 10 to 10:30 a.m. CST from Jan. 17. Contract for 52 weeks was placed through Leo Burnett, Chicago.

GATES

QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL.	TEL. 8202
HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON, D. C.	TEL. METROPOLITAN 0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200

what would a display
like this do for you!

ND" FROZEN FISH

Now
RUPPERT
Knickerbocker
BEER
IN BOTTLES

SERVE YOURSELF
RUPPERT
Knickerbocker
Beer
IT'S LESS FILLING!

RUPPERT
Knickerbocker
Beer
EXTRA LIGHT...
FROSTY-DRY!

Now 13¢

Now 15¢

Best Beer You Ever Drank
...and It's Less Filling!
RUPPERT
Knickerbocker
Beer
Extra Light, Frosty-Dry

Now 15¢

Now 31¢

RUPPERT
Knickerbocker
Beer
EXTRA LIGHT...
FROSTY-DRY!

Now 31¢

Read how WNBC
Increased Knickerbocker Beer
Sales 300% (please turn page)

In one week, WNBC Spot Radio announcements combined with CHAIN LIGHTNING displays increased the sale of Knickerbocker Beer by an average of 300%.

Quote from the feature article on Knickerbocker's CHAIN LIGHTNING success in the October 20, 1952, issue of Sponsor Magazine:

" . . . Ruppert bought time on WNBC, New York, in order to get in on that station's [unique*] "CHAIN LIGHTNING" merchandising plan . . . Under this arrangement Ruppert was guaranteed exclusive displays in 1,600 chain stores accounting for 62% of the retail food business in the vital New York market . . .

"The value of this type of merchandising is attested to by Ruppert Merchandising Manager Ted Brady, who says, 'During the week in which we are permitted our extra display, sales for Knickerbocker increase on an average of 250 to 300%. A 700% increase was experienced in a store in Astoria, L. I.'"

At the end of the first cycle, Ruppert signed a 52-week contract with WNBC and increased their original expenditure by 428% in 1952.

Today the most successful radio advertisers buy more than time . . . They buy Radio time that works in the home, as well as at the point of sale. CHAIN LIGHTNING is Radio at work where desire is created and where sales are made . . . in the home and in the store. It provides you with 1,600 'special display' stores in the New York market, and the plan will soon be extended to include 3,000 cooperating independent supermarkets.

CHAIN LIGHTNING is also available at WMAQ Chicago, WTAM Cleveland, and KNBC San Francisco, through NBC Spot Sales. If you are an advertiser with 'food store' distribution, you can get the same sensational sales results as Knickerbocker Beer. Call your NBC Spot Salesman or WNBC directly for details on CHAIN LIGHTNING in New York.

WNBC

REPRESENTED BY



SPOT SALES

*No other radio station can offer advertisers merchandising support in as many chain and independent supermarkets as WNBC.

30 Rockefeller Plaza, New York 20, N. Y.
Chicago Cleveland Washington San Francisco
Los Angeles Charlotte* Atlanta*
*Bomar Lawrence Associates

Young's Radio Yen

CAUGHT in a conflict between his starring roles on NBC radio *Father Knows Best* and in legitimate road company tour of "Country Girl," actor Robert Young decided in favor of his radio show. Practice of tape recording the program in various cities or flying back to Los Angeles for sessions proved too much.

'MORALS' INQUIRY

Future up to New Group

HOUSE Interstate & Foreign Commerce Committee accepted unanimously last week the report of the FCC subcommittee investigating radio and TV programs [B•T, Dec. 22, 1952] and ordered it filed with the Clerk of the House.

No indication was given whether the full committee viewed with favor the subcommittee's recommendation that the morals probe be continued [B•T, June 2, 1952, et seq.].

Whether it is continued will be up to the new leadership of the House Commerce Committee. Scheduled to be chairman of the committee is Rep. Charles W. Wolverton (R-N.J.). Rep. Wolverton could not be reached last week for his comment.

The subcommittee, which was headed by Rep. Oren Harris (D-Ark.), suggested that the investigation be continued to permit a study to be made of radio and TV programs in other parts of the country (the committee had concentrated on the East Coast during the six-month-long hearings) and also on the relationship of the motion picture industry to television.

Anti-Censorship Sentiment

Out-and-out opposition to any legislation smacking of censorship was the nub of the subcommittee's report. It held that self-regulation was making progress and that more time should be permitted to see how the industry handles its own problems.

In answer to several statements that Congress has no power to censor programs, the committee held that Congress has the right to legislate in this field. It cited the Supreme Court verdict in "The Miracle" motion picture case (*Burstyn v Wilson*).

The report also emphasized that ultimate responsibility for program content rested with the licensees.

The subcommittee's investigation was based on a resolution by Rep. E. C. Gathings (D-Ark.), calling for a study of broadcasting "to determine the extent to which radio and television programs currently available . . . contain immoral or offensive matter, or place improper emphasis upon crime, violence and corruption. . . ."

OGILBY, CHAFFEE

Receive New Philco Posts

DUAL appointments of Frederick D. Ogilby as vice president and general manager of Philco Corp's Television Div. and of William H. Chaffee as Radio Div. vice president and general manager were announced last week by Larry F. Hardy, president of both divisions.

Mr. Ogilby, vice president in charge of the Philco TV Div.'s product design and sales for the past three years, now has full responsibility for all division operations, including engineering, product design, production, purchasing and sales. Mr. Chaffee has the same overall responsibilities in the Radio Div., Mr. Hardy said.

The promotions, according to Mr. Hardy, reflect Philco's increasing activities in radio and TV, and place into effect a new divisional policy.

Mr. Ogilby started with Philco 20 years ago as a salesman in the New York division of Philco Distributors, became general manager of the Philadelphia branch in 1938 and in 1945 returned to New York as branch general manager. In May 1947 he became sales manager of Philco's Radio Div. and TV sales manager in May 1948.

Mr. Chaffee joined Philco's purchasing department in 1934, served in the Air Force from 1942 to 1945, and received a Legion of Merit award for radar and radio operations planning. In 1949 he was named vice president and director of purchases of Philco and was elected to the board of directors in 1950. He became vice president of the newly-created Radio Div. last September.

METALS EASED

During 1952, Listed by DPA

IN the past year 13 materials, including basic metals used in radio-TV receivers and components and broadcast station construction, have been removed from the Defense Production Administration's "most critical" category, the DPA said last week, reporting "continued progress" in expansion of materials output in a compilation by its Conservation Div.

Among the metals are aluminum, selenium, copper, lead, zinc and tungsten. Still critical are cobalt, molybdenum and nickel, used in loudspeakers and other parts.

Heads ARF Committee

ROBERT M. GRAY, advertising and sales promotion manager, Esso Standard Oil Co., has been named chairman of a special Advertising Research Foundation committee to supervise a Buying Habits study, newest ARF project.

GENERAL Electric Co., Syracuse, N. Y., will double its production of germanium diodes during 1953 to meet the rising demand of TV manufacturers.



Advertisement

From where I sit by Joe Marsh

Chip Pulls a "Pip"

Chip Hanson is a clever commercial artist. Besides doing cartoons on our paper, he picks up a lot of "free lance" drawing jobs.

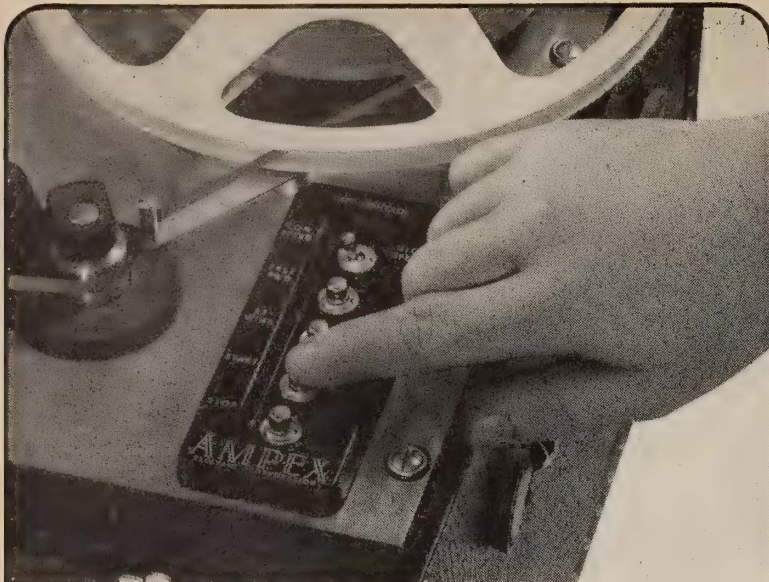
Right now he's whipping up posters for the Safety Campaign. They all have big headlines like "PLAY IT SAFE!" . . . or, "A LIVE WIRE CAN START A FIRE!" Things like that.

Chip looked sheepish yesterday. Didn't want to tell me why at first. Finally he blurted out, "I feel like a dope. Here I am working on this safety program and the fire inspectors tell me my own studio's a fire trap. I've been storing paint there for years and never thought . . ."

From where I sit, what happened to Chip could happen to anyone. He was just too busy keeping everyone else informed about safety—not realizing his own safety was threatened. Like those who fret about their neighbors—whether they can afford a new house, whether they should have coffee or a glass of beer with lunch—Chip simply forgot to "draw" some obvious conclusions about himself!

Joe Marsh

Copyright, 1953, United States Brewers Foundation



An AMPEX is always ready to go

— Even after thousands of hours of service

Supreme reliability is the most important quality your tape recorder can have — whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- When you press the button, it operates
- Program timing stays accurate
- Starting, stopping and rewind will operate smoothly
- Fidelity will still be high
- Maintenance costs will still be low

If you plan for tomorrow, buy an AMPEX today.



For new broadcast application bulletin, write Dept. D-1041B

AMPEX

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET • REDWOOD CITY, CALIF.

CHRISTMAS ECHOES

Further Special Yuletide Programs Reported

THOUGH Santa was well on his way back to the North Pole, further reports of stations' Christmas programming [B•T, Dec. 29, 1952] were received last week.

WFIL Philadelphia arranged a special series of Yuletide choral music programs which began Dec. 17 and continued through Dec. 24. Groups heard included the Haddonfield Choral Society.

WBAL Baltimore announced, with a note of pride, that its campaign to raise food for the Salvation Army brought not only more than 300 pounds of tinned foods, but also 15 Christmas trees, a considerable amount of cash and one gas stove.

WMAL Washington's Harold Stepler, for the fourth time, interpreted the role of Scrooge in a radio adaptation of Charles Dickens' *Christmas Carol*. WMAL's Jackson Weaver was heard Dec. 23 on the ABC network in a narration of *Peter & the Wolf* during *The Navy Hour*.

KWJB Globe, Ariz., presented Pedro Oviedo, veteran Spanish announcer, in Mr. Oviedo's 13th consecutive Christmas Eve program.

WEBJ Brewton, Ala., was host to more than 2,000 children at a Christmas party. The entire staff of WEBJ aided in arranging and staging the yuletide event.

NBC REALIGNS

Western Div. Operations

COMPLETING integration of NBC radio and TV operations, John K. West, Western division vice president, has announced realignment and expansion of duties for three top executives in Hollywood.

Thomas C. McCray, director of radio and TV network program operations, also will serve as division assistant director, heading program activities, TV news and TV directors and producers.

H. Earl Rettig, director of finance and operations, also will direct communications, plant maintenance and operations, staging services, staging arts, comptroller's office, technical operations, film operations and operations office.

As public relations director, Lewis S. Frost will supervise personnel and labor relations in the departments of continuity acceptance, guest relations, press, publicity, advertising and promotion.

Reporting directly to New York divisions will be John Williams, radio and TV network sales; Clifford Ogden, TV film syndication sales; Walter B. Davison, national spot sales; Richard H. Graham, legal department; James Sandner, merchandising; Paul Gale, station relations and traffic; Henry Maas, sales and program services; Don Norman, general manager, KNBH (TV), and Sam Fuller, executive producer of *All Star Revue* and *Colgate Comedy Hour* TV units.

More than 100 employees of the four stations owned and operated by E. D. Rivers Jr. were presented with Christmas cash bonuses at special parties. Stations were listed as KWEM West Memphis-Memphis; WEAS Decatur-Atlanta; WJIV Savannah, and WGOV Valdosta, Ga.

SAFETY AWARDS

Entries Invited to March 15

BROADCAST stations and networks have been invited by the National Safety Council, Chicago, to petition for that group's non-competitive public interest awards and for the competitive Alfred P. Sloan foundation highway safety awards. Citations are given annually by both groups.

Public interest awards are given by NSC to radio and television stations and to networks for exceptional service to safety.

Judges for the radio, TV and advertising section for the NSC awards include Norman Damon, vice president, Automotive Safety Foundation; Arthur F. Harre, general manager, WCFL Chicago; Wesley Nunn, advertising manager, Standard Oil Co. of Indiana, Chicago, and coordinator of the "Stop Accidents" campaign of the Advertising Council; Robert K. Richards, director of public affairs, NARTB, Washington, and Judith Waller, director of public affairs and education at NBC Chicago.

Nominations for both the NSC and Sloan awards may be made on blanks obtainable from Council headquarters at 425 N. Michigan Ave., Chicago, before March 15.

Sloan judges include Mrs. Oscar A. Ahlgren, president, General Federation of Women's Clubs; Kenneth G. Bartlett, dean, University College, and a director of the radio workshop at Syracuse U.; Ned H. Dearborn, NSC president; George Jennings, radio and television director, Chicago Board of Education; Don McClaugherty, president, American Assn. of Motor Vehicle Administrators, and Dr. John W. Studebaker, chairman, National Committee for Traffic Safety.

Sarnoff Broadcast

WORK of the new Citizens Advisory Commission on Manpower Utilization in the Armed Services was outlined in a news broadcast Dec. 28 by Brig. Gen. David Sarnoff, head of the 11-man group. The RCA board chairman reviewed objectives of the task force and its inquiry into communications, accounting, transportation and other aspects touching on use of military manpower. Gen. Sarnoff appeared on *Capitol Memo*, a 15-minute transcribed news program distributed by Gannett Newspapers Inc.



Revlon's Treasurer and General Manager, Joseph Revson, with "Fire and Ice" girl Dorian Leigh

He kept 7,235 dates with this girl!

Five months ago she was just an idea. Today, as the temptress who sells Revlon's new "Fire and Ice" Lipstick and Nail Enamel, she's America's most talked-about glamour girl!

"She created the greatest shipping problem we ever had," says Joseph Revson. "7,235 stores wanted 'Fire and Ice' merchandise and displays — to be delivered *before* the promotion date of November 1.

"There was only one way to keep all

those dates! And as heavy re-orders flooded in, we continued to fill them via Air Express. Volume is now the heaviest in our history! In maintaining that momentum—and keeping the goodwill of the stores—Air Express service has been invaluable.

"We don't overlook costs, either. Air Express rates are the lowest in the field on practically every shipment we make. With a volume like ours, those savings add up to a very substantial figure!"



AIR EXPRESS

GETS THERE FIRST

Division of Railway Express Agency

RADIO HOMES COUNT

Issued for Texas and Virginia

NUMBER of radio homes in Texas and Virginia is shown in official figures just released by the U. S. Census Bureau. Figures show the official tabulation of radio homes as determined by the 1950 decennial census.

Television homes also are shown but TV circulation is based on

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

Official census data for the states follow:

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

Area	Total Population	Total occupied dwelling units	RADIO			TELEVISION		
			Number reporting	With Radio		Number reporting	With TV	
				Number	Per Cent		Number	Per Cent
The State S.M.A.	7,711,194	2,189,178	2,158,380	2,000,025	92.7	1,090,206	2,148,825	68,885 3.2
Amarillo	87,140	26,805	26,165	25,425	97.2	15,090	25,840	175 0.7
Austin	160,980	42,508	42,110	39,745	94.4	20,170	42,030	250 0.6
Beaumont-Port Arthur	195,083	56,776	56,345	53,775	95.4	30,298	56,125	380 0.7
Corpus Christi	165,471	43,918	43,585	39,660	91.0	15,366	43,510	295 0.7
Dallas	614,799	187,172	184,965	178,370	96.4	93,564	184,290	17,405 9.4
El Paso	194,968	47,975	46,990	43,785	93.2	22,696	46,870	310 0.7
Fort Worth	361,253	109,175	108,410	104,230	96.1	52,082	108,195	13,175 12.2
Galveston	113,066	33,191	32,870	31,160	94.8	18,060	32,785	720 2.2
Houston	806,701	240,392	236,260	225,705	95.5	116,300	234,585	13,100 5.6
Laredo	56,141	12,823	12,630	10,585	83.8	4,349	12,530	85 0.7
Lubbock	101,048	28,230	27,620	26,555	96.1	11,007	27,525	145 0.5
San Angelo	58,929	16,973	16,825	15,795	93.9	7,770	16,805	50 0.3
San Antonio	500,460	130,959	129,735	120,765	93.1	63,406	129,020	7,740 6.0
Waco	130,194	37,680	37,375	35,160	94.1	18,734	37,240	240 0.6
Nichita Falls	98,493	26,173	26,050	25,125	96.4	15,845	25,945	155 0.6
URBANIZED AREAS								
Amarillo	74,443	23,241	22,690	22,035	97.1	*	22,365	165 0.7
Austin	135,971	36,350	35,985	34,230	95.1	*	35,940	220 0.6
Beaumont	94,169	27,830	27,650	26,215	94.8	*	27,560	215 0.8
Corpus Christi	122,956	34,018	33,935	31,500	92.8	*	33,905	215 0.6
Dallas	538,924	166,031	164,085	158,345	96.5	*	163,485	15,600 9.5
El Paso	136,918	35,731	35,245	33,120	94.0	*	35,100	245 0.7
Fort Worth	315,578	96,082	95,410	91,685	96.1	*	95,230	11,660 12.2
Galveston	71,527	21,242	21,135	20,020	94.7	*	21,105	425 2.0

STATISTICS in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 43 for Texas and 46 for Virginia, and will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at \$1.75 and 70 cents per copy, respectively.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, Nos. 43 and 46, now available from the Superintendent of Documents at 30 and 20 cents a copy, respectively. Descriptions and maps of "urbanized areas" are presented in these reports.

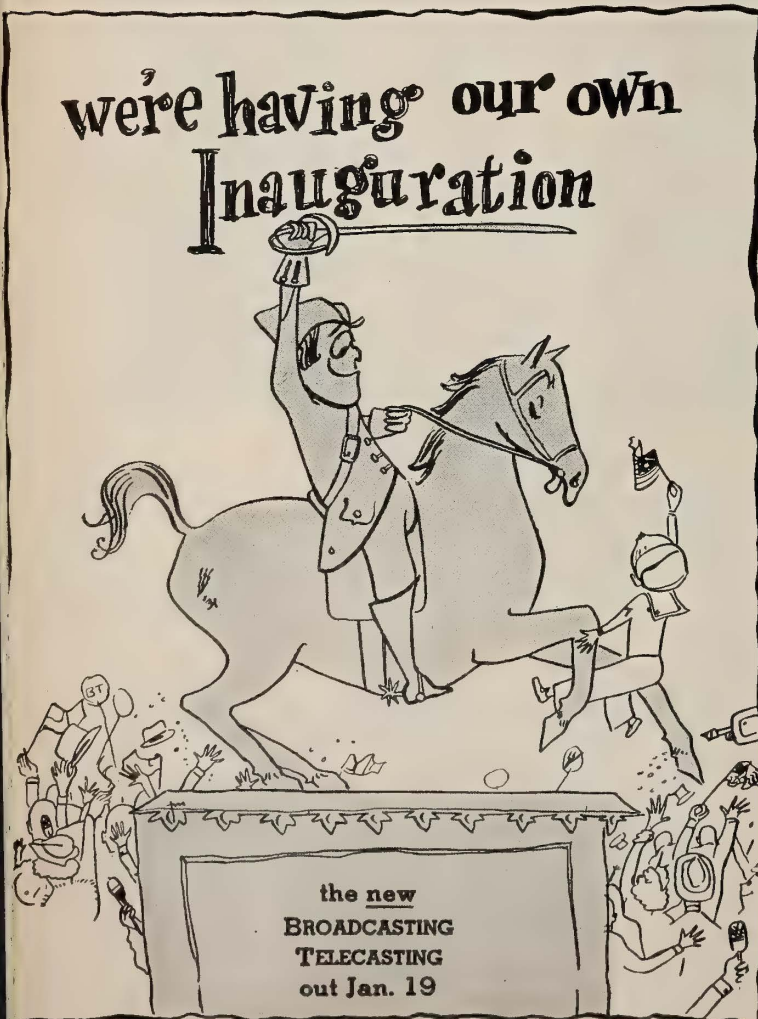
Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, Nos. 43 and 46, available from the Superintendent of Documents, at \$1.50 and 65 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

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

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

Area	Total population	Total occupied dwelling units	RADIO			TELEVISION		
			Number reporting	With Radio		Number reporting	With TV	
				Number	Per Cent		Number	Per Cent
Houston	700,508	210,383	206,975	198,230	95.8	*	204,405	11,850 5.8
Port Arthur	82,150	24,035	23,860	23,050	96.6	*	23,770	110 0.5
San Antonio	449,521	118,977	117,940	109,980	93.3	*	117,255	7,095 6.1
Waco	92,834	27,005	26,880	25,415	94.5	*	26,805	195 0.7
URBAN PLACES								
Abilene	45,570	13,624	13,660	13,100	95.9	6,148	13,608	105 0.8
Alice	16,449	4,129	4,070	3,580	88.0	1,187	4,065	25 0.6
Amarillo	74,246	23,188	22,635	21,985	97.1	12,914	22,315	165 0.7
Austin	132,459	35,485	35,145	33,495	95.3	17,374	35,100	205 0.6
Baytown	22,983	6,972	6,830	6,675	97.7	*	6,815	260 3.8
Beaumont	94,014	27,822	27,640	26,205	94.8	12,023	27,550	215 0.8
Bellaire	10,173	2,976	2,890	2,880	99.7	*	2,870	295 10.3
Big Spring	17,286	5,167	4,990	4,665	93.5	2,653	4,980	25 0.5
Borger	18,059	5,482	5,465	5,325	97.4	2,339	5,465	10 0.2
Brownsville	36,066	8,889	8,685	7,160	82.4	2,492	8,685	60 0.7
Brownwood	20,181	6,460	6,190	5,815	93.9	3,033	6,195	75 1.2
Bryan	18,102	5,601	5,535	4,985	90.1	2,340	5,495	50 0.9
Cleburne	12,905	4,266	4,215	4,065	96.4	2,510	4,195	310 7.4
Corpus Christi	108,287	30,461	30,445	28,175	92.5	11,063	30,430	185 0.6
Corsicana	19,211	6,099	6,005	5,580	92.9	3,225	5,980	110 1.8
Dallas	434,462	135,240	133,695	129,665	97.0	71,117	133,170	12,165 9.1
Del Rio	14,211	3,550	3,505	2,955	84.3	1,583	3,445	10 0.3
Denison	17,504	5,759	5,730	5,470	95.5	3,755	5,735	35 0.6
Denton	21,372	5,332	5,300	5,125	96.7	2,756	5,275	335 6.4
Edinburg	12,383	3,017	2,885	2,475	85.8	863	2,900	10 0.3
El Paso	130,485	34,229	33,730	31,700	94.0	18,918	33,590	245 0.7
Fort Worth	278,778	85,538	84,870	81,415	95.9	42,750	84,720	10,300 12.2
Gainesville	11,246	3,722	3,680	3,510	95.4	2,084	3,680	50 1.4
Galveston	66,568	19,707	19,645	18,645	94.9	13,751	19,625	405 2.1
Garland	10,571	3,077	3,070	2,990	97.4	*	3,060	370 12.1
Grand Prairie	14,594	4,308	4,175	4,010	96.0	*	4,165	600 14.4
Greenville	14,727	4,826	4,825	4,685	97.1	3,269	4,825	150 3.1
Harlingen	23,229	6,327	6,180	5,420	87.7	2,305	6,190	15 0.2
Highland Park	11,405	4,174	4,165	4,100	98.4	3,058	4,050	670 16.6
Houston	596,163	180,852	178,235	170,395	95.6	88,782	176,770	9,895 5.5
Kingsville	16,898	4,314	4,200	3,785	90.1	1,323	4,175	50 1.2
Lamesa	10,704	3,050	2,990	2,780	93.0	1,143	2,965	10 0.3
Laredo	51,910	11,810	11,590	9,900	85.4	3,800	11,500	70 0.6
Longview	24,502	7,555	7,310	6,610	90.4	2,996	7,335	75 1.0
Lubbock	71,747	20,603	20,150	19,415	96.4	7,145	20,075	120 0.6
Lufkin	15,135	4,773	4,670	4,395	94.1	1,931	4,695	20 0.4
McAllen	20,067	5,217	5,225	4,610	88.2	1,702	5,185	55 1.1
McKinney	10,560	3,420	3,370	3,245	96.3	1,920	3,370	130 3.9
Marshall	22,327	6,651	6,490	6,020	92.8	3,410	6,490	75 1.2
Mercedes	10,081	2,427	2,455	1,845	75.8	681	2,440	20 0.8
Midland	21,713	6,568	6,005	5,700	94.9	2,068	6,005	30 0.5
Mission	10,765	2,624	2,665	2,090	78.4	610	2,650	5 0.2
Nacogdoches	12,327	3,561	3,540	3,235	91.4	1,506	3,515	10 0.3
New Braunfels	12,210	3,484	3,485	3,285	94.3	1,408	3,455	60 1.7
Odessa	29,495	9,076	8,880	8,515	95.9	2,259	8,830	120 1.4
Orange	21,174	5,965	5,805	5,460	94.1	1,345	5,790	80 1.4
Palestine	12,503	4,139	3,985	3,630	91.1	2,465	4,005	55 1.4
Pampa	16,583	5,307	5,275	5,135	97.3	3,299	5,220	60 1.1
Paris	21,643	7,054	7,110	6,640	93.4	3,853	7,105	35 0.5
Pasadena	22,483	6,377	6,190	6,095	98.5	894	6,155	415 6.7
Plainview	14,044	4,180	4,120	3,930	95.4	1,946	4,130	15 0.4
Port Arthur	57,530	17,025	16,905	16,220	95.9	10,129	16,855	100 0.6
San Angelo	52,093	15,307	15,150	14,205	93.8	5,653	15,130	45 0.3
San Antonio	408,442	111,960	111,025	103,410	93.1	49,752	110,425	6,465 5.9
San Benito	13,271	3,264	3,215	2,585	80.4	990	3,220	20 0.6
Sherman	20,150	6,534	6,430	6,170	96.0	4,205	6,420	50 0.8
Snyder	12,010	3,556	3,480	3,145	90.4	814	3,450	15 0.4
Sweetwater	13,619	4,125	4,070	3,880	95.3	2,065	4,020	35 0.9
Temple	25,467	7,482	7,310	6,860	93.8	3,241	7,300	70 1.0
Terrill	11,544	3,017	3,000	2,825	94.2	1,579	2,995	125 4.2
Texarkana	24,753	7,915	7,830	7,250	92.6	3,647	7,820	45 0.6
Texas City	16,620	4,834	4,760	4,525	95.1	1,343	4,755	95 2.0
Tyler	38,968	11,881	11,785	11,005	93.4	6,373	11,765	70 0.6
University Park	24,275	7,625	7,500	7,455	99.4	4,362	7,490	1,050 14.0
Vernon	12,651	3,983	3,920	3,775	96.3	1,991	3,900	40 1.0

(Continued on page 50)





HERE THEY COME!

ZIV brings you a
basketful of beautiful new

WATCHES

for you to give away

FREE!

WATCHES, WATCHES AND MORE WATCH

IMAGINE! OVER

\$2,500,000

WORTH OF
17-JEWEL CURVEX
WATCHES

... 52 BRAND NEW GRUENS FOR YOU TO GIVE AWAY

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The Most Exciting

GIVE-AWAY DEAL

Ever to Hit Radio!

You get a

★ **STAR-STUDED SHOWCASE**
of musical entertainment!

Featuring Guy, the Lombardo Trio, the Twin Pianos,
the Picture Story, Lombardo vocalists Kenny Gardner
and Don Rodney, and announcer David Ross.

You get all the elements for a

★ **SMASHING SALES-SUCCESS!**

Exciting, colorful displays, productive point-of-sale
material, magnetic merchandising and newspaper ad
mats; power-packed publicity; listeners' Clue Book.
All assure an aware and ever-increasing audience.

You get

★ **MORE SALES — MORE PROFITS!**

as the No. 1 advertiser in your market!

AMERICA'S NO. 1 FAVORITE!

THE GUY
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"The Sweetest Music This Side Of Heaven"

THE SWEETEST,
SMOOTHEST, SUREST
SALES-MAKER
EVER SPONSORED!

FREDERIC W.

ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD



Stalin's Gobbledegook

WHILE listening to a newscast the other night, we realized how deft is the Soviet propaganda machine, even to its choice of names for governments, armies and party functions.

The newscaster, whom we know to be irreproachable, read an item about the "People's Court" of Czechoslovakia, and somehow we were reminded of other such uses of "people" in Red operations, the "Chinese People's Army," "East German People's Government," "Mongolian People's Republic."

To Americans, the word "people" has a special significance since their own government is of, by and for the people—in the pre-Soviet and pure sense of the word. How many Americans, subconsciously perhaps, may react less critically than they should to another government which is also said to be the "people's"?

In print, these Red terms may be placed in quotation marks, but the newscaster has no such easy device at hand when delivering them on the air. Spoken straight, without some sort of qualification, the words "World Peace Congress," for example, do not evoke suspicion except to the sophisticated.

We have no newsroom rules to propose on the treatment of these propaganda euphemisms, but we would urge all who appear on the air to consider their responsibilities. One way to help stop a Soviet "Peace Offensive" is to report it for what it really is. In the curious language of the Communists, "peace" can mean almost anything except that.

Life Under Ike

THIS MONTH life under Ike begins. Congress has convened, with mere razor-edge majorities for the GOP in each House. The President-elect, between now and Jan. 20, is expected to name his new FCC Chairman and one or possibly two new GOP members of the FCC.

These are the two keystones in the new communications regulatory arch under Ike. So far, there is every indication that the new FCC Chairman will be Rosel H. Hyde, who has served as a Republican member of the FCC with distinction since 1946. He has been in radio regulation longer than any other FCC official. There are no other active candidates for the chairmanship. Yet there is some talk about a "new broom" for Chairman—one that will sweep clean and have no compunctions about rooting out the arch New Dealers.

We can understand why, after 20 years of Democratic rule, the political leaders are anxious to clean out the Federal establishment of "undesirable elements." At the FCC the changes must be deeper than a job or two in the law department or in the secretary's office. But who would know better where those bodies are buried than a career executive like Mr. Hyde?

The FCC hasn't been a political dumping ground. Quite a few of its more radical minions, having seen the hand-writing, left months ago. Mr. Hyde knows that considerable money can be saved through the appointment of one or two efficient administrators, and the elimination of budget, personnel, economic and efficiency "experts."

We hope Mr. Hyde will be promoted. We feel that he can do the job because he has demonstrated his administrative prowess and has quiet sternness that gets things done.

In the appointments thus far announced,

President-elect Eisenhower has not yielded to political considerations above others. He has selected men and women well qualified for their assignments. It thus can be expected that his new FCC appointees will be men well qualified by background and experience to participate in the important work ahead.

What Congress will do under the GOP insofar as it affects communications can't be foretold. That it will be a hot topic is preordained. Sen. Tobey, as chairman of the Interstate & Foreign Commerce Committee, isn't one to let a noteworthy or newsworthy event go by without comment or deed. He will succeed to the toga of his Democratic predecessor, Sen. Johnson of Colorado, who ensconced himself as "super-Chairman" of the FCC. Indeed Messrs. Tobey and Johnson are disposed to think alike on matters pertaining to radio and TV.

There's unfinished FCC business on the House side too, stemming from the Gathings resolution on TV and radio programming. Incoming Chairman Wolverton of New Jersey of the House Interstate & Foreign Commerce Committee proposed an inventory of all agencies subject to its legislative jurisdiction. Almost anything could happen.

But before Congress gets investigating again, it's to be fervently hoped that it will give the new President a chance to set up his new Republican majority on the FCC and the new GOP majority a chance to reorganize.

TV Outposts

NOW that television has begun its development into a truly national service, it is time for telecasters to reappraise the usefulness, or lack of it, of community TV systems.

There can be no question that such systems have served an interim purpose in extending TV service to areas that would otherwise have been without it during the FCC freeze. We wonder, however, if in the long run community systems will do more harm than good.

Is it not conceivable that they will discourage the construction of television stations in areas of relatively small population where commercial applicants might take a chance if wired TV service, relayed from distant stations, were not already installed?

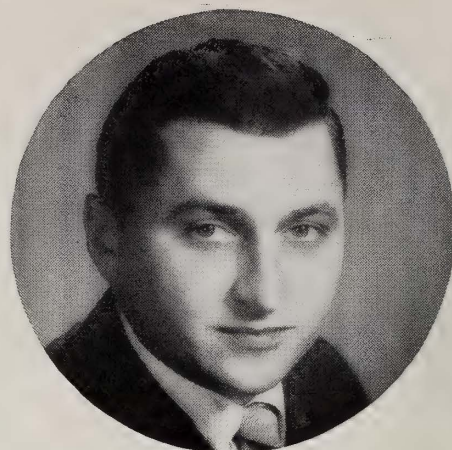
It will be argued, of course, that there are areas where no television station could ever make its way and where community services can provide a means of delivering television. But there is another way to deliver TV to outlying areas.

It is technically and economically possible for a television station to establish satellite or booster stations at remote points from its main transmitter. Legally, of course, such operations would require approval of the FCC.

The advantages of that technique over the technique of wired community TV are several. For the audience, subscription or rental fees are eliminated, with the removal of the middleman who operates community TV. For the broadcaster, coverage and audience are enlarged to dimensions that can be computed in his rate card. And, as important as any, the principles of U.S. broadcasting are observed.

The FCC must eventually be called upon to deal with this question.

Meanwhile, telecasters have it within their power to decide whether they do or do not want to go on living with community TV systems, since such systems cannot exist without the program supply that is obtainable only from operating stations. In Asheville, N. C., the city council refused to approve a community system after WBTV (TV) Charlotte denied the system permission to relay its programs and the holder of a CP for a uhf station threatened to turn back his grant.



FRED LOUIS BERNSTEIN

AT 28, Fred Louis Bernstein, general manager of WTTM Trenton, N. J., can look back on a 15-year business career. He was managing a radio station at 23.

Mr. Bernstein got his first taste of advertising and merchandising at 13 when he became a part-time clerk in a chain grocery store in Charleston, S. C. Turning his technique to other retail selling activities, he worked in a pawn shop, a uniform store, a clothing store, and in the summer of 1940, he became at 16 the manager of a Charleston shoe store, handling all the buying and advertising. As a sideline he took on the additional chores of emceeing at high school events and community functions.

There never seems to have been any doubt in Mr. Bernstein's mind that he would end up in the broadcasting industry, although his college career doesn't indicate it. He studied agriculture, engineering, pre-dentistry, psychology and business administration.

About these diverse studies, Mr. Bernstein says only this:

"Engineering taught me to press the button on a console; agriculture taught me that even farmers listen to the radio; psychology taught me that there are no temperamental people—particularly in the broadcasting business; pre-dentistry taught me to look out for cavities in programming; and business administration taught me that you can't make a profit without a sale."

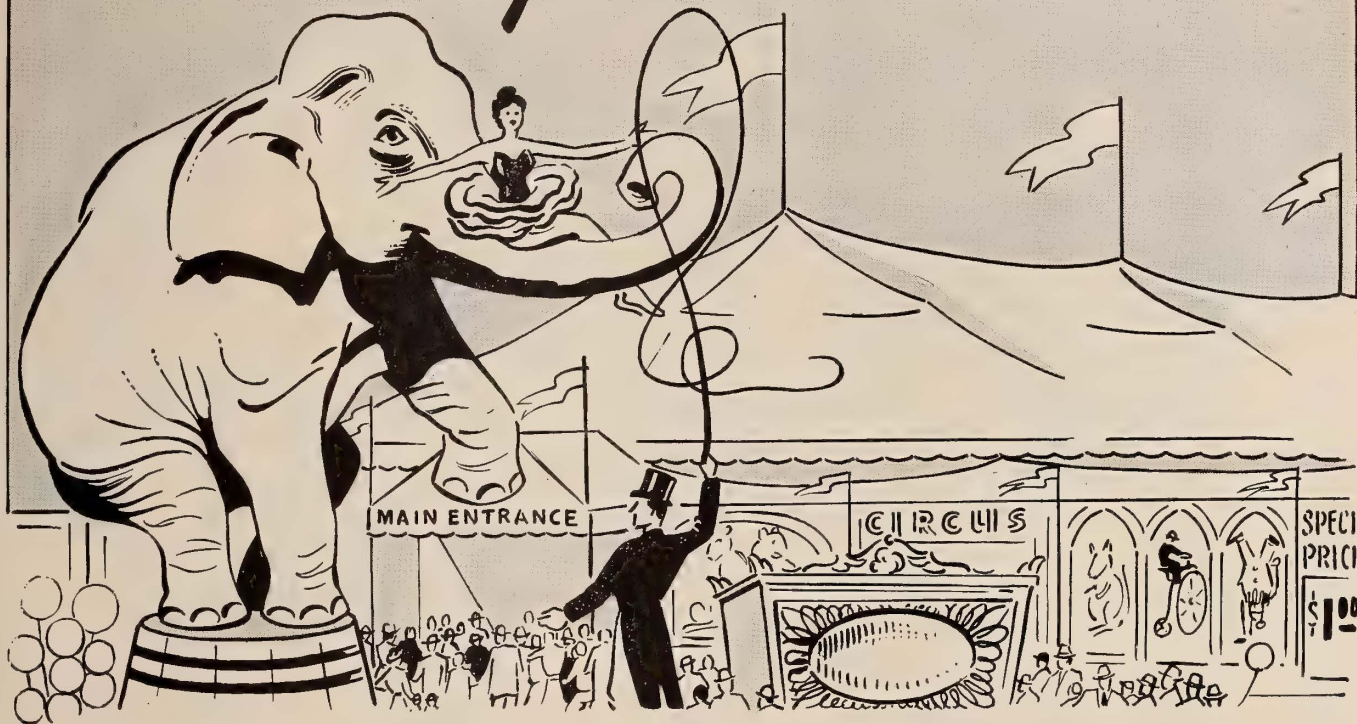
Serving three years in the Armed Forces where he was awarded the Purple Heart, Mr. Bernstein returned to Charleston in 1946 and completed his studies at the College of Charleston. During this time, as stage manager for the Footlight Theatre Group, he struck up a nodding acquaintance with show business.

Then for six months afterward he tried to get into radio, to no avail, until one day he answered a help-wanted ad seeking an engineer for a new station opening in Charleston. After two weeks of camping on the doorstep, Mr. Bernstein was hired—not as an engineer—but as the station's first and only salesman.

Three months later WFAK (now WPAL) was on the air and in the black—and Mr. Bernstein was puffing slightly from a three-month schedule during which he had worked an average of 18 hours a day, seven days a week. During the following nine months he was successively, salesman - copywriter - announcer, program director, sales manager and

(Continued on page 81)

Compelling Performance...



in the **BIGGER and BETTER** memphis market

In selling as in showmanship, it's the quality of the performance that determines the interest of the audience. In the greater Memphis Market, comprising 76 rich counties with a buying potential of over \$2 Billion, you'll always find the greatest audience tuned to WREC. HERE'S WHY: High quality programming and engineering perfection insure good reception and a compelling performance of interest to your best customers. WREC prestige adds believability to your message, too! The cost is another pleasant surprise . . . 10% LESS per thousand listeners than in 1946!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

Radio Homes Count for Tex., Va.

(Continued from page 44)

Area	Total population	Total occupied dwelling units	Number reporting	RADIO			TELEVISION		
				With Radio			With TV		
				Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
Victoria	16,126	4,722	4,695	4,350	92.7	2,347	4,565	10	0.2
Waco	84,706	24,619	24,485	23,195	94.7	12,033	24,410	175	0.7
Waxahachie	11,204	3,393	3,370	3,225	95.7	1,871	3,370	135	4.0
West University Place	17,074	5,106	5,020	5,005	99.7	2,747	5,005	465	9.3
White Settlement	10,827	2,854	2,870	2,840	99.0	*	2,860	340	11.9
Wichita Falls	68,042	17,883	17,830	17,210	96.5	10,644	17,785	105	0.6

COUNTIES

Anderson	31,875	9,405	9,085	8,160	89.8	4,958	9,095	105	1.2
Andrews	5,002	1,414	1,470	1,385	94.2	264	1,465	—	0.0
Angelina	36,032	10,493	10,430	9,595	92.0	4,818	10,420	80	0.8
Aransas	4,252	1,307	1,220	1,090	79.3	553	1,215	10	0.8
Archer	6,816	2,008	2,065	1,960	94.9	1,405	2,045	10	0.5
Armstrong	2,215	689	665	650	97.0	576	665	—	0.0
Atascosa	20,048	4,859	4,795	4,170	87.0	1,609	4,785	120	2.5
Austin	14,663	4,525	4,515	3,985	88.3	2,012	4,520	60	1.3
Bailey	7,592	2,093	2,035	1,950	95.8	1,030	2,040	10	0.5
Bandera	4,410	1,449	1,490	1,380	92.6	717	1,480	45	3.0
Bastrop	19,622	5,716	5,660	4,810	85.0	3,290	5,660	35	0.6
Baylor	6,875	2,107	2,020	1,925	95.3	1,350	1,995	—	0.0
Bee	18,174	4,865	4,735	4,090	86.4	2,210	4,730	45	1.0
Bell	73,824	18,865	18,460	17,270	93.6	7,833	18,385	160	0.9
Bexar	500,460	130,959	129,735	120,765	93.1	63,406	129,020	7,740	6.0
Blanco	3,780	1,194	1,100	1,065	95.9	730	1,100	20	1.8
Borden	1,106	296	295	275	93.2	211	300	5	1.7
Bosque	11,836	3,892	3,910	3,710	94.9	2,795	3,920	55	1.4
Bowie	61,966	18,092	17,810	16,330	91.7	7,626	17,790	90	0.5
Brazoria	46,549	12,735	12,460	11,590	93.0	4,086	12,410	265	2.1
Brazos	38,390	10,246	10,150	9,120	89.9	3,871	9,975	90	0.9
Brewster	7,309	1,945	1,950	1,720	88.2	848	1,910	5	0.3
Briscoe	3,528	1,024	1,050	995	94.8	695	1,055	10	0.9
Brooks	9,195	2,272	2,250	1,820	80.9	467	2,240	10	0.4
Brown	28,607	9,098	8,750	8,265	94.5	5,073	8,750	90	1.0
Burleson	13,000	3,815	3,780	2,990	79.1	1,633	3,785	25	0.7
Burnet	10,356	3,023	2,815	2,640	93.8	1,788	2,820	25	0.9
Caldwell	19,350	5,373	5,415	4,795	88.6	3,110	5,375	130	2.4
Calhoun	9,222	2,729	2,755	2,490	90.4	780	2,685	10	0.4
Callahan	9,087	2,882	2,830	2,695	95.2	1,901	2,825	40	1.4
Cameron	125,170	30,429	29,945	24,270	81.0	9,368	29,885	140	0.5
Camp	8,740	2,605	2,650	2,310	87.2	1,285	2,630	35	1.3
Carson	6,852	1,974	1,895	1,850	97.6	1,506	1,885	5	0.3
Cass	26,732	7,314	7,195	6,240	86.7	3,564	7,140	40	0.6
Castro	5,417	1,473	1,370	1,335	97.4	840	1,370	15	1.1
Chambers	7,871	2,262	2,245	2,000	89.1	1,343	2,215	60	2.7
Cherokee	38,694	10,267	10,170	9,100	89.5	5,116	9,775	145	1.5

Area	Total population	Total occupied dwelling units	Number reporting	RADIO			TELEVISION		
				With Radio		1940 Radio Homes	Number reporting	With TV	
				Number	Per Cent			Number	Per Cent
Childress	12,123	3,686	3,565	3,400	95.4	2,382	3,255	20	0.6
Clay	9,896	3,045	2,975	2,815	94.6	2,121	2,965	40	1.3
Cochran	5,928	1,580	1,550	1,475	95.2	543	1,550	10	0.6
Coke	4,045	1,198	1,170	1,060	90.6	711	1,180	10	0.8
Coleman	15,503	4,881	4,840	4,685	96.8	3,608	4,835	25	0.5
Collin	41,692	12,472	12,345	11,810	95.7	8,749	12,250	565	4.6
Collingsworth	9,139	2,656	2,650	2,445	92.3	1,808	2,655	20	0.8
Colorado	17,576	5,279	5,045	4,515	89.5	2,078	5,180	70	1.4
Comal	16,357	4,664	4,650	4,325	93.0	2,084	4,620	75	1.6
Comanche	15,516	5,014	4,925	4,745	96.3	3,389	4,915	35	0.7
Concho	5,078	1,480	1,435	1,280	89.2	1,003	1,425	15	1.1
Cooke	22,146	6,696	6,605	6,295	95.3	4,607	6,590	130	2.1
Coryell	16,284	4,872	4,710	4,525	96.1	3,064	4,840	20	0.4
Cottle	6,099	1,799	1,750	1,640	83.7	1,245	1,660	15	0.9
Crane	3,965	1,163	1,205	1,135	94.2	624	1,195	20	1.7
Crockett	3,981	1,099	1,095	960	87.7	441	1,100	5	0.5
Crosby	9,582	2,758	2,800	2,645	94.5	1,845	2,805	40	1.4
Culberson	1,825	514	500	430	86.0	234	485	5	1.0
Dallam	7,640	2,291	2,260	2,185	96.7	1,292	2,270	10	0.4
Dallas	614,799	187,172	184,965	178,370	96.4	93,564	184,290	17,405	9.4
Dawson	19,113	5,172	5,095	4,745	93.1	2,694	5,035	20	0.4
Deaf Smith	9,111	2,634	2,575	2,515	97.7	1,272	2,510	25	1.0
Delta	8,964	2,663	2,635	2,545	96.6	2,224	2,630	20	0.8
Denton	41,365	11,424	11,405	10,925	95.8	6,646	11,370	760	6.7
De Witt	22,973	6,785	6,775	5,985	88.3	3,185	6,740	70	1.0
Dickens	7,177	2,014	2,010	1,870	93.0	1,334	2,010	75	3.7
Dimmit	10,654	2,320	2,240	1,755	78.3	692	2,270	35	1.5
Donley	6,216	1,903	1,835	1,780	97.0	1,479	1,875	25	1.3
Duval	15,643	3,715	3,730	3,000	80.4	2,325	3,710	30	0.8
Eastland	23,942	7,855	7,835	7,475	95.4	5,423	7,590	85	1.1
Ector	42,102	12,514	12,225	11,580	94.7	3,459	12,165	165	1.4
Edwards	2,908	848	850	715	84.1	482	850	...	0.0
Ellis	45,645	13,304	13,105	12,140	92.6	8,112	13,050	495	3.8
El Paso	194,968	47,975	46,990	43,785	93.2	22,696	46,870	310	0.7
Erath	18,434	5,974	5,795	5,495	94.8	3,511	5,810	100	1.7
Falls	26,724	7,631	7,630	6,555	89.1	4,093	7,480	65	0.9
Fannin	31,253	9,731	9,820	9,250	94.2	7,439	9,765	120	1.2
Fayette	24,176	7,201	7,240	6,325	87.4	3,142	7,230	30	0.4
Fisher	11,023	3,152	3,070	2,850	92.8	2,013	3,075	65	2.1
Floyd	10,535	3,144	3,090	2,995	96.9	2,088	3,070	25	0.8
Foard	4,216	1,249	1,210	1,090	90.1	887	1,210	15	1.2
Fort Bend	31,056	7,952	7,585	6,735	88.8	3,319	7,545	195	2.6
Franklin	6,257	1,939	1,905	1,830	96.1	1,342	1,895	10	0.5
Freestone	15,696	4,554	4,535	3,960	87.3	2,238	4,485	90	2.0
Frio	10,357	2,507	2,375	1,930	81.3	819	2,385	40	1.7
Gaines	8,909	2,501	1,910	1,805	94.5	1,507	2,075	10	0.5
Galveston	113,066	33,191	32,870	31,160	94.8	18,060	32,785	720	2.2
Garga	6,281	1,774	1,745	1,640	94.0	1,085	1,705	35	2.1
Gillespie	10,520	3,221	3,190	3,135	98.3	1,614	3,285	55	1.7
Glasscock	1,089	322	265	235	88.7	259	265	...	0.0
Goliad	6,219	1,725	1,730	1,475	85.3	777	1,735	15	0.9
Gonzales	21,164	5,825	5,775	5,145	89.1	2,805	5,715	70	1.2
Gray	24,728	7,727	7,720	7,530	97.5	5,740	7,655	90	1.2
Grayson	70,467	21,690	21,650	20,545	94.9	14,505	21,605	240	1.1
Gregg	61,258	18,427	18,025	16,505	91.6	11,118	17,990	170	0.9
Grimes	15,135	4,465	4,100	3,370	82.2	2,086	3,955	50	1.3
Guadalupe	25,392	6,956	6,870	6,255	91.0	3,038	6,890	230	3.3
Hale	28,211	8,084	7,930	7,560	95.3	3,879	7,930	35	0.4
Hall	10,930	3,109	3,045	2,880	94.6	2,025	3,035	25	0.8
Hamilton	10,660	3,488	3,385	3,240	95.7	2,326	3,375	40	1.2
Hansford	4,202	1,231	1,220	1,195	98.0	583	1,215	10	0.8
Hardeman	10,212	3,138	3,100	2,910	93.9	2,092	3,095	40	1.3
Hardin	19,535	5,495	5,475	4,940	90.2	2,295	5,455	40	0.7
Harris	806,701	240,392	236,260	225,705	95.5	116,300	234,585	13,100	5.6
Harrison	47,745	12,938	12,565	10,925	86.9	5,556	12,560	135	1.1
Hartley	1,913	551	500	435	87.0	387	500	...	0.0
Haskell	13,736	4,013	3,905	3,590	91.9	2,600	3,935	15	0.4
Hays	17,840	4,547	4,460	4,050	90.8	1,990	4,445	45	1.0
Hemphill	4,123	1,217	1,165	1,110	95.3	820	1,155	5	0.4
Henderson	23,405	6,889	6,860	6,265	91.3	4,208	6,840	125	1.8
Hidalgo	160,446	36,827	36,300	28,025	77.2	10,231	35,980	205	0.6
Hill	31,282	9,697	9,680	9,085	93.9	6,347	9,510	185	1.9
Hockley	20,407	5,620	5,590	5,285	94.5	2,236	5,570	25	0.4
Hood	5,287	1,734	1,715	1,600	93.3	994	1,720	50	2.9
Hopkins	23,490	7,220	7,145	6,840	95.7	5,010	7,130	60	0.8
Houston	22,825	6,348	6,140	5,250	85.5	2,740	6,050	160	2.6
Howard	26,722	7,568	7,330	6,840	93.3	4,143	7,300	25	0.3
Hudspeth	4,298	1,046	1,085	885	81.6	352	1,080	5	0.5
Hunt	42,731	13,104	13,030	12,365	94.9	9,587	12,990	295	2.3
Hutchinson	31,580	9,106	9,155	8,975	98.0	4,527	9,145	20	0.2
Irion	1,590	485	460	400	87.0	354	470	25	5.3
Jack	7,755	2,462	2,445	2,295	93.9	1,652	2,425	20	0.8
Jackson	12,916	3,481	3,370	3,090	91.7	1,551	3,375	40	1.2
Jasper	20,049	5,433	5,350	4,675	87.4	1,903	5,330	30	0.6
Jeff. Davis	2,090	526	530	450	84.9	275	525	...	0.0
Jefferson	195,083	56,776	56,345	53,775	95.4	30,298	56,125	380	0.7
Jim Hogg	5,389	1,315	1,240	1,050	84.7	564	1,240	15	1.2
Jim Wells	27,991	6,874	6,765	5,840	86.3	2,340	6,750	65	1.0
Johnson	31,390	9,764	9,560	9,155	95.8	5,988	9,520	690	7.2
Jones	22,147	6,701	6,630	6,290	94.9	4,078	6,620	40	0.6
Karnes	17,139	4,163	4,280	3,685	86.1	1,722	4,245	40	0.9
Kaufman	31,170	8,585	8,470	7,775	91.8	5,306	8,455	315	3.7
Kendall	5,423	1,760	1,715	1,550	90.4	862	1,695	50	2.9
Kenedy	632	127	110	75	68.2	31	110	...	0.0
Kent	2,249	660	670	630	94.0	497	675	20	3.0
Kerr	14,022	4,167	3,795	3,585	94.5	2,225	3,765	35	0.9
Kimble	4,619	1,411	1,420	1,240	87.3	871	1,415	...	0.0
King	870	236	250	230	92.0	209	250	10	4.0
Kinney	2,668	740	730	615	84.2	426	730	5	0.7
Kleberg	21,991	5,509	5,470	4,815	88.0	1,950	5,335	90	1.7
Knox	10,082	2,831	2,660	2,480	93.2	1,582	2,620	45	1.7
Lamar	43,033	13,008	13,000	11,995	92.3	7,816	12,970	85	0.7
Lamb	20,015	5,605	5,545	5,210	94.0	3,141	5,415	30	0.6
Lampasas	9,929	3,151	3,190	2,995	93.9	1,770	3,195	25	0.8
La Salle	7,485	1,812	1,755	1,430	81.5	554	1,755	35	2.0
Lavaca	22,159	6,554	6,380	5,685	89.1	2,799	6,350	65	1.0
Lee	10,144	2,908	3,025	2,645	87.4	1,180	3,010	50	1.7
Leon	12,024	3,458	3,455	3,005	87.0	1,542	3,420	15	0.4
Liberty	26,729	7,539	7,475	6,480	86.7	3,267	7,435	105	1.4
Limestone	25,251	7,156	7,090	6,400	90.3	4,491	7,000	35	0.5
Lipscomb	3,658	1,128	1,100	1,035	94.1	794	1,095	10	0.9
Live Oak	9,054	2,247	2,245	2,005	89.3	1,128	2,230	40	1.8
Llano	5,377	1,762	1,725	1,595	92.5	1,144	1,715	15	0.9
Loving	227	66	70	60	85.7	68	70	...	0.0



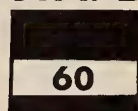
TOTAL
1/4 HRS.

WMBR



TOP RATED
1/4 HRS.

STA. B



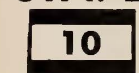
TOP RATED
1/4 HRS.

STA. C



TOP RATED
1/4 HRS.

STA. D



TOP RATED
1/4 HRS.

The November Jacksonville Pulse rates WMBR FIRST in 240 quarter-hours from 6:00 AM to Midnight, Monday through Friday. Four times better than any competitor and twice as good as 7 competitors combined.

WMBR Leads Morning, Afternoon and Night.

*Jacksonville
Florida*

Represented By AVERY-KNODEL, Inc.

WMBR

5,000 Watts • CBS

Radio Homes Count for Tex., Va.

(Continued from page 50)

Area	Total population	Total occupied dwelling units	RADIO			TELEVISION		
			With Radio			With TV		
			Number reporting	Number	Per Cent	Number reporting	Number	Per Cent
				1940 Radio Homes				
Lubbock	101,048	28,230	27,620	26,555	96.1	11,007	27,525	145 0.5
Lynn	11,030	3,087	3,065	2,880	94.0	2,183	3,050	35 1.1
McCulloch	11,701	3,526	3,500	3,290	94.0	2,334	3,485	40 1.1
McLennan	130,194	37,680	37,375	35,160	94.1	18,734	37,240	240 0.6
McMullen	1,187	351	320	260	81.3	198	320	15 4.7
Madison	7,996	2,375	2,430	2,155	88.7	944	2,420	5 0.2
Marion	10,172	2,792	2,790	2,400	86.0	950	2,785	10 0.4
Martin	5,541	1,434	1,380	1,260	91.3	827	1,370	0.0
Mason	4,945	1,582	1,505	1,410	93.7	1,033	1,480	5 0.3
Matagorda	21,559	6,287	6,090	5,465	89.7	2,575	6,095	70 1.1
Maverick	12,292	2,672	2,730	2,215	81.1	872	2,725	15 0.6
Medina	17,013	4,446	4,350	3,795	87.2	1,949	4,345	175 4.0
Menard	4,175	1,240	1,225	1,130	92.2	816	1,215	10 0.8
Midland	25,785	7,648	6,770	6,415	94.8	2,430	6,770	35 0.5
Milam	23,585	6,945	6,930	6,120	88.3	3,873	6,915	90 1.3
Mills	5,999	1,926	1,920	1,855	96.6	1,319	1,920	20 1.0
Mitchell	14,357	4,060	3,970	3,640	91.7	2,175	3,945	20 0.5
Montague	17,070	5,436	5,455	5,060	92.8	3,424	5,450	85 1.6
Montgomery	24,504	7,017	6,960	5,930	85.2	2,899	6,925	135 1.9
Moore	13,349	3,724	3,635	3,530	97.1	1,048	3,630	35 1.0
Morris	9,433	2,629	2,620	2,410	92.0	972	2,600	30 1.2
Motley	3,963	1,186	1,145	1,070	93.4	856	1,145	20 1.7
Nacogdoches	30,326	8,441	8,365	7,525	96.0	4,207	8,315	35 0.4
Navajo	39,916	12,016	11,850	10,980	92.7	7,789	11,810	210 1.8
Newton	10,832	2,776	2,780	2,325	83.6	1,156	2,800	65 2.3
Nolan	19,808	5,912	5,825	5,485	94.2	3,218	6,225	50 0.8
Nueces	165,471	43,918	43,585	39,660	91.0	15,366	43,510	295 0.7
Ochiltree	6,024	1,811	1,820	1,755	96.4	966	1,810	35 1.9
Oldham	1,672	421	380	365	96.1	307	380	5 1.3
Orange	40,567	11,393	11,180	10,450	93.5	2,838	11,175	140 1.3
Palo Pinto	17,154	5,703	5,570	5,220	93.7	3,327	5,535	105 1.9
Panola	19,250	5,124	5,085	4,640	91.2	2,051	5,075	40 0.8
Parker	21,528	6,657	6,670	6,390	95.8	3,455	6,615	340 5.1
Parmer	5,787	1,650	1,590	1,555	97.8	1,141	1,575	0.0
Pecos	9,939	2,662	2,640	2,275	86.2	1,239	2,625	25 1.0
Polk	16,194	4,565	4,565	3,890	85.2	2,374	4,500	20 0.4
Potter	73,366	22,771	22,195	21,510	96.9	13,388	21,870	160 0.7
Presidio	7,354	1,896	1,900	1,400	73.7	792	1,895	10 0.5
Rains	4,266	1,262	1,260	1,175	93.3	953	1,260	40 3.2
Randall	13,774	4,034	3,970	3,915	98.6	1,702	3,970	15 0.4
Reagan	3,127	919	910	850	93.4	477	910	0.0
Real	2,479	714	715	650	90.9	332	680	0.0
Red River	21,851	6,367	6,365	5,700	89.6	3,711	6,365	65 1.0
Reeves	11,745	3,182	3,185	2,730	85.7	1,203	3,170	5 0.2
Refugio	10,113	2,754	2,770	2,430	87.7	1,628	2,765	25 0.9
Roberts	1,031	331	329	320	100.0	293	320	0.0
Robertson	19,908	5,599	5,460	4,685	85.8	2,496	5,355	25 0.5
Rockwall	6,156	1,788	1,745	1,570	90.9	1,148	1,745	50 2.9
Runnels	16,771	5,028	4,790	4,720	98.5	3,337	4,955	20 0.4
Rusk	42,348	11,942	11,775	10,635	90.3	7,200	11,730	90 0.8
Sabine	8,568	2,335	2,250	1,960	87.1	1,032	2,230	15 0.7
San Augustine	8,837	2,356	2,310	1,815	78.6	867	2,300	25 1.1
San Jacinto	7,712	1,942	1,915	1,420	74.2	459	1,915	25 1.3
San Patricio	35,842	8,828	8,780	7,415	84.5	4,028	8,790	65 0.7
San Saba	8,666	2,607	2,625	2,525	96.2	1,768	2,600	30 1.2
Schleicher	2,852	841	850	720	84.7	518	835	10 1.2
Scurry	22,779	6,550	6,360	5,700	89.6	2,051	6,335	30 0.5
Shackelford	5,001	1,610	1,580	1,530	96.8	1,256	1,580	30 1.9
Shelby	23,479	6,767	6,730	5,985	88.9	3,131	6,695	40 0.6
Sherman	2,443	712	735	720	98.0	435	730	0.0
Smith	74,701	21,407	21,085	19,230	91.2	11,230	21,025	195 0.9
Starr	2,542	840	850	790	92.9	432	850	30 3.5
Starr	13,948	2,975	2,970	2,215	74.6	630	2,975	10 0.3
Stephens	10,597	3,425	3,370	3,195	94.8	2,439	3,370	15 0.4
Sterling	1,282	375	380	355	93.4	264	375	5 1.3
Stone	3,679	1,039	1,015	925	91.1	807	1,025	15 1.5
Stonewall	3,746	1,007	990	845	85.4	572	975	0.0
Sutton	8,249	2,440	2,465	2,375	96.3	1,399	2,465	5 0.2
Tarrant	361,253	109,175	108,410	104,230	96.1	52,082	108,195	13,175 12.2
Taylor	63,370	18,481	18,485	17,645	95.5	9,023	18,420	155 0.8
Terrell	3,189	875	865	730	84.4	392	860	0.0
Terry	13,107	3,636	3,285	3,135	95.4	1,951	3,380	30 0.9
Throckmorton	3,618	1,149	1,095	1,065	97.3	737	1,090	10 0.9
Titus	17,302	5,189	5,190	4,805	92.6	2,748	5,175	25 0.5
Tom Green	58,929	16,973	16,825	15,795	93.9	7,770	16,805	50 0.3
Travis	160,980	42,508	42,110	39,745	94.4	20,170	42,030	250 0.6
Trinity	10,040	2,968	2,900	2,435	84.0	1,387	2,905	55 1.9
Tyler	11,292	3,076	3,025	2,655	87.8	1,381	3,020	70 2.3

Area	Total population	Total occupied dwelling units	RADIO			TELEVISION		
			Number reporting	With Radio		Number reporting	With TV	
				Number	Per Cent		Number	Per Cent
				1950			1940 Radio Homes	
Upshur	20,822	5,876	5,725	5,280	92.2	3,344	5,705	70 1.2
Upton	5,307	1,576	1,485	1,360	91.6	1,013	1,480	0.0
Uvalde	16,015	4,323	4,225	3,750	88.8	1,786	4,200	35 0.8
Val Verde	16,635	4,217	4,145	3,450	83.2	1,874	4,085	20 0.5
Van Zandt	22,593	6,932	6,850	6,430	93.9	4,892	6,815	80 1.2
Victoria	31,241	8,573	8,555	7,840	91.6	3,756	8,455	60 0.7
Walker	20,163	4,807	4,775	4,095	85.8	1,951	4,775	40 0.8
Waller	11,961	3,001	2,935	2,475	84.2	976	2,930	80 2.7
Ward	13,346	3,747	3,680	3,470	93.4	1,801	3,675	15 0.4
Washington	20,542	6,096	6,060	5,015	82.8	2,318	5,980	55 0.9
Webb	56,141	12,823	12,630	10,585	83.8	4,349	12,530	85 0.7
Wharton	36,077	9,887	9,605	8,575	89.3	4,687	9,505	165 1.7
Wheeler	10,317	2,979	2,960	2,820	95.3	2,246	2,940	25 0.9
Wichita	98,493	26,173	26,050	25,125	96.4	15,845	25,945	155 0.6
Wilbarger	20,552	6,102	5,990	5,700	95.2	4,012	5,955	75 1.3
Willacy	20,920	4,865	4,865	3,755	77.2	1,322	4,840	5 0.1
Williamson	38,853	11,259	11,110	10,200	91.8	6,380	11,090	115 1.0
Wilson	14,672	3,724	3,590	3,120	86.9	1,477	3,700	75 2.0
Winkler	10,064	2,905	2,950	2,750	93.2	1,348	3,100	20 0.6
Wise	16,141	5,051	4,995	4,760	95.3	3,043	4,985	270 5.4
Wood	21,308	6,308	6,195	5,785	93.4	3,579	6,175	75 1.2
Yoakum	4,339	1,201	1,165	1,080	92.7	987	1,150	5 0.4
Young	16,810	5,312	5,245	5,045	96.2	3,685	5,230	25 0.5
Zapata	4,405	958	920	685	74.5	170	885	0.0
Zavala	11,201	2,549	2,450	1,880	76.7	721	2,440	40 1.6

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

The State	3,318,680	845,259	833,875	767,255	92.0	409,978	828,350	55,555	6.7
S. M. A.									
Norfolk—									
Portsmouth	446,200	113,532	112,610	106,015	94.1	49,556	112,130	4,395	3.9
Richmond	328,050	90,987	90,140	85,270	94.6	57,821	89,775	10,045	11.2
Roanoke	133,407	36,660	36,020	34,685	96.3	23,422	35,205	265	0.8
Urbanized Areas									
Norfolk—									
Portsmouth	385,111	98,577	97,935	93,015	95.0	*	97,675	3,725	3.8
Richmond	257,995	72,911	72,330	68,590	94.8	*	72,010	8,195	11.4
Roanoke	106,682	30,562	29,080	28,145	96.8	*	28,595	225	0.8
Urban Places (10,000 or more)									
Alexandria	61,787	18,351	18,100	17,680	97.7	7,931	17,995	5,640	31.3
Bristol	15,954	4,120	4,065	3,955	97.3	1,902	4,040	20	0.5
Charlottesville	25,969	7,074	7,075	6,655	94.1	4,034	7,025	70	1.0
Danville	35,066	10,004	9,845	9,145	92.9	5,936	9,855	65	0.7
Fredricksburg	12,158	3,248	3,250	3,115	95.8	2,331	3,240	305	9.4
Harrisonburg	10,810	2,908	2,865	2,800	97.7	1,940	2,860	30	1.0
Hopewell	10,219	2,823	2,770	2,645	95.5	1,873	2,745	205	7.5
Lynchburg	47,727	13,466	13,165	12,270	93.2	8,795	13,010	110	0.8
Martinsville	17,251	4,430	4,420	4,140	93.7	1,655	4,380	45	1.0
Newport News	42,358	11,727	11,475	10,550	91.9	7,439	11,260	240	2.1
Newsome Park—									
Hilton Park									
Norfolk	213,513	54,034	53,700	50,750	94.5	30,085	53,555	1,935	3.6
(unincorporated)	14,960	3,926	3,875	3,745	96.6	*	3,840	90	2.3
Petersburg	35,054	9,985	9,880	8,745	88.5	5,648	9,850	615	6.2
Portsmouth	80,039	20,065	19,945	18,720	93.9	10,200	19,915	585	2.9
Richmond	230,310	65,049	64,515	60,870	94.4	43,084	64,215	6,815	10.6
Riverview									
(unincorporated)	14,215	4,300	4,305	4,225	98.1	*	4,305	210	4.9
Roanoke	91,921	26,476	26,120	25,300	96.9	15,386	25,775	190	0.7
South Norfolk	10,434	2,977	2,950	2,775	94.1	1,604	2,940	95	3.2
Staunton	19,927	4,867	4,755	4,560	95.9	2,393	4,740	35	0.7
Suffolk	12,339	3,565	3,520	3,310	94.0	2,240	3,430	105	3.1
Waynesboro	12,357	3,418	3,365	3,210	95.4	1,429	3,375	50	1.5
Winchester	13,841	4,204	4,120	3,955	96.0	2,897	4,100	640	15.6
COUNTIES									
Accomack	38,832	9,965	9,755	8,435	86.5	5,013	9,535	110	1.2
Albermarle	26,662	6,348	6,295	5,410	85.9	2,723	6,275	65	1.0
Alleghany	23,139	5,861	5,610	5,350	95.4	3,709	5,465	25	0.5
Amelia	7,908	1,829	1,750	1,390	79.4	635	1,735	30	1.7
Amherst	20,332	4,251	4,030	3,480	86.4	2,112	4,020	15	0.4
Appomattox	8,764	2,099	2,075	1,850	89.2	931	2,070	5	0.2
Arlington	135,449	40,127	39,640	39,230	99.0	15,059	39,465	14,085	35.7
Augusta	34,154	8,221	8,020	7,425	92.6	6,747	7,900	60	0.8
Bath	6,296	1,544	1,555	1,420	91.3	950	1,555	70	0.0
Bedford	29,627	7,267	7,250	6,435	88.8	3,462	7,045	70	1.0
Bland	6,436	1,478	1,445	1,285	88.9	841	1,430	5	0.3
Botetourt	15,766	3,915	3,965	3,700	93.3	2,308	3,965	40	1.0
Brunswick	20,136	4,410	4,430	3,800	85.8	1,608	4,435	40	0.9
Buchanan	35,748	7,237	7,245	6,470	89.3	3,112	7,215	35	0.5
Buckingham	12,288	2,841	2,845	2,320	81.5	995	2,845	50	1.8
Campbell	28,877	7,090	7,030	6,310	89.8	3,195	6,985	65	0.9
Caroline	12,471	2,845	2,740	2,310	84.3	1,308	2,740	110	4.0
Carroll	26,695	6,577	5,765	5,340	92.6	2,814	5,760	65	1.1
Charles City	4,676	962	970	770	79.4	312	955	5	0.5
Charlotte	14,057	3,330	3,280	2,730	83.2	1,161	3,245	35	1.1
Chesterfield	40,400	9,957	9,835	9,245	94.0	5,716	9,820	1,035	10.5
Clarke	7,074	1,887	1,895	1,795	94.7	1,099	1,880	125	6.6
Craig	3,452	912	885	810	91.5	577	880	10	1.1
Culpeper	13,242	3,446	3,525	3,120	88.5	1,788	3,515	125	3.6
Cumberland	7,252	1,711	1,675	1,305	77.9	547	1,655	10	0.6
Dickenson	23,393	4,899	4,800	4,160	86.7	2,282	4,780	...	0.0
Dinwiddie	18,339	3,310	3,195	2,720	85.1	1,173	3,205	65	2.0
Elizabeth City	55,028	13,806	13,695	13,215	96.5	4,537	13,600	585	4.3
Essex	6,530	1,640	1,625	1,380	84.9	667	1,575	45	2.9
Fairfax	98,557	24,317	24,045	23,175	96.4	6,308	23,990	8,460	35.3
Fauquier	21,248	5,268	5,335	4,420	82.8	2,763	5,315	400	7.5
Floyd	11,351	2,918	2,950	2,720	92.2	1,312	2,930	5	0.2
Fluvanna	7,121	1,852	1,745	1,435	82.2	729	1,735	55	3.2
Franklin	24,560	5,791	5,745	5,125	89.2	2,588	5,685	60	1.1
Frederick	17,537	4,636	4,550	4,260	93.6	2,320	4,545	390	8.6
Giles	18,956	4,578	4,415	4,095	92.8	2,048	4,400	30	0.7
Gloucester	10,343	2,908	2,940	2,440	83.0	1,221	2,900	40	1.4
Goochland	8,934	1,812	1,775	1,485	83.7	695	1,780	55	3.1
Grayson	21,379	5,443	5,365	4,975	92.7	2,777	5,330	40	0.8
Greene	4,745	1,056	1,050	835	79.5	324	1,045	10	1.0
Greensville	16,319	3,758	3,710	3,095	83.4	1,263	3,680	55	1.5
Halifax	41,442	9,681	9,560	8,000	83.7	3,494	9,515	35	0.4
Hanover	21,985	5,402	5,230	4,675	89.4	2,045	5,210	430	8.3
Henrico	57,340	15,981	15,790	15,155	96.0	9,021	15,740	2,195	13.9
Henry	31,219	7,346	7,135	6,310	88.4	3,177	7,085	30	0.4
Highland	4,069	1,033	1,075	985	91.6	686	1,065	5	0.5
Isle of Wight	14,906	3,633	3,600	3,125	86.8	1,234	3,595	30	0.5

Area	Total Population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio		1940 Radio Homes	Number reporting	WITH TV	
				Number	Per Cent			Number	Per Cent
James City	6,317	1,417	1,430	1,225	85.7	569	1,430	35	2.4
King and Queen	6,299	1,490	1,500	1,175	78.3	588	1,485	20	1.3
King George	6,710	1,732	1,690	1,545	91.4	553	1,675	165	9.9
King William	7,589	1,948	1,995	1,680	84.2	908	1,975	55	2.8
Lancaster	8,640	2,374	2,390	2,060	86.2	1,079	2,390	20	0.8
Lee	36,106	8,182	8,150	7,275	89.3	4,056	8,110	65	0.8
Loudoun	21,147	5,301	5,110	4,615	90.3	3,204	5,130	630	12.3
Louisa	12,826	3,229	3,255	2,740	94.2	1,395	3,265	100	3.1
Lunenburg	14,116	3,480	3,465	3,005	86.7	1,316	3,455	65	1.9
Madison	8,273	2,004	1,965	1,680	85.5	846	1,965	15	0.8
Mathews	7,148	2,077	2,040	1,820	89.2	1,017	2,015	15	0.7
Mathewsburg	33,497	7,820	7,705	6,545	84.9	2,600	7,625	80	1.0
Middlesex	6,715	1,885	1,830	1,490	81.4	683	1,835	15	0.8
Montgomery	29,780	7,186	7,010	6,415	91.5	3,257	6,930	40	0.6
Nansemond	25,238	6,020	5,880	5,010	85.2	2,138	5,845	60	1.0
Nelson	14,042	3,385	3,355	2,790	83.2	1,601	3,375	25	0.7
New Kent	3,995	962	945	790	83.6	368	945	15	1.6
Norfolk	99,937	26,589	26,370	24,900	94.4	6,297	26,150	1,235	4.7
Northampton	17,300	4,771	4,745	4,020	84.7	2,401	4,735	80	1.7
Northumberland	10,612	2,686	2,685	2,345	87.3	1,292	2,685	60	2.2
Nottingham	15,479	3,906	3,900	3,405	87.3	1,737	3,905	75	1.9
Orange	12,755	3,302	3,295	2,830	85.9	1,647	3,290	3,910	118.8
Page	15,152	3,997	3,960	3,615	91.3	2,083	80	75	93.8
Patrick	15,642	3,680	3,485	3,030	86.9	1,337	3,460	45	1.3
Pittsylvania	66,096	15,064	14,790	13,230	89.5	6,771	14,695	130	0.9
Powhatan	5,556	1,294	1,245	1,035	83.1	488	1,220	40	3.3
Prince Edward	15,398	3,717	3,605	2,985	82.8	1,524	3,590	95	2.6
Prince George	19,679	3,537	3,450	3,135	90.9	1,497	3,445	295	8.6
Princess Anne	22,612	9,863	9,645	8,870	92.0	2,974	9,570	545	5.7
Prince William	42,277	5,206	5,205	4,740	91.1	1,939	5,185	1,085	20.9
Pulaski	27,758	7,001	6,930	6,340	91.5	3,410	6,780	75	1.1
Rappahannock	6,112	1,456	1,440	1,190	82.6	614	1,455	50	3.4
Richmond	6,189	1,596	1,530	1,285	84.0	710	1,530	25	1.6
Roanoke	41,486	10,184	9,900	9,385	94.8	8,036	9,430	75	0.8
Rockbridge	23,359	5,686	5,580	5,055	90.6	3,449	5,520	45	0.8
Rockingham	35,079	8,933	8,845	8,030	90.8	4,588	8,805	95	1.1
Russell	26,818	6,018	5,920	5,280	89.2	3,023	5,880	40	0.7
Scott	27,640	6,481	6,310	5,680	90.0	2,716	6,320	60	0.9
Shenandoah	21,169	5,804	5,635	5,300	94.1	3,677	5,600	130	2.3
Smyth	30,187	6,928	6,890	6,375	92.5	3,342	6,810	50	0.7
Southampton	26,522	6,180	6,155	5,140	83.5	2,240	5,980	120	2.0
Spotsylvania	11,920	3,039	3,065	2,710	88.4	1,301	3,060	195	6.4
Stafford	11,902	3,110	3,095	2,780	89.8	1,350	3,090	345	11.2
Surry	6,220	1,536	1,450	1,260	86.9	674	1,450	30	2.1
Sussex	12,785	2,940	2,945	2,475	84.0	935	2,935	25	0.9
Tazewell	47,512	10,943	10,945	10,185	93.1	6,292	10,905	65	0.6
Warren	14,801	3,944	3,925	3,680	93.8	1,828	3,895	80	2.1
Warwick	39,875	9,751	9,575	9,190	96.0	1,722	9,520	365	3.8
Washington	37,356	8,791	8,590	7,965	92.7	4,931	8,530	55	0.6
Westmoreland	10,148	2,589	2,585	2,050	79.3	885	2,565	145	5.7
Wise	56,336	13,276	13,055	11,795	90.3	6,770	13,035	80	0.6
Wythe	23,327	5,638	5,475	5,015	91.6	3,322	5,430	35	0.6
York	11,750	3,042	3,000	2,665	88.8	1,188	3,000	50	1.7

Independent Cities									
Alexandria	61,787	18,351	18,100	17,680	92.7	7,931	17,995	5,640	31.3
Bristol	15,954	4,120	4,065	3,955	92.3	1,902	4,040	20	0.5
Buena Vista	5,214	1,320	1,335	1,260	94.4	744	1,335	5	0.4
Charlottesville	25,969	7,074	7,075	6,655	94.1	4,034	7,025	70	1.0
Clifton Forge	5,795	1,716	1,735	1,675	96.5	1,410	1,735	...	0.0
Colonial Heights	6,077	1,810	1,795	1,765	98.3	808	1,770	200	11.3
Danville	35,066	10,004	9,845	9,145	92.9	5,936	9,855	65	0.7
Falls Church	7,535	2,111	2,025	2,000	98.8	630	2,015	710	35.2
Fredericksburg	12,158	3,248	3,250	3,115	95.8	2,331	3,240	305	9.4
Hampton	5,966	1,867	1,865	1,760	94.4	1,262	1,865	50	2.7
Harrisonburg	10,810	2,908	2,865	2,800	97.7	1,940	2,860	30	1.0
Hopewell	10,219	2,823	2,770	2,645	95.5	1,873	2,745	205	7.5
Lynchburg	47,727	13,466	13,165	12,270	93.2	8,795	13,010	110	0.8
Martinsville	17,251	4,430	4,420	4,140	93.7	1,655	4,380	45	1.0
Newport News	42,358	11,727	11,475	10,550	91.9	7,439	11,260	240	2.1
Norfolk	213,513	54,034	53,700	50,750	94.5	30,085	53,560	1,935	3.6
Petersburg	35,054	9,985	9,880	8,745	88.5	5,648	9,850	615	6.2
Portsmouth	80,039	20,069	19,945	18,720	93.9	10,200	19,915	585	2.9
Radford	9,026	2,367	2,315	2,215	95.7	1,429	2,295	5	0.2
Richmond	230,310	65,049	64,515	60,870	94.4	43,084	64,215	6,815	10.6
Roanoke	91,921	26,476	26,120	25,300	96.9	15,386	25,775	190	0.7
South Norfolk	10,434	2,977	2,950	2,775	94.1	1,604	2,940	95	3.2
Staunton	19,927	4,867	4,755	4,560	95.9	2,393	4,740	35	0.7
Suffolk	12,339	3,565	3,310	3,310	100.0	2,240	3,430	105	3.1
Waynesboro	12,357	3,418	3,365	3,210	95.4	1,429	3,375	50	1.5
Williamsburg	6,735	1,130	1,130	1,080	95.6	576	1,120	55	4.9
Winchester	13,841	4,204	4,120	3,955	96.0	2,897	4,100	640	15.6

It's Happening in NEW HAVEN

ON WNHC

Ladies Clothing Shops believe in WNHC Radio. Strickler's is one of two women's apparel houses now into the seventh year of uninterrupted selling to New Haveners over WNHC... with sixteen spots per week!

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN
NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

front office



BILL FRIDAY, commercial manager, KMAN Manhattan, Kan., to WONE and WTWO (TV) Dayton, as account executive.

IRVING E. ROGERS Jr. and ALLAN B. ROGERS, members of board of Hildreth & Rogers Co., owners of WLAW-AM-FM Lawrence, Mass., promoted to assistant business manager and assistant treasurer, respectively, of Eagle & Tribune Pub. Co.

W. C. BLANCHETTE, secretary to governor of Montana, to KFBB Great Falls, as assistant manager.

ARNOLD STARR, WMCA New York salesman, to sales staff, WPAT Paterson, N. J.

EDWARD PETRY & Co. appointed national sales representative for KMTV (TV) Omaha.

ROBERT P. MEYERS, former assistant general counsel, NBC, admitted into partnership in Lillick, Geary & McHose, law firm. He continues to head firm's Hollywood office.

SHERMAN D. GREGORY, former Westinghouse radio executive and afterward with Schenley and Campbell Soup Co., returns to U. S. after year-and-half in Munich with Radio Free Europe. He plans to re-enter radio-TV management field.

Personals . . .

TED COTT, vice president of NBC and general manager of WNBC-WNBT (TV) New York, named chairman of Radio Div. of 1953 Easter Seal Appeal in New York state, sponsored by New York State Assn. for Crippled Children. . . . BENEDICT GIMBEL Jr., president, WIP Philadelphia, will be among judges who will name city's outstanding advertising man. . . . BUZZ HASSETT, account executive, WFMY-TV Greensboro, N. C., father of boy, Jeffrey James, Dec. 17. . . . ARNOLD JOHN-SON, network radio and TV sales service manager, NBC Chicago, has adopted girl, Laurel Lee.

MUTUAL

CKLW

**LOWEST COST
MAJOR STATION BUY
IN THE DETROIT AREA**

Compare—the Coverage with the
Cost and you'll discover why this
greater "dollar distance" buy
is ringing more cash registers
than ever before for
advertisers.

CKLW covers a 17,000,000
population area in five
important states!

**50,000
WATTS
800 KC.**

Adam J. Young, Jr., Inc.,
National Rep.

Guardian Building

J. E. Campeau, Pres.

Detroit 26, Mich.

ATAS ELECTIONS

Ruggles Elected President

CHARLES RUGGLES, star of KECA-TV Los Angeles' *The Ruggles*, has been elected president of the Academy of Television Arts & Sciences. Mr. Ruggles will take office Feb. 5, succeeding Hal Roach Jr., vice president of Hal Roach Studios Inc.

Other officers are Guy Thayer, vice president of Roland Reed Productions, Culver City, elected first vice president; Hal Hudson, CBS Hollywood network program TV manager, second vice president; Robert Cummings, star of NBC-TV's *My Hero*, secretary; Ernest Felix, business manager, John I. Edwards & Assoc. agency, treasurer; Isabelle Pantone, free lance TV publicist and packager, recording secretary; Robert Pelgram, manager of press information, KNBH (TV) Los Angeles, corresponding secretary, and Mildred Beach, free lance TV producer, secretary to treasurer.

Tax Writeoffs

ELECTRONICS firms are listed by the Defense Production Administration as among recipients of speedy tax writeoffs during December. Receiving certificates of necessity for quick tax amortization on new or expanded plant facilities were: General Electric Co., Bridgeport, Conn.; Keystone Electronics Co., Stamford, Conn.; Peerless Instrument Co., New York; Radio Condenser Co., Camden, N. J.; Technical Appliance Corp., Sherburne, N. Y.; Western Electric Co., Forsyth County, N. C.; Hobart Mfg. Co., Dayton, Ohio.

IN SYRACUSE...

TELEVISION SUPPLEMENTS RADIO

...Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate surveys of television homes (October and December 1951) show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the combined results:

Number of Homes Called	Number of TV Homes	TV Homes Only Average Hours per Day		
		Radio	TV	Both
1467	986	3.07	4.52	7.59

The Survey Also Showed:

- 1 - An average of 2.4 radios per TV home.
 - 2 - 61 radios purchased *after* the homes had television.
 - 3 - Average of 4.4 hours per day of radio listening in non-TV homes.
- Comparative loss of radio-listening time in TV homes — only 30%. Here is PROOF that TV has NOT replaced radio in Central New York — merely provides another means of reaching this rich market.

WSYR ACUSE
570 KC

WSYR-AM-FM-TV — the Only COMPLETE
Broadcast Institution in Central New York
NBC Affiliate • Headley-Reed, National Representatives

air-casters



BILL RUFF, sports and news editor, KOLO Reno, Nev., to KWRN same city, as program director.

DAVID PARKER and **JOAN MURPHY** to NBC Chicago, as associate TV director and TV program assistant, respectively.

CHUCK THOMPSON returns to WFOR Hattiesburg, Miss., as disc jockey.

FRED W. FOERSTER Jr., production staff, WDEL-TV Wilmington, Del., to WBRE-TV Wilkes-Barre, Pa., in same capacity.

JINI O'CONNOR to WIP Philadelphia, as continuity writer, replacing **MAGGIE BURNETT**.

WARREN BOOROM appointed director of sales promotion, WTOP-AM-FM-TV Washington, succeeding **HAYWOOD MEEKS**, who transfers to WMAL-AM-FM-TV that city.

RALPH YOUNG to WHIZ-TV Zanesville as film director. **ARTHUR SPRING** named art director of station.

ART SCHREIBER, WHOI East Liverpool, Ohio, announcer, to similar post at WHIZ.

DON PARKER, WLYN Lynn, Mass., to announcing staff, WKXL Concord, N. H.

JERRY SACHS and **ROLAND REED**, to announcing - engineering staff, KCOW Alliance, Neb.

MIKE ROSS, regular member of NBC-TV *Red Skelton Show*, assigned role

in Paramount Pictures feature film, "Here Come the Girls."

JOE FORTE, who portrays Horwitz on CBS Radio *Life with Luigi*, assigned role in Warner Bros. feature film, "The Grace Moore Story."

CATHY and **ELLIOTT LEWIS**, co-star of CBS-AM-TV *My Friend Irma* and director on CBS Radio *Suspense*, respectively, co-star on new CBS Radio *On Stage with Elliott and Cathy Lewis* series, starting Jan. 1.

SPADE COOLEY, star of KTLA (TV) Hollywood *Spade Cooley Show*, will be featured in untitled western feature film to be produced by Nunes-Cooley Productions. **LES ATKINS**, program staff writer, is writing script.

GEORGE WALSH to WFIL-AM-TV Philadelphia, as sportscaster.

HAL SWANEY, disc jockey, WIDE Biddeford, Me., and Jean Lajoie were married Dec. 6.

News...

ART SMITH, news director, WNAX Yankton, S. D., named to advisory board of Briar Cliff College, Sioux City, Iowa.

BILL WHITLEY, director of news, public affairs and special events, KNX Hollywood, transfers to CTPN and KNXT (TV) that city, in same capacity.

LOU CIOFFI, CBS Radio correspondent in Korea, awarded Purple Heart medal for wounds received while covering Second Div. last October.

DENVER U. ARTS

Unit Includes Radio, TV

A SCHOOL of Communication Arts coordinating radio, television, the theatre and journalism programs has been set up at the U. of Denver, with Dr. Campton Bell as director. Communication unit will function within the university's College of Arts and Sciences.

Objective is to ground students more fully in academic and professional training needed for the four arts, Dr. Bell explained. School will call on leaders of each profession to conduct special short courses, seminars and workshops. Dr. Bell, who heads DU's Theatre School, also noted the "rapid growth" of radio, television and other arts in recent years and stressed need of qualified personnel.

'Barn Dance' Sales

FIVE more video stations have bought the syndicated film, *Old American Barn Dance*, produced by Kling Studios, Chicago, and sold by United Television Programs. The stations are KKTU (TV) Colorado Springs, KHQ-TV Spokane, KGNC-TV Amarillo, KDUB-TV Lubbock and WEEK-TV Peoria, Ill., bringing the total number of station purchasers to 37, according to Fred Niles, vice president in charge of TV and motion pictures for the studio. The series stars Bill Bailey and such musical performers as Tennessee Ernie, Pee-wee King and Tex Williams.

Literary Woolf

BOOKS by men about dogs are not unusual but it's sensational news when a dog writes about men. That was the reaction to a new book by Delmar W. Beman Sr., public relations director of Langhammer & Assoc. Adv., Omaha. Mr. Beman, in his book, *And I Learn About People*, gives a "pup's view" of life while wandering through a world of humans.

MBS Buys Mysteries

HARRY S. GOODMAN Productions, New York, announced last week it has sold to Mutual, for more than \$150,000, a series of mystery programs titled, *Crime Files of Flamond*. The program, to be broadcast with a live cast from WGN Chicago, will begin on MBS Wednesday, 8-8:30 p.m. The production company said MBS has sold participating spots to national advertisers.

ATLANTA

WAGA

5000w 390kc

CBS RADIO

MAZON

WMAZ

10,000w 940kc

CBS RADIO

SAVANNAH

WTQC

5000w 1290kc

CBS RADIO

THE

GEORGIA TRIO

ONLY A COMBINATION
OF STATIONS CAN
COVER GEORGIA'S
MAJOR MARKETS

represented
individually and
as a group by

THE KATZ AGENCY, INC.