

BROADCASTING TELECASTING

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21ST
The Newsweekly
Radio and
Television
year



Elected...by a landslide!

Campaigning on a platform of 50,000 watts, the best programming and clear, powerful reception for 9 out of every 10 Northern Californians, KCBS swept to an overwhelming Election Day victory at the San Francisco polls, according to a special Pulse study.

Taken at a time (10:15 pm to 12:15 am) when *all* San Francisco stations were presenting election programs and bulletins throughout the evening, this Pulse study (which consisted of better than twice the normal San Francisco sample) proved that 50,000-watt KCBS won more audience than the *next two stations combined*.

Want a recount? Sure. The whole story is yours just for the asking.

San Francisco **KCBS**
Represented by
CBS Radio Spot Sales

WHAS-TV... quality of programming makes the difference!



**"The
Herbie Koch
Show"**

**ESPECIALLY FOR
PARTICIPATING SPONSORS**

**Thursdays,
9:30-10:00 P.M.**



Bill Pickett,
featured baritone on
The Herbie Koch Show.

Herbie Koch, at the console of the
nation's largest studio organ.

"The Herbie Koch Show" is a musical variety program starring two of Louisville's outstanding musical performers, organist Herbie Koch and baritone Bill Pickett. It's Louisville's number one live musical show—first in audience size, first in audience acceptance.

As a top show at a premium time, "The Herbie Koch Show" enables sponsors to reach a large nighttime audience with the kind of sales effectiveness offered *only* by a local program, featuring established local personalities. The show has been a regular Thursday night feature on WHAS-TV since March, 1950, and has a proved ability to maintain and *sell* a large audience in the Louisville Market.

50,000 Watts

*More than twice the power
of Louisville's second station*

Serving a market of more than 105,000 television homes



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

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

**Christmas
gift
subscription
form**



BROADCASTING • TELECASTING

The Newweekly of Radio and Television

gift subscription rates*

\$7.00 for a one-year subscription
 \$13.00 for two subscriptions
 \$19.00 for three subscriptions
 \$25.00 for four subscriptions
 \$30.00 for five subscriptions
 \$5.00 each for six or more subscriptions

* The 1952 BROADCASTING or TELECASTING Yearbook may be included with each subscription for an additional \$2.00 each. Yearbooks to be mailed upon publication in February.



BROADCASTING • TELECASTING: Please enter the gift subscriptions listed on reverse side and send announcement cards.

\$ _____ enclosed () Please bill

Name

Company

Address

City

Zone

State

Sign Gift Card _____

TURN

PAGE FOR GIFT SUBSCRIPTION FORMS

BROADCASTING • TELECASTING GIFT SUBSCRIPTION FORMS

(Special reduced rates not good after December 31, 1951)

NAME.....
FIRM.....
ADDRESS.....
CITY.....ZONE.....STATE.....
☐ BROADCASTING Yearbook ☐ TELECASTING Yearbook

NAME.....
FIRM.....
ADDRESS.....
CITY.....ZONE.....STATE.....
☐ BROADCASTING Yearbook ☐ TELECASTING Yearbook

NAME.....
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NAME.....
FIRM.....
ADDRESS.....
CITY.....ZONE.....STATE.....
☐ BROADCASTING Yearbook ☐ TELECASTING Yearbook

MAIL TO BROADCASTING • TELECASTING NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

Top National Spot Advertisers use the Nation's Number 1 Independent

American Oil Company
Anahist
Atlantic Refining
Bayer Aspirin
Borden's Evaporated Milk
Chase & Sanborn Coffee
Chlorodent
Coffee Time Beverage
Crosley TV
Diamond Match
Downey Flake Waffles
Edison Batteries
H-O Oats
Presto Flour
Habitant's Soup
Histoplus
Howard Clothes

Kellogg's All Bran
Kirkman's Soap
Eskimo Anti Freeze
Motorola
Musterole
Nucoa
Old Spice
Omega Oil
Pepto Bismol
Pertussin
Red Cap Refresher
Red Devil Soot Remover
Rem
Silver Dust
Stoppers
Tenderleaf Tea
Wonder Salve

*Because these Agencies know a good
radio buy when they see it.
Thank you . . .*

Compton Advertising
Young & Rubicam
Sullivan Stauffer Colwell
& Bayles
Dancer Fitzgerald &
Sample
Cunningham & Walsh
J. W. Thompson

Benton & Bowles
BBD & O
Kenyon & Eckhardt
Donahue & Coe
Peck Advertising
Joseph Katz Co.
N. W. Ayer

Erwin Wasey
Dowd Redfield &
Johnstone
Wesley Associates
Ted Bates
Chambers & Wiswell
Wills Burgess
Ruthrauff & Ryan



1000 WATTS

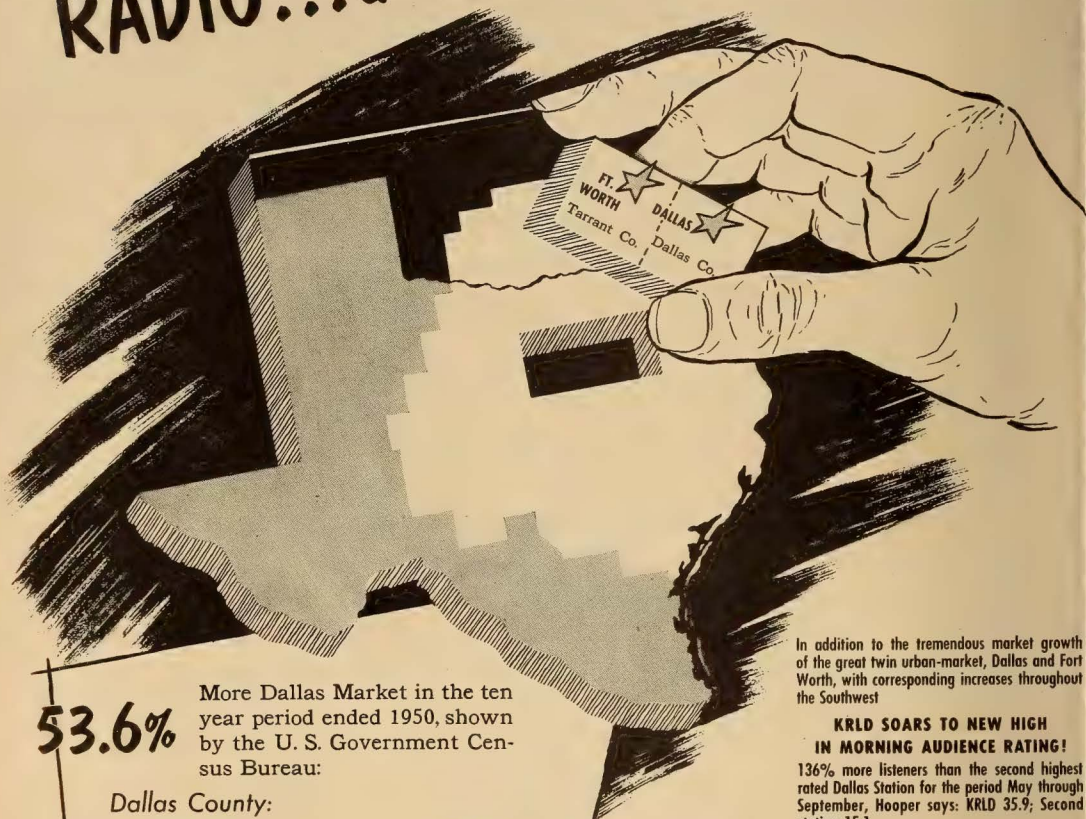
1110 K c

Providence, Rhode Island

National Representatives

Headley-Reed Co.

RADIO...a better buy than ever!



53.6%

More Dallas Market in the ten year period ended 1950, shown by the U. S. Government Census Bureau:

Dallas County:

1950	612,318
1940	398,564

59%

More Fort Worth Market also shown by the last government census:

Tarrant County:

1950	359,157
1940	225,521

In addition to the tremendous market growth of the great twin urban-market, Dallas and Fort Worth, with corresponding increases throughout the Southwest

KRLD SOARS TO NEW HIGH IN MORNING AUDIENCE RATING!

136% more listeners than the second highest rated Dallas Station for the period May through September, Hooper says: KRLD 35.9; Second station 15.1.

KRLD's rates have been increased only moderately during the same period, but not comparable to the market growth.

RADIO and KRLD, Dallas, are clearly and conclusively better buys than ever, based on cost and audience.

KRLD is tops at night, too!

this is why

KRLD

is your best buy

EXCLUSIVE DALLAS-FORT WORTH OUTLET FOR CBS RADIO PROGRAMS

Owners and Operators of
KRLD-TV CHANNEL 4

JOHN W. RUNYON, President

The Branham Company
Exclusive Representative

CLYDE W. REMBERT, General Manager



at deadline

CLOSED CIRCUIT

FCC IS TAKING preliminary look into new network contracts with affiliates to determine whether suppression of competition in any way is involved by tying rates of one medium into those of another (radio and TV). Study initiated by Commissioners rather than staff level, and would be used as foundation for inquiry, but that course is decided upon to determine whether in end result, dual operation of radio and TV networks serves public interest.

LONG PENDING issue of specialized FM services (Transcasting, Storecasting, Muzak, Unctional Music, etc.) appears headed for further inquiry rather than final decision. Door will be kept open, it's understood, through setting of hearing at which questions will be propounded as to legality and desirability of such services and whether regulations actually in use are complied with by "beep" and other specialized operations.

V. FREEZE was subject of two all-day FCC meetings Thursday and Friday, with virtually tire attorney-engineer-accountant task force meeting in with Commissioners while aspects scussed and decided. One source averred things were going along much faster than he thought possible—indicating pretty general agreement as issues were brought up. Feb. 1 still target date for release of allocations, first step in thawing of freeze in force since 1948.

THIS WRITING it's doubted whether any hundreds of indicated TV hearings to follow thawing of freeze expected in February will be held in field. Unless FCC gets more money, it's argued, it will be impossible to send examiners into home areas for hearings. Alternative is to haul them all to Washington.

HERE'S even money that NBC's Fifth Annual convention with affiliates, held at Boca Raton, Fla., Nov. 28-Dec. 1, will be last with formal business agenda. Network, however, hasn't reached decision. Boca convention, incidentally, as generally regarded as best conducted of 1, despite critical nature of agenda. Copious edit given Frank Young, public relations director to Vice President William Brooks, who attended arrangements.

BC REPORTEDLY in quest of top-flight broadcast executive to take over station relations job in radio vacated by Norman Cash, who is joined Crosley-TV [B•T, Nov. 12]. Since network's new rate plan, despite 3-1 opposition vote, is slated for July 1 adoption, NBC officials and station relations people intend to launch individual negotiations with some affiliates in key markets at once.

NEW CHRISTMAS COMPANY, Cowboy suits Inc., with at least one employee from last year's disappearing Midland Adv. Agency operating out of New York address used last year by Forty Toys Inc., maker of some of \$1 mail-order items for which now defunct Midland placed time. When agency closed, number

(Continued on page 6)

McDONALD NBC TREASURER EFFECTIVE JANUARY 1

ELECTION of Joseph A. McDonald as treasurer of NBC, effective Jan. 1, was announced by NBC President Joseph H. McConnell Friday afternoon following regular meeting of NBC board.

Appointment of Mr. McDonald, vice president, secretary and general attorney of ABC, to an "important executive" post with NBC was announced late last month, but his exact assignment was not disclosed pending board meeting. There was speculation at outset, however, that he might be slated for treasurership [B•T, Nov. 26].

As treasurer, he will report to Joseph V. Heffernan, NBC financial vice president.

In new assignment he succeeds John H. McDonald, who resigned as NBC vice president and treasurer last June.

LOS ANGELES IN '53

NARTB convention scheduled to be held in Los Angeles in 1953, under decision of board of directors. Just before adjourning in Washington Friday noon, board selected West Coast site provided satisfactory arrangements can be made. Upcoming 1952 meeting March 31-April 2 will be held again at Conrad Hilton (formerly Stevens) Hotel, Chicago. Convention was held at Los Angeles in May, 1948.

NEW RCA V.P.'s

RICHARD L. WARNER, general attorney, and ERNEST B. GORIN, treasurer, were elected vice presidents of RCA Friday. Mr. Warner, who becomes vice president and general attorney, joined RCA in 1947 as first assistant attorney. Mr. Gorin joined organization in 1944 as administrative assistant to Frank Folsom, then vice president in charge of RCA Victor Div.

By-Law Change Would Give Networks Vote

NATIONAL radio networks will be admitted to membership on NARTB Radio Board provided membership ratifies series of by-laws changes adopted in Washington Friday by combined boards (see Radio Board story, page 27; TV Code story page 23).

Total membership of combined board would be limited to 48—30 radio and 18 TV directors—under plan. National radio networks have choice of active or associate membership, and can appoint own board member.

Under by-laws change adopted last winter TV networks have been eligible for active or associate membership. Similar choice available in case of Radio Board though network can't have director if it chooses to be associate.

Networks were active members of NARTB, with own board members, in early '40s. Later change limited them to associate membership, with no directors. Whether active or associate, radio networks would pay \$5,000 annual radio

BUSINESS BRIEFLY

LEVENSON FOR LEVER ● Lever Brothers, N. Y., interested in half-hour television show featuring Sam Levenson. Format not set yet nor has definite time period been worked out.

NEW YEAR TEA DRIVE ● Telety Tea Co., N. Y., through Earl Bothwell, N. Y., placing campaign in several markets in January. Additional campaign will probably be forthcoming after budget planning meeting in mid-January.

PACKARD BUYS FILM ● Packard cars, through Maxon Inc., scheduled to sponsor half hour television show on film, *Rebound*, on spot basis starting first week in February.

AMERICAN CHICLE PRODUCT ● New product in tablet form expected to be introduced by American Chicle Co. through Dancer-Fitzgerald-Sample, N. Y., in spot radio campaign starting in February.

AGENCY FOR PUROXIN ● Liberty Vitamin Corp., N. Y. (Puroxin tablets), names Advertisers Broadcasting Co., N. Y., as its advertising agency. Firm sponsors *At Home With Lionel Barrymore* five times weekly on WMGM New York.

OIL CO. WANTS TV SHOW ● Cities Service Co. (petroleum) understood to be looking for television show, through its agency, Ellington & Co., N. Y.

TRY TV FIRST TIME ● O'Cedar Corp., Chicago, uses network TV for first time Dec. 31 when it begins sponsorship of final quarter hour Mondays of *Garry Moore Show* afternoon strip on CBS. Products are Driglo and Sponge Mop. Agency: Young and Rubicam, Chicago.

LLD CHEMICAL AGENCY ● LLD Chemical Corp., N. Y. (Topper, leather refinisher and reconditioner), to Rand Adv., N. Y.

dues; TV networks now pay \$1,200 TV dues.

Next meeting of board will be held Feb. 13-15 at Lost Valley Ranch, San Antonio.

Combined board ratified action of Radio Board calling for naming by president of special copyright committee representative of industry.

System of combination dues for multiple-station interests favored by Membership Committee in report to board. President instructed to prepare dues plan for February meeting, effective next April 1. Discounts would be given if all stations in group belonged to NARTB.

Other changes in by-laws, subject to ratification, include provision for 90-day resignation notice, with month laxity granted in certain cases. Election procedure for directors was clarified. New paragraph adopted cover-

(Continued on page 114)

for more AT DEADLINE turn page



at deadline

Closed Circuit

(Continued from page 5)

THYAVALS STARTS CAMPAIGN IN CHICAGO

THYAVALS INC., new corporation licensed to sell Thyavals, Orvita and Formula 621 by defunct American Vitamin Assoc., will begin advertising in Chicago Jan. 1, it was announced Friday by Jack Scott, president of Schwimmer and Scott, Chicago agency to which AVA owes \$290,000. This was amount contracted for by S. & S. before the Los Angeles vitamin firm "overextended" itself financially, and which agency is paying creditors (mainly radio and TV stations) over 30-month period.

Under new exclusive sales arrangement, 50% of Thyavals net profit will be returned to AVA for distribution to creditors. AVA, which will continue to manufacture three items, will sell merchandise to Thyavals Inc. for 30% more than prices it received previously. This 30% also will be divided among creditors.

Mr. Scott said television and newspapers will be used in Chicago, but no details have been worked out. His agency will handle all Midwest billing, while West Coast business will go through Craig & Maudsley of Seattle. No advertising planned for East.

Thyavals Inc. was formed to handle all selling, advertising and merchandising of three products by group of station men in Washington State including J. Elroy McCaw, president of KRSC Seattle and Archie G. Taft Jr., general and commercial manager of KOL Seattle.

KINTNER SUGGESTS RADIO RATES DIP WITH RATINGS

SUGGESTION that radio rates be reduced proportionately in TV areas where programs dip in ratings offered Friday by ABC President Robert Kintner to ABC Midwest Affiliates meeting in Chicago.

Hope also was held out for larger spot adjacencies among affiliates. Network may offer block programming of afternoon serials, Mr. Kintner revealed. It was suggested that hourly segments of five programs be initiated.

Mr. Kintner also described reports he would move to another large network as "unfounded." Session was held at Chicago's Ambassador East Hotel. John Norton, ABC Central Division president, also presided, with other network executives.

BAB ADDS 18 MEMBERS

ADDITION of 18 new members in past two weeks brings BAB ranks of member stations to 955, President William B. Ryan said Friday. New members: KBRO Bremerton, Wash.; KBUR Burlington, Iowa; KFVD Los Angeles, Calif.; KLOK San Jose, Calif.; KMLB Monroe, La.; KPQ Wenatchee, Wash.; WSIW Woodward, Okla.; KVAN Vancouver, Wash.; KVN Vallejo, Calif.; KVOB Bellingham, Wash.; WCAU Philadelphia, Pa.; WGAP Maryville, Tenn.; WIRE Indianapolis, Ind.; WKPT Kingsport, Tenn.; WPLA Plant City, Fla.; WPUV Pulaski, Va.; WRAY Princeton, Ind.; WTVB Coldwater, Mich.

NEW BOLLING OFFICE

THE BOLLING CO., New York, station representative firm, announce opening of Boston office at 80 Boylston St. with James McCann as manager.

In this Issue—

CBS Radio announces "Selective Facilities Plan," permitting clients to use "any reasonable minimum" number of affiliates, if programs are available to other outlets and subject to sale to non-competitive advertisers through CBS Radio. *Page 23.*

STIFF regulations, backed by penal provisions, are backbone of revised Television Code, adopted last Thursday in revised form by NARTB's TV Board. *Page 23.* Full text of Code, *page 81.*

MINOR's financial plight may erect more barriers to baseball broadcasters in '52. Minor League Prexy George M. Trautman takes another swing at majors' radio-TV; Yankees bar national broadcasts next year. *Page 25.* CHAIRMAN Olin Teague, chairman, House Select Committee investigating G.I. loan irregularities, lauds radio, TV for "honest-to-God job of good reporting." Committee testimony told of KFMB-TV San Diego's cancellation of a sponsored newscast when advertiser insisted on suppressing certain facts. *Page 25.*

PROCTER & GAMBLE was No. 1 buyer of network time during September for both radio and TV. Radio billings grossed \$1.3 million. *Page 27.* In TV, P&G passed \$800,000 mark. *Page 78.* BAB members will take part in NARTB annual convention next year, though divorced from association next April 1, NARTB Radio Board decides. *Page 27.*

"RADIO'S comparison should be with other media, not with its past," C. E. Hooper counsels Radio Executives Club meeting. *Page 28.*

NEW YORK Better Business Bureau warns of pre-Christmas per inquiry solicitation, urges avoidance of misleading advertising for direct mail offerings. *Page 29.*

"CLEAN out the small percentage of advertising which oversteps the bounds of truth or good faith," AFA's Elon Borton tells Denver Ad Club, adding that self-policing will stem increasing tide of legislation against advertising. *Page 30.*

ALMOST \$2.5 million will be expended in first year for Chicago TV educational channel 11, applicant group of 12 colleges and cultural organizations, tells School Broadcast Conference. *Page 72.*

IS handwriting already on the wall for TV set equipment makers and television station applicants? It becomes more burning question this week as the cry increases for more military production. *Page 79.*

Upcoming

Dec. 10: Columbia Affiliates Advisory Board meeting Districts 4, 5 and 8, Hotel Roosevelt, New Orleans.

Dec. 13: Columbia Affiliates Advisory Board meeting, District 7, Muehlebach Hotel, Kansas City.

(Other Upcomings page 30)

of stations squawked they hadn't been paid and listeners complained of quality (or non-delivery) of items ordered. Post Office Dept. inspectors investigated and made report not yet acted on by government attorneys. Cowboy Suits Inc., offering \$1 "plastic" cowboy outfit punchouts, apparently using newspaper more than radio, however, though some stations have been solicited and at least one was used for short time on PI basis.

COMMUNICATIONS follow to President's plan for national civil defense snafued within Federal Civil Defense Administration. Authorities say two biggest roadblocks are: (1) lack of FCC rules for amateur radio operators (frequencies already have been designated) and (2) more definitive blueprint for broadcast station participation. It's speculated that radio-TV phase may be omitted from forthcoming technical manual and incorporated in later report.

LOOK for voluminous report by Bill Paley, Materials Policy Commission sometime next month. Study, underway for past six months is long-range blueprint for getting most mileage out of nation's resources, including international negotiations. Mr. Paley, CBS board chairman, still dividing time between New York and Washington.

CHAIRMANSHIPS in "unintegration" of BAB's research-promotion committee slated to go to WCAU Philadelphia President Donald W. Thornburgh (promotion committee) and Crosley Broadcasting System President Robert E. Dunville (research). Memberships of separate committees now nearing completion.

NETWORK representatives expected to confer today on standards of practice proposal by Democratic and GOP National Committees for '52 radio-TV convention coverage. Thomas Velotta, ABC, is coordinator.

BOOKLET suggesting ways of best utilizing radio-TV techniques being prepared for GOP political candidates by Republican National Committee. It's to be released within next few weeks. Incidentally, GOP won't set up media budget and select advertising agency until after nominating convention in Chicago next July. Democrats have deferred agency choice until January when executive committee meets.

FIRST RESULT of indication [CLOSED CIRCUIT, Dec 3] that FCC contemplates "show cause" hearing on handling of horse race results by stations has been informal advice given FCC that WWDC Washington will drop handling of racing returns. Station, affiliated with Mutual, understood to feel that this program service now is expendable.

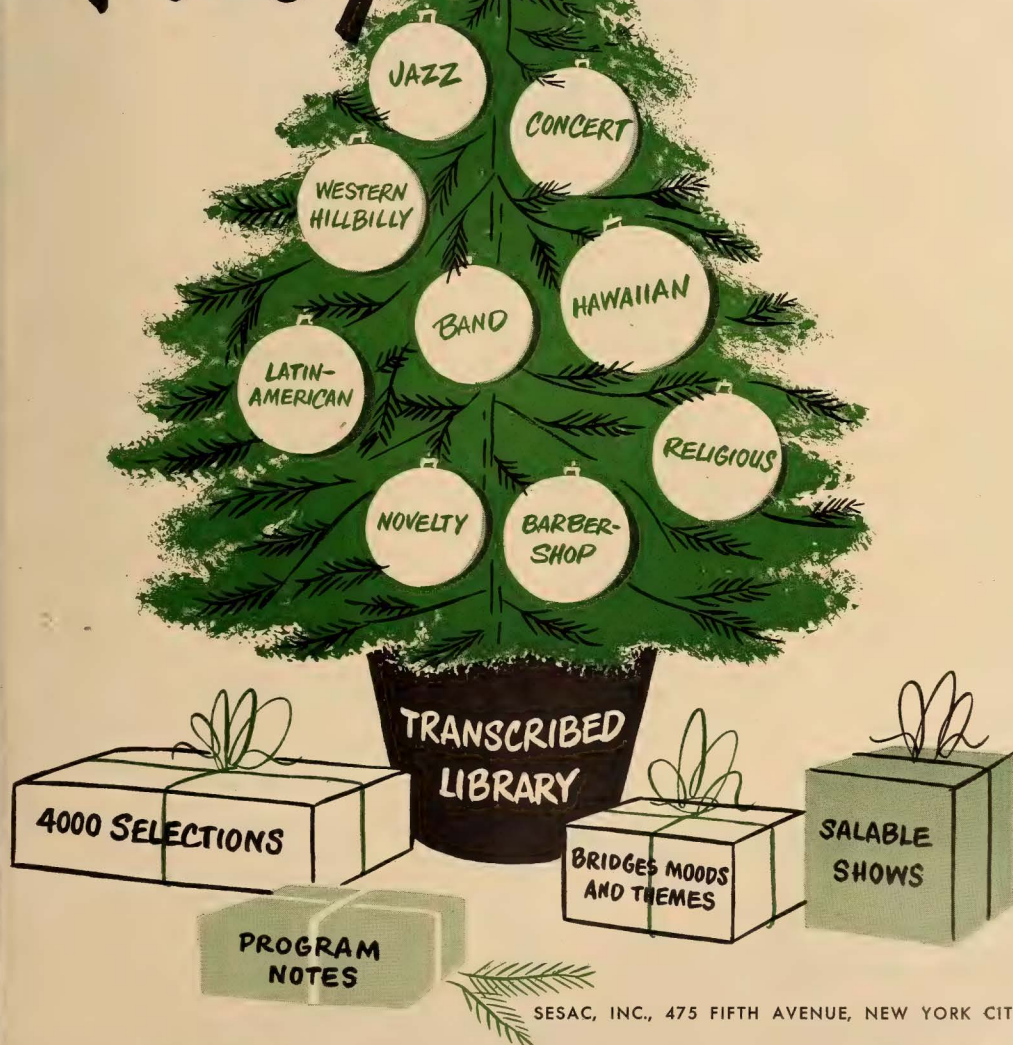
DEC. 23 to mark last TV appearance of Bo Hope for Liggett & Myers Tobacco Co. (Chesterfields) as comedian has rejected offer to appear every fourth week in NBC-TV Thursday night half-hour purchased by L&M for Dragnet video series. He will continue Tuesday evening NBC radio program for same sponsor.

LINCOLN-MERCURY, through Kenyon Eckhardt, N. Y., understood to be preparing a spot announcement radio campaign to start after Christmas in about 400 markets.

more AT DEADLINE see page 114



A tree grows at SESAC



SESAC, INC., 475 FIFTH AVENUE, NEW YORK CITY

A Merry Christmas to All

Tulsans Enjoy a HIGHER Standard of Living

Tulsans enjoy a higher standard of living than do citizens of Oklahoma City, San Antonio, and New Orleans, according to Sales Management's Survey of Buying Power.

The Southwest average income per family is \$3,784.00. The average per Tulsa family is \$5,292.00. Since markets are people with spendable income it makes good sense to put your advertising dollars where they can gain sales for your product. KVOO, alone, covers all of the rich Tulsa market area plus bonus counties in Oklahoma, Kansas, Missouri and Arkansas.

For greater results at lowest cost per family put your schedules on Oklahoma's Greatest Station, KVOO, in Tulsa!

KVOO

Oklahoma's Greatest Station

50,000 WATTS 1170 KC NBC AFFILIATE

TULSA, OKLAHOMA

National Representatives—Edward Petry & Co., Inc.

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor. STAFF: John H. Kearney, Wilson D. McCarthy, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Pat Kowalczyk, Don Mortimer, Jean D. Statz, Hilda Tolier, Nellie Yousse, Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Ad. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadt, Doris Kelly, B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, Manager; Doris J. Buschling, Ruth W. Davis, Grace Schorn, Elwood M. Slee, Clyde Baker.

NEW YORK BUREAU 488 Madison Ave., Zone 22, Plaza 5-8355; EDITORIAL: Rufus Crater, New York Editor; Florence Small, Agency Editor; Dorothy Munster, William Ruchti, 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; Ann August.

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

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

* Reg. U. S. Patent Office

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

...get the **NEW WORD** in the Carolinas

WORD

of Spartanburg

NOW

910

Serving over a quarter million people in the thickly populated Piedmont Section of the Carolinas.

1000 WATTS DAY & NIGHT • WDXY-FM 12,000 WATTS

owned and operated by

THE SPARTAN RADIOCASTING COMPANY

Spartanburg, South Carolina

WALTER J. BROWN, *President*

Represented Nationally by **GEORGE P. HOLLINGBERY**

ABC & NBC Programs

MR. SPONSOR:

Here's a Record Show!

New Orleans' Top Afternoon Show

Is Setting New Records
for Sponsors!



- It's the "Hit Parade" of New Orleans . . .
two hours of popular platters . . . interspersed with
breezy comments by genial Bob Hamilton.
For sales-a-plenty, buy "Top Twenty" . . .
the perfect combination for spot participation!

- Write, Wire
or Phone Your
JOHN BLAIR Man!



new business



Spot . . .

R. SCHIFFMAN & Co., L. A. (Asthmador), Nov. 25 started three week radio spot campaign on five Los Angeles area stations. Minute recorded spots to run 12 weekly each on KHJ Los Angeles, KWKW Pasadena; six weekly on KFVB; five on KMPC; two on KECA, all Los Angeles. Agency: Philip J. Meany Co., L. A. CARL TESTER, agency president, is account executive.

CORBY DISTILLER Ltd., Montreal (anti-freeze), starts dramatized spot announcements five nights weekly for three months on large number of Canadian stations. Agency: Stevenson & Scott Ltd., Montreal.

MARVEN'S Ltd., Moncton, N. B. (biscuits), starts spot campaign on 23 eastern Canadian stations. Agency: Harold F. Stanfield, Montreal.

Network . . .

CROSLLEY DIV., Avco Mfg. Corp., Cincinnati, Jan. 10 begins sponsorship of *Father Knows Best*, Thurs. 8-8:30 p.m. EST, on NBC, for 13 weeks. Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET, N. Y., renews *Mr. & Mrs. North* on CBS Radio, Tues., 8:30-9 p.m. Program, which had been taped for a period, will return to live broadcasts effective Jan. 1. Agency: Sherman & Marquette, N. Y.

JACQUES KREISLER Mfg. Co., N. Y., renews *Tales of Tomorrow* on ABC-TV, Fri., 9:30-10 p.m., until July 1952. Agency: Hirshon Garfield, N. Y.

MARS CANDY Co., Chicago, (Mars, Forever Yours candy bars), sponsoring Art Linkletter CBS Radio *People Are Funny* on alternate weeks, Jan. 1 takes over full sponsorship of transcribed program for 13 weeks, Tuesdays, 7-7:30 p.m. (PST). Program now running sustaining on alternate weeks. Agency: Leo Burnett Co., L. A. John Guedel Productions, Hollywood, packages program.

AMERICAN CHICLE Co., N. Y., (Dentyne, Chiclets and Beeman's Gum), renews twice weekly *Will Rogers Show*, on 180 ABC Radio network stations, Tues. and Thurs., 5:55-6 p.m. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

PHILCO Corp., Phila., renews 9:45-10 a.m. EST (Mon.-Fri.) segment of *The Breakfast Club*, over ABC Radio for 52 weeks, effective Dec. 31. Agency: Hutchins Adv. Co., Phila. Other sponsors of show are General Foods (9-9:15 a.m.) and Swift & Co. (9:15-9:45 a.m.).

FRIGIDAIRE Div. of General Motors Corp., Detroit, to sponsor *Pulitzer Prize Playhouse*, bi-weekly over ABC-TV, 10-11 p.m. EST, effective Dec. 19. Program will alternate with *Celanese Theatre* Wednesdays. Agency: Foote, Cone & Belding, Chicago.

Agency Appointments . . .

LINDSAY RIPE Olive Co., Lindsay, Calif., names Mogge-Privett Inc., L. A. Two television participations weekly being used on KNBH (TV) Los Angeles with plans to extend to eastern markets after first of year.

GOLD ARROW TRADING Co., L. A., appoints Walter McCreery Inc., Beverly Hills, Calif. Radio and TV will be used.

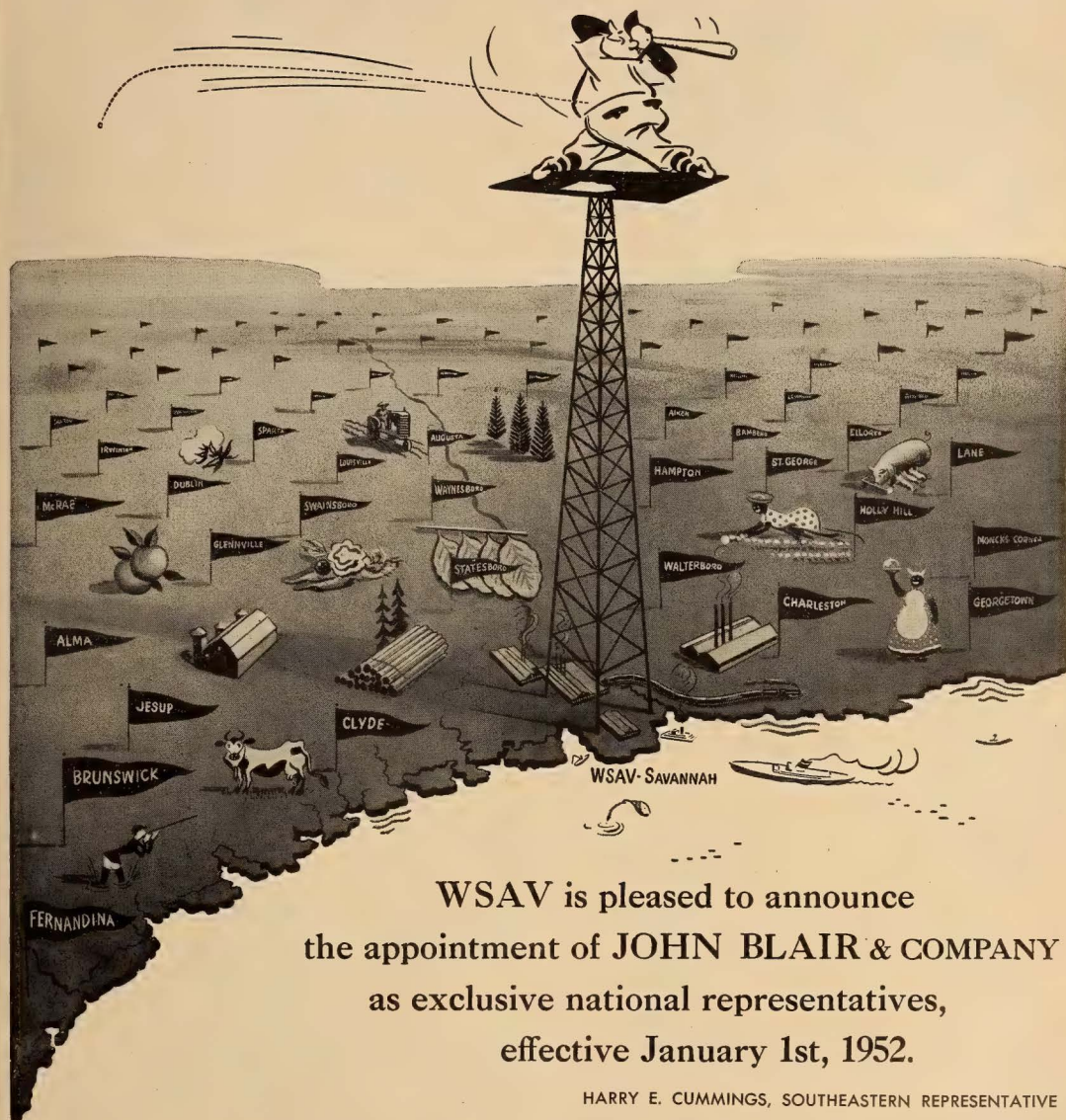
GIUSEPPI FROZEN PIZZA PIE, Phila., appoints Weightman Inc., Phila. Spot radio and TV will be used.

CHAMBERS & ROBINSON, Seguin, Texas, (packers of Texas Tavern brand complete Mexican dinners in cans), appoints Ley & Livingston S. F. Radio and TV will be used. JACK LEY is account executive.

SEAMPRUFE Inc., N. Y. (manufacturers of lingerie and hosiery), names Joseph Katz Co., same city.

BROADCASTING • Telecasting

Look who's batting on our team!



WSAV is pleased to announce
the appointment of **JOHN BLAIR & COMPANY**
as exclusive national representatives,
effective January 1st, 1952.

HARRY E. CUMMINGS, SOUTHEASTERN REPRESENTATIVE

It's **630**  in Savannah

WSAV

630 kc.
5,000 watts
Full Time



REPRESENTED BY

**JOHN
BLAIR
& COMPANY**



agency



KXOK is St. Louis' promotion station. KXOK builds extra audience for the "St. Louis Ballroom," through all-media promotion... billboards, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, promotion announcements on KXOK, special mail promotions and personal appearances of outstanding KXOK personalities. It's a plus that pays off for advertisers... makes KXOK a bigger buy for effective selling in the St. Louis market. Ask now about availabilities. See the John Blair man or KXOK today.

KXOK

St. Louis' ABC Station, 12th & Delmar, Chestnut 3700
630 KC • 5000 Watts • Full Time

Represented by John Blair & Co.

HENRY T. STANTON, senior vice president, director and manager J. Walter Thompson Co.'s western operation, is moving to San Francisco where he will continue to give overall supervision to the activities of the Chicago, San Francisco, Los Angeles and Seattle offices. **GEORGE C. REEVES**, vice president, director, creative head of agency's Chicago organization since 1943, named manager of Chicago office. **MERTON V. WIELAND**, vice president and director, will assume overall function of senior consultant and will work with Mr. Reeves on general operation problems.

ROISEN Adv. Agency, Buffalo, N. Y., changes its name to Roizen & Rich Inc. **ARTHUR H. RICH**, account executive Comstock & Co., Buffalo, elected vice president and secretary.

DOUGLAS B. WALL, assistant account executive Allen & Reynolds Adv., Omaha, appointed media director. **ROBERT SANFORD**, assistant to **EARL ALLEN**, retiring partner of firm, appointed account executive.

FRED E. GERBERDING, vice president M. R. Kopmeyer Co., Louisville, Ky., assumes post of director of merchandising and promotion.

EDWARD LOVETON appointed media director Creamer & Co., Hollywood. He was with Keenan & Eickelberg, L. A., and Benton & Bowles, N. Y.

REGINA J. HAUG, director of accounting department Grant Adv. Chicago, to Factor-Breyer Inc., L. A., as comptroller.



on all accounts

GEORGE PAMENTAL, media buyer of radio and television for Fletcher D. Richards Inc., New York, is a tenaciously honest fellow who exercises a simply rule-of-policy in his purchases: "Never buy anything you wouldn't sell."

The rule works especially well in his case because for 15 years he had carefully observed the other side of the coin as salesman for the Branham Co., station representative. In that capacity it was a trade fact that George Pamental would never willingly sell an entity he wouldn't buy himself under similar circumstances.

Mr. Pamental began his career in industry as a bank runner for the Chemical Bank and Trust Co. as a college student taking evening advertising and selling courses at New York U.

In 1927 he joined the Branham Co. as an office boy, and almost instantly was promoted to salesman, remaining with the firm for 15 years. For the first few years he sold newspapers and in 1934 turned to radio.

After a two-year hiatus from industry during World War II, he joined the Fletcher D. Richards Company as media buyer for both radio and television. Among the accounts he currently places time for are: U. S. Rubber Co., Eastern Airlines, Peter Fox Brewing Co., Dixor Pencils, and Quaker Sugar. The billing for these accounts is understood to be more than \$1 million annually.

The Pamentals—she is the former Rita McMahon—have been married since Sept. 26, 1936. They have two children, George Laurence, 13 years old, and Naomi, 10. The family lives in its own home in Hillsdale, N. J.

For hobbies, Mr. Pamental sings in a church choir and likes to "putter about" in woodcarving.



Mr. PAMENTAL

beat



ELLA HOWARD, senior presentation specialist CBS Radio, N. Y., to Ellington & Co., N. Y., in publicity and promotion department.

JOHN M. WHITE, vice president Laughlin-Wilson-Baxter & Persons, transferred from Houston to Dallas office.

JOHN BARNETSON Fuller & Smith & Ross, and DAN MacMILLAN, George H. Hartman Co., both Chicago, to Fitzgerald Adv. agency, same city, as group heads in copy department.

MARK PARNELL, advertising manager General Electric Supply Co., F., to Biow Co., S. F.

NGUS BABCOCK, Guild, Bascom & Bonfigli, S. F., to Kelso Norman Adv., S. F., as television director.

RICHARD JOHNSTON, advertising production manager, United Airlines, Chicago, to Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

RADKIN Adv., N. Y., moves to new and larger offices at 114 E. 40th St.

WILFRED M. LOGUE, graduate home economist, appointed to TV staff at Leach, MacLeod & Grove Inc., Pittsburgh.

RAFT Adv. Agency, Seattle, moves to new quarters at 4507 University Way. Telephone remains MEIrose 6037.

MacWILKINS, COLE & WEBER, Seattle, announces opening of service office in Tacoma. DAN GERBER, account executive is in charge of office. ROBERT HARRISON, agency's Portland office, transfers to production department in Seattle office.

ORMAN H. MEYER, copy chief R. E. Lovekin Corp., Phila., to copy staff Gray & Rogers, Phila. HENRY R. HALLOWELL Jr., Neal D. Gray Co., Phila., to contact department Gray & Rogers. JAMES S. EIFSNYDER, Geare-Marston Inc., Phila., to media department Gray Rogers.

AN LADD, sales staff *Parade Magazine*, N. Y., to Cecil & Presbrey, N. Y., as account executive.

RICHARD MARVIN, Grey Adv., N. Y., to William Morris Agency, N. Y., radio programming department.

ACK RUNYON, manager of Hollywood office Biow Co., and RUTH MARTIN, NBC singer, married Nov. 24.

IRGINIA RUSSET, J. Walter Thompson, Chicago, to radio-TV department Russel M. Seeds, Chicago.

AROLD FRANKLIN, program director Institute for Democratic Education and producer of *Lest We Forget* radio and TV series, named radio and TV programming department William Morris Agency, N. Y.

EAN NELSON, Gimbel Brothers, N. Y., to William H. Weintraub & Co., that city, as member of copy staff.

ICHENER & O'CONNOR Inc., Harrisburg, Pa., elected to membership in American Assn. of Advertising Agencies.

ANCE FAWCETT Assoc., Honolulu, T. H., appointed to handle \$98,000 fund raising campaign for Kuakini Japanese Hospital.

ACK EARLY, account executive Wank & Wank Adv., S. F., resigns. Future plans to be announced at later date.

OROTHY ORRICK, Cecil & Presbrey, N. Y., to media department Crosby & Cooper, S. F.

RANK COX, partner J. Cunningham Cox Adv., Phila., and Patricia Roberts, married.

AUL-TAYLOR-PHELAN Ltd., Toronto, newly formed agency at 169 Yonge St., has been enfranchised by Canadian Association of Broadcasters.

BROADCASTING • Telecasting

ON THE WASHINGTON SCREEN

Washington Viewers

Get "EXCLUSIVES" With—

Jack Olsen News!



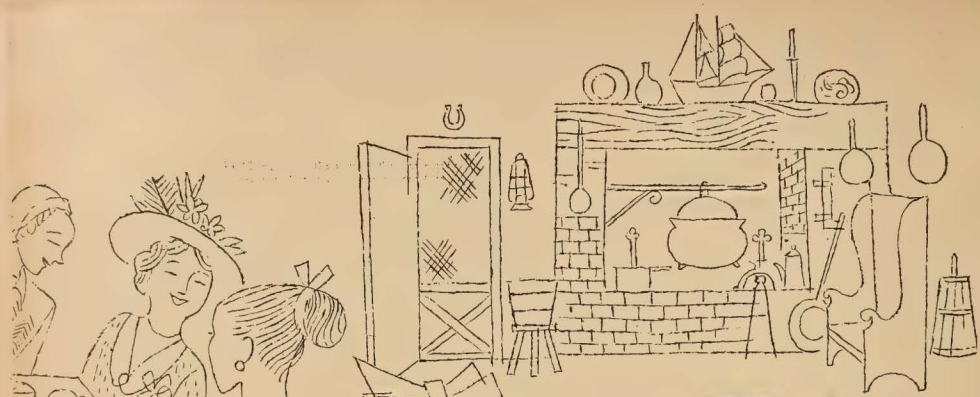
Monday thru Friday 11 to 11:10 PM

JACK OLSEN is a top-notch news reporter who gets behind the scenes and digs for news. His by-line stories have appeared in Scripps-Howard newspapers all over the country, as well as numerous other publications, including *This Week Magazine*. He has won the Scripps-Howard "Best Story of the Month" award.

Now a Page-One feature writer for the Washington Daily News and news editor and commentator for WMAL, Mr. Olsen broke three important EXCLUSIVE stories the very first week he was on WMAL-TV!

Call or Wire
The KATZ AGENCY, Inc.

WMAL **WMAL-TV** WMAL-FM
The Evening Star Stations
WASHINGTON, D. C.



Take your



Mother Parker, chief cook and homemaking expert of WEEL's Food Fair, stacks up an average rating of 4.7 at 9:30 in the morning.* It amounts to a hearty 68% higher average daily rating than the second-best food program** in Boston! So, if you would like to be served up the biggest breakfast audience in the entire Greater Boston market...

place at this table!

The fact is, Mother Parker's program is *so* good and *so* effective that her audience keeps expanding (it's grown 24.1% bigger since 1948). Last year, she won two coveted awards: the Grocery Manufacturers of America, Inc. "Life-line of America" trophy (for the second time), and a scroll from the Grocery Manufacturers' Representatives of New England, Inc. (the first of its kind awarded to a woman in 21 years) for her "outstanding ability as a salesman of food." This praise is echoed, too, by the dozens of advertisers who keep renewing their participations on WEEL's Food Fair year after year.

We'll make room for you at Mother Parker's table tomorrow morning, if you hurry. There's nothing like a participation on her program for meeting customers and cooking up big sales.

Remember,
in Boston...the station
is **WEEL**

CBS OWNED

REPRESENTED BY

CBS RADIO SPOT SALES



*Facts of Boston, Monday through Saturday

**Broadcast only Monday through Friday

IN ORLANDO FLORIDA WLOF

GETS BIG RESULTS!

FOR SPOT AVAILABILITIES CONTACT:
PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

open mike



Final Word

EDITOR:

There is one sentence in the editorial on the Richards' case in your Dec. 3 issue of BROADCASTING • TELECASTING, which makes one wonder again whether your magazine shapes its facts to suit its editorial attitude. It is the sentence stating: "No conclusive evidence was ever presented that Mr. Richards' personal views were actually broadcast over his station."

There are literally thousands of pages of uncontradicted evidence in the record which belies your statement. To learn how untrue this statement is, if you did not already know it, all you had to do was to consult the news accounts of the hearing appearing in your own magazine.

The quoted sentence is an assertion made of whole cloth which was invented by those who sought to use the public press to mislead the public as to the true facts and issues involved in the proceedings.

You could even have read the Proposed Findings of KMPC, WJR and WGAR in this case, which failed to contradict this overwhelming amount of evidence, and the Proposed Findings of the General Counsel, to have found out further how untrue your statement is.

But even if it had been true that the efforts which were made to procure the broadcast of slanted news and other one-sided programming on KMPC, WJR and WGAR which reflected personal views and attitudes of Mr. Richards were unsuccessful, I find it impossible to see how you reconcile your editorial attitude in behalf of these stations with the thundering sense of righteousness with which you rejoiced over the action of the Commission and the courts in the case of one J. Harold Smith, who you thought was unqualified to hold a license for a small daytime station in Knoxville, Tenn., because of acts and views showing that Smith had been responsible for acts of racial and religious prejudice prior to the time he received a permit.

These were acts and views which you thought disqualified the corporation of which Smith was a stockholder from holding a license even though, unlike the situation in the KMPC, WJR and WGAR case, they had been committed by Smith *not* in connection with the operation of a radio broadcast station. How could you consistently have been bleeding in the cause of righteousness in both cases?

Benedict P. Cottone
General Counsel, FCC

[EDITOR'S NOTE: Mr. Cottone continues to battle his cause celebre, even

after the FCC voted 6-1 to dismiss the proceedings as moot. To us, he seemed to draw a parallel that does not exist. Our editorial observation, to which the objects, was in precise accord with the facts, as we understand them. In the Richards case, there was no public protest against that which was transmitted over the microphones of the stations. In the case of Rev. Smith, there was a record of using the microphone and a newspaper to expound his views.

* * *

NBC Anniversary

EDITOR:

Your entire record story will go down in history. It's a classic.

M. H. Aylesworth
Rockefeller Plaza
New York

* * *

EDITOR:

As a long-time admirer of you NBC, and others of the official family, I was greatly pleased to see this significant anniversary so adequately covered. We are preserving this issue in our library and making it required reading for our radio majors.

John E. Drewry
Dean

Henry W. Grady School of Journalism
U. of Georgia
Athens

* * *

EDITOR:

The pages dealing with the "Silver Jubilee of NBC" are jam-packed with history, firsts, pleasant memories and tradition. I was elated to see the name and photographs of my good friend and former classmate, Rudy Vallee. Rudy was responsible for many of the firsts who are now big time, and his talents have contributed greatly to the history of broadcasting in America. In my books he is still the greatest showman of them all.

David R. Milsten
Milsten, Milsten, Johnston
& Morehead
Tulsa

* * *

Code Comment

EDITOR:

... Our feelings regarding the proposed code are the same as they were during the meeting in Chicago. We don't think the document is perfect but we feel strongly that there is no time to wait for a perfect document. ... don't think we can wait until such time as all the lawyers involved would agree that all their clients could operate without jeopardy. ...

Otto Brandt
V. P. & Gen. Mgr.
KING-TV Seattle

* * *

EDITOR:

... As the existing structure stands, subscription to the code by (Continued on page 110)

*when it comes to placing your
television programs, remember*

***you can do
better* with Spot...
much better.****

- * Free choice of markets.
- * No "must" stations or minimum group requirements.
- * Wholehearted station cooperation.
- * Better picture quality than kinescopes.
- * Savings in time costs—enough to cover film prints, their distribution and other costs.

full details from any Katz representative.

THE KATZ AGENCY, INC. *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

first

IN THE WASHINGTON
MARKET



7 A. M. NEWS
WITH
HOLLY WRIGHT

Here is another WRC program-personality combination doing a consistently solid selling job for over six years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning.*

This is NOT an availability. We merely point to this record as an example of the "sales-programming" WRC can do for you. Top-rated shows with selling power dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area—but in hard "over-the-counter" retail sales.

*American Research Bureau

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,800 Watts • 980 KC

Represented by NBC SPOT SALES



feature of the week

WMAQ (NBC) Chicago will use its most powerful weapon—radio—in an effort to get a reversal on the city council order banning tape recordings of 1952 budget hearings.

NBC Chicago News Director Bill Ray, chairman of the Freedom of Information Committee of the National Assn. of Radio News Directors, will publicize the council's failure to permit tape recordings on the hotly-debated civic issue. The station report to the public via special broadcast mentions will include listing of the names of all aldermen who voted for and against the move.

The council's continuing case of "mike fright" cropped up again Nov. 30 when the proposed tape recording of budget discussion was defeated in a 28 to 13 vote. After Mr. Ray's petition was read, Alder-

man Herbert F. Geisler moved the council suspend the rules and vote on the resolution immediately, rather than referring it to the rules committee. The matter was referred subsequently to that committee, which, however, cannot act on it before budget hearings begin. Two years ago a similar resolution initiated by WMAQ was referred to the rules group and buried.

Mr. Geisler, who supported the resolution, and Alderman Clarence T. Wagner, head of the finance committee and an opponent of radio reporting, were interviewed via tape by station newsman Leonard O'Connor on *News on the Spot*. Alderman Wagner said radio coverage would "delay the hearings" and encourage uninformed persons to attend the hearings and ask statements which would "confuse the public."



strictly business

BRAINY, beautiful, busy—that is Dorothy E. Schlect, advertising director of the Cleveland-Sandusky Brewing Corp.

Miss Schlect not only directs the corporation's advertising activities, but also has developed into one of Cleveland's more popular microphone personalities.

How she happened to step behind a microphone involves her most interesting radio deal.

For Gold Bond beer, the brewer's product, Miss Schlect had developed a radio show aimed at women, since she had learned from a survey that 75% of all purchases in beverage stores are made by women.

An audition was set up, using a man as the star. Directors, however, wanted women to audition. Miss Schlect put her voice on tape, presented it, and was selected.

Under the radio name of Dottie Gay, she took over the show which was entitled *For Women Only*.

On the program, the superiority of women over men was pointed up with a set of facts to prove it. A man was permitted to present a pet peeve against his wife. These pet peeves were submitted by listeners and a local announcer aired the complaint.

After 18 months on the air, this daily, half-serious, half-humorous program held the largest Hooper rating of any show presented on any Cleveland station, except one national daytime serial.

Although she has become an outstanding radio personality, Miss Schlect's training paralleled



Miss SCHLECT

the commercial rather than the creative field.

She attended John Marshall High School in Cleveland, the Cleveland Advertising School and Cleveland College night school.

Her business career began in December 1936 as secretary to the advertising director of the Great Lakes Exposition in Cleveland. She also was editor of the daily program and newspaper.

In 1938 she joined the Trinity Universal Insurance Co., Cleveland, as office manager. During 1939 Miss Schlect was with the Glidden Paint Co. there as copy writer and secretary to the adver-

(Continued on page 98)

LOOK HERE!



IF YOU'RE LOOKING
FOR POWER... WE
HAVE THE KIND
THAT COUNTS!

THE POWER OF
THE LARGEST LISTENING
AUDIENCE
IN WILKES-BARRE
... WYOMING
VALLEY AREA.

A recent Conlan Audience Survey showed WBRE programs ranked FIRST. FIRST in the morning... FIRST in the afternoon and FIRST in the evening. Aside from the fact that WBRE's listenership to nearly every NBC program stood far above the national average for the same shows, it was proven that WBRE had the TOP THIRTEEN daytime programs in listener popularity and THREE of the top TEN were our own local shows. You just can't go wrong on WBRE.



It's impossible...



...as impossible as covering California's Bonanza Beeline with outside radio



The Beeline is no small sapling, either. In length, it measures over 500 miles—from the tip of southern California to the base of Oregon. In width, it spreads across the inland part of California into western Nevada. It's a populous, prosperous market, too — with more people than Philadelphia . . . more buying power than Detroit.*

But you're out on a limb if you try to cover the Beeline with outside stations — even far-reaching San Francisco and Los Angeles stations. Because the inland Beeline is an independent market where people naturally prefer their *own* strong stations.

Make sure, then, that you carry the five on-the-spot **BEELINE** stations. Together, they blanket the whole 3-billion-dollar market. Individually, each does a top job for you in a major Beeline trading area. For example . . .

KMJ FRESNO

It's the No. 1 station in the 4-county 660-million-dollar Fresno trading area — with a BMB total weekly audience of 92% daytime, 91% at night. In fact, KMJ's "day after day" audience (72% of the area's 143,030 radio families) is $\frac{3}{4}$ ths larger than that of the second best station!

*Sales Management's 1951 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK

Sacramento (ABC)
50,000 watts 1530 kc.

KOH

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

KERN

Bakersfield (CBS)
1000 watts 1410 kc.

KWG

Stockton (ABC)
250 watts 1230 kc.

KMJ

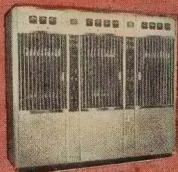
Fresno (NBC)
5000 watts 580 kc.

How to get any TV

**TAKE ONE OF THESE
TV TRANSMITTERS...**



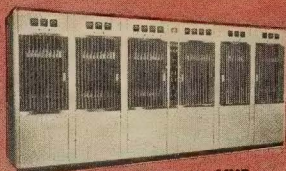
500 watts, for **VHF**
Type TT-500 A/B
(All Air-Cooled)



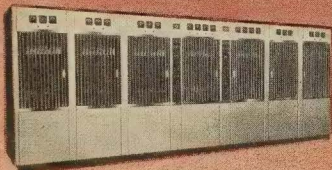
1 kw, for **UHF**
Type TTU-1B
(All Air-Cooled)



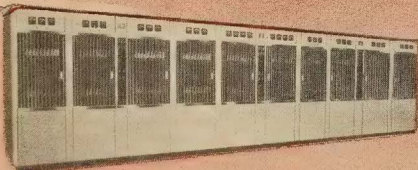
2 kw, for **VHF**
Type TT-2AL/H
(All Air-Cooled)



10 kw, for **VHF**
Type TT-10AL/H
(All Air-Cooled)



10 kw, for **UHF**
Type TTU-10A



20 kw, for **VHF**
Type TT-20BL/H
(All Air-Cooled)

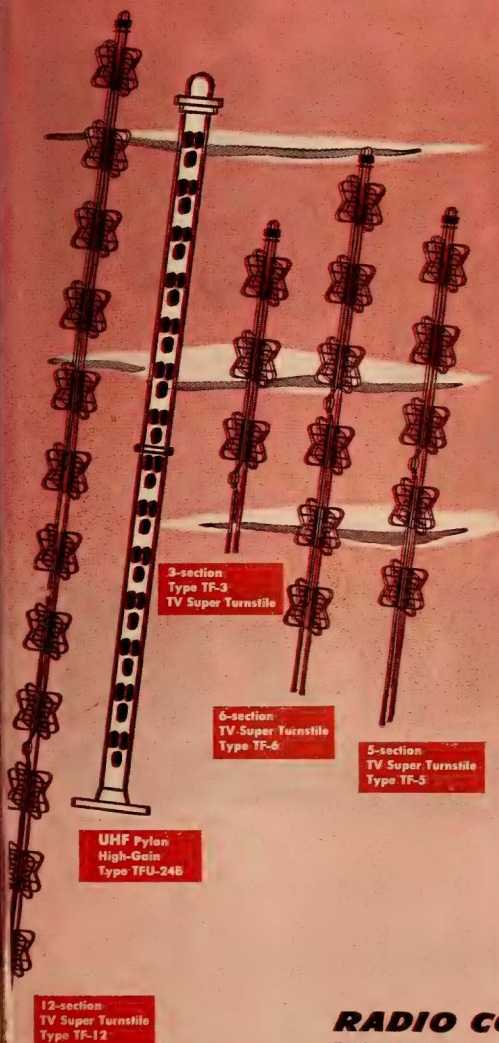


50 kw, for **VHF**
Type TT-50AL/H

power up to 200 KW!*

...ADD ONE OF THESE
TV ANTENNAS...

= YOUR POWER



With RCA's complete line of transmitters (seven different models), you can get any ERP* up to 200 kw—on any channel from 2 to 83. And in most cases, you can get the power you want in several different ways!

If your requirements are best met with a low-power transmitter and a high-gain antenna, RCA has the combination! However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, RCA has that combination too!

Ask your RCA Sales Representative to sit down and help you plan the most practical and economical equipment setup for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you'll need to get "on the air" . . . with the power you want . . . at the lowest cost.

Call him today. Or write RCA Engineering Products Department, Camden, N. J.

*Effective radiated power




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

... no if-and-or-but about it, the big

Bargain

in Baltimore is

WITH


ask your Headley-Reed man to prove it!

'SELECTIVE FACILITIES PLAN'

Projected by CBS Radio

By RUFUS CRATER

INTRODUCING a new concept of network advertising, CBS Radio will let advertisers use any reasonable minimum number of affiliates they wish, provided the programs also are made available in all other markets and subject to sale there to non-competitive advertisers through CBS Radio.

This projected venture, designated "Selective Facilities Plan" and effective Jan. 1, is the striking feature of a series of policy changes being announced today (Monday) by CBS Radio President Howard S. Meighan in an obvious counter-move to keep CBS Radio competitive with NBC under NBC's new basic economic plan of operations [B•T, Oct. 8, et seq.].

Other departures announced by Mr. Meighan, also effective Jan. 1:

● For non-users of the Selective Facilities Plan, a new "Standard Facilities Plan" liberalizing network group requirements to per purchase of any "satisfactory" combination of stations so long as the 26-station "basic" group is used.

● Substitution of dollar volume discounts for station hour discounts, "in line with the practice of other networks." Otherwise, rates remain the same.

CBS Continues Offer

Additionally, Mr. Meighan said CBS Radio will continue to offer specially packaged facilities-plus-program services at specified rates, including "alternate-week and shared-sponsorship programs, football roundups, special holiday and seasonal programs, summer saturation drives, *The Red Skelton Show* available for individual dates, etc."

Both the Selective and Standard Facilities Plans are available on 13-week cycle contracts—which, it was noted, represents 98.3% of CBS Radio's current time schedule. In addition, programs in the Selective Facilities Plan must be at least 15 minutes in length.

Chief objective of the Selective Facilities Plan, officials said, is to maintain maximum audience for each show while giving advertisers flexibility in choice of markets.

Under the plan, the advertiser

must agree to make his program available to the full 200-plus stations of the network and to permit it to be sold through CBS Radio to non-competitive advertisers without repayment to the initial advertiser—in markets the original sponsor doesn't use. Where the program is unsold, it may be carried sustaining, with the original advertiser's commercials cued out.

CBS Radio did not undertake to speculate officially on what patterns might develop in this field of "subsidiary" selling but one result, it was thought, might be a form of co-op sales in the markets not used by the original advertiser. Another might be the evolution of special networks with, say, regional advertisers regularly buying a series of stations not taken by the first sponsor. Or, it was said, a subsidiary "national" network conceivably could develop for certain programs.

The new dollar volume discounts, to be substituted for station hour discounts, will be computed on

gross weekly billing for time and allowed on 13-week-cycle contracts as follows:

Less than \$2,750 a week, net; \$2,750 up to \$6,000 a week, 2½%; \$6,000 up to \$15,000 a week, 5%; \$15,000 or more per week, 7½%. It was pointed out that "two or more network contracts for the same advertiser may be combined in computing dollar volume discount rate."

The absence of changes in the rate structure itself was not unexpected. Two weeks ago, obviously referring to NBC's current reappraisal of the network rates of its affiliates, President Meighan labeled rate re-evaluation at this time as "premature" [B•T, Nov. 26]. Readjustments now would



Mr. Meighan

have to be made on the basis of "obsolete" data, he declared. But

he said CBS Radio is subscribing to the new circulation measurement project of Standard Audit & Measurement Services Inc. "because we believe that only when the new data are available can stations and networks take constructive steps in a thoroughly realistic re-evaluation of radio."

Details Policy Changes

The policy changes were detailed in a statement sent out by Mr. Meighan over the weekend to advertisers, agencies and CBS Radio affiliates. Members of the Columbia Affiliates Advisory Board were apprised of the new plan in advance. First real chance for affiliate reaction to manifest itself may come at the CBS district meeting in New Orleans today.

Both the selective and the standard facilities plans differ from NBC Radio's method of increasing advertiser's flexibility in picking and choosing markets. NBC's plan eliminates "must buys" altogether, but requires the advertiser to use

(Continued on page 34)

TV CODE ADOPTED

By J. FRANK BEATTY

TELEVISION stations must conform to a stiff set of advertising and program regulations, backed up by penal powers, if they wish to carry NARTB's newly-adopted TV Seal of Approval after next March 1.

The TV code was adopted in revised form Thursday as the NARTB TV Board wound up two days of code discussion in Washington and prepared to meet jointly with the NARTB Radio Board.

As finally approved by the TV board, the code carries new language designed to protect stations by revising the penal provisions as originally approved by the TV membership at Chicago last Oct. 19 [B•T, Oct. 22].

Briefly, the TV code provides:

● Five-man review board to review programming, screen and clear complaints, prefer charges for action by NARTB TV Board, and propose code changes.

● List of specific do's and don'ts.

● List of suggested advertising

time standards and program practices.

● Subscription to seal by both members and non-members.

● Recommendation against charging churches and religious bodies for TV time.

● Annual revision of code to meet changing conditions.

● Power for TV board to remove or suspend seal after due hearing procedure.

Having completed the code in a little over five months, the TV board now faces the job of "selling" the seal to both member and non-member stations and making it stick. This will be done, it was indicated, by a promotion campaign although the nature of this drive remains to be determined.

NARTB plans an effort to establish the seal in the public mind

FULL TEXT of the revised NARTB Television Code is on page 81.

Effective March 1

as a symbol of program and advertising purity. It hopes that fear of withdrawal of the seal will be a "powerful moral weapon," according to Robert D. Swezey, WDSU-TV New Orleans, chairman of the code-writing committee. The group started its writing job last July after a June 22 Washington meeting of representatives from NARTB member and non-member TV stations.

By setting March 1, 1952, as effective date of the code, NARTB is permitting an interim period "during which the review board will be selected, and providing an opportunity for subscribing stations and networks to become acquainted with the code in order that all operations may be adjusted to its proposals for procedure," said Eugene S. Thomas, WOR-TV New York, chairman of the NARTB TV Board.

A subscription fee will be levied against all stations subscribing to the code to defray administrative

(Continued on page 77)

TAKES KOB POST

Meyerson Leaves KOME

J. I. MEYERSON announced last Thursday that he has resigned the general managerhip of KOME Tulsa to become general manager of KOB Albuquerque, effective Jan. 1.



Mr. Meyerson

At KOB he will succeed Phil Hoffman, who resigned last month to become manager of KECA-TV Hollywood [B • T Nov. 12].

Riley R. Gibson, for three years manager of KXO El Centro, Calif., has been named KOME manager to succeed Mr. Meyerson.

Mr. Meyerson accepted the post of general manager at KOME last March [B•T, March 19]. Previously he was assistant to the publisher of the *Muskogee Phoenix* & *Times Democrat*, and KBIX Muskogee, Okla. At that time he replaced Dick Campbell, who was invited to remain at KOME in an executive capacity.

In March, 1949, Mr. Meyerson resigned from the position of sales and promotion manager of the Oklahoma Publishing Co. and vice president-director of WKY Oklahoma City [B • T, March 14, 1949]. He thereby ended an association of nearly 30 years with the publishing company and associated enterprises, including KLZ Denver and KVOR Colorado Springs.

From 1928 to 1935 he was advertising manager of the *Daily Oklahoman* and *Times* and was manager of KLZ from 1935-1936.

Mr. Gibson has been in radio since 1941 when he opened and operated a branch studio for KUOA Siloam Springs, Ark. Following overseas service with AFRS stations during the war, Mr. Gibson built and managed KREO Indio, Calif. He joined KXO in 1949.

STOKELY SIGNS ABC

Trys Radio in Lieu of TV

STOKELY VAN CAMP Inc., Indianapolis (canned foods) will use radio for the first time when it sponsors John Conte, 9:55-10 a.m. on ABC Radio, effective Dec. 31. In addition, firm will sponsor the Friday 2:15-2:30 p.m. segment of the *Garry Moore Show* on CBS Television effective Jan. 4.

Stokely had been sponsoring John Conte for the past two years, three quarter-hours weekly on NBC-TV, but dropped the show in October.

Calkins, Holden, Carlock, McClinton & Smith, N. Y., is agency.

Buys NBC News Review

FOR second successive year, Travelers Insurance Co., Hartford, will sponsor a year-end review of news on NBC Radio, Sunday, Dec. 30, 5-6 p.m. Young & Rubicam, New York, is the agency.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"... and don't come back until you give me the same P.I. deal you give those mail order people."

ARMY AD FUNDS

No Radio Money To Press

ARMY expenditures for advertising have been cut to shreds under rulings by the Dept. of Defense, based on Congressional action last October, but none of the money taken away from radio will go into printed media.

This policy was given BROADCASTING • TELECASTING last week by an official Army source familiar with the confused advertising situation.

Already defense officials are laying plans for the 1953 military appropriation. They intend to ask Congress to appropriate adequate funds for radio, TV and other advertising and to rescind the recent anti-advertising policy which wrecked the plans for heavy media expenditures [B•T, Oct. 22].

Even before that, they will ask for removal of the advertising ban, a last-minute monstrosity that crept into the Military Appropriations Act following suggestion of Sen. Joseph C. O'Mahoney (D-Wyo.), chairman of the military appropriations subcommittee. The policy became snarled in the pre-adjudgment crush.

Mrs. Anna Rosenberg, Assistant Secretary of Defense, is understood to be in favor of sponsored radio for recruitment purposes but is forced to operate under legal interpretations of what is construed as intent of Congress.

With a fund of something above \$700,000 currently available for recruitment activities, originally bracketed for expenditure through Grant Adv., recruitment officials have been given permission to use funds without working through the agency in cases where advertising is not to be used because of the Congressional ban.

About \$70,000 of the fund, roughly 10%, had originally been assigned for purchase of radio time, with \$57,000 going to other advertising media.

Now the recruitment officials will use a small sum for a minor nationwide radio spot campaign and spend

a little more for TV production and sponsored clips.

Much of the \$700,000 will be used for posters through the Governor's Island recruitment publicity bureau, including personnel costs for the next three months.

The radio plans had included such programs as Frankie Laine and Bill Stern, but these drew some Congressional protest. In reply the Army had explained it wasn't trying to recruit Senators but was looking for young people through broadcasts that would reach them on a nationwide basis. The programs had to be cancelled suddenly after Congress laid down its ban.

Only advertising media now used are nurses magazines and books. Even women's magazines are barred though the Army feels they offer an attractive medium in the search for nurses.

ANAHIST PLANS

To Use National Spots

ANAHIST Co., New York, is preparing to market nationally its new anti-cold tablet, Hist-O-Plus, using national spot radio and local newspapers, as the result of a successful sales record compiled by the product in two major test markets. J. S. Hewitt, executive vice president of Anahist, said Hist-O-Plus captured 20% of the anti-histamine-based cold preparation market in Western New York and the New England areas.

The new spot radio campaign is expected to start Jan. 1 through the firm's advertising agency, Ted Bates & Co., New York.

SWEENEY NAMED

Elected V. P. of BAB

ELECTION of Kevin B. Sweeney as vice president in charge of promotion and sales for BAB was announced last Wednesday by President William B. Ryan.



Mr. Sweeney

His election came little over a month after he joined BAB as director of national promotion [B•T, Oct. 29]. He has since been assigned the duties of director of promotion and sales, the post he held immediately prior to election as a vice president.

In the vice presidency, reporting directly to Mr. Ryan, he will supervise the activities of five major promotion divisions—local promotion, national promotion, sales, research, and production.

"There has long been a definite need and desire for the creation of this position within the organizational framework of the BAB," Mr. Ryan said, "but it has been held in abeyance until such time as most of the major personnel steps had been accomplished. That time has arrived and in Kevin Sweeney we have a man ideally suited for the post. During the short time he has been with us he has already formulated and put into action a 17-project plan designed to promote full and continued use of radio advertising by national and regional and chain store advertisers."

Details This Week

Details of the "17-project" plan to which Mr. Ryan referred have not been revealed, but are expected to be released this week.

Mr. Sweeney entered radio in 1938 via the CBS Pacific Coast sales promotion department. He was named sales promotion manager and assistant to the Western Division vice president of ABC in 1942 and then, after two years' wartime service, was manager of Housewives Protective League programs until 1948, when he joined KFI Los Angeles. He was general sales manager of KFI and KFI-TV for three years, and then moved to Don Lee Television a few months ago as sales manager, the post he left to join BAB.

Pan American Names

PAN AMERICAN Coffee Bureau New York, has appointed two advertising agencies to handle its advertising and promotion effective April 1. Cunningham & Walsh N. Y., has been named to handle the radio and television account [CLOSED CIRCUIT, Nov. 26] and Robert W. Orr and Assoc. will handle printed media advertising.

BASEBALL

BIG LEAGUE baseball, with the minor leagues calling the signals, threatened last week to catch some broadcasters hugging, if not holding, the bag.

Warm-up for what might become a contest between the radio-TV industry on the one hand and baseball on the other began in Columbus, Ohio, where George M. Trautman, head of the minor leagues, took a heavy swing at major league radio and television coverage which, he asserted, was hurting minor league attendance.

Although this argument had been made periodically in the past by Mr. Trautman, it was a coincident action in New York that made headlines. In sequence:

● The New York Yankees announced a reduction in the broadcasting of their games. Specifically, the world champions barred national network broadcasts of their games, such as the *Game of the Day* series which has been carried by MBS and a similar series by LBS.

● Gordon McLendon, president of Liberty, noted it appeared that "the altruism of the Yankees is somewhat short-sighted" and he cited the LBS contract with the Chicago White Sox to broadcast their games for three years.

● Frank White, president of Mutual, commented that his network's baseball broadcasts "helped rather than hindered baseball in the past," and added that he hoped the Yankees would reconsider "their attitude as reflected by the stories in the newspapers."

But in St. Louis, before Mr. Trautman took his cut at radio, the Browns signed for broadcasts of all its games, both home and away, on KXOK St. Louis. Falstaff Brewing Corp. is the sponsor (see story, page 70).

Yankee Announcement

The Yankees, after a high-level conference between President Dan Topping and General Manager George Weiss, announced:

"Home games will be telecast over one station, WPIX, in New York. Road and home games will be broadcast over WINS.

"Road and home games and home day games (only) will be broadcast over the stations of a limited New York network restricted to the Yankees' promotional territory (part of Pennsylvania, Connecticut and New York). And an attempt will be made to cut this network into a smaller area it covered in 1951.

"The Yankees will not license the broadcasting of its Stadium games on any national network on a game-of-the-day basis or any other basis."

Last year the top American League club in the standings licensed the broadcasts.

The Yankees' club statement also asserted the club "would like

to congratulate George M. Trautman for his authoritative, clear-cut and courageous presentation of the radio and television problem as it pertains to minor league baseball.

"The picture presented by him in his president's report to the association coincides with the findings of the Yankees in their private surveys of the situation. In his conclusions, Mr. Trautman correctly states this is a matter for decision by individual major league clubs."

Wholesale Invasion

Mr. Trautman had said in his report, delivered in Columbus to the Minor League Assn. convention, that the minors can't "long withstand this wholesale invasion from the outside. Loss of patronage to the minors means financial failure and many leagues and clubs have already ceased to exist because of this radio umbrella."

Of television, he said, its impact upon "professional baseball and other sports has already generated a chilling fear in the hearts of most club officials." Then, Mr. Trautman threw his Sunday punch by asserting that the majors were cutting their own throats by not restricting their radio-TV.

He explained, with an implica-

tion that he has had Justice Dept. heads wagging on baseball's legal rights, that:

"Nobody has suggested to me that any major league club, acting solely on its own, could be charged with an evil motive in deciding to place reasonable restraints upon the broadcasting of its own games. The solution is squarely in the hands of the individual club, major and minor."

Mr. Trautman also:

● Blamed major leagues' broadcasts "which saturate the nation" for pushing down minor league attendance in 1951 which totaled 27,500,000 as compared to 43,700,000 in 1949.

● Asserted minor league broadcasts have become a "drug on the market." Local stations have "traded local enthusiasm for dramatic voice or an action picture from some distant place."

● Presented figures showing 59 leagues with 444 clubs in 1949 but only 49 leagues with 356 clubs in 1951.

Baseball restrictive practices suffered a set-back last October when the major league teams decided to drop their "territorial" rules which cramped radio-TV rights [B*T, Oct. 15]. This action was taken without consulta-

Radio, TV Headache Growing

tion with minor league clubs. At the same time, such organizations as Radio-Television Mfrs. Assn. and NARTB had been pledging future cooperation with both majors and minors in promoting the national sport.

What the change in baseball rules meant was that broadcasters desiring to broadcast games had to dicker with the home team in each case instead of with the respective leagues. This loosening of the rules was set off by Justice Dept. pressure.

Only last week, BROADCASTING • TELECASTING reported the results of the third annual TV baseball survey conducted by Jerry Jordan which showed nine major league baseball clubs that telecast all home games or all day games in 1951 coming up with increased paid admissions. Also reported were losses for seven clubs which reduced, restricted or allowed no television.

Mr. White's statement noted that Mutual had not received a formal response from the Yankees in reply to MBS' proposal for 1952 *Game of the Day* series sent to the New York club as well as to other major league teams. But since Mutual feels that the series has helped baseball and that it can be an asset during the coming season, "we feel that many of the major league clubs will accept the proposal . . . and hope that the Yan-

(Continued on page 36)

NEWS CONTROL

OFFICIAL recognition of radio-TV insistence on control of material in newscasts was given Wednesday in San Diego by Rep. Olin Teague (D-Tex.), chairman of the House Select Committee investigating G. I.

loan irregularities.

Rep. Teague publicly lauded radio and television in general for their "honest-to-God job of good reporting."

The tribute was made following testimony by Capt. John A. Kennedy, chairman of the board of directors of KFMB-AM-TV San Diego. Capt. Kennedy had been



Capt. Kennedy

called by the committee to tell about his refusal to let a five-minute newscast go on KFMB-TV Monday evening without naming officials of the sponsoring San Diego Savings & Loan Assn., under questioning at the time by the committee.

Prior to the Monday newscast Capt. Kennedy asked the announcer if his report on the investigation contained names of officials of the sponsoring loan company and their proper identification with the firm. The announcer, Rex May, said he had been directed by the sponsor not to mention the names. Mr. May is an employee of the loan firm and is not employed by KFMB-TV.

Capt. Kennedy promptly ordered cancellation of the program. Talk-

ing later with the loan association's president, who had been subpoenaed in the investigation, Capt. Kennedy explained the news had to be given without bias and without suppressing any facts. The president ordered cancellation but decided to return to the air the following night with the understanding the station would have complete control over news content.

Agency handling the account for San Diego Federal is Barnes Chase Co., San Diego.

The House committee invited Capt. Kennedy to testify or else be subpoenaed later for a hearing in Washington. On the committee with Chairman Teague are Rep. Earl Chudoff (D-Pa.) and Rep. Hubert Scudder (R-Calif.).

Capt. Kennedy said he saw "nothing unusual" in the insistence of KFMB-TV on control of news content. He told BROADCASTING • TELECASTING:

"Management's responsibility for what goes out on the air either on a television or radio station is implicit and absolute. Technically, of course, there's no way to pre-edit live network programs. Management can only see to it that all are viewed and heard by experienced employees and that valid criticism be passed along promptly to the offending network.

There are other technical problems

Radio, TV Win Praise

of responsibility in the case of live on-the-spot coverage of public affairs and sports events. There's no way to predetermine the behavior or language of individuals. All that can be done is to adopt such safeguards as may be available.

But responsibility for studio programs and especially news programs cannot and should not be avoided under any circumstances.

Suppression of news by a sponsor or by an advertising agency is as evil as counterfeiting of news or "angling" of it. Within the necessary time limitations, news should be presented fully.

In this case we felt that elimination of the sponsor's name from a news story would constitute distortion. Editorially and in an entirely different connection our radio station had said just two or three days before, "Good identification is good journalism."

We sincerely believe in that precept and gladly assume it as an obligation. We'll go further and say that a sponsor, in the long run, betters his public relations by having his name mentioned in a program even when the mention may not at the time appear favorable.

Capt. Kennedy further stated:

At any rate, we are happy that the issue has arisen, perhaps for the first time in television. It should also be the last time. The television broadcaster must have full editorial control of the news that goes out on his assigned channel and in my judgment his acceptance of that responsibility is both a duty and a privilege.



NBC 5th Annual Convention

AFFILIATE and network executives found time for play as well as work at Boca Raton as these typical candid photos prove. (Also see story, page 79)

TOP LEFT: (l to r) Charles R. Denny, executive v. p., NBC; Aldo De Dominicis, WNHC New Haven; Walker Long, WSAZ Huntington, W. Va.; Walter Damm, WTMJ Milwaukee; L. H. (Bud) Rogers, WSAZ-TV Huntington, W. Va.

TOP CENTER: Mr. and Mrs. Joseph H. McConnell in a relaxed moment.

TOP RIGHT: Syd Eiges, v. p., NBC; Mrs. Eiges; Niles Trammell, chairman of board, NBC; Don DeGroot, WWJ Detroit; Mrs. W. C. Swartley, WBZ Boston.

Mr. and Mrs. John Murphy, Cros-ley TV Cincinnati. **Mr. and Mrs. George Burbach, KSD St. Louis**



John McCormick, WTAM Cleveland; Gen. Lyman Munson, vice president, NBC; Sid Desfor, NBC photographer, who took pictures on this page with exception of this one.

← Martin Campbell, WFAA Dallas; Charles (Bud) Barry, v. p., NBC; David Adams, assistant v. p., NBC.



Paul Hancock, NBC; Irving Waugh, WSM Nashville; Mrs. Hancock; Dale Taylor, WENY Elmira, N. Y.; Walter Krebs, WJAC Johnstown, Pa.; Mrs. Alvin D. Schrott, WJAC-TV Johnstown; Mr. Schrott; Mrs. Walter Krebs.

James V. McConnell, NBC; Ray Welpott, WGY Schenectady; R. I. Hanna, WGY Schenectady; Jake Evans, NBC; B. J. Rowan, WGY Schenectady.



P&G TOPS NETWORK GROSS

\$1.3 Million in Sept.

PROCTER & GAMBLE Co. again in September was the largest user of network radio, with gross time purchases on the national radio networks of \$1,300,449, more than twice the sum spent by the second ranking network client, Miles Labs (see Table I). Compiled from the records of individual sponsored program time costs, the data is published by Publishers Information Bureau.

September's top 10 radio network advertisers included three food companies, three drug concerns, two soap manufacturers, one cigarette company and one toiletry producer, coinciding exactly with time purchase rankings of the five leading classes of advertisers during September (Table III).

Four Move Up

Four of the 10 leaders in September were not on the comparable August list [B•T, Oct. 29]—Campbell Soup Co., General Foods Corp., American Tobacco Co. and Gillette Safety Razor Co. going in to replace Liggett & Myers Tobacco Co., William Wrigley Jr. Co., Schenley Industries and Philip Morris Ltd. Leader in each product class of network business is listed in Table II.

Comparison of September 1951 with the same month of 1950, and the similar comparison of the January-September network time sales of this year and last, listed in Table III, shows an overall decline over the 12-month period. Expla-

PACKAGE FIRM

CBS Radio Acquires Stock

CBS Radio Network's purchase of all stock owned by James Sauter in Air Features, independent producer of program packages, was announced Wednesday.

Network acquired first option on all Air Features shows—most produced by Frank and Anne Hummert, who currently have 12 programs on the air—although shows now owned by other networks will remain where they are. Air Features can be used by CBS Radio, however, for sale of its own packages—even to rival networks.

Mr. Sauter resigned presidency of the company immediately and announced that he will start his own packaging agency, specializing in public service features, after the first of the year. Meanwhile, as president of USO Camp Shows, he leaves for the West Coast to supervise production of four units for Christmas tours.

New owners, besides CBS Radio, are understood to include Maurice Scopp, who succeeds Mr. Sauter as head of Air Features, and the Hummerts, who will continue their association with the business. Amount of stock owned by Mr. Sauter and price paid for it was not revealed.

BROADCASTING • Telecasting

Table I

TOP TEN RADIO NETWORK ADVERTISERS FOR SEPTEMBER 1951	
1. Procter & Gamble Co.	\$1,300,449
2. Miles Labs	538,246
3. General Mills	437,377
4. Lever Brothers Co.	436,872
5. American Home Products	406,847
6. Campbell Soup Co.	397,303
7. General Foods Corp.	394,457
8. Sterling Drug	331,289
9. American Tobacco Co.	326,249
10. Gillette Safety Razor Co.	280,209

* * *

nation in part is the 10% reductions in gross rates instituted July 1 by CBS and NBC (ABC and MBS achieved the same result by increasing discounts without altering their basic rates, these changes not being reflected in the PIB figures which are based on one-time network rates).

* * *

Table II

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR SEPTEMBER 1951

Agriculture & Farming	Allis-Chalmers Mfg. Co.	\$ 38,036
Apparel, Footwear & Access.	Brown Shoe Co.	17,557
Automotive, Auto. Access. & Equip.	Electric Auto-Lite Co.	69,880
Beer & Wine	Schenley Industries	96,432
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	98,012
Confectionery & Soft Drinks	William Wrigley Jr. Co.	152,145
Consumer Services	Electric Companies Adv. Program	79,615
Drugs & Remedies	Miles Labs	538,246
Entertainment & Amusements	Shipstead & Johnson	5,723
Food & Food Products	General Mills	437,377
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	93,177
Horticulture	Jackman & Perkins Co.	1,500
Household Equip.	Philco Corp.	121,817
Household Furnishings	Armstrong Cork Co.	41,420
Industrial Materials	U. S. Steel Corp.	120,600
Insurance	Prudential Insurance Co. of America	102,049
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	98,027
Office Equip., Stationery & Writing Supplies	Hall Brothers	64,608
Publishing & Media	Book Associates	30,530
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	227,610
Retail Stores & Direct by Mail	R. Miss Shoes Inc.	1,185
Smoking Materials	American Tobacco Co.	326,249
Soaps, Cleaners & Polishes	Procter & Gamble Co.	859,817
Toiletries & Toilet Goods	Procter & Gamble Co.	340,331
Transportation, Hotels & Resorts	Assn. of American Railroads	60,894
Miscellaneous	American Federation of Labor	90,454

Table III

TIME SALES FOR SEPT. AND JAN.-SEPT., 1951 COMPARED TO 1950

Product Group	Sept. 1951	Jan.-Sept. 1951	Sept. 1950	Jan.-Sept. 1950	Product Group	Sept. 1951	Jan.-Sept. 1951	Sept. 1950	Jan.-Sept. 1950
Agriculture & Farming	\$ 68,420	\$ 485,135	\$ 97,159	\$ 782,425	Office Equip., Writing Supplies & Stationery				
Apparel, Footwear & Access.	17,557	519,588	164,747	981,653	Political Publishing & Media	64,608	453,900	87,579	1,051,597
Automotive, Auto. Equip. & Access.	299,004	3,113,596	325,003	3,916,558	Radios, TV Sets, Phonographs, Musical Instruments & Access.			2,198	26,606
Beer & Wine	130,486	2,636,355	179,915	1,909,464	Retail Stores & Direct by Mail	46,766	268,707	16,134	610,737
Bldg. Materials, Equip. & Fixtures	109,352	1,053,510	100,137	993,920	Smoking Materials				
Confectionery & Soft Drinks	322,640	4,618,585	310,950	4,940,021	Soaps, Cleaners & Polishes	293,990	2,143,839	65,627	679,430
Consumer Services	160,886	2,072,698	188,434	1,390,068	Sporting Goods, Toys	1,185	28,286	1,350	27,928
Drugs & Remedies	1,331,130	16,777,832	1,863,209	18,145,038	Toiletries & Toilet Goods	1,269,225	15,120,444	1,539,752	17,057,568
Entertainment & Amusements	5,723	5,723	5,619	5,619	Transportation Travel & Resorts	1,274,944	13,340,141	1,663,922	15,205,700
Food & Food Products	2,930,006	31,876,640	3,531,794	33,168,753	Miscellaneous				29,614
Gasoline, Lubricants & Other Fuels	401,878	4,305,544	469,255	3,895,407	Total	511,860,646	5130,904,666	513,931,561	5133,722,285
Horticulture	1,500	87,594	246,956	1,059,985	Source: Publishers Information Bureau				
Household Equip.	242,299	2,111,100	246,956	2,459,985					
Household Furns.	81,285	720,659	48,191	375,435					
Industrial Materials	190,784	1,512,697	172,662	1,555,344					
Insurance	263,406	2,387,678	236,304	2,154,701					
Jewelry, Optical Goods & Cameras	109,947	873,341	75,022	1,035,730					

Source: Publishers Information Bureau

BAB MEMBERS

Invited to NARTB '52 Meets

MEMBERS of Broadcast Advertising Bureau, which will be completely divorced from NARTB next April 1, will be invited to take part in the NARTB annual convention in Chicago next April, under a decision of the NARTB Radio Board taken at its Wednesday-Thursday meeting in Washington. (See TV Board story page 23.)

NARTB and BAB will be in active competition for members in April. BAB solicited membership pledges during NARTB's annual district meeting series which ended in mid-November.

At present, NARTB members who joined before last summer are receiving BAB service through 30% of their NARTB membership dues, though they can take a rebate and stay outside BAB if they wish.

Non-NARTB members pay BAB half the highest hourly rate per month to belong to the sales promotion association.

Motion to invite BAB to take

part both in the annual convention and the 1952 district meetings was offered by A. D. Willard Jr., WGAC Augusta, Ga., director-at-large for medium stations.

The district meeting series will get under way next Aug. 18, running in three brackets through Oct. 21. Meetings will start in District 7 (Ky., Ohio) and conclude in District 1 (New England). Order of district meetings follows: Districts 7, 8, 11, 17, 15, 16, 14, 12, 13, 10, 9, 4, 5, 6, 3, 2, 1.

Second Day Agenda

During the 1951 district meetings BAB President William B. Ryan took over the afternoon of the second day's agenda for sales promotion and advertising clinics, aided by members of his staff.

At its two-day separate session NARTB's Radio Board covered a wide range of association problems. It heard a report by Merrill Lind-

say, WSOY Decatur, Ill., chairman of the committee handling sports activities for the board. Decision was reached to send an observer to major and minor league baseball meetings. Directors discussed the new policy of the New York Yankees restricting radio coverage to its own area and banning nationwide coverage of its games.

The Radio Board voted to set up a copyright committee representative of the entire industry to keep in touch with activities in the music licensing field. The action was referred to the full board for Friday consideration. The full board, comprising the combined Radio and TV directors, assembled after the separate groups had met for two days.

Copyright action originated in the Legal & Legislative Advisory Committee, headed by Robert T. Mason, WMRN Marion, Ohio.

The Radio Board reviewed a se-

(Continued on page 36)

OVER-SCALE TALENT

A COURSE whereby the radio-television industry would be permitted to self-administer government regulations covering over-scale performer salaries was charted by a Salary Stabilization Board official last week.

The self-administering procedure was offered as an alternative to adoption of a voluntary code by radio, TV, motion picture and stage fields.

The plan was presented in a talk before the National Assn. of Manufacturers by V. Henry Rothschild, SSB chief counsel and board member. It was a harbinger of action to be taken by the board itself after consideration of recommendations prepared by a special entertain-

ment salary panel [B•T, Dec. 3, Oct. 29]. Mr. Rothschild addressed NAM's annual Conference of American Industry at the Waldorf-Astoria Hotel in New York last Thursday.

Anticipating that an announcement about over-scale salaries would be made soon, Mr. Rothschild said that "any policy adopted would probably take the form of a regulation issued by the board subject to compliance and enforcement procedures applicable to salary stabilization regulations generally."

Board Regulations

Recommendations will be asked of members in these entertainment industries but, if adopted, "will represent regulations issued by the board rather than a purely voluntary code," the SSB board member explained. Policing by self-administration conforms substantially to board practice, it was noted.

Mr. Rothschild specifically denied that a ruling, similar to the NRA voluntary code for motion pictures and other industries, would be effected. It also is recalled that radio, newspapers and other media operated under a voluntary code

during World War II.

Essentially, there's a practical difference: a voluntary code would be drawn by industry and abided at the request of the agency; self-administered directives imply promulgation of rules by SSB, with provision for enforcement by 14 SSB regional offices. There is hope that the latter method would reduce the bulk of cases which come before the board itself.

Policy for professional sports also will be set under any regulations evolved by SSB. Mr. Rothschild thought it possible that one regulation would govern both fields.

SSB now has before it the report compiled by entertainment salary panel and another group which looked into the sports field. Release is expected shortly, perhaps this week. It is believed, however, that SSB would not act in the immediate future. The board comprises industry members and functions on a part-time basis, meeting only weekly under the chairmanship of Justin Miller, NARTB board chairman and general counsel.

There was speculation that each industry—radio, TV, etc.—would set up a coordinating committee through which the problems pecu-



DURING coast-to-coast ABC broadcast, Variety Club of Houston pays homage to Frankie Laine (r) for previous personal appearances for Variety Boys' Club. Bill Williams (l), presents solid gold medallion to the singer. Fred Nahas (c), vice president-general manager of KXYZ Houston, beams approval.

NAM CONGRESS

Radio, TV Speakers Heard

SIX representatives of radio and television spoke at the 56th annual Congress of American Industry, held by National Assn. of Manufacturers at the Waldorf-Astoria in New York Wednesday, Thursday and Friday last week.

Setting the theme of the sessions, "The Course of Human Events," Kevin Kennedy, WPIX-TV New York commentator, and Bob Wilson of NBC-TV narrated films which showed the industrial organization which lies behind national activity, as represented by the Korean warfront. Their feature opened Congress meetings.

Thursday morning, George Hicks, NBC commentator, narrated another feature, a panel of four investors, to answer "Who Are the Capitalists?"

Ted Malone, roving reporter for ABC, conducted an audience question period the same morning, following a demonstration on "Your Money is What You Make It" given at the women's session by William Reed of NAM Public Relations Div.

College Forum Group

CBS Radio Network was represented by Commentator Dwight Cooke, who moderated a forum Friday morning of 49 college students and 12 industrial apprentices as they quizzed industrialists on earlier meetings, as well as sessions of the first International Conference of Manufacturers held by NAM in New York earlier in the week.

Final representative of the broadcasting world to speak at the congress was Robert Montgomery, NBC-TV producer-director and radio commentator. Mr. Montgomery was a featured speaker at the annual dinner Friday night.

Most radio networks taped segments of the Congress for broadcast throughout the week, and all meetings were recorded for international transmission via Voice of America.

RADIO COMPARED

With Rival Media by Hooper

RADIO, which has "spoiled" the advertiser by being "too productive of results for too little investment," today "may look streamlined in spots compared with its own lush past, but radio's comparisons should be with its competition, not with its past," C. E. Hooper said Thursday in a talk on "The Case For Radio" before the Radio Executives Club of New York.

Noting that "the radio competition involving most of you is national, which means magazines," the veteran audience measurement researcher declared that "to make the sale, radio needs direct comparative, competitive information." Mr. Hooper said his organization's newly developed Media-Meter, using the familiar coincidental telephone interview technique long used in radio audience measurements, now measures the amount of time the members of the typical American family devotes each day to reading newspapers and magazines, viewing television and listening to the radios.

A recent Media-Meter survey in Philadelphia, a top TV city, in July ("one of the two lowest-listening months of the year") revealed minutes of use of radio topping minutes of use of magazines by better than five to one, Mr. Hooper stated.

"The total minutes of listening per home per week averaged 15 hours, 40 minutes and 54 seconds per family," he reported. "The total minutes of magazine reading

per home averaged 2 hours, 59 minutes and 10 seconds.

"Each of two Philadelphia stations got more consumer time than all magazines put together. One station got five times the consumer time of the two leading magazines put together."

Citing a magazine advertising bureau report that magazines in October had the largest month in their history, with billings for all general and farm magazines totaling \$56,600,000, Mr. Hooper declared:

"That is happening while consumer radio time is dominating magazine time five to one in America's top television city. In the face of this, magazines raise rates, while in places radio is reducing its rates in spite of its five to one advantage."

No 'Fleeting' Exposure

Furthermore, he stated, the "exposure" to broadcasting advertising is not fleeting; a 15 minute program holds its listeners or lookers isolated as a "captivated audience" for 15 minutes. Noting that only the shortest spot announcement approximates the "fleeting advertisement exposure typical of printed media," he pointed out that "no broadcaster has ever been guilty of double spotting in a manner that approaches the competitive advertising typically crowded upon the consumer by printed media."

"It takes time to do work on the consumer's mind," Mr. Hooper as-

serted. "Broadcasting advertising, alone among the media, is designed to supply, yes control, that essential ingredient, commercial exposure time.

"A potential broadcast advertiser should be told, and sold, again and again, that with radio and television he obtains that precious ingredient: The voluntarily isolated, captivated consumer—his to impress for the period of his sponsorship, his to 'sell' in a manner no other medium can duplicate.

"The adequate merchandising of this one idea alone could turn the tide for radio," Mr. Hooper declared. Noting that between 1929 and 1950, "while broadcasting was growing up," the percent of the national income spent for advertising fell from 4% to 2.3%, he attributed "much of this reduction to broadcasting's selling efficiency."

Turning to outdoor radio advertising and to the new Hooper method of measuring listening in automobiles which since the war are 75% radio equipped, Mr. Hooper reported that an outdoor radio survey made in Salt Lake City found daytime use of sets in cars averaging 24.2% and during one period hitting 30.9%, figures never duplicated in daytime home listening.

He noted that the outdoor radio audience can be reached without any special appropriation as the "home audience appropriation buys

(Continued on page 72)

EXECUTIVE heads of all radio and TV stations in metropolitan New York received letters last week from Hugh R. Jackson, president of the local Better Business Bureau, urging avoidance of misleading advertising for pre-Christmas direct mail offerings.

Observing that the volume of consumer complaints has increased in recent years, Mr. Jackson said the main fault lies in overselling, which may range anywhere from slightly ridiculous superlatives to actual misrepresentation. "Unless the product looks and 'works' and lasts the way he is led to believe it will, the consumer decides, as many complainants report to us, that he will 'never again buy anything advertised on radio or television,'" the BBB president wrote.

The fact that most Christmas offers are intended for use as gifts—particularly children's gifts—is an additional hazard, according to the letter. If the merchandise is not in adequate supply the would-be consumer finds that he must make last-minute revisions of his gift plans, and items not delivered by Christmas later lose their value and purpose. Offers that run too late in December may risk either or both these conditions, the bureau advised.

For the station to retain listener good will, the New York bureau recommends that the broadcaster assure himself of the reliability of the firm or agency responsible for the offer; that the actual item be examined in the light of claims made in the copy, and the copy be edited accordingly to insure accuracy and to avoid exaggeration; that the station require the distributing agency to provide ample evidence that all orders can be filled and completed in time for pre-Christmas delivery; that the closing date of the offer on the air be early enough to assure pre-Christmas delivery; that the station check whether arrangements have been made by agency or advertiser for handling any refunds that may be requested in accordance with terms of the offer.

Cites Many Examples

Complaint files at the Bureau, the letter said, contain numerous examples of Christmas offers that resulted in mass complaints:

Christmas tree decorations sometimes were described on the air as fabulous, glowing ornaments, when what the consumer actually received were thin cardboard cut-outs, edged with a narrow strip of luminous substance. Certain sponsors of this offer were ultimately indicted on charges of mail fraud.

In another case, balloon "animals"—advertised as inflated rubber animals—were ordinary balloons, which the consumer was instructed to inflate and twist into animal shapes.

"Christmas stockings" and

"treasure chests" were advertised for children as attractive packages containing 40-50 exciting toys, games and puzzles. What the parents received were "junk" items made of paper, cardboard and thin plastic, many of which were irreparably damaged in delivery.

"Calendar banks" were advertised as a wonderful device for keeping track of the date and savings at the same time. In actuality, they were round plastic boxes containing a spiral cardboard which turned up consecutive numbers when coins were inserted.

Pre-Holiday Rush

All over the nation the pre-holiday rush of P. I. and mail order projects continues.

A number of stations have protested an offer from S. P. Middleman Co., Beverly Hills, Calif., which explains that it is thinking of switching back to radio on behalf of Air Conditioning Training Co., Youngstown, Ohio, once an active radio account. In recent years the firm has spent most of its budget on direct mail but the

postal increase is a barrier for such promotion.

The company will pay \$4 for each qualified lead and believes that "by using all the extra time that you have you will be able to fare very well."

A holiday item is being promoted by John Harder Fenstermacher, Corry, Pa., customer and dealer relations consultant. The firm is promoting a \$3.50 lacing shoe for the kiddies to learn the art of shoe-lacing.

Cowboy Suits Inc., enclosing reproductions of paid advertising in New York newspapers, has three kinds of deals: (1) per inquiry (40%); (2) guaranteed order basis ("we require 2 orders per \$1 spent"); (3) time purchase availabilities. The offer concludes: "P. S. We are sure that you can earn the most revenue on a P. I. basis. The test runs were very successful and during the holiday season this will prove a sensational offer."

The Carson Agency, Chicago, wants stations to know that "doing business by mail today is as much a part of the American scene as

apple pie." The account involved is Gardner Nursery Co., a perennial P. I. user now offering 35 cents of every dollar on inside plants.

King's Men Toiletries is offering gifts of its products to radio newsmen for use as awards in a suggested mail pull idea. Firm suggests newscasters select listeners' postcards at random, phone the writer and read a free plug on the air. The lucky listeners get free toiletries.

Writing the company, Jim Bornmann, WCCO Minneapolis, president of the National Assn. of Radio News Directors, said he resented "the implication . . . inherent in your letter. And I predict that although some plug-happy announcers may be spineless enough to help you chisel radio advertising for next to nothing, the bona fide radio newsmen of America will give you the back of their hands. As an officer of the NARND, I can assure you that as a breed, newsmen resist any tampering with the content of their newscasts. Several have written me about this."

RESEARCH GROUP

Names Geyer Head

B. B. GEYER, president of Geyer, Newell & Ganger, was elected chairman of the board of directors for the reconstituted Advertising Research Foundation at an organizational meeting of ARF subscribers Monday.

Participating subscribers—89 representatives of advertisers, agencies and media—unanimously agreed to make the board of directors tri-partite, providing for six directors each to represent agencies, advertisers and media for one year terms.

The following were elected to the board:

Mr. Geyer; Marion Harper Jr., president of McCann Erickson; Frederic R. Gamble, president of American Assn. of Advertising Agencies; F. B. Manchew, Executive vice president, Batten, Barton, Durstine & Osborn; Fergus Mead, vice president of the Buchen Co.—all representing agencies.

John F. Apey Jr., advertising manager of Black & Decker Mfg. Co.; Lowry H. Crites, advertising comptroller, General Mills; W. B. Potter, director of advertising operations, Eastman Kodak Co.; D. P. Smelser, manager of market research department, Procter & Gamble; and Paul B. West, Assn. of National Advertisers president—all representing advertisers.

Paul Montgomery, vice president McGraw-Hill Pub. Co., and John C. Sterling, publisher of "This Week" Magazine—representing media.

Some board vacancies were maintained in order to fill them, by mail ballot, when more subscriptions to ARF are received. There are: One vacancy each for agencies and advertisers, four for media. Though membership is open to the broadcast media, the new membership list included none in this category as yet.

The reconstituted ARF seeks three things, Mr. Geyer explained: Accuracy in presentation of research findings, greater acceptance of those findings within the advertising field and a program that will continue contributions to the effective use of advertising.

COOPER TO MPA?

May Take TV Post

EDWARD COOPER, regarded as Capitol Hill's most informed in communications' regulatory matters for many years, was slated last week for a key TV spot with the Motion Picture Assn.

This was the consensus in Washington, although a formal decision was not expected until this week.

Speculation had mounted that Mr. Cooper would join MPA when Eric Johnston reassumed leadership of the motion picture organization. Mr. Johnston resigned as Administrator of the Economic Stabilization Agency a fortnight ago to return to private life as MPA's president [B*TV, Dec. 3].

At the week's end, Mr. Cooper had not yet announced his resignation as executive assistant to Senate Majority Leader Ernest W. McFarland (D-Ariz.), a post that he has held for the past year [B*TV, Jan. 22, also see OUR RESPECTS TO, Feb. 5]. When he became Sen. McFarland's top staff man, it was with the understanding that Mr. Cooper would serve only one year and be free to accept an industry offer by New Year's.

The exact designation of Mr. Cooper's post at MPA was not known but it was expected that he would be attached to the Television Committee. With Congress in recess, Mr. Cooper was in Indiana for a brief rest and is expected to return to his desk today.

Mr. Cooper was the Communications expert on the Senate Interstate & Foreign Commerce Committee staff for the past decade.

He resigned that post Feb. 1 to join Sen. McFarland, who had become Majority Leader in the Senate. Mr. Cooper was succeeded by Nicholas Zapple on the commerce group.

The communications expert, who celebrated his 48th birthday last October, is known widely in broadcast circles. He was formally named communications specialist on the Senate Commerce Committee in 1948 although he had been the expert on communications regulation under three committee chairmen, beginning in 1938.

A Montana newspaperman, Mr. Cooper went to Washington in 1934 as reporter, writer and then managing editor of the *Intelligencer*. He joined the committee staff to head up a two-year investigation of domestic telegraph companies.

Grew With Field

Through the years, as the broadcast media grew, Mr. Cooper accumulated knowledge in the field. From 1942-45, he served in the Navy, coming out as a lieutenant commander. He served with the Director of Naval Communications.

During his tenure as communications specialist, Mr. Cooper was active in the efforts to change the Communications Act as contained in the original Wheeler-White bill in 1939, later known as the White bill, and still later revised as the so-called McFarland Bill (S 658).

In the early 40s, Mr. Cooper was considered by the FCC as an assistant secretary of the Commission.



Mr. Cooper

MBS PROMOTION

Centers On MGM Shows

MUTUAL opened up an extensive promotion campaign last week for its expanded and realigned 1952 nighttime program schedule centered around the six hours of "Star Entertainment" to be supplied each week by Metro-Goldwyn-Mayer studios [B•T, Nov. 12].

The campaign was launched via distribution—to advertisers, agencies and radio editors—of boxes of gingerbread men in the shape of Mutual's "Mr. Plus" trademarks and MGM's "Leo the Lion," along with details of the Mutual-MGM program tie-up. The pact will add an hour of programs featuring Hollywood stars to Mutual's programming each night Monday through Saturday, starting Dec. 31.

The campaign will continue with national magazine advertising, extensive promotional activities by Mutual stations, and "continuous broadcast of reminder announcements, from breakfast to bedtime, over Mutual's full network of 552 stations," according to Dick Dorrance, director of public relations and press information.

More than 100 Hollywood performers are slated to be heard over Mutual under the MGM agreement. Bette Davis will initiate the "Star Entertainment" at 8 p.m. on New Year's Eve with the first program in her first regular radio series.

Coinciding with the launching of the MGM programming, Mutual will realign other shows to offer what it terms "a solid block of the finest possible entertainment from 7:30-10 p.m. EST, Monday through Saturday."

Opening the block Monday

J. M. PATT ELECTED President of WALL

JAMES M. PATT has been elected president of WALL Middletown, N. Y., succeeding John Morgan Davis, who has resigned to be Judge of the Court of Common Pleas No. 4 in Philadelphia. Mr. Davis, who was elected to the bench last month [B•T, Nov. 19], will assume his new office Jan. 7, 1952.

Mr. Patt, who was vice president and general manager of WALL, will continue as general manager. He is one of the four Patt brothers, all of whom are in broadcasting [B•T, Nov. 20, 1950].

WALL, on 1340 kc with 250 w, is jointly owned by Mr. Davis and Roger W. Clipp, general manager of WFIL Philadelphia.

Le Blanc Co. Case

JURISDICTION of U. S. Court, Southern New York District, to rule in reorganization of the Le Blanc Corps. of Louisiana and Maryland, manufacturer of Hadacol, remains questioned until lawyers file briefs and present oral arguments, Friday, Dec. 14. Presiding Judge William Bondy set the argument date last Wednesday, after brief hearing in New York's Federal Courthouse.

* through Friday will be Gabriel Heatter newscasts (7:30-7:45 p.m.), *Mutual Newsreel* (7:45-7:55 p.m.), and Robert Hurleigh newscasts (7:55-8 p.m.). The MGM productions will come 8-9 p.m., as follows:

Bette Davis Show

Monday, *Woman of the Year* with Bette Davis, 8-8:30 p.m., and *Crime Does Not Pay*, 8:30-9 p.m.; Tuesday, *The Black Museum*, with Orson Welles, 8-8:30 p.m., and *Story of Dr. Kildare* with Lionel Barrymore and Lew Ayres, 8:30-9 p.m.; Wednesday, *MGM Musical Comedy Theatre of the Air*, 8-9 p.m.; Thursday, *Modern Adventures of Casanova* with Errol Flynn, 8-8:30 p.m., and *The Hardy Family* with Mickey Rooney and Lewis Stone, 8:30-9 p.m.; Friday, *Adventures of Maisie* with Ann Sothern, 8-8:30 p.m., and *Gracie Fields Show*, 8:30-9 p.m.

The 7:30-10 p.m. block will be

rounded out, Monday through Friday, with Bill Henry newscasts from 9-9:05 each evening, plus the following: Monday, *Crime Fighters*, 9:05-9:30 p.m., and *War Front-Home Front*, 9:30-10 p.m.; Tuesday, *Official Detective* and *Mysterious Traveler*; Wednesday, *Hidden Truth* and *Family Theatre*; Thursday, *Rod and Gun Club* and *Reporters Roundup*; Friday, *Magazine Theatre* and *Armed Forces Review*.

On Saturday the MGM show will be *MGM Theatre of the Air*, 8:30-9:30 p.m. It will be preceded, in the new lineup, by *Comedy of Errors*, 7:30-7:55 p.m.; Cecil Brown, 7:55-8 p.m., and *Twenty Questions*, 8-8:30 p.m., and will be followed by *Lombardoland USA*, 9:30-10 p.m.

Three of the six weekly MGM hours are available for local sale 8:30-9 p.m. Monday, Tuesday, Thursday, Friday and Saturday night hour. The others are being offered to national advertisers on Mutual's "Multi-Message Plan" of sponsorship, similar to NBC's "Tandem" plan and ABC's "Pyramid."

AD CLEANUP

INCREASING TIDE of legislation against advertising can be halted only through more self-policing within the field and by helping lawmakers to understand the industry better, Elton G. Borton, president of the Advertising Federation of America, told the Advertising Club of Denver Thursday.

The first thing advertisers must do, Mr. Borton said in a luncheon address, is to police their field more effectively and clean out the small percentage of advertising which oversteps the bounds of truth or good taste. Transgressors of these principles, he observed, justifiably irritate influential groups and give those who would hamper advertising a ready-made excuse for their activities.

The second need is for advertising people to contact their legislators and inform them of advertising's role in our economy. The best time for this, he suggested, is before a law comes up, and the best people to do it are local advertising groups, since they contain the voters to whom every legislator listens. The lawmaker, often uninformed, has no time to investigate when plausible restrictions—such as threatening taxes—are proposed, he said, and giving them information will do them a service as well as protect the industry.

Mr. Borton gave numerous illustrations of the flood of restrictions

Self Policing Needed, Says AFA's Borton

* coming from three sources—laws by national, state, and local bodies; regulations established by boards and commissions, and interpretations of legislation or precedent cases by court judges.

DALLAS ADMEN

Attack Lucky Campaign

RESOLUTION adopted by the Dallas Advertising League at its membership luncheon Nov. 30 in the Hotel Adolphus condemned advertising which "imputes dishonesty to all advertising or, by innuendo or otherwise, disparages the integrity of the advertising messages of American business."

Cited by the league was the current "Now! Facts! Not Claims!" campaign of Lucky Strike cigarettes, which the resolution asserted "leaves the public the implication that all other advertising constitutes mere 'claims' rather than 'facts' and thereby clouds general credence in advertising."

Resolution called upon the league to request the American Tobacco Co., makers of Lucky Strikes, to discontinue its campaign "since in the long run to the extent Lucky Strike discredits advertising generally in the public mind will it weaken the power of its future advertising campaigns on which the company is spending and will spend millions of dollars."



Robert A. Schmid, New York, MBS vice president in charge of advertising, publicity, research and planning, samples a gingerbread man.

upcoming

- Dec. 10: Columbia Affiliates Advisory Board meeting, Districts 4, 5, and 8. Hotel Roosevelt, New Orleans.
- Dec. 13: Columbia Affiliates Advisory Board meeting, District 7, Muehlebach Hotel, Kansas City.
- Dec. 20-22, 27-29: Canadian Copyright Appeal Board meeting, Ottawa.
- Dec. 21-25: American Marketing Assn., winter conference, Hotel Kenmore, Boston.
- 1952
- Jan. 7-10: Retail Dry Goods Assn., 41st annual convention, Hotel Statler, New York.
- Jan. 8: Second session of the 82d Congress of the U.S. begins.
- Jan. 13-15: National Advertising and Radio Dealers Assn., annual convention, Conrad Hilton Hotel, Chicago.
- Jan. 15: FCC-Paramount hearing, Washington.
- Jan. 18: Washington State Assn. of Broadcasters Radio Sales Clinic, Tacoma, Wash.
- Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.
- Jan. 21-23: Newspaper Advertising Executives Assn., convention, Edgewater Beach Hotel, Chicago.
- Jan. 21-25: American Institute of Electrical Engineers, winter general meeting, Hotel Statler, New York.
- Jan. 24-25: Advertising Assn. of the West, Midwinter Conference, Oakland, Calif.
- Jan. 25-26: Assn. of Railroad Adv. Managers, St. Louis.
- Jan. 26-27: National Advertising Agency Network, Eastern Regional Meeting, New Weston Hotel, New York.
- Feb. 9-29: International Radio and Electronics Exhibition, Bombay, India. (Further information obtainable from Consulate General of India, 3 E. 64th St., New York 21, N. Y.)
- Feb. 10-15: NARTB Radio and TV Boards, San Antonio, Tex.
- Feb. 25: FCC-Theatre Television hearing, Washington.
- Mar. 3-5: Institute of Radio Engineers convention, Waldorf-Astoria Hotel, New York.

NBC Shows Begin

NBC officially announced last week that the radio *Kate Smith Show* will start today (Monday) to be heard Monday through Friday (WNBC New York only, 12:05-12:15 p.m. EST; network and WNBC, 12:15-12:45 p.m. EST). Radio version of television's *Howdy Doody* is scheduled for 8:30-9 a.m. Saturday, beginning Dec. 15. Both programs are part of NBC's "Minute Man" pay-as-you-sell plan.

IOWA is VAST MARKET FOR DISH WASHERS AND CLOTHES DRIERS!



THE 1951 Iowa Radio Audience Survey*, just off the presses, reports the enormously significant fact that 98.4% of all Iowa homes are now electrified—that 99.5% of all Iowa's radio homes now have electric power!

Yet only 1.7% of Iowa's radio homes have electric dish washers . . . and only 2.7% have electric clothes driers!

Sales of dish washers and clothes driers are booming in the State, however. 41.7% more Iowa homes have dish washers now than in 1950—42.1% more now have clothes driers. *And the surface has hardly been scratched!*

This interesting opportunity is only one of many that any advertising man can find in the 1951 Iowa Radio Audience Survey. This authentic, dependable annual study has long been considered one of America's finest radio-research projects—a "must" for literally hundreds of leading advertising, sales and marketing men who are interested in radio in general, and the Iowa market in particular. A copy is yours on request. Write direct or ask Free & Peters, today.

The 1951 Survey proves again that WHO continues to be your best radio approach to the Iowa market. With its 50,000-watt, Clear Channel voice, its top-grade programming and its enlightened Public Service attitude, WHO is Iowa's greatest radio outlet—listened to by more Iowans night and day than any other station in the State.



+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

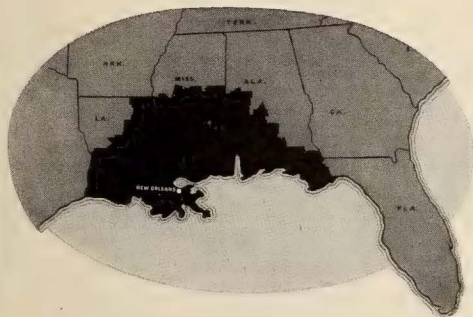
Want to Sell the Southern Belle?



WWL

Sells to More "Southern-hers" Than Any Other Advertising Medium!

Every day is bargain day on WWL! Here's how WWL makes your advertising dollar go a long, long way toward wooing women customers in the deep South:



WWL reaches her with 50,000 watt clear channel intensive coverage over a 4-state area. More coverage than any other medium can offer—in a market still unquestionably radio dominated.

WWL delights her with

Wonderful, Wonderful Listening. Sparkling CBS stars—Benny, Beulah, Godfrey, Bing! Outstanding home-grown personalities. Heartwarming daytime dramas. Music. Mystery. Homemaking. And she listens—*highest ratings prove it!*

WWL sells her with a liberal bonus of unexcelled, multi-medium advertising. Store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads and personal calls on jobbers and distributors make *her* remember, help *you* sell her. No other station South gives advertisers such all-out support.



WWL

NEW ORLEANS

50,000 WATTS CBS RADIO AFFILIATE CLEAR CHANNEL

A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY

LET WWL, THE SOUTH'S GREATEST SALESMAN, SELL FOR YOU!

Selective Facilities Plan

(Continued from page 23)

a sufficient number of stations to make his expenditure equivalent at least to 75% of the rate for the full network. Neither CBS Radio plan has such a financial floor, and the Standard Facilities Plan includes certain "must-buys."

The combination of stations which CBS Radio would consider "acceptable" in either the Selective or Standard Plans was expected to vary according to the broadcast period involved.

The official description of the Selective Facilities Plan:

"[It] offers for quarter-hour or longer programs the facilities of the network's more than 200 stations to 13-week cycle advertisers in any combination acceptable to CBS Radio without sectional or quantity group requirements, with two provisos.

"(1) The advertiser is to make his program available to the entire CBS Radio Network; and

"(2) In areas where the advertiser does not sponsor the program, he is to allow his program to be sold through CBS Radio to other non-competitive advertisers without recompense to him."

Under this plan, the statement continued, advertisers are permitted "to take fullest advantage of the audience leadership of the CBS Radio Network" and are allowed "full flexibility in their choice of markets."

Plan Protects Stake

The announcement termed it "a significant feature" of the plan that it "protects the stake which the public, the advertiser and the stations have in a fully rounded schedule of top-quality programs available at all stations." Additionally, it was said:

"The listener will continue to enjoy the opportunity to hear substantially all the network-originated programs over the local station to which he habitually tunes.

"The advertiser continues to receive the benefits of the substantial listening audiences of all the programs which fortify the entire station schedule, as well as those which specifically bracket his own program. (It is this program schedule which has delivered to advertisers the audiences of the network most of the people listen to most. CBS Radio 35.1% of the time; Network B 30.2%; Network C 17.8%; Network D 16.9%.)"

The announcement said CBS Radio officials recognize that certain advertisers may not be able, or may not want, to qualify for participation in the Selective Facilities Plan by making their programs available to other sponsors, or on a sustaining basis, in the markets they themselves do not elect to use. Accordingly, the announcement said:

"For these advertisers CBS Radio has increased the flexibility of its current network group require-

ments. Under the new Standard Facilities Plan advertisers need buy only a network of a size and composition satisfactory to CBS Radio, provided it includes Basic group. If Pacific Coast stations are used they must be purchased as a group plus [KSL] Salt Lake City and [KLZ] Denver, as stated in Rate Card No. 34 [current card].

"The Selective and Standard Facilities Plans concern 13-week cycle contracts which constitute 98.3% of the current CBS Radio Network time schedule . . ."

On the subject of rates, the announcement had this to say aside from details of the new dollar volume discounts:

"CBS Radio Network rates, as detailed in Rate Card No. 34 dated July 1, 1951, and subsequent amendments, continue to prevail subject to traditional methods of announcing changes. All discounts as detailed in Rate Card No. 34 remain unchanged except the station hour discount, will be replaced by a dollar volume discount . . ."

Following is the text of President Meighan's letter accompanying the

official announcement to advertisers, agencies and affiliates:

"Effective Jan. 1, 1952, we are creating new marketing flexibility for our advertisers in their use of CBS Radio Network facilities by modifying our current group requirements and by pioneering a new concept in the purchase of radio network facilities.

"In addition to introducing unusual use flexibility, these new plans serve our sponsors' primary advertising interests. They insure the substantial nationwide audience leadership which the industry had grown to expect of the CBS Radio Network through continuity of the strongest program schedule in all radio.

"It is clear that the maximum audience for any single program, and accordingly the maximum usefulness to its sponsor, depends upon the support of big-audience programs throughout the day and the week and on the largest possible number of stations.

"I believe you will be pleased to note that these new policies described in the attached statement, insure this essential audience-support to all CBS Radio Network sponsors."

PARAMOUNT CASE

Jones Cites Justice Dept.

LACK of cooperation by the Justice Dept. in the FCC's Paramount case was implied by Comr. Robert F. Jones last week.

The Ohio Commissioner made that point in his dissent from a Commission order upholding the action of Comr. George E. Sterling denying theatre-owners Fanchon & Marco the right to intervene in the case [B•T, Oct. 8].

"We are here faced," Comr. Jones said, "with a situation where the Department of Justice has up to this date neither intervened nor indicated that it intends to participate in this proceeding in any manner whatsoever.

Failed to Aid

"Where the Department of Justice has failed to participate to aid the Commission in securing information relevant to Issue 9 [the anti-trust issue], there is no reason for the Commission to refuse to permit the participation of the only persons who have come forward in an effort to aid the Commission to secure all the facts that may be adduced on this issue," he added.

Mr. Jones called for assurance that the Justice Dept. will cooperate with the Commission in the Paramount hearings scheduled to begin Jan. 15, by furnishing it with facts that the Justice Dept. used in the motion picture anti-trust trials—as well as those facts which Justice has which might not have been used in the anti-trust suit.

Degree of cooperation by the Justice Dept. is apparently what is bothering Comr. Jones. It is no secret that the Justice Dept.'s files

are open to FCC investigators, but just how extensively and with what assistance nobody at FCC will disclose.

Fact that the other Commissioners did not take the same viewpoint as Comr. Jones would indicate that they are satisfied with the cooperation.

Denial of Petition

Denial of Fanchon & Marco's petition to intervene means, Comr. Jones said, that the Commission would not be getting all the information it needed to decide the Paramount case—particularly first hand knowledge of Paramount personalities and practices.

Last week's action by the Commission upheld the ruling of Comr. Sterling that Fanchon & Marco failed to show sufficient "interest . . . in the proceedings," or how their "participation will assist the Commission in the determination of the issues in question" to warrant intervention under Section 1.388 of the Commission's rules. The Commission reiterated the Motions Commissioner's reference to the fact that Fanchon & Marco could come into the case as a public witness and tell its story. Fanchon & Marco owns theatres in St. Louis and Los Angeles.

FCC hearings are on renewal of licenses for Paramount Pictures' KTLA (TV) Los Angeles, United Paramount Theatres' WBKB (TV) Chicago, merger of ABC with UPT and control of Allen B. DuMont Labs. by Paramount Pictures [B•T, Sept. 3, Aug. 13].

At a pre-hearing conference last

PROPAGANDA CHIEF

Urged for U. S. Cabinet

PROPOSAL that the U. S. should appoint a Secretary of Propaganda with cabinet rank to supervise Voice of America and other overseas information activities was made by an ECA representative last Thursday.

Thomas J. Deegan Jr., who visited Europe to evaluate American propaganda efforts, told a Boston U. meeting that the U. S. lacks "skilled propagandists to counter communism's 'big lie,'" Mr. Deegan, who is vice president of the Chesapeake & Ohio Railway, said he made the recommendation to the State Dept. The idea had been suggested in hearings devoted to the Voice of America on Capitol Hill last year and by other industry leaders.

RFE Head to Speak

ROBERT E. LANG, general director, Radio Free Europe, is to speak on "The Story of Radio Free Europe" Dec. 12 (Wednesday) at the New School for Social Research, 66 W. 12th St., New York.

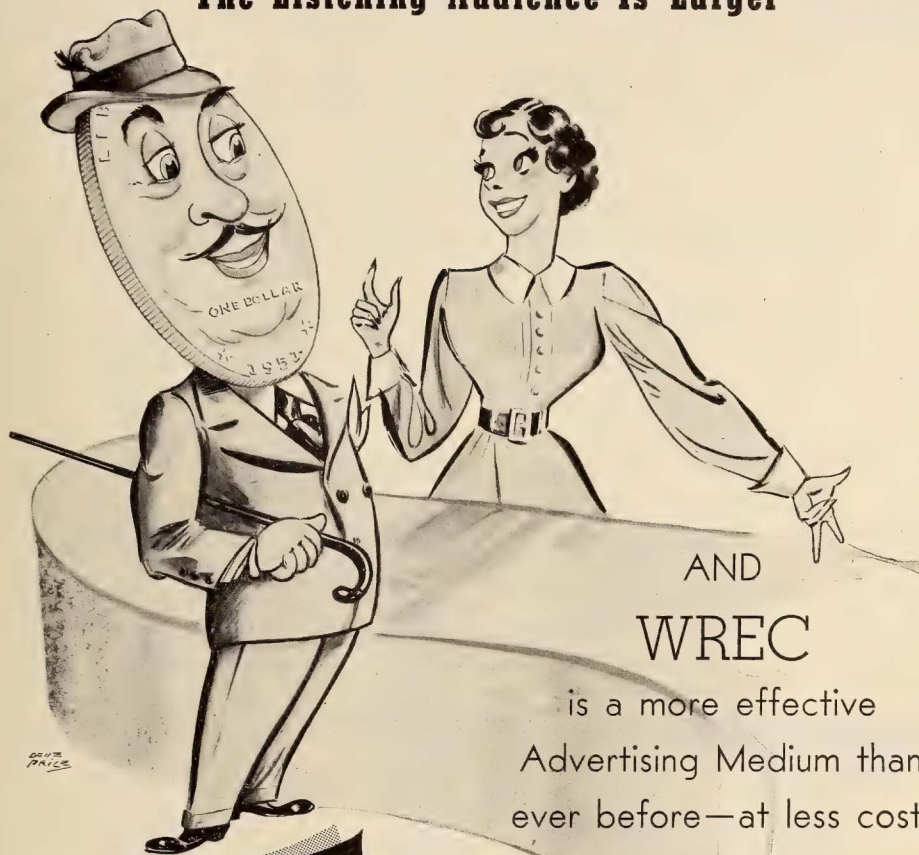
month former Assistant Attorney General Herbert A. Bergson, who headed the Justice Dept.'s anti-trust activities, was one of UPT's counsel [B•T, Nov. 26].

Petition to intervene by Gordon Brown, WSAY Rochester, N. Y. [B•T, Nov. 12], is still pending before the FCC. A long-time foe of networks, Mr. Brown claimed he has proof of monopolistic practices by ABC. Last week, in answer to oppositions by ABC and UPT to his petition to intervene, Mr. Brown claimed that he needs the right to cross-examine and to subpoena ABC records to prove his allegations. He also claimed that the U.S. Court of Appeals misinterpreted the FCC's position regarding network regulation. The Supreme Court in 1948 denied his appeal for a writ of *certiorari* when he tried to take the Court of Appeals decision to the higher court. The Court of Appeals dismissed his suit against all four networks for treble damages under the anti-trust laws.

Thomas Murphy Sr.

FUNERAL services were conducted in Chicago Thursday for Thomas E. Murphy Sr., 74, lawyer for WLS Chicago and Prairie Farmer Pub. Co. for 35 years. He was a member of the board of both companies and of the law firm of Boyle, Murphy & Nelson. Mr. Murphy was executor of the estate of the late Burrigide D. Butler, president and publisher of WLS-Prairie Farmer, and a trustee of the Butler Trust Co.

**Now Your Advertising Dollar Buys More
for The Market Is Greater
The Listening Audience Is Larger**



AND
WREC

is a more effective
Advertising Medium than
ever before—at less cost.

Not only has the rich 76 county Mem-
phis market more people than ever
before—but according to the 1950
Census those people earn more and
spend more than ever before.

WREC
MEMPHIS
NO. 1 STATION

Affiliated with CBS, 600 Kc. 5,000 WATTS

Represented by the KATZ AGENCY

BAB Members

(Continued from page 27)

ries of resolutions adopted at the 1951 district meetings, including such topics as NARBA, ASCAP, rate-cutting, SESAC and legislative matters. District 14 (Mountain States) adopted a resolution praising the NARTB board for its action last summer in criticizing pressures to beat down radio rates.

Funds for NARTB participation in Inter-American Assn. of Broadcasters were increased from \$4,000 to \$6,000.

The Finance Committee reported a substantial bank balance, believed to be around \$100,000, since Harold E. Fellows assumed the presidency in the spring.

Tower Insurance

Mr. Fellows reported on the proposal to obtain industrywide tower insurance and was authorized to negotiate with insurance companies. Inclusion of libel insurance was proposed.

A series of changes in the by-laws went to the combined boards. These changes resolve discrepancies in the rewriting process involving membership for TV stations.

Preliminary report was reviewed on rate changes, including a package rate for owners of more than one station.

Camels Switch Monroe

R. J. REYNOLDS Co., Winston-Salem, (Camel cigarettes) will move its Saturday 7:30-8 p.m. show featuring Vaughn Monroe from CBS Radio to NBC, Saturday, 10-10:30 effective Jan. 5. William Esty, New York, is the agency.

AAAA UNIT FORMS

Elects Neal Chairman

WILLIAM W. NEAL, partner of Liller, Neale & Battle, Atlanta advertising agency, was elected chairman of the new American Assn. of Advertising Agencies' Southeast Chapter, in an organizational meeting of AAAA regional members at the Ansley Hotel, Atlanta, Nov. 30.

Mr. Neal was elected chairman by a seven-member board of governors, composed of participating representatives. Henry Quednau, Tampa, Fla., was elected vice chairman, and Tucker Wayne, Atlanta, was named secretary-treasurer. Terms run until March 1952.

The new chapter's member agencies are Ayer & Gillett, Charlotte, N. C.; Campbell-Ewald Co. (Atlanta branch); D'Arcy Adv. Co. (Atlanta branch); Liller, Neal & Battle; Henry Quednau Inc., Tampa; J. Walter Thompson Co. (Atlanta office), and Tucker Wayne & Co., Atlanta. Kenyon & Eckhardt (Atlanta office) had no representative at the organizational meeting but voiced interest in membership. Also applying for membership were Lindsey & Co., Richmond, and Keegan Adv. Agency, Birmingham, Ala.

Elected to the 4A's Southeast Chapter's committee on examinations were Mr. Quednau; Douglas Connah of Tucker Wayne, and Richard Hodges Jr., of Liller, Neal & Battle. Richard Joel, associate professor, Emory U., was named an associate member of the committee that is to conduct advertising aptitude and knowledge tests for persons interested in entering advertising.

Among those present at the

organization meeting were:

Frederic R. Gamble, New York, AAAA, president; Mackarness H. Goode, New York, AAAA; Lewis M. Ayer and W. B. Wright, Ayer & Gillett, Charlotte; C. G. Thom, Campbell-Ewald Co., Atlanta; J. H. Kinsella, D'Arcy Adv. Co., Atlanta; Larry E. Davis, Dixie Advertisers, Jackson, Miss.; J. H. Epstein, Fitzgerald Adv. Agency, New Orleans; John J. Keegan, Keegan Adv. Agency, Birmingham; W. W. Neal, C. K. Liller and J. L. Battle, Liller, Neal & Battle, Atlanta; Dan W. Lindsey Jr., Lindsey & Co., Richmond; Henry Quednau, Henry Quednau Inc., Tampa; T. R. Paulson, J. Walter Thompson Co., Atlanta; Tucker Wayne and Douglas Connah, Tucker Wayne & Co., Atlanta.

WVOP HEARING

Requests Daytime Only

REQUEST to change from fulltime to daytime-only was argued before FCC Examiner Elizabeth Z. Smith last week in Vidalia, Ga. The applicant is WVOP, now on 1450 kw with 250 w, seeking 970 kw with 1 kw, daytime.

Main argument of station was that it needs better coverage in the daytime to serve its market—primarily agriculture and livestock. Proposed operation, according to exhibits introduced at the hearing, will help financial position of the station as well.

The station maintained that present low-powered coverage cannot adequately cover the 45,000 people in the area. Service rendered by proposed 1 kw would be to market's advantage, not only commercially but from public service responsibility aspect as well, station pointed out. Night time audience is practically non-existent, it submitted.

The station made \$2,877 on sales of \$34,841 for the first nine months of 1951, according to its balance sheet. It proposes to establish a \$30 per Class A hour rate to bring in \$4,640 a month, compared to present income of \$3,624, it stated.

Baseball

(Continued from page 25)

kees also will reconsider their attitude. . . .

This series has been on the network for two full seasons attracting some 7,000 local and regional advertisers. Scheduled for two hours, seven days a week, the programs provide a live baseball broadcast whenever possible as standby crews in two or three cities can fill in should the scheduled game be rained out. Mutual has been selling five-minute periods prior to and after the game to national advertisers (Camels and Gillette in the past season). Falstaff Brewing Co. was expected to purchase the series rights this coming season.

McLendon's Views

Mr. McLendon was quoted as saying that it was of "the greatest irony that the New York Yankees propose to protect the minor leagues everywhere except in their own 'Home of Champions' network. More than 50% of this network is located in minor league cities."

The LBS president, who said his network's game-of-the-day series would continue, felt that if the Yankees were "sincere in their objective, let them abolish" the Yankees' own "champion" network.

Citing hand-in-hand promotion of baseball by radio, Mr. McLendon said the sport via radio "created and brought millions of fans to the baseball parks."

Gabe Paul, general manager of the Cincinnati Reds, pointed out that unless all the majors follow suit, the Yankee action would not help the minors very much.

Another baseball man, Frank Lane, general manager of the Chicago White Sox, was quoted by Matty Brescia, newly-appointed director of press and baseball public relations for LBS, as saying the Chicago team was "happy" to be associated with Mr. McLendon and LBS . . . which has done a tremendous job in promoting baseball.

Mr. Brescia also said Park Carroll, president of the Kansas City Blues, of the American Assn. League (triple A), felt that network radio never "bothered him."

Rule Amendment

ALL stations on the air must keep a regular station log whether or not they are operating under license or special program authority. That is nub of FCC rule amendment, made official last week, which revised sections of Part 3 of the Commission's rules governing radio broadcast services. Rule is effective Jan. 21 and applies to AM, FM (including commercial and noncommercial stations) and TV. Many radio-TV stations go on the air with programs during program tests or under special FCC authority before official license is granted.



Mister PLUS

FOR DETAILS: **THE MUTUAL BROADCASTING SYSTEM** • NEW YORK 18, N.Y. ++++++

Ballooning high, our Mister PLUS

Surveys a wide terrain:

Says he: "No one compares with us

In actual audience gain!"

It's ON THE RISE, from coast to coast,

This listener-ship of ours,

Despite TV, our sponsors boast

Millions more tune-in hours!

—the difference is MUTUAL!

*Wherever You go There's Radio --
And in Tulsa, It's*

KTUL

**2—JUST 2 ANNOUNCEMENTS TO AID THE
STRICKEN GOODMAN FAMILY BROUGHT:**

***Tulsa's Heart
Amazes Fire
Victim Family***

Mr. and Mrs. Bert Goodman, who with their seven children were left homeless Monday by fire which destroyed their home, marvelled today at the generosity of Tulsans who rallied to their aid with food, clothing, furniture and money.


Following appeals in their behalf by Jack Morris, KTUL news chief, and Newscaster Ed Neilking, KTUL staff members have been busy since early Tuesday picking up contributions of every usable sort.

KTUL also was instrumental in finding a temporary home for the Goodman family—a small house at 2144 N. Harvard av. owned by Mr. and Mrs. Ross Pennington. The Penningtons set the rent at a nominal figure and Goodman will be allowed to work part of it out. As soon as possible, the family will move into another home, outfitted completely with furniture, clothing and bedding collected by KTUL.

KTUL staffers, using a truck contributed by the Baker Rent-a-Truck Co., will have made more than 50 calls by the time the drive ends to pick up gifts ranging from beds, stoves, mattresses and assorted furniture to clothes for tiny children.

The children range from 2 to 17 years in age.

Morris estimated Wednesday there would be enough furniture and household equipment to outfit a five-room house.

- 
- A temporary home.
 - Enough furniture and bedding to completely furnish a five-room house.
 - More than enough clothing to outfit the entire family of nine—children and adults.
 - An ample supply of kitchen utensils, china and silverware.
 - Sufficient groceries to feed the family for two weeks.
 - More than \$100.00 in cash!



KTUL

**CBS
in
TULSA**

JOHN ESAU, Vice Pres.-Gen. Mgr. ● AVERY-KNODEL, Inc., Radio Representative
Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City

KIDDIES LIKE THE FUNNIES



Each evening an audience of boys and girls, with their parents, hears Sister Sue read the funnies in WFMJ's largest studio.

DAIRIES of varying size in all parts of the country have used successfully almost every type of radio program to meet their advertising needs. From Ohio come the stories of two relatively small firms which feel that their broadcast policies are particularly effective.

● The Isaly Dairy Co., Youngstown, believes it has a "natural" in its *Sister Sue Reads the Funnies*, Mon.-Sat., 6-6:15 p.m. and Sun. 8:30-9 a.m. on WFMJ. (Parents have even written to the station offering to pay a weekly fee to keep the program if it ever lost its sponsor.)

● The Riverside Dairy, of Woodville, gets its prospect list from a jackpot telephone program *Cash on the Line*, Mon.-Fri., 10:30-10:45 a.m. on WFRO Fremont. The dairy uses no other advertising and has expanded its small operation to cover a 30-mile area around Woodville.

Format of both programs is simplicity itself.

Isaly Sponsorship Over 5-year Span

The Isaly firm has sponsored the WFMJ program for the past five years. Beamed directly to the younger set—from 3 to 8 years of age—Sister Sue reads the comics which appear in the *Youngstown Vindicator* selecting only those which appeal to her audience.

The popular following in the area is terrific. Children open the newspaper to the comics, spread themselves on the floor in front of the radio and follow Sister Sue as she reads and explains in the children's language. Children celebrat-

AND TWO OHIO DAIRIES LIKE THE SALES RESULTS

ing a birthday participate in the broadcast. Sister Sue often tells them where they will find their birthday presents when they get back home.

Proof of audience comes from the newspaper which reports that late delivery in any neighborhood brings a deluge of anguished calls from parents and children who fear that it will not arrive in time for the program.

Isaly Dairy ties in other promotion activities with the radio program. Throughout the year parties are held for the children in the large auditorium at the plant. Celebrations are held on St. Patrick's Day, Easter, Halloween and at other specified times. At Christmas Isaly sponsors a six-week, 15-minute-a-day campaign in connection with the arrival of Santa Claus in Youngstown. On the day of his arrival thousands

of children and adults regularly line the street to see the Santa Claus parade.

Isaly's commercials are short and constantly remind the young listeners that they should drink Isaly's milk and eat Isaly's ice cream. More than 50 neighborhood stores in the WFMJ area are served by the dairy.

Sister Sue is always a popular guest at kindergarten and grade schools, and even adult organizations like the various civic clubs send special invitations for her to take part in their Christmas parties.

The program is broadcast from WFMJ's largest studio and each evening an audience of boys and girls, with their parents, is in attendance. Each one receives a gift from the dairy.

Isaly's believes that the youthful Isaly fans will continue to remem-

ONLY a few well-guarded pennies and an occasional crumpled play dollar bill can be found in the jeans of today's youngster. But salesmen know well the market that can be reached through the junior-sized "Hoppy" and his sister. The above picture exemplifies how faithful an audience these tots are. And in the background are the housewives and mothers, with buying habits greatly influenced by their offsprings' preferences.

Two Ohio dairies are good examples of this shrewd radio selling and promotion. And here is the story of how they do it.

ber and use their products as they grow older. No agency is used for the program. Dudley Hawkins, advertising manager, and Walter H. Paulo, general manager of the dairy, plan the program with the account executive of the station.

This year the Isaly company added a half hour Sunday afternoon program, *Wayne King Sere-nade*, to promote the sale of Duncan Hines ice cream, for which they are distributors. Aimed at the adult audience the program attracts one of the highest afternoon ratings in the area.

Full Credit Given To Radio's Impact

The Riverside Dairy, of Woodville, gives WFRO Fremont full credit for its increasing business during the past year. Starting some 15 months ago, the dairy has used the station's *Cash on the Line* jackpot program to give it a list of new prospects.

The program follows the simple jackpot telephone format and calls are made at random throughout the area. If the person called answers with the name of a Riverside product he or she is awarded the jackpot. There is a double prize if they have registered with the station by mail. All callers are given a consolation award of a Riverside product.

Art Giesbiehler, owner and operator of the dairy, credits the program with a large part of the increasing business which is now served by 12 routes covering towns and cities within a 30 mile radius of the dairy.

W
J
R

THE GREAT VOICE  OF THE GREAT LAKES

COVERAGE AND MARKET DATA...

$\frac{1}{2}$ MV/M DAYTIME

$\frac{1}{2}$

2

10

10

2

$\frac{1}{2}$

WJR

COVERAGE MAP

The coverage map shows WJR's primary coverage area. The area includes all counties within the $\frac{1}{2}$ millivolt per meter contour, as compiled by the WJR Engineering Department with approved field strength measuring equipment, plus some Northern Michigan counties outside the contour, determined as within the WJR listening area by authentic surveys and mail data.

FREE SPEECH MIKE



WJR MARKET DATA

WJR COVERAGE AREA

		WJR SHARE OF TOTAL U.S. MARKET
Population.....	12,601,300	8.3%
Radio Homes.....	3,784,170	8.1%
Retail Sales.....	\$13,613,431,000	9.3%
Food Sales.....	\$ 3,266,766,000	9.4%
Drug Sales.....	\$ 464,447,000	10.3%
Filling Station Sales...	\$ 739,614,000	10.1%
Passenger Car Registrations.....	4,116,934	10.24%

GREATER DETROIT MARKET

(Wayne, Oakland, and
Macomb Counties)

		WJR SHARE OF TOTAL U.S. MARKET
Population.....	2,991,200	1.9%
Radio Homes.....	856,640	1.9%
Retail Sales.....	\$ 3,550,832,000	2.4%
Food Sales.....	\$ 804,135,000	2.3%
Drug Sales.....	\$ 153,060,000	3.4%
Filling Station Sales...	\$ 174,774,000	2.3%
Passenger Car Registrations.....	1,007,627	2.5%

CANADIAN COVERAGE

In addition to the United States market figures, WJR's ½ MV/M contour includes a Canadian area with a population of approximately 2,667,000 people and 721,900 radio homes. All the major cities of Ontario are within the WJR ½ MV/M contour.

WJR NIGHTTIME COVERAGE

Because of WJR's 50,000 Watt, Clear Channel signal, you pick up a tremendous *bonus* audience at night. WJR's nighttime signal covers all or part of 36 states and reaches an estimated population of over 98,000,000 people.

WJR MARKET DATA (By Counties)

COUNTY	POPULATION Est. 1951	RADIO HOMES Est. 1951	FARM RADIO HOMES Est. 1951	AUTOMOBILE STORE SALES 1950	FILLING STATION SALES 1950	FOOD SALES 1950	DRUG SALES 1950	TOTAL RETAIL STORE SALES Est. 1950	TOTAL PASSENGER CAR REGISTRATION 1-1-50
MICHIGAN									
Alcona	6,000	3,680	790	\$ 710,000	\$ 487,000	\$ 1,213,000	\$ 88,000	\$ 3,950,000	1,877
Alpena	22,900	6,890	1,110	3,648,000	1,317,000	5,933,000	629,000	21,271,000	6,936
Antrim	11,000	4,720	930	366,000	842,000	2,469,000	285,000	7,614,000	3,116
Arenac	10,000	3,900	1,270	1,841,000	1,050,000	1,857,000	219,000	8,808,000	3,117
Barry	27,100	10,670	2,710	3,271,000	1,557,000	5,755,000	676,000	20,651,000	8,550
Bay	91,600	26,830	2,880	12,462,000	6,254,000	22,781,000	3,237,000	88,848,000	27,064
Branch	31,200	10,640	2,570	5,009,000	2,339,000	6,728,000	809,000	27,756,000	10,315
Calhoun	121,000	36,090	3,090	25,032,000	8,817,000	35,336,000	5,813,000	137,705,000	39,550
Charlevoix	13,900	5,960	860	1,665,000	778,000	3,188,000	380,000	10,708,000	41,000
Cheboygan	13,900	6,420	950	1,294,000	1,768,000	3,712,000	512,000	12,835,000	3,559
Clare	10,600	5,260	940	1,453,000	1,050,000	2,599,000	449,000	9,093,000	3,582
Clinton	32,300	9,520	3,020	4,320,000	1,698,000	4,671,000	437,000	19,588,000	9,970
Crawford	4,300	2,320	90	734,000	505,000	1,231,000	—	4,107,000	1,272
Eaton	41,500	12,870	3,530	6,174,000	2,725,000	8,758,000	1,202,000	32,720,000	13,849
Emmet	17,000	7,590	850	4,159,000	1,333,000	4,938,000	677,000	22,285,000	5,100
Genesee	271,400	80,200	4,660	61,421,000	19,008,000	79,550,000	11,864,000	305,148,000	96,132
Gladwin	9,800	4,320	1,200	1,334,000	600,000	1,638,000	—	6,423,000	2,881
Gratiot	34,600	10,500	3,170	5,980,000	2,443,000	8,025,000	806,000	31,549,000	11,210
Hillsdale	33,000	10,940	3,470	5,453,000	2,140,000	5,848,000	534,000	27,124,000	11,220
Huron	34,300	11,790	3,760	7,396,000	3,754,000	6,332,000	695,000	32,643,000	11,610
Ingham	173,700	51,040	3,030	43,570,000	11,546,000	51,917,000	7,080,000	212,370,000	59,171
Ionia	39,500	11,860	2,740	6,237,000	2,384,000	8,481,000	1,109,000	31,305,000	12,525
Iosco	11,200	7,710	710	1,563,000	1,108,000	3,286,000	515,000	11,232,000	3,608
Isabella	30,000	8,340	2,590	5,097,000	1,534,000	6,167,000	472,000	22,887,000	8,749
Jackson	107,800	32,660	2,890	20,107,000	7,561,000	28,937,000	4,753,000	118,507,000	35,816
Kalamazoo	126,800	38,510	2,790	23,186,000	9,003,000	33,032,000	5,934,000	140,056,000	42,141
Kalkaska	4,700	2,330	470	—	356,000	1,016,000	—	2,727,000	1,460
Lake	5,400	3,820	440	281,000	254,000	1,178,000	—	3,330,000	1,601
Lapeer	37,000	10,500	3,340	6,287,000	1,921,000	7,754,000	716,000	29,247,000	11,068
Leelanau	8,900	3,870	880	425,000	513,000	1,538,000	153,000	4,684,000	2,958
Lenawee	66,900	21,600	3,110	12,786,000	4,985,000	17,954,000	2,125,000	69,110,000	23,355
Livingston	27,700	11,670	2,260	5,239,000	2,124,000	5,874,000	649,000	24,762,000	9,645
Luce	8,400	1,860	250	1,059,000	310,000	1,742,000	—	5,631,000	1,696
Mackinac	9,500	4,920	400	669,000	596,000	2,833,000	172,000	7,798,000	2,067
Macomb	186,500	52,440	4,210	30,171,000	13,206,000	45,109,000	5,542,000	150,565,000	62,450
Mecosta	18,600	6,870	1,770	2,148,000	1,670,000	4,083,000	634,000	15,259,000	5,621
Midland	36,900	10,530	2,120	6,485,000	1,888,000	8,168,000	1,015,000	27,241,000	12,018
Missaukee	7,700	2,650	930	487,000	610,000	1,186,000	—	4,968,000	2,239
Monroe	78,200	24,160	3,810	12,410,000	6,185,000	17,299,000	2,340,000	65,727,000	26,245
Montcalm	32,100	11,820	3,110	6,014,000	3,018,000	8,242,000	960,000	31,930,000	11,150

WJR MARKET DATA (By Counties)

COUNTY	POPULATION Est. 1951	RADIO HOMES Est. 1951	FARM RADIO HOMES Est. 1951	AUTOMOBILE STORE SALES 1950	FILLING STATION SALES 1950	FOOD SALES 1950	DRUG SALES 1950	TOTAL RETAIL STORE SALES Est. 1950	TOTAL PASSENGER CAR REGISTRATION 1-1-50
MICHIGAN									
Montmorency	4,300	2,570	340	\$ 598,000	\$ 264,000	\$ 1,001,000	\$ —	\$ 3,782,000	1,311
Oakland	397,400	118,000	4,310	81,502,000	28,461,000	103,817,000	13,779,000	381,375,000	147,380
Ogemaw	9,600	4,810	1,000	1,658,000	835,000	2,580,000	298,000	9,198,000	2,928
Osceola	14,300	4,900	1,570	1,672,000	1,507,000	2,863,000	289,000	10,761,000	4,460
Oscoda	3,200	2,630	250	—	409,000	899,000	—	2,111,000	948
Otsego	6,600	2,950	400	936,000	807,000	1,509,000	—	6,221,000	2,174
Presque Isle	12,300	4,250	910	1,224,000	667,000	2,785,000	216,000	8,823,000	3,497
Roscommon	6,000	5,590	110	693,000	1,149,000	2,323,000	337,000	7,710,000	2,386
Saginaw	153,400	43,940	5,120	24,212,000	8,842,000	39,230,000	5,424,000	153,532,000	49,231
St. Clair	94,700	30,500	3,820	16,754,000	6,217,000	26,886,000	2,934,000	100,584,000	31,017
St. Joseph	36,200	13,360	2,220	6,390,000	3,182,000	9,014,000	1,156,000	36,952,000	13,327
Sanilac	31,900	12,140	4,480	5,902,000	2,174,000	6,798,000	693,000	27,287,000	10,957
Shiawassee	47,500	14,460	3,100	8,834,000	2,588,000	11,826,000	1,333,000	43,576,000	16,040
Tuscola	39,600	11,960	4,430	6,381,000	4,028,000	8,355,000	866,000	33,377,000	13,187
Washtenaw	134,600	36,820	3,100	23,519,000	9,049,000	36,087,000	7,209,000	142,139,000	41,747
Wayne	2,407,300	686,200	3,530	631,354,000	133,107,000	655,209,000	133,739,000	3,018,892,000	797,797
Wexford	19,200	6,600	930	2,632,000	1,609,000	4,321,000	632,000	18,284,000	5,677
	5,273,000	1,591,950	123,320	\$1,152,204,000	\$336,132,000	\$1,383,861,000	\$232,386,000	\$5,814,766,000	1,791,547
OHIO									
Allen	89,800	26,690	2,610	\$ 15,641,000	\$ 4,781,000	\$ 22,809,000	\$ 2,462,000	\$ 100,015,000	28,737
Ashland	33,700	10,660	2,190	5,882,000	2,578,000	7,688,000	878,000	34,524,000	11,677
Ashtabula	79,600	27,000	4,060	13,248,000	5,003,000	19,106,000	1,987,000	78,464,000	27,287
Auglaize	31,300	9,550	2,280	5,367,000	2,615,000	6,837,000	498,000	31,585,000	10,767
Butler	147,500	41,440	2,910	24,283,000	6,977,000	39,193,000	3,842,000	148,997,000	44,057
Champaign	27,300	8,180	2,360	4,016,000	1,462,000	5,275,000	666,000	24,373,000	9,077
Clark	111,400	32,870	2,540	21,041,000	6,534,000	28,479,000	3,816,000	118,252,000	34,197
Clinton	26,100	8,050	2,170	4,925,000	1,358,000	5,900,000	416,000	29,145,000	8,427
Crawford	39,500	12,310	1,920	7,552,000	2,411,000	9,639,000	904,000	41,383,000	13,697
Cuyahoga	1,382,300	419,040	2,280	247,556,000	65,083,000	426,995,000	59,807,000	1,646,265,000	426,747
Darke	42,600	12,940	4,460	8,660,000	2,607,000	8,125,000	739,000	42,788,000	14,637
Defiance	26,500	8,010	2,060	6,340,000	1,431,000	5,909,000	589,000	27,387,000	9,167
Delaware	30,900	8,990	2,830	4,136,000	1,628,000	5,338,000	385,000	26,309,000	9,957
Erie	53,400	17,890	1,470	7,928,000	3,141,000	14,181,000	2,122,000	55,536,000	18,077
Fayette	23,000	6,820	1,780	4,021,000	1,203,000	4,764,000	432,000	23,404,000	7,247
Franklin	505,400	147,520	3,530	93,433,000	25,719,000	122,829,000	18,346,000	571,809,000	153,997
Fulton	26,100	7,910	2,660	5,352,000	1,830,000	5,625,000	544,000	27,429,000	9,397
Geauga	27,200	8,350	2,420	3,131,000	1,342,000	4,775,000	317,000	18,181,000	9,157
Greene	58,000	15,910	2,440	7,889,000	3,008,000	9,446,000	1,489,000	42,619,000	18,727

— Withheld to avoid disclosure.

* No data available.

WJR MARKET DATA (By Counties)

COUNTY	POPULATION Est. 1951	RADIO HOMES Est. 1951	FARM RADIO HOMES Est. 1951	AUTOMOBILE STORE SALES 1950	FILLING STATION SALES 1950	FOOD SALES 1950	DRUG SALES 1950	TOTAL RETAIL STORE SALES Est. 1950	TOTAL PASSENGER CAR REGISTRA- TION 1-1-50
OHIO									
Hancock	45,300	14,560	2,820	\$ 9,716,000	\$ 2,671,000	\$ 10,090,000	\$ 1,105,000	\$ 46,400,000	16,072
Hardin	29,300	9,030	2,300	4,537,000	1,616,000	5,533,000	657,000	23,464,000	9,464
Henry	22,900	7,030	2,500	3,815,000	1,622,000	4,637,000	501,000	22,664,000	8,171
Holmes	19,200	4,880	2,000	1,224,000	704,000	1,849,000	226,000	10,504,000	4,389
Huron	40,200	12,110	2,340	6,696,000	2,939,000	9,919,000	1,871,000	39,001,000	13,704
Knox	35,900	10,910	2,620	6,068,000	2,411,000	8,074,000	772,000	35,442,000	11,654
Lake	77,200	24,180	1,710	11,081,000	4,860,000	18,759,000	1,781,000	67,494,000	28,846
Licking	72,100	23,060	3,780	10,338,000	4,580,000	16,352,000	1,523,000	65,047,000	23,252
Logan	31,900	12,520	2,460	6,250,000	2,092,000	7,544,000	638,000	35,125,000	10,739
Lorain	147,500	42,510	3,140	22,430,000	7,853,000	39,983,000	4,298,000	146,081,000	48,820
Lucas	394,200	118,840	2,270	91,893,000	23,981,000	116,071,000	15,343,000	493,907,000	130,664
Madison	22,800	5,990	1,820	4,648,000	1,407,000	4,451,000	540,000	25,409,000	6,439
Mahoning	257,300	70,600	2,590	46,485,000	12,042,000	75,529,000	6,644,000	284,141,000	73,714
Marion	51,000	15,380	1,810	9,766,000	2,495,000	13,054,000	1,527,000	57,230,000	16,625
Medina	41,200	12,860	3,010	6,654,000	3,400,000	9,209,000	1,060,000	40,849,000	14,577
Mercer	28,900	8,600	2,590	5,606,000	1,965,000	4,847,000	387,000	29,867,000	9,746
Miami	62,600	19,460	2,730	11,821,000	4,495,000	14,730,000	1,672,000	60,558,000	20,618
Montgomery	399,700	119,400	3,700	70,621,000	23,032,000	109,651,000	17,488,000	460,532,000	127,530
Morrow	17,500	5,180	2,290	1,625,000	944,000	2,271,000	150,000	10,331,000	5,811
Ottawa	30,000	10,670	1,610	4,755,000	1,868,000	6,566,000	431,000	25,931,000	11,005
Paulding	15,400	4,830	1,820	2,200,000	1,280,000	2,546,000	204,000	9,931,000	5,195
Pickaway	30,000	7,590	2,350	3,234,000	1,519,000	4,954,000	427,000	23,141,000	8,116
Portage	65,200	18,680	3,220	10,428,000	3,296,000	13,005,000	1,286,000	49,899,000	20,501
Preble	27,600	8,150	2,650	3,712,000	1,688,000	4,529,000	403,000	19,703,000	9,248
Putnam	25,800	7,260	2,720	3,787,000	1,255,000	3,949,000	322,000	21,532,000	8,685
Richland	92,900	27,130	2,910	16,025,000	5,575,000	21,339,000	2,272,000	98,456,000	30,935
Sandusky	44,200	14,450	2,400	7,561,000	3,568,000	10,385,000	983,000	46,455,000	16,619
Seneca	54,200	15,790	2,730	9,439,000	3,266,000	11,922,000	1,354,000	53,685,000	17,859
Shelby	29,100	8,610	2,810	5,363,000	1,347,000	6,848,000	584,000	25,958,000	9,851
Stark	283,500	82,170	4,390	46,588,000	14,417,000	75,821,000	7,780,000	303,897,000	87,658
Summit	410,000	121,480	2,810	80,975,000	20,797,000	116,069,000	13,042,000	452,941,000	128,590
Trumbull	162,100	45,780	4,190	21,526,000	7,772,000	37,840,000	3,142,000	132,718,000	51,068
Union	21,300	6,390	2,400	2,960,000	1,642,000	3,295,000	373,000	16,973,000	6,927
Van Wert	27,600	8,780	2,280	4,724,000	2,519,000	6,231,000	532,000	27,032,000	9,776
Warren	39,300	11,100	2,470	4,141,000	2,280,000	7,191,000	678,000	29,670,000	12,401
Wayne	59,900	16,480	3,510	9,148,000	3,308,000	11,683,000	1,360,000	60,159,000	19,227
Williams	26,800	8,800	2,390	4,225,000	2,255,000	6,070,000	580,000	27,242,000	9,739
Wood	60,800	17,610	3,450	9,701,000	4,136,000	12,551,000	1,167,000	47,222,000	20,099
Wyandot	20,200	6,120	1,830	3,283,000	1,260,000	3,752,000	418,000	16,951,000	7,124
	6,084,200	1,815,100	152,390	\$1,075,450,000	\$330,868,000	\$1,592,012,000	\$195,760,000	\$6,532,007,000	1,936,445

WJR MARKET DATA (By Counties)

COUNTY	POPULATION Est. 1951	RADIO HOMES Est. 1951	FARM RADIO HOMES Est. 1951	AUTOMOBILE STORE SALES 1950	FILLING STATION SALES 1950	FOOD SALES 1950	DRUG SALES 1950	TOTAL RETAIL STORE SALES Est. 1950	TOTAL PASSENGER CAR REGISTRA- TION 1-1-50
INDIANA									
Adams	22,700	6,390	1,950	\$ 3,415,000	\$ 1,394,000	\$ 4,356,000	\$ 418,000	\$ 19,869,000	7,315
Allen	183,600	55,990	3,910	36,960,000	12,155,000	45,474,000	7,430,000	218,666,000	58,570
Blackford	14,200	4,470	900	2,850,000	903,000	3,242,000	468,000	14,255,000	4,485
DeKalb	26,400	8,240	2,050	3,250,000	1,744,000	5,796,000	547,000	22,916,000	9,503
Delaware	91,400	28,090	2,400	15,657,000	4,413,000	19,549,000	2,973,000	87,204,000	28,551
Fayette	23,700	6,890	1,020	4,454,000	1,339,000	5,481,000	787,000	23,325,000	6,828
Grant	62,900	19,410	2,460	9,794,000	3,798,000	13,031,000	2,041,000	58,625,000	18,331
Henry	46,100	13,770	2,320	7,185,000	2,622,000	11,096,000	1,136,000	40,238,000	14,724
Huntington	31,700	10,000	2,130	4,189,000	2,642,000	7,440,000	927,000	30,404,000	10,802
Jay	23,400	7,580	2,030	3,844,000	1,491,000	4,574,000	500,000	19,775,000	7,966
Lagrange	15,500	5,550	1,860	1,756,000	732,000	2,449,000	243,000	10,386,000	4,284
Madison	105,300	32,860	2,950	19,775,000	5,607,000	23,980,000	3,861,000	103,993,000	32,651
Noble	25,400	8,870	2,250	6,126,000	2,332,000	5,130,000	579,000	26,325,000	8,619
Randolph	27,500	8,870	2,710	4,033,000	1,938,000	4,990,000	716,000	28,961,000	11,834
Steuben	17,300	7,840	1,500	4,144,000	1,523,000	4,000,000	477,000	19,557,000	6,125
Union	6,500	2,010	710	475,000	506,000	1,305,000	169,000	5,539,000	2,085
Wayne	69,500	20,540	2,160	15,760,000	4,326,000	15,856,000	2,527,000	78,573,000	21,425
Wells	19,900	6,310	2,290	3,249,000	1,358,000	3,840,000	330,000	17,355,000	7,096
Whitley	19,100	6,320	1,990	3,398,000	1,916,000	3,625,000	400,000	17,690,000	6,895
	832,100	260,000	39,590	\$150,314,000	\$52,739,000	\$185,214,000	\$26,529,000	\$843,656,000	268,089
PENNSYLVANIA									
Crawford	79,600	24,960	4,980	\$14,195,000	\$ 3,851,000	\$ 18,506,000	\$ 1,595,000	\$ 76,847,000	22,971
Erie	219,500	62,600	4,520	39,027,000	11,050,000	59,786,000	5,256,000	236,399,000	65,205
Mercer	112,900	30,930	4,190	18,739,000	4,974,000	27,387,000	2,921,000	109,756,000	32,680
	412,000	118,490	13,690	\$71,961,000	\$19,875,000	\$105,679,000	\$ 9,772,000	\$423,002,000	120,856

— Withheld to avoid disclosure.

* No data available.

**THE GREAT VOICE
OF THE GREAT LAKES**



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RADIO — AMERICA'S GREATEST ADVERTISING MEDIUM

CITY COUNCILS

Asbury Park Attorney
Supports News-Media

BROADCASTING and telecasting city council meetings and other legislative proceedings of public interest was endorsed as a facet of press freedom last week when Abraham Frankel, city attorney of Asbury Park, N. J., spoke at the closing session of National Institute of Municipal Law Officers annual conference in New York.

Radio and television companies, as agents for the dissemination of information, are entitled to the same privileges of access as traditionally have been accorded to newspapers, he said.

"It is my conclusion that radio and television are the very latest vehicles and media of the press. Their freedom in a democracy must be protected zealously. The impact of radio and television on the public, subject to legitimate restrictions under constitutional government, can only serve to strengthen democracy, expose its abuses and stimulate democracy into a truly dynamic force in a threatened world," Mr. Frankel declared.

"The men and women in public office," he said, "should be observed in bold relief by the electorate and judged for their fairness and ability, or discovered by the people for their dictatorial methods and utter mediocrity."

Speaking before some 350 corporation counsels at the Roosevelt Hotel, Mr. Frankel's stand was the opposite he had been required to take professionally last summer. The City Council at Asbury Park, having denied the local radio station permission to broadcast a public hearing on a 3% luxury tax, had received a preliminary injunction from barring the broadcast.

As city attorney, Mr. Frankel had to defend the Council. In his speech last week, he quoted the opinion of Superior Court Judge C. Thomas Schettino: "We progress with civilization's discoveries, and what is press in 1800 may still be in 2000, but meanwhile the word press and its mechanical devices may have increased tremendously."

The court also held, it was reported, that it is one thing to say a mayor and council can control the mechanics of a meeting and something else to say that they have a right as public officials to exclude the dissemination and distribution of news or public interest in a mechanical manner that is new.

Makes Distinction

Mr. Frankel distinguished, however, between judicial and legislative proceedings, reminding his audience that public trials are intended, not to promote intrusion of public opinion into jury findings, but to protect the accused from corrupt proceedings.

The question of broadcasting and telecasting meetings of the New York City Council is expected to be brought up soon by Rudolph Halley, newly elected council president, who included his belief in such procedure in his campaign platform.

BRAND NAMES DAY

Herbert to Head Planners

JOHN K. HERBERT, vice president in charge of NBC Radio Network sales, will head the planning committee for the seventh annual Brand Names Day Conference April 16 at the Waldorf-Astoria.

This announcement was made last week by John W. Hubbell, vice president of Simmons Co. and chairman of the Brand Names Foundation Board of directors. Names of other planning committee members are to be announced later this month.

Brand Names Day is sponsored by the Foundation in conjunction with its annual membership meeting and election of officers. At a dinner in the grand ballroom of the Waldorf-Astoria, the Foundation will present "Brand Name Retailer of the Year" awards and citations to merchants and dealers in 20 fields of retailing.

Mr. Herbert joined NBC in 1950 as assistant to the president. He has had extensive experience in magazine advertising.

PRODUCTION NEEDS

Reviewed by AMA Group

A FOUR-POINT plan calling for flexibility of operation that would enable any manufacturer to meet civilian production needs while participating in national defense activities has been outlined to the American Management Assn.

The blueprint was unveiled at an AMA production conference in Chicago by Fred J. Walters, vice president and defense coordinator of Hotpoint Inc. Four-point plan calls for minimum dislocation of each organization, best utilization of personnel, adherence to economy of operation and assurance of company's ability to shift from present "dual economy" to total mobilization or back to peacetime civilian output.

Opens Law Office

ROBERT J. WINBURN, formerly of Dow, Lohnes & Albertson, Washington radio law firm, last week announced the opening of law offices in the Kass Bldg., 711 14th St., N. W., Washington 5, D. C. Telephone: District 6495.



CHICAGO chapter of American Women in Radio and Television greet Ray Livesay, pres., WLBH AM-FM Mattoon, Ill., and Ill. Broadcasters Assn., when he spoke during all-day session at WGN Chicago. L. to r.: Mr. Livesay; Edythe Fern Melrose, WXYZ Detroit and AWRT vice pres.; Betty Ross, WMAQ Chicago and Ill. chapter pres.; Frank P. Schreiber, mgr., WGN Inc.; Kay Middleton, Myrtle Stahl and Gloria Workmaster, all WGN; and Josephine Wetzler, WLS Chicago and vice pres. of Ill. chapter.



NEW OFFICERS of Maryland-D. C. Broadcasters & Telecasters Assn. [B* T, Nov. 26], include (l to r): Charles J. Truitt, WBOC Salisbury, Md., vice pres.; John E. Surrick, WFBR Baltimore, pres.; C. E. Smith, WTBO Cumberland, secy.-treas.

FURLOUGHING Sgt. Richard Smith, formerly with WFBR Baltimore and WHUN Huntingdon, Pa., during early morning interview tells WFBR's Jim Crist about his job directing programs for Armed Forces Radio Services in the Azores.



SPONSORSHIP of 10 winter concerts by the Buffalo Philharmonic Orchestra on WGR Buffalo, completed by J. N. Adam & Co., department store, and two suppliers, Youngstown Kitchens and RCA Victor Distributing Co. of Buffalo. At signing (seated l to r): Wilson F. Marks, western New York sls. mgr., Youngstown Kitchens; John W. Kimberly, adv. mgr. J. N. Adam & Co.; Paul C. Batt, sls. mgr., distributing company. Standing: Ralph Black, orchestra mgr.; David Cheskin, music director, WGR; James G. Kelly, pres., J. G. Kelly Adv.; Nat Cohen, sls. mgr., WGR; Paschall Swift, acct. exec., WGR.

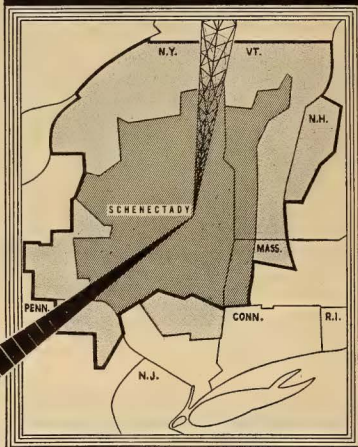
GUESTS at Keystone Broadcasting System party marking opening of new Chicago offices included (l to r): Gen Lemper, Foote, Cone & Belding; Paul McCluer, Geoffrey Wade Adv.; Jim Shelby, McCann-Erickson; Merle Myers, Russel M. Seeds; Ed Fitzgerald, J. Walter Thompson; Gwen Dargel, FC&B.



ONLY ONE STATION COVERS



The SEVENTEENTH STATE*



- 22 cities
- 428 towns
- 54 counties
- 2,980,100 citizens
- 840,040 radio families
- only NBC station
- more people than 32 states
- more goods purchased than 34 states
- more spendable income than 36 states

*a compact market of 54 counties in Eastern New York and Western New England whose population exceeds that of 32 states

WGYY

A GENERAL ELECTRIC STATION

THE CAPITAL OF THE 17TH STATE

REPRESENTED NATIONALLY BY NBC SPOT SALES



Jan Guerry, representing Charleston's General William Moultrie High School, takes a turn on 'Teen Time.'

'TEEN PROGRAM WCSC Develops Paying Show

WHEN a program has the sponsor's advertising manager singing its praises, the station has done a good job. That's why WCSC Charleston, S. C., likes its 'teen-age show, 'Teen Time.

The program centers around a group of girls representing nine local high schools. In turn, each girl plans her own program, selects talent from her school, personalities to interview and compiles a hit parade by polling fellow students. Come Saturday morning, with the aid of Bob Tamblin, WCSC announcer, the girl serves as her own mistress-of-ceremonies on the air.

After 12 weeks on the air, Edward C. Powers, ad manager for the sponsor, Condon's Dept. Store, commented, "The show really sells merchandise."

Mr. Powers said that not only has he found a new radio medium to sell his goods but that WCSC's 'teen-age show has created an invaluable number of potential buyers among the younger citizens.

HUMAN RIGHTS

Special Shows Planned

THIRD anniversary celebration of Human Rights Day is to be observed today (Monday) by a special broadcast from the Kiel Opera House, St. Louis, to be carried by the ABC Radio Network from 10:30 p.m. to midnight.

Produced through UN Radio, the 1½-hour program is to feature the St. Louis Symphony Orchestra, under the direction of Dr. Valdimir Golschmann, and artists of many nations. Lynn Fontaine and Jose Ferrer, stars of the legitimate theatre, were announced as narrators; Nicoli Henriot, pianist, and Uta Graf, Elena Nikolaidi, Robert Rounseville and William Warfield, as vocal soloists. Actor Walter Able is to be m.c.

Messages from the General Assembly President and Mrs. Eleanor Roosevelt, recorded in Paris, will be broadcast.

Program will be rebroadcast in New York Dec. 16 at 3 p.m. by WNYC and will be released subsequently over the NAEB Educational Network and Voice of America.

Another special UNESCO human rights program, *Our Present Duty*, is scheduled to be carried by the Liberty Network today at 2:15 p.m. EST for eastern and central time zones and at 11:15 p.m. EST mountain and Pacific zones.

Liberty also will carry a broadcast of the *New York Times* Youth Forum, "How Important Are Human Relations," to be moderated by Dorothy Gordon, after it has been broadcast by WQXR New York, Saturday 10:15 a.m.

Spot announcements on Human Rights Day have been distributed to all U. S. stations by UN Radio and special programs are scheduled to be broadcast from stations throughout the world.

FTC Cites Precision

PRECISION Apparatus Co., Brooklyn, N. Y., has been asked by Federal Trade Commission to cease misrepresentation of its radio tube testing instruments. FTC charged the instruments are not "mutual conductance" tube testers as represented by the brand names and in various advertising statements.

'BOZO' SUIT

Hearing Docketed Jan. 11

HEARING of the \$500,000 suit filed against Capitol Records Inc., Hollywood, by Larry Valli, known professionally as "Bozo the Clown," will be held Jan. 10th or 11th in Los Angeles Superior Court, it was reported last week.

In the suit, filed early in November [B•T, Nov. 12], Mr. Valli charged that the record company had used the "Bozo" name on a series of children's recordings without his permission or remuneration to him. Mr. Valli claimed further that Capitol licensed various toy manufacturers to make toys carrying "Bozo" label. An accounting of profits derived from both sources reportedly was being asked.

Christmas Eve Show

GLEE CLUBS and choirs composed exclusively of employees of five major industrial organizations will join forces with ABC to present a new kind of program from 11 p.m. to midnight Christmas Eve over ABC Radio. Groups will represent Goodyear Tire & Rubber Co., Prudential Life Insurance Co. of America, General Motors Corp., Sylvania Electric Products and Equitable Life Assurance Society of the U. S. "In planning a Christmas Eve program with the traditional theme of good-will between men," Leonard Reeg, vice president in charge of ABC Radio programs, said, "ABC felt that this year the best possible opportunity lay in revealing one of the many social activities existing among employees of great American industries."

...and now a word ~~from~~ ^{to} our sponsors

This year of 1951, has been, for us, a "Nifty One." It's our BIGGEST YEAR, in many ways, and so, to give our thanks and praise, we've bought a page in this Magazine, so our "Message of Thanks" could be properly seen.

For years, our station has been a "BIG LEAGUER." Year after year, we've grown bigger and bigger. Our National Spot Sales get better and better—and so, as we start off our "Thank You" letter, we are grateful for the enthusiasm, energy and pep, displayed by our wide-awake "National Rep." For telling our story, every day, everywhere, we pay our respects to the boys at JOHN BLAIR. They've brought us new business! Every Blair "Rep" you see, says "WASHINGTON'S BEST BUY IS WWDC."

In expressing our thanks, we particularly desire to include every Agency, every Time Buyer, and all Account Executives on our year's business list. (If you placed any, hope your name isn't missed.) We'd list personal names, with a "Cut" of each face, but since we're restricted by limited space, we thank, INDIVIDUALLY, all you fine "gals" and "guys," as your Agency names we "alphabetize."

NATIONALLY—under "A"—for accounts that we get, we send our thanks to AITKIN-KYNETT. Also another important one—referring to N. W. AYER & SON.

Under "B," there's B. B. D. & O. (BARTON, BARTON, DURSTINE & OSBORN, you know), also BENTON & BOWLES, and likewise TED BATES, while the BIOW COMPANY a vote of thanks rates. In listing the B's the Boss would be fierce, if we overlooked BIRMINGHAM, CASTLEMAN & PIERCE.

As for "C," a lot of big Agencies we see . . . for example, CUNNINGHAM AND WALSH, I-N-C. There's CAMPBELL-EWALD, then HARRY B. COHEN, while to CECIL AND PRESBREY further thanks should be goin'.

Next, to the letter "D" we go, with a salute to DONAHUE & COE. Then HERSHEY, Z. DEUTSCH, and DEUTSCH & SHEA . . . next DUANE JONES . . . (Oops! That's comes under "J"). And for other contracts that have been signed and sealed, we are grateful to DOHERTY, CLIFFORD & SHENFIELD. We're glad our supply of rhymes is still ample, to mention DANCER-FITZGERALD & SAMPLE . . . and also DOWD, REDFIELD & JOHNSTONE, "INK" (which just about winds up the D's, we think.)

Under "E," we thank ESTY (WILLIAM ESTY, of course), also ERWIN, WASEY and all of their force. And for West Coast business, it's easy to determine, why we thank ELLIOTT, DALY & SHERMAN.

And while Agency names in tribute we're "welding," we express appreciation to FOOTE, CONE & BELDING.

Then GREY ADVERTISING we salute in our

"ditty," also GRANT ADVERTISING in the "Windy City."

Under "H," we're having one "H" of a time, getting our "H's" to properly rhyme. There's HARVEY-MASSENGAL in our "H" summary—then HANLEY, HICKS & MONTGOMERY. To the RAY HIRSH COMPANY, a polite bow is due . . . and to the HERMAN ADVERTISING AGENCY, too. Two other Agencies, smart and adroit, are HIXSON & JORGENSEN, and CHARLES W. HOYT.

Then there's STEWART JORDAN under the "J" . . . with three topnotch Agencies starting with "K." There's the KUDNER AGENCY . . . and KENYON & ECKHARDT. In giving us business, they both played a part. As for the other Agency starting with "K," the JOSEPH KATZ COMPANY thinks we're "O.K."

To AL PAUL LEFTON, in Philadelphia, P.A., we send lots of "Brotherly Love" your way. Under "M" there is MARFREE . . . and WALTER MCCREERY . . . while MORSE INTERNATIONAL helps keep us "cheery." Then there's ALLAN MARIN, and JOHN F. MURRAY, while for MAXON (if you're "axin") we get results in a hurry. And to our chain of thanks, another big link, as we add MOREY, HUMM & JOHNSTONE, INC.

We come next to NEEDHAM, LOUIS & BRORBY. (The best word to rhyme with BRORBY is BRORBY.)

Under "O," we really OWE thanks galore . . . OWEN & CHAPPELL, and ROBERT W. ORR, also R. T. O'CONNELL, and O'NEIL, LARSON & McMAHON, and also in Chicago, thanks a lot—OLIAN.

Three Agencies we love "A Bushel and a Peck" are PICARD ADVERTISING, PIEDMONT . . . and PECK.

And for their good judgment in radio buyin', we're thankful indeed to RUTHRAUFF & RYAN.

Do we have more acknowledgments? Yes indeed, many! There's SIMMONDS & SIMMONDS, and of course, STREET & FINNEY. There's "S. S. C. & B." (if memory fails) that means SULLIVAN, STAUFFER, COLWELL & BAYLES, and our final "S" is important, you bet . . . a thankful salute to SHERMAN & MARQUETTE.

Under "T," we're glad to mention "J. W. T." (That's easier to rhyme with than THOMPSON, you see.) To THOMPSON-KOCH and J. B. TAYLOR thanks we extend; while under "V" there's "Vic" VAN DER LINDE. And under this letter, we next proudly hail the neighboring agency of VAN SANT, DUGDALE.

As we near the end of the alphabet, WEISS & GELLER we couldn't forget, nor THE WESLEY ASSOCIATES . . . also GEOFFREY WADE . . . who were all in our '51 Business Parade. And for a double "W" there's WARD WHEELOCK, too . . . and finally, YOUNG & RUBICAM . . . our best thanks to you!

While we're happy and thrilled for this NATIONAL RECOGNITION we are proud and thankful for our LOCAL POSITION. *More listeners than ever!* A Rating we treasure! Our thanks go to "PULSE" for their accurate measure.

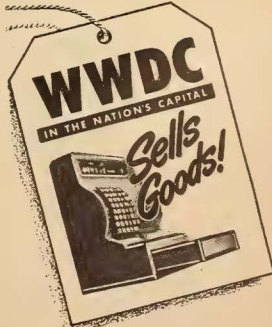
To the Mutual Network, and its President, Frank White, our appreciation and sincere delight, for fine shows, plus promotion, so people still know—that "WHEREVER YOU GO, THERE'S RADIO."

And last, but not least, our sincere salutations to all LOCAL ADVERTISING ORGANIZATIONS. The business they give us, day in and day out . . . is something to truly be thankful about. They're the real "Backbone" in our operation, and we pledge our continued co-operation. If we had space, a verse about each one we'd write, but we'll thank them alphabetically (from left to right.)

(AD MASTERS, INC.—ADVERTISING, INC.—ART ADS—A. W. & L. ADVERTISING—AZRAEL ADVERTISING AGENCY—JAMES S. BEATTIE AGENCY—MAURICE CHESLER AGENCY—COHEN & MILLER AGENCY—ROBERT J. ENDERS ADVERTISING, INC.—ALVIN EPSTEIN AGENCY—COURTLAND D. FERGUSON AGENCY—PAUL LYNN HELLER, INC.—ERNEST S. JOHNSTON AGENCY—KAL, EHR- LICH & MERRICK—HENRY J. KAUFMAN & ASSOCIATES—KRONSTADT AGENCY—THE LEWIS AGENCY—J. GORDON MANCHESTER ADVERTISING—HARWOOD MARTIN AGENCY—MELLOR & WALLACE—WM. D. MURDOCK AGENCY—LEWIS EDWIN RYAN AGENCY—M. BELMONT VER STANDIG—WILLIAMS, STARK & HINKLE.)

Resuming our rhyme, THANKS from "A" thru to "Z" . . . for thinking of us at WWDC. (If our verses were feeble, and brother, you know it, just place the blame on our Station Staff Poet.) If you're on our '51 business list, here's hoping, once more, your name wasn't missed.

A REMINDER—FOR RESULTS, YOU'LL BE THANKFUL TOO, IF YOU'LL KEEP PLACING ORDERS THROUGHOUT '52.



National Representatives: John Blair & Co.


Here are some of the radio people who sell

That's me *GROUCHO!* 670 on your dial



WMAQ
NBC WEDNESDAYS

Relax! Enjoy *DAVE GARROWAY* 670 on your dial



WMAQ
NBC WEEKDAYS

UNCLE NORMIE spins 'em 670 on your dial




WMAQ
NBC WEEKDAYS

FATHER KNOWS BEST 670 on your dial



WMAQ
NBC THURSDAYS

Hear *BAND OF AMERICA* 670 on your dial




WMAQ
NBC MONDAYS

TALLU is *TERRIF...dahlings* 670 on your dial




WMAQ
NBC SUNDAYS

The *GREAT GILDERSLEEVE* 670 on your dial




WMAQ
NBC WEDNESDAYS

MARTIN KANE...Private 670 on your dial




WMAQ
NBC SUNDAYS

Your *HIT PARADE* 670 on your dial



WMAQ
NBC THURSDAYS

FIBBER MCGEE and *MOLLY* 670 on your dial



WMAQ
NBC TUESDAYS



The 20 eye-catching poster designs on these pages represent WMAQ's strong outdoor advertising promotion for November and December. They appeared on 87 Chicago area billboards and represented

40,716,000 potential reminder impressions per month!

This is just another example of the strong promotional support WMAQ gives its advertisers to build its dominant audience.


better than paper to the great[®] midwest!

Enjoy the *HALLS OF IVY* **670** on your dial




WMAQ
NBC *WEDNESDAYS*

Disc Jockey *WED HOWARD* **670** on your dial




WMAQ
NBC *WEEKDAYS*

Get *HEP-HEAR HOPE* **670** on your dial



WMAQ
NBC *TUESDAYS*

Music King *WAYNE KING* **670** on your dial



WMAQ
NBC *WEEKDAYS*

PHIL HARRIS and *ALICE* **670** on your dial



WMAQ
NBC *SUNDAYS*

Your *HOUSE OF MUSIC* **670** on your dial



WMAQ
NBC *SATURDAYS*

Tommy Bartlett's Welcome Travelers **670** on your dial



WMAQ
NBC *WEEKDAYS*

It's Fascinating! Hear *DRAQNET* **670** on your dial



WMAQ
NBC *THURSDAYS*

THEATRE GUILD **670** on your dial



WMAQ
NBC *SUNDAYS*

The Gay *CHEZ SHOW* **670** on your dial



WMAQ
NBC *NIGHTLY*



Via WMAQ's brand new transmitter tower—250 feet higher than the previous one—the WMAQ signal now reaches 17,500,000 people—an addition of 300,000 to the WMAQ "family".

N.Y.'S THREATENED TRANSIT STRIKE

Union, Public Turn to Radio and Television

NEW YORKERS kept abreast of the strike threatened by the Transport Workers Union last week through their reliable sources, radio and television, while the CIO union itself bought telecast time to make sure the public was in on its mass meeting Tuesday night.

TWU President Michael J. Quill said his union would obey the court injunction forbidding a strike against the Third Avenue Transit Corp. when he appeared on WNBC (TV) *New York Close-up* 6:30-7 p.m. Monday, and promised to use his influence to prevent wildcat action. The union leader's telecast statements were widely quoted by metropolitan papers the following morning.

Mass meeting Tuesday night was

originally called for a strike vote, but Mr. Quill said the ballot would seek only approval of executive board action. TWU nevertheless purchased the 9-9:30 p.m. time slot on WJZ-TV, and offered cooperation with other stations wanting on-the-scene reports. CBS-TV newsmen recorded about ten minutes of the meeting, during the actual vote, for an 11 p.m. telecast, and NBC's Tex and Jinx McCrary—who had been covering TWU activity all week—were to set up their tape recorder to glean whatever information they might want to broadcast on their morning show the next day.

Broadcast journalism of the TWU story got its start Nov. 26 when Mr. Quill became the only

person to make three appearances on WOR-TV *Press Conference*, 7:30-8 p.m., every Monday. The man who had first appeared last spring, shortly after the program was inaugurated, returned to face reporters and discuss his union's policies.

The following Friday, Nov. 30, Mr. Quill was back at WOR-TV studios for the *Between the Lines* weekly show in a discussion that stretched the informal format almost to the point of elasticity. Court's restraining order had been issued just two hours before the show's 7 p.m. airtime and newsmen, unable to reach the busy union leader, could again have written their stories by staying at home and watching television.

Further Appearances

The next Monday, Dec. 3, Mr. Quill telecast his policy statements on Tex and Jinx McCrary's *New York Close-up* and appeared on

their morning radio show—by telephone—Tuesday when Mr. McCrary, reviewing the strike situation, asked him to call if he were listening.

Aside from such direct participation in the strike development, the one million New Yorkers whose transportation was involved also heard details of the matter on regularly scheduled radio and television newscasts.

ATOMIC DEFENSE

Shown by 'Bert the Turtle'

AN ILLUSTRATED booklet titled *Duck and Cover* and featuring Bert The Turtle as chief protagonist in the drama of atomic self-defense, was introduced last week by the Federal Civil Defense Administration.

An original cartoon character in his own right, Bert also will demonstrate basic principles of atomic self-protection on radio, television and in other media.

Radio plans call for issuance of a quarter-hour transcription to be distributed to over 2,500 of the nation's AM and independent FM outlets. The transcriptions are skits featuring the turtle, children and appropriate sound effects.

The discs also will be sent to state civil defense directors for use by local units at the community level where station coverage is not feasible. Steve McCormick, radio chief, was responsible for production.

Film Versions

A 10-minute film version, to be distributed by Castle Films Division of United World Films, New York, is tabbed for use by the 100-plus video outlets. Prints will be sent out on a non-exclusive basis to film dealers, camera supply stores and other sources which in turn will rent them out. The 16mm sound print sells for \$17.50 and other types are priced in proportion.

Producing firm is Archer Productions, New York, which collaborated with the National Education Assn. and FCDA. TV stations may use the films on a one-time basis without cost. Subsequent showings would be available for commercial sponsorship.

The new series is part of a continuing program launched by the Audio-Visual Division of FCDA under Jesse Butcher, with production vested in the respective radio and TV sections.

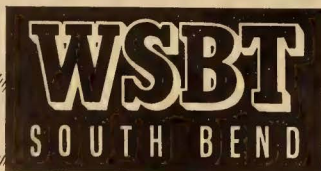
A recent example of its activity was the appearance of federal civil defense authorities on CBS Radio's *You and the World* last week. Recorded excerpts were prepared by FCDA and played Monday through Friday, 6:15-6:30 p.m.

The TV section, under Harold Azine, has released a series of programs and spot announcements on kinescope film recordings in recent months. The *Duck and Cover* film is the latest of a series, slated to be incorporated into a package presentation [B•T, Nov. 5, Oct. 22].

Radio Still Dominates THIS RICH MARKET

No other signal covers the South Bend market like WSBT. Radio sets in use are up to an all-time high of 32.8! WSBT's share of audience at 66.6 is way above the national average. And here television is insignificant because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air



5000 WATTS • 960 KC • CBS

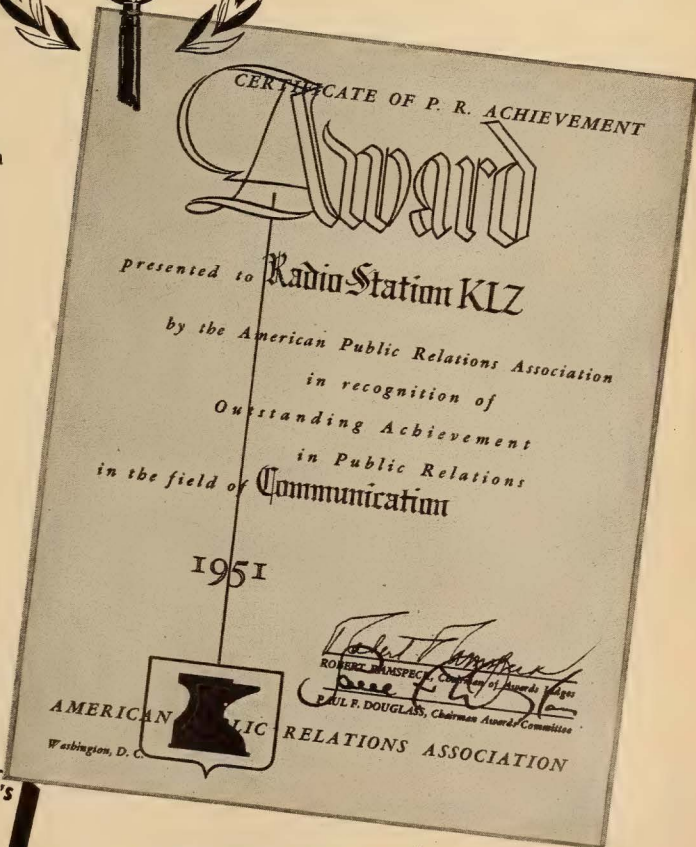
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

...in recognition of
Outstanding Achievement
in Public Relations



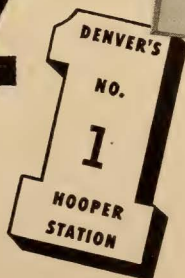
KLZ is the only station selected in 1951 for excellence in public relations by the American Public Relations Association. This high honor is acknowledged most gratefully.

Few, if any, stations can equal KLZ's award-winning record... consistent proof of leadership during 30 years of broadcasting in the public interest.



KLZ

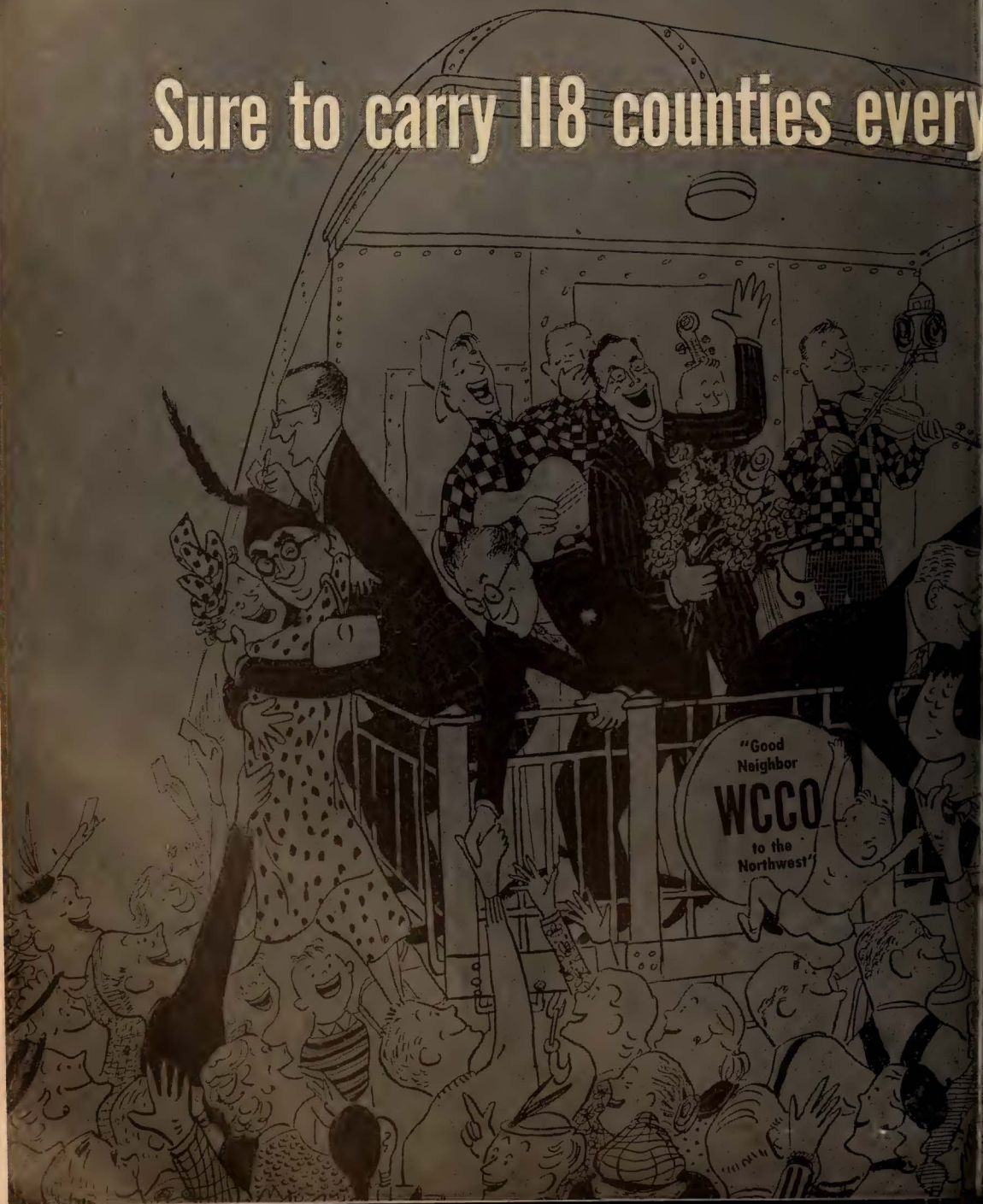
5000 WATTS-560 KC
CBS RADIO



Case history of KLZ's public relations activity will be shown to various APRA chapters, after which it will remain available for study in the Library of Public Relations, George Washington University.

REPRESENTED NATIONALLY BY THE **KATZ AGENCY**

Sure to carry 118 counties every



time!

WCCO's popular local personalities are not the fellows to stay at home and rest on their laurels. These favorite sons of the Northwest—like Cedric Adams, George Grim, Bob DeHaven, Larry Haeg, Whoopee John, and the cast of Checkerboard Quiz—get out and win *more* friends (every one a listener)!

Last year, for example, they barnstormed from dawn 'til dusk through 153 Northwest towns (typical town: Waconia, Minnesota, where 1,500 out of a total population of 1,569 turned out to see farm expert Larry Haeg), putting on shows, shaking hands with the local folk...and talking about WCCO, its programs, its sponsors and products. It all added up to a junket of almost 62,000 miles...230 personal appearances.

And how do these campaign trips affect listening? That's an easy one. Any way you check the popular vote, WCCO is the first choice of listeners in its 118-county area.* In fact, *virtually one out of every two families listening in this tremendous territory—day or night—is tuned to WCCO!**

To be sure your sales messages are carried and *listened to* throughout the great Northwest market, ask us to suggest the right candidate to take *your* case to the people and win sales for you...every time.

Minneapolis—St. Paul **WCCO**
Represented by
CBS Radio Spot Sales

*BMB Daytime 50-100% Area, 1949.

*WCCO Listener Diary.

Fall 1950: 6 am—12 mid., 7 days.

COVERAGE ALONE ISN'T ENOUGH



Here's why WGST is the ideal Xmas gift to sales managers the year round: (1) Complete coverage of the ever expanding Atlanta market; (2) Top ABC and locally produced shows geared to the buying habits of Atlanta listeners; (3) High-powered merchandising support to wholesalers, retailers. Let the WGST staff gift wrap Atlanta for your product by contacting us or our national reps for availabilities.

GENEVA MEET

Frequency Plan Set

ANOTHER step in the long road to put into effect the 1947 Atlantic City frequency allocations among the nations of the world was taken last week as the 70-nation Extraordinary Administrative Radio Conference ended its deliberations in Geneva.

Agreement signed by all nations but U.S.S.R. and its satellites provided for a gradual period for changing over fixed, maritime and tropical broadcast and communications stations. Nations also agreed to review in 1955 the progress made. Efforts will be continued to draw up an acceptable high frequency broadcasting plan—relating mostly to international broadcasting frequencies (6-27 mc) which are also used internally in U.S.S.R., India, Central and South America.

Conference just ended, which ran August-December, was successor to the Provisional Frequency Board meeting in Geneva which ran from 1948 to 1950, but which was unsuccessful in getting the nations to agree on specific changes for stations to be transferred as a result of the Atlantic City treaty. The Atlantic City convention allocated service usages from 10 kc to 30,000 mc. In 1948 and 1949, aeronautical bands were successfully worked out, but other changes have run up against the intransigence of the Soviet Union and its satellites—as well as the uncompromising requirements of other nations.

540 kc Crowded

Future of 540 kc as a broadcast wavelength in the United States is at stake in this latest agreement. At the Atlantic City conference, 540 kc was allocated to broadcast service in the North American region. Under pending NARBA treaty, 540 kc is allocated to Canada as a Class 1-A frequency. CBK Watrous, Saskatchewan, is already on this frequency with 50 kw. There is a 1-kw station on this frequency at Victoria de las Tunas, Cuba. XEWA at San Luis Potosi, Mexico, was reported on this frequency with 150 kw—but there is doubt that it is using this much power. The U.S. could put Class II stations on this frequency provided they protect the dominant Canadian station. Also to be evaluated are the effects of 540 kc on the international distress frequency of 500 kc.

Bymart Move

GENERAL offices—including advertising and promotion—of By-mart-Tintair Inc., manufacturer of the home hair coloring, were moved from New York last week to the company's recently acquired factory in Newark, N. J. Research, quality control, production, accounting and shipping departments moved into the six-story, 80,000-sq.-ft. structure during the summer.

LABOR STRIKES

Hit Electronic Firms

STRIKES called by the CIO electrical workers' union last week paralyzed sizable segments of two of the nation's largest electronic manufacturing firms.

The two companies were the Westinghouse Electric Corp., whose Buffalo plant has been tied up in a 10-week old strike, and the General Electric Co., with nine upstate New York plants idled. The union is the CIO-IUE (International Union of Electrical, Radio & Machine Workers).

The CIO union previously had filed a \$200,000 suit in Federal District Court against Westinghouse of Louisville, charging a lockout of 180 union members at its Bowling Green, Ky. plant. The company later closed down the plant [B•T, Nov. 26].

More than 3,500 employees were idled at the GE plants as production workers walked out of GE's Electronics Park and other plants in a protest move involving seniority rights. A teamsters strike involving a second union also shut down construction work at the main GE building and research lab at Syracuse, N. Y.

Federal mediators met Wednesday and Thursday with Westinghouse representatives and union officials in Washington in an attempt to resolve a dispute in which some 5,600 Buffalo production employees walked out last Sept. 24.

Meanwhile, CIO-IUE President James B. Carey warned that he may call a general strike involving some 45,000 electrical workers in Westinghouse plants across the nation. Again, seniority issues were involved. Mediation Cyrus Ching presided over discussions.

WKHM MAKES DEBUT

Sister to WKMH Dearborn

WITH inverse call letter, WKMH Dearborn, Mich.'s new sister station, WKHM Jackson, Mich., took the air last Friday, the first new AM station in Jackson in nearly 25 years.

The outlet, which operates on 970 kc with 1 kw fulltime, is licensed to WKMH Inc. Walter Patterson is managing director. It is affiliated with MBS and LBS. An inaugural dinner was held Friday at the Hayes Hotel with 250 people attending, including the Michigan Governor.

Sarnoff at REC

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, will be the featured speaker at the Dec. 20 luncheon meeting of the Radio Executives Club of New York at the Waldorf-Astoria Hotel. Meeting will commemorate the fiftieth anniversary of transoceanic wireless.



"What do you want for 37¢?"

37¢ won't stretch very far at your local meat counter these days.

But on WAVE radio — 37¢ will make 1000 sales impressions for you!

(1000 television impressions would cost you 99¢ — 1000 by newspapers would cost you \$8.94!)

Check Free & Peters for availabilities on WAVE radio!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951. Copy on request.

WAVE

LOUISVILLE

5000 WATTS



NBC



Free & Peters, Inc., Exclusive National Representatives



Advertisement

From where I sit by Joe Marsh

Specs And I See Eye To Eye

Asked Specs Allen to go hunting last week. Known him all my life, so I wasn't surprised when he showed up with no guns. Specs doesn't like to kill anything.

Couldn't ask for a better hunting companion, though. We tramp around the woods, and whenever the dogs flush a bird, I blaze away while Specs just watches.

Told him once I was surprised he went along . . . feeling the way he does about shooting anything. "Well, Joe," he says, "you go ahead and do what you think is right and I'll stick to what I think is right. I've no call to dislike you for not seeing everything the way I see it."

From where I sit, open-mindedness is a wonderful quality. There are plenty of things Specs admires that I don't care for. Like his fondness for buttermilk. I'd rather have a glass of beer anytime . . . but Specs Allen and I don't let little differences get in the way of something big like friendship.

Joe Marsh

Copyright, 1949, United States Brewers Foundation

CAB VIEWS

Wants Separate Control

RECOMMENDATION to the Canadian Parliamentary Committee on Radio Broadcasting that a separate regulatory body be set up for radio control has been made by the Canadian Assn. of Broadcasters during hearings on broadcasting.

CAB also urged that the listener license fee of \$2.50 a year be abolished, that control of news-casting and programming by the Canadian Broadcasting Corp. be eliminated and that only Canadian citizens be permitted to own TV and broadcasting stations there.

With leading Canadian broadcasters and counsel for the 104 members of the CAB appearing before the Radio Committee, members of Parliament were given answers to many questions on Canadian broadcasting.

T. J. Allard, CAB general manager, pointed out Canadian station owners are anxious to obtain TV station licenses because TV would cripple AM and FM broadcasting when it comes into operation in Canada. He estimated Canadian broadcasters could be on the air within 12 to 18 months after receiving their licenses and would be financed in their operations through sale of advertising.

Same Situation Exists

Mr. Allard stated, that before CBC and its predecessor came onto the scene the bulk of Canadian stations were not located in the major cities and few had connections with U. S. networks. Today the same situation prevails, he said, and the privately-owned stations cover the small communities of Canada. The private stations could operate a national service without cost to the taxpayer, he noted.

Harry Sedgwick, CFRB Toronto, told the committee members that it would cost about \$150,000 to put a TV station on the air. He said the cost had come down considerably since he made his first application for a TV license some years ago. He had estimated cost then at \$750,000.

Joseph Sedgwick, Toronto, counsel for CAB, urged abolition of the annual \$2.50 license fee which now goes to the Canadian Broadcasting Corp. He would sub-

Gillin Awards

CANADIAN ASSN. of Broadcasters is asking member stations to submit presentations in quadruplicate on community services during 1951 for the second annual John J. Gillin Jr. Memorial Award. Judging is to be done during February and awards will be made at the March annual meeting of the CAB at Toronto. Reports on community services of stations are to be made to the CAB at 108 Sparks St., Ottawa, by Feb. 1.



TULSA sale is completed as Broadcaster Harry Schwartz (l) receives check in the \$200,000 sale of KOMO Tulsa to John Brown U. of Siloam Springs, Ark., licensee of KUOA-AM-FM there and KGER Long Beach, Calif. [B*T, Sept. 24]. KOMO is to be operated commercially as part of endowment properties of the educational institution. L. to r: Mr. Schwartz; Storm Whaley, vice president for radio, and John E. Brown, Jr., president of the Brown school interests. Control of station was assumed Nov. 16.

stitute the revenue with a government grant. He pointed to the expense, between \$600,000 and \$700,000, of collecting the annual fee, money which comes out of the general treasury and which could be better used for broadcasting.

CANADIAN MUSIC

Copyright Hearing Set

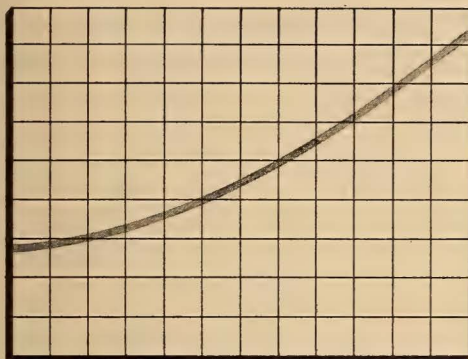
CANADIAN broadcasters are expected to know how much they will be paying for use of copyright music, other than BMI music, early in 1951, it is expected following the preliminary hearings of the Canadian Copyright Appeal Board at Ottawa late in November.

The board set Dec. 20-22 and Dec. 27-29 for hearings at which Composers, Authors & Publishers Assn. of Canada (CAPAC), the Dominion's ASCAP, will first present its brief asking more than double the present Canadian copyright fees plus a percentage of gross profits. This is the first time in 15 years that the board has asked CAPAC to present its case first.

Canadian broadcasters, through the Canadian Assn. of Broadcasters, feel that under this procedure it is possible that fees will be announced by the board for 1952 early in January, rather than late in the year as in other years.

ANNUAL "Radio Night" dinner of the Southern California chapter, American Assn. of Advertising Agencies will be held Dec. 11 at the Hollywood Roosevelt Hotel. Highlighting the evening will be the presentation by the Southern California Broadcasters Assn. of six case histories of current radio success stories in local, spot and regional network categories.

Leading Independent Radio Stations are Pushing Sales Curves UP!



**JUST READ WHAT
THESE INDEPENDENT
THINKERS SAY:**

"In our 21 years of business, the past two years of continuous advertising over Station KITE have definitely done more for us than any other medium of advertising."

—To Radio Station KITE
San Antonio, Texas
from Deason Radio
Company
San Antonio

"Using only 5 spots on KYA, the Paramount Theater hoped to attract 200 persons to a preview. They were astounded when 750 persons showed up."

—Report from Radio
Station KYA, San
Francisco, California,
of a commendation
received from
Paramount

It Will Pay You to do some **INDEPENDENT THINKING**

If you have been hearing dire predictions about the fate of radio in general, just cast an eye at the leading *independent* radio stations! Competition has kept them toughened up, made them today's best buy when you really want *profitable results*. You owe it to yourself to get the facts. Just write to any AIMS member listed below.

THESE ARE THE LEADING **INDEPENDENT** RADIO STATIONS:

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

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

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

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

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



UNION MERGER

UCLA, Cornell to Study

ACTORS and Chorus Equities took definitive stand on the proposed merger of American Federation of Radio Artists and Television Authority—scheduled for consideration at the latter's three-day convention which started Friday in New York, by announcing Thursday they will sponsor a resolution at the convention calculated to solve problems of merger of all performers' unions and TVA.

Accepting an offer by the U. of California at Los Angeles and Cornell U. to make a study of the problems and to blueprint a solution, the equity councils have pledged to follow the suggestion through until a merger is effected and to recommend like action to TVA and Associated Actors and Artists of America, parent body of entertainers' unions.

Study was offered by the colleges as a public service and will be supervised by E. L. Warren, dean of the Institute of Industrial Relations at UCLA; M. P. Catherwood, dean of the New York State School of Industrial and Labor Relations at Cornell; L. P. Adams, director of research at Cornell, and others.

Councils of the two equities adopted the resolution unanimously and asserted that, in rejecting previous offers to merge, they have always been on record as supporting such action. This surprise move, which came on eve of TVA convention, was announced in New York by Louis M. Simon, executive secretary of Actors Equity Association.

FLOOD AID

Stations Help Italians

MORE THAN \$21,000 was collected in 10 days from listeners in the New York area by WOV, bilingual independent which broadcasts in Italian 10½ hours daily, when the station asked for donations to help flood victims in Northern Italy.

After the first appeal, it was no longer necessary to ask Americans to help, but merely to tell them how, Arnold Hartley, WOV vice president, told Italians via a Voice of America goodwill broadcast. In several instances, he said, self-appointed chairmen solicited funds from their neighbors and brought the money—and signatures of the donors—to the station in person.

WSTV Steubenville, Ohio, Nov. 25 appealed on its oldest weekly radio show, *Neapolitan Serenade*, for contributions for victims of Italy's flooded Po River Valley. Listeners responded with pledges of contributions amounting to \$1,411 two hours after the first appeal was aired.

So great was the response that WSTV extended the campaign until Dec. 2. An Italian language program aired Sunday at 11 a.m., *Neapolitan Serenade* celebrated its 11th anniversary last month. Star of the show is Camillo DeLucia, its originator and former Victor recording artist. Mr. DeLucia launched his appeal following a request from the Italian Embassy.

CROSLEY PRODUCTS

New York Division Set

CREATION of two new divisions within the Crosley Distributing Corp. of New York—an electronics division to handle all radio and TV set sales and an appliance division to handle sales of refrigerators, electric ranges, kitchens, air conditioners, disposers and freezers—was announced last week.

W. C. Conley Jr., vice president of Crosley Distributing Corp. in charge of branches, said Paul A. Hilton, former assistant branch manager of CDC, New York, is manager of the electronics division. W. J. O'Brien, former branch manager of CDC, New York, heads appliance division.

The entire New York operation is supervised by Lloyd Dopkins, for several years national manager of direct dealer sales for the Crosley Division of Avco Mfg. Corp., who was named general manager of CDC's New York branch.

The reorganization, part of an expansion of retailing operation in the New York area, became effective Dec. 1.

EXIT 51, news review of the year, and *Sports Highlights of 1951* are being offered as half-hour productions—open-ended for commercial inserts—by television department of INS.



He rings a bell with cash-register echoes

The miniature Liberty Bell on his mantel symbolizes a point of view shared by millions of his listeners. That's one reason why his nightly analyses of the news from Washington establish a rapport with his audience which rings cash-registers for his sponsors . . . and brings in folding money too!

As Mr. Joseph P. Wertz, vice-president of the Security Trust Company, wrote to Station WAMS, both of Wilmington, Delaware:

"We have received letters of commendation regarding our sponsoring of the Fulton Lewis, Jr. program and we feel that we have written considerable new business as a result of this particular program."

The Fulton Lewis, Jr. program, currently sponsored on more than 370 stations by more than 570 advertisers, offers local advertisers a ready-made audience at local time cost. There may be an opening in your locality. Check your Mutual outlet — or the Cooperative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

D. C. NETWORK

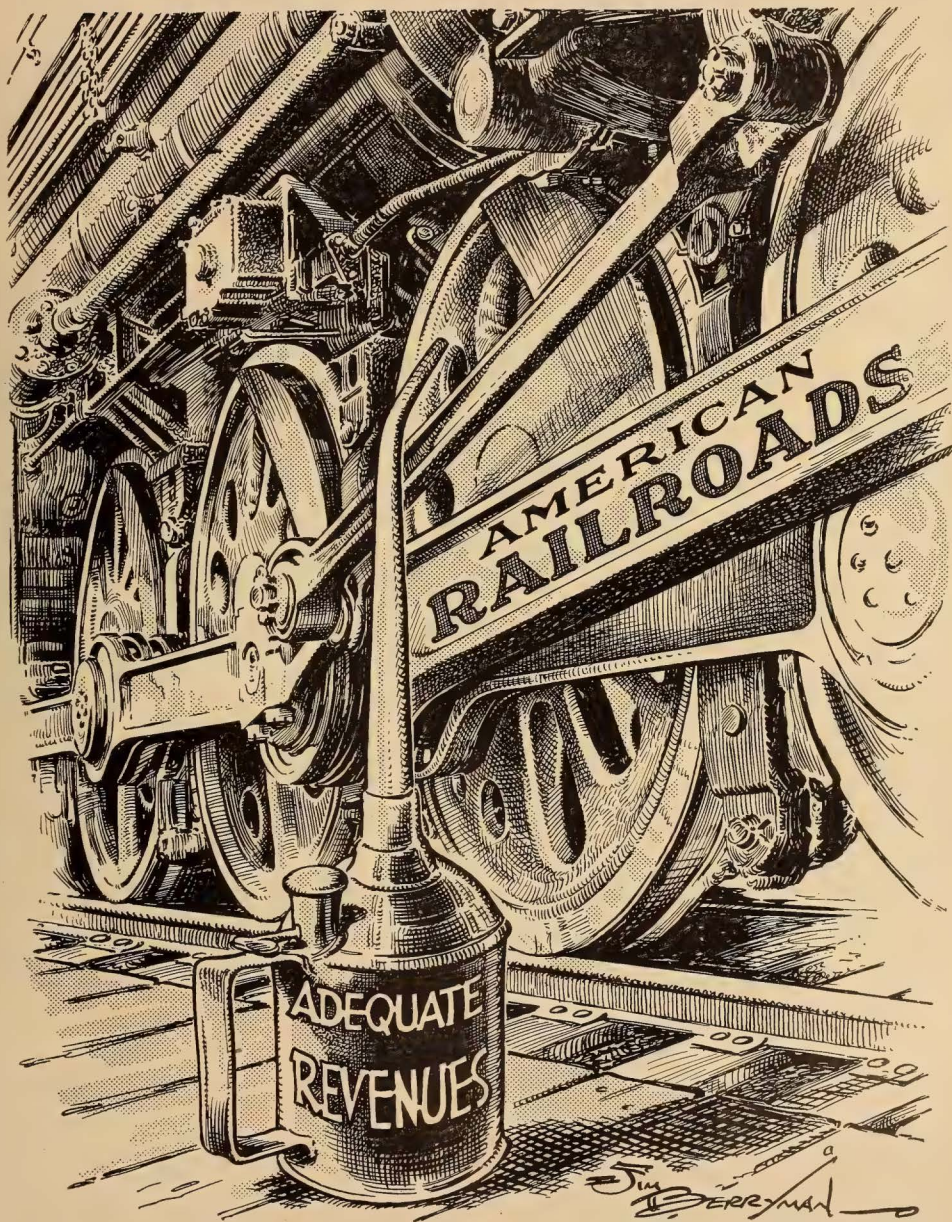
Names Forjoe, Ups Spot

METROPOLITAN Network has appointed Forjoe & Co. as its national sales representative, it was announced Wednesday by Joseph Breehner, WGAY Silver Spring, Md., chairman of the network. Also announced was an increased national spot rate.

The network is made up of independents located in suburban Washington, D. C. They are WARL Arlington, Va.; WFAX Falls Church, Va.; WGAY; WPIK Alexandria, Va., and WUST Bethesda-Washington. Effective Jan. 1, the national spot rate goes up from \$24 to \$30.

Stations' time can be purchased as a unit for certain announcements or programs. The network was formed in 1950 as a joint sales effort of the daytime-only outlets. In announcing the appointment of Forjoe, the network pointed out that WWDC Washington, formerly independent and now affiliated with MBS, had been represented by the firm and that Forjoe "was credited with a large portion of the phenomenal success" of WWDC in developing national spot business.

WHAT IT TAKES !



for the ASSOCIATION OF AMERICAN RAILROADS

WOW! 317 STATION SPONSORS

IRENE

DUNNE

AND

FRED

MACMURRAY

Together, in the Gay, New, Exciting Comedy-Adventure

"BRIGHT STAR"


FIVE DISTINCT
IDENTIFICATIONS
FOR YOU

Including Three Full-Length
Selling Commercials!

EACH HALF-HOUR
PROGRAM A COMPLETE
EPISODE!

★ WITH HARRY VON ZELL ★ AN ALL STAR SUPPORTING CAST

★ SPARKLING SCRIPTS AND PRODUCTION ★ BRILLIANT MUSICAL SCORES AND DIRECTION ★



It's a riot of newspaper
feudin' fuss'n and fun!

He's a reporter who hates bosses. She's an editor who hates reporters... It's action-full, event-full fun for the entire family!

**NEVER BEFORE HAS A NEW SHOW
CAUSED SO MUCH EXCITEMENT!**

Stations from coast to coast report: Breweries Are Buying! Public Utilities Are Buying! Auto Dealers Are Buying! Newspapers Are Buying! Food Stores Are Buying! Yes! Everybody's Buying the New Show That's the Sensation of the Industry!

**THIS ONE WILL PLEASE
THOSE HARD-TO-PLEASE
SPONSORS...**

WIRE TODAY!

IONS SIGNED IN FIRST 60 DAYS!

WDBJ, Roanoke,
Virginia. Sold to Striet-
mann Biscuit Company!

WORZ, Orlando, Florida
Sold to Orlando
Fletcher Motors, Inc.

WJER, Dover, Ohio
Sold to
Westinghouse Dealer!

KTBS, Shreveport,
Louisiana. Sold to
Pak-A-Sak Food Stores!

WIRK, West Palm Beach,
Florida. Sold to Orange
Crush Bottling Company!

WUSJ, Lockport,
New York. Sold to
Pies Furniture Store!

WFBM, Indianapolis,
Indiana. Sold to Hudepohl
Brewing Company!

KFYO, Lubbock, Texas
Sold to Southwestern
Public Service Company!

FREDERIC W. **ZIV** COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD



Boca Raton Postlude

ALTHOUGH it doesn't show on the record books, there was complete agreement on one salient point at the Boca Raton Convention of NBC, Nov. 28-Dec. 1. That was on the interdependence and mutuality of interest of networks and affiliates.

Because a majority of the affiliates either did not understand or were opposed to NBC's new rate plan, they voted better than 3-1 that it be held in abeyance pending further research.

Originally NBC had talked about Jan. 1 as a target date. The fact that even before the proceedings started it announced July 1 as the effective date would indicate that the network itself desired more time in which to evolve its final plan.

Despite the vote of affiliates, NBC will seek to accomplish its task by individual negotiation. Its officials will contact stations in key markets beginning at once.

Before the meeting, NBC's top echelon was confident that the plan would win approval. It developed, however, that they were over-optimistic. NBC President Joseph H. McConnell, who won the approbation even of those affiliates who opposed the plan, was forthright in his exposition of NBC's proposals. He frankly told affiliates at the concluding sessions that he was "quite shocked" at the reaction.

The fact is that only a handful of NBC's nearly 200 affiliates knew how the plan would affect them. They could not understand why radio rates should be tied into television penetration. They objected also to the use of three-year-old BMB data as the circulation base.

There was little disagreement about the desirability of evolving a scientific economic base for rate-making purposes. The rub was over the ingredients used and the methods employed. There was strong disapproval of the negative approach which some felt was tantamount to an admission that radio isn't worth as much as it used to be and this at a time when set ownership is at its highest peak.

Among the most outspoken in opposing use of the TV penetration factor were the operators of both radio and TV stations. They argued, in some instances, that they are enjoying unprecedented radio business despite having TV under the same roof.

In contrast with the joint network-affiliate radio sessions, the television meeting was short and sweet. TV, the glamor medium, is riding on momentum. Radio, perforce, finds itself at the hard rock stage in network relationship. It now is being sold as the lowest cost mass medium.

But it wasn't all radio sack-cloth and ashes at Boca Raton. Affiliates were impressed with the vigor of NBC's new radio selling team—Jack Herbert and Fred Dodge. They bristled with ideas. They intended to use selling gimmicks. The new merchandising plan was voted unanimously, introducing at the network level a tool employed effectively over the years by individual stations, notably WLW Cincinnati.

Whatever the emotions, that which emerged at Boca Raton proved enlightening to both sides. There was the recognition that network

operation is a two-way street. And the eyes of some of NBC's top brass must have been opened on a number of counts.

Somewhere along the line there will be hammered out an equitable plan. It must be a plan assuring the networks a return. It must provide affiliates with the tools that will allow them to receive adequate compensation for their facilities from local and national spot advertisers, and in sufficient volume and at rates that will be justly compensatory and absorb constantly increasing operating costs. It must take into account the truism that no medium ever progressed by retreating.

A network is no stronger than the sum total of its affiliates. The network in turn, provides indispensable service to the affiliates. They must work together, make sacrifices together, thrive together.

They must sell their medium for all its worth. And, as we have been saying all along, radio is worth more than it's selling for.

Blind Spot

NATIONAL SPOT net time sales in 1950 reached a total of \$120 million. In 1951 they promise to surpass even that record total. Compare this with the network net figure for 1950 of \$121 million and the probability that network totals will be less in 1951 and you see how important national spot has become in radio.

Yet nearly every study prepared by, and for, the printed media during 1951 has blandly chosen to ignore national spot, actually a major segment of the "millionaires'" radio dollar.

Most recent case in point is the current series in *Printer's Ink* intended to show how the 222 leading advertisers spend their advertising dollars. The articles are based, insofar as radio and television are concerned, on Publishers Information Bureau figures, which estimate network gross billings before frequency discounts and allowances. PIB does not cover national spot billings.

Yet this series bypasses the national spot segment of national advertisers' spending while accepting *Media Records* for newspapers. Using this wholly inaccurate base it comes up with the conclusion that newspaper is the major medium used by leading advertisers, magazine is second and radio comes in a poor third. It seems logical to believe that if this researcher had included national spot as well as network figures the conclusions reached would, inevitably, have given radio a figure twice as large as is credited in this article. Broadcasting would have led all media—far out in front of both newspapers and magazines.

We have no quarrel with the editors of *Printer's Ink* except to point out that their researcher has fallen into the old trap of using the easily available PIB figures while ignoring the less publicized national spot totals. But we do feel that it is time for broadcasters to verbally point with pride to their imposing all-time record.

"Wherever you go there's radio" indeed—and more times than not that radio is sponsored by one of the 222 big advertisers mentioned in this article.

In 1951 radio's net time sales will rise well above the \$425 million total of 1950. They will reach this new peak in spite of a probable declining network volume caused by rate adjustments. Booming national spot and local volume will make up the difference.

Major advertisers long ago discovered the power of national spot and have poured more and more of their advertising dollars into the medium. It is time the advertising world gives that fact the attention it deserves.



our respects to:



GEORGE WILKINS HARVEY

THE RADIO story of George W. Harvey is one of fountain pens. For it has been these instruments which have played the greatest part in placing Mr. Harvey in his new post of general manager of WFLA-AM-FM Tampa, Fla., and his name on the lips of those who pursue the broadcast arts.

Mr. Harvey's fountain pen got its first big workout 16 years ago. As a member of the sales staff of the *Chicago Tribune's* WGN, Mr. Harvey cut his teeth in radio selling.

During his association with WGN, Mr. Harvey was "loaned out" with fountain pen to MBS's newly-formed midwest office. There, he sold such network shows as *Keep Thin to Music* (calisthenics), *American Radio Warblers* and *Wheeling Steel Co.'s Steelmakers*.

WGN called Mr. Harvey and fountain pen back. And with them came some of the station's most enduring and largest accounts: The Walgreen Co., which started nine hours a week of news; the Nelson Bros. Furniture Co., the Hirsch Clothing Co., and the Local Loan Co. These are only a few blue chip accounts started 15 years ago and still on the station today. Mr. Harvey and fountain pen were responsible for selling over a million dollars of local and national billings.

These inseparables, who seemed made for each other, turned up again in 1942, the year Mr. Harvey was sent to New York to head up WGN's eastern sales office. For 4½ years the ink flowed—and so did large national accounts in New York and Philadelphia to the home office in Chicago. For his first 1½ years in New York Mr. Harvey was on his own. During that time he developed the business until it represented one-third of the station's total revenue. After that initial thrust, a salesman was added to help keep abreast of the expanding national business.

Mr. Harvey also has been active in the good fellowship phase of the broadcast business. In New York, he was an associate member of the Radio Executives Club, member of the Yale Club and belonged to the Huguenot Yacht Club where he kept a 34-ft. cruiser on which he entertained radio people weekends.

In Gotham, television and Mr. Harvey's interest in the new medium, sprouted. In late 1946 and early 1947, the WGN sales executive visited the New York stations then operating to learn all he could about the electronics baby. Not content to keep facts and figures to himself, Mr. Harvey authored a detailed report on the television industry. Reprints of

(Continued on page 68)

the NEW WFAA 570...



... the new WFAA-570 transmitter

brings to the Dallas-Ft. Worth metropolitan and
surrounding coverage areas a superior, high-fidelity signal...

it exemplifies the faith of WFAA in the future of radio
and in this rich, expanding market.

Martin B. Campbell: Gen'l Mgr.

Edward Petry & Co., Inc.: National Representative

ABC - TQN Affiliate

THE NEW **WFAA-570**
DALLAS



COLOSSUS of the CAROLINAS

WBT

CHARLOTTE, N. C.

THE BIGGEST SINGLE
ADVERTISING MEDIUM IN
THE TWO CAROLINAS

JEFFERSON STANDARD
BROADCASTING COMPANY

Represented Nationally by
CBS Radio Spot Sales

GUEDEL AWARDS

Offered in Radio, TV

AIMING to make radio and television more aware of its obligation to the public, Guedel's Dinky Foundation will offer two awards of \$1,000 each to the sponsored transcontinental radio and television programs with the best public service message during 1951.

The foundation, organized for charitable purposes three years ago by John Guedel, head of John Guedel Productions, Hollywood radio and TV packaging firm, has devoted considerable effort cooperating with government agencies in combatting communism.

To be eligible, program producers must send scripts, recordings or film clips of what they consider their best efforts to the Guedel office, 1680 N. Vine Street, Hollywood, before Dec. 31. The awards will be made by March 1.

Mr. Guedel hopes the awards may give new importance to radio and TV's obligation to such public projects as collecting blood, selling the Community Chest and combatting communism.

Project has the approval of the Advertising Council.

ABC SOUND EFFECTS

IATSE Wins Election

RADIO AND TV sound-effects technicians of ABC in New York have voted the International Alliance of Theatrical Stage Employees (AFL) as their bargaining agent. Only one vote was cast for National Assn. of Broadcast Engineers and Technicians (CIO), which had represented the employees until their contract expired Oct. 31.

In granting the IATSE petition for an election, the NLRB had rejected the NABET contention that sound-effects technicians should be merged with an existing unit of engineers. "The sound effects personnel constitutes a division of the program department, which is concerned with the artistic quality of broadcasts," the NLRB decision said. "The engineering department . . . is responsible for the transmission of the artistic effects through the electronic process" [B•T, Nov. 26].

ABC Day Serials

A BLOCK of five quarter-hours of daytime dramas will be carried in ABC Radio's afternoon schedule starting today (Monday), when Lever Bros.' *Joyce Jordan, M.D.* commences in the 3:30-3:45 p.m. slot. *Mary Martin*, a sustainer formerly heard 3:30-3:45 p.m., moves back to the 3:15-3:30 period while the drama lineup following *Joyce Jordan* remains unchanged: 3:45-4 p.m., *Strange Romance of Evelyn Winters*, sponsored by Philip Morris & Co.'s 4-4:45 p.m., *Valiant Lady*, sustainer, and 4:15-4:30 p.m., *Marriage for Two*, also sustainer.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS REGULAR WEEK OCTOBER 21-27, 1951 NIELSEN-RATING*

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average for All Programs)		
1	Lux Radio Theatre (CBS)	15.6
2	Jack Benny (CBS)	13.2
3	Arthur Godfrey's Scouts (CBS)	12.4
4	Amos 'n' Andy (CBS)	12.3
5	Charlie McCarthy Show (CBS)	11.7
6	Mr. and Mrs. North (CBS)	11.4
7	You Bet Your Life (NBC)	11.3
8	Bob Hawk (CBS)	11.0
9	People Are Funny (CBS)	11.0
10	Life with Luigi (CBS)	10.9
EVENING, MULTI-WEEKLY (Average for All Programs)		
1	Beulah (CBS)	7.5
2	Lone Ranger (ABC)	6.9
3	News of the World (NBC)	6.7
WEEKDAY (Average for All Programs)		
1	Romance of Helen Trent (CBS)	8.1
2	Our Gal, Sunday (CBS)	8.0
3	Pepper Young's Family (NBC)	7.7
4	Ma Perkins (CBS)	7.6
5	Arthur Godfrey (Liggett & Myers) (CBS)	7.5
6	Big Sister (CBS)	7.4
7	Guiding Light (CBS)	7.3
8	Wendy Warren and the News (CBS)	7.3
9	Road of Life (NBC)	7.1
10	Aunt Jenny (CBS)	7.0
DAY, SUNDAY (Average for All Programs)		
1	True Detective Mysteries (MBS)	6.3
2	The Shadow (MBS)	5.3
3	Martin Kane, Private Eye (NBC)	4.7
DAY, SATURDAY (Average for All Programs)		
1	Theatre of Today (CBS)	7.9
2	Stars Over Hollywood (CBS)	6.9
3	Grand Central Station (CBS)	6.8

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average Audience basis is used.

Copyright by A. C. Nielsen Co.

HUGH D. McKay

Ad Executive Dies

HUGH DEANE MCKAY, 55, since 1947 a vice president of the L. H. Hartman Inc., New York advertising agency, died Nov. 30 in New York's Roosevelt hospital after a heart attack.

An advertising man with international experience, Mr. McKay started with Frank Seaman Inc. in 1919. He became copy chief with Lord & Thomas, working in New York and Chicago offices of that company from 1922 to 1930, and spent the next four years with Joseph Katz Co., where he was general manager. He was advertising director for Colgate-Palmolive-Peet Co., working chiefly in Europe from 1934 to 1939 and in New York from 1939 to 1941. Later, he handled accounts for the Institute of Public Relations and founded Brand Names Research Foundation in 1943. From 1945 to 1947, Mr. McKay was executive vice president of Maxon Inc., New York.

He is survived by his wife, the former Catherine Gardner, and two sons, Hugh Jr. and George Gardner McKay. Funeral services were held in New York Dec. 2.

LUELLA HOSKINS, formerly with U. S. occupation forces in Japan on an advisory basis supervising scripts has joined staff of Assn. of Junior Leagues of America Inc., New York, as consultant on radio and television.

BEFORE YOU
DECIDE ON YOUR
NEXT SCHEDULE
in the DETROIT Area

See How Much MORE You Get Using

CKLW

and its 50,000 watts

AT THE LOWEST RATE OF ANY
MAJOR STATION IN THIS MARKET

Guardian Bldg. • Detroit 26,

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

J. E. Campeau
President



Where did this car come from?

Most of us think that new cars come from big auto-making cities.

But the fact is, new automobiles are assembled in these cities—but their hundreds of parts come from every state in the union!

Bringing in these parts involves plenty of expert timing. A few missing pieces

can slow up production seriously. A few missing doorhandles can stop an assembly line!

But the auto makers never let that line stop. They keep their cars rolling by using the speed of planes. They bring in needed parts by Air Express!

Today, with increased production for defense, Air Express speed helps keep the tanks and planes rolling, too. Whatever your business, here are the unique advantages you can enjoy with regular use of Air Express:

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

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

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



We Pay Our Respects

(Continued from page 64)

For an EFFECTIVE IMPRESSION -



To get the
BIGGEST BITE
of the
ST. LOUIS
AUDIENCE -

At the
LOWEST COST
PER 1000 -

USE
KWK!

Globe-Democrat Tower Bldg.
Saint Louis



Representative
The KATZ AGENCY

the reports circulated among agencies there and were used extensively to acquaint their media departments and account executives with video.

With this background, Mr. Harvey easily assumed the post of sales manager of WGN-TV Chicago when that station took the air in 1948. But before returning to Chicago, Mr. Harvey got out his fountain pen and annexed the sale for the Chicago Cubs and White Sox baseball schedules as well as Big Ten Conference football contests. That was a big cash register number that year for Chicago, and only this spring, Mr. Harvey, who doesn't blink at a repeat performance, concluded a half million dollar sale, including baseball as well as six half-hour Class A periods, to a West Coast manufacturer.

Mr. Harvey and his fountain pen were needed at WGN-TV, for those were the days of continuing losses. His cure was the novel and the daring. He injected a plan for daytime television. He conjured the tie-in of a production-talent contract reimbursing good showman ideas with a percentage of the participations sold. Still other fresh ideas blossomed and WGN-TV sales expanded.

Mr. Harvey was born on Chicago's South Side Aug. 3, 1903. His father, Dr. William S. Harvey, was a prominent physician. His mother, Alice F. Harvey, was of Mobile and New Orleans.

U. of Chicago Graduate

He was educated at the Organic School, Fairhope, Ala., the Todd School, Woodstock, Ill., the Phillips Exeter Academy, Exeter, N. H., and the U. of Chicago (with a Ph.B., 1925). He was a member of the track team, was active in dramatics and a member of the Delta Kappa Epsilon fraternity.

Mr. Harvey was one of 20 college graduates selected by the National Cash Register Co. to attend training in Dayton, Ohio. After six months, he was sent to Milwaukee, where he handled the business end of the office. Later, he became a salesman, specializing in the installation of bank accounting machine systems.

In 1928, he joined the advertising staff of *Motor Magazine*, an international trade journal, as salesman in the Chicago office. From there he went to the Wilken-Mfg. Co., Philadelphia (Piedrick piston rings) where he sold in the western office; then, he advanced to the New York City territory. Three years later, he was helping the Behr-Manning Corp. open up the area from Pittsburgh to Denver.

Two years later, Mr. Harvey introduced himself to radio by taking a sales job with WGN.

As a purveyor of information in the broadcast media, Mr. Harvey is a self-made expert. The

Chicago Television Council, for example, was getting up steam in 1948, and Mr. Harvey, a member of the executive committee, was instrumental in choosing speakers for the 1949 three-day convention.

In 1949, he invited NAB officials to attend a council luncheon plump in the middle of the broadcasters' convention in Chicago. This shirt-sleeves session was the first national television sales managers committee meeting. He headed the council in 1950, and was called upon to be its vice president in 1952.

Mr. Harvey was named general manager of WFLA-AM-FM last October, taking over duties Nov. 5. WFLA is a 5-kw NBC affiliate, owned and operated by The Tribune Co., which also publishes *The Tampa Tribune*.

When he was appointed, it was announced: "In Tampa he [Mr. Harvey] will be expected to increase service of the WFLA radio stations as well as prepare for opening of television when the FCC 'freeze' is lifted." That calls for another filled fountain pen.

Mr. Harvey married Elizabeth Drake, daughter of John B. Drake, one of the builders of the Chicago Hotel of that name, in 1935. They have two sons, George W. Harvey Jr., 10, and John Williams, 5. His hobbies are salty—chiefly sailing and yachting.



SPECIAL luncheon was held to mark opening of new Esso Standard Oil Co. station in Wilmington, Del., where Roger Holmes (c) is Esso Reporter on WDEL. Chatting with Mr. Holmes and Judson C. Dimling (r), Wilmington Esso district manager, is Stanley C. Hope, Esso president. Regular WDEL Esso broadcast at 12:55 p. m. was held at the luncheon, with 50 guests attending. New Esso station is located in city's new \$20 million Merchandise Mart.

KXLR Little Rock, Ark., has signed with Charles Michelson Inc., New York, producers of radio and TV transcriptions, to carry an hour of mysteries across the board from 2-3 p.m. daily. Transcribed shows—to be offered for local spot sales—include *The Avenger*, *The Sealed Book*, *Danger Dr. Danfield*, and *Strange Wills*. Emil Pouzar of KXLR completed arrangements with Charles Michelson, president of transcription firm.

"till forbid..."

Seventy percent of WLAV advertisers remain on WLAV—so long that we'll wager they've forgotten the date of signing. We're listing a few here because they deserve our national thanks. And, too, they're the truest testimonial to the power of radio and of WLAV to deliver more listeners and more sales for each dollar invested. More than incidentally, it's a list on which you belong. And soon.

11 YEARS

Boston Store
Mich. Gas Co.
Holsum Bread

10 YEARS

Bennett Fuel
Burkholder Chevrolet
Fox Jewelers
Herrud Packing
Wurzberg

9 YEARS

Economy Shoes
Fox Brewing Co.
Sears Roebuck
Texas Company

8 YEARS

Central Reformed Church
Children's Bible Hour
General Mills
Goebel Brewing
Hickok Oil Company

6 YEARS

Baxter Laundry
Chase & Sanborn
Cady Cafeteria
Elston Storage
Frost Pack
Jergens
Phila
Swift & Co.

5 YEARS

A C Spark Plugs

4 YEARS

J & J Music Co.

3 YEARS

Atlas Brewing
Galewood Outfitting
Griffin Shoe Polish
Lever Brothers
P. Lorillard
Republic Distributing

...but never forbid

WLAV

Grand Rapids, Mich.

AM-FM • ABC for

Michigan's Second Market

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE

NUMBER

25

OF A SERIES

FOR YOUR INFORMATION:

Since this is the traditional year-end round-up time for the Fourth Estate, here's a brief word-picture of the Oil Industry Information Committee, its objective and its plans for 1952.

To begin with, the OIIC is the public relations arm of the American Petroleum Institute, a non-profit organization. It is composed of more than 20,000 volunteer oilmen in every state of the Union. These volunteers function under the guidance of 12 district offices. Their sole objective is: "To help reaffirm the faith of the American people that their individual interests, as well as those of the nation, in peace or war, are best served by competitive, privately-managed oil businesses."

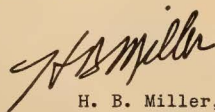
They have faith in this country's system of free enterprise. They want to spread that gospel from coast to coast, and from border to border - to remind the American people that our high standards of living are the fruits of freedom; that this freedom of men and enterprise must continue to prevail if future generations are to be enriched with the increasing blessings that have made this country the envy of the world.

To help carry that message to the American people in the coming year, the Committee members will seek to reach four major audiences through special emphasis during quarterly intervals.

The first three months of the year will be devoted to the farmers and the rural audience, stressing how the integration of oil and agriculture have helped to keep this country's bread-basket overflowing. The role of oil in the women's world - what it has done to help free them from the drudgery of the past - will be emphasized in the second quarter. The third quarter will be used to prepare for the fifth annual observance of Oil Progress Week - the seven day period in which oilmen make direct reports to their communities on their progress and the economic climate which makes it possible. The final 90 days of the year will be devoted to analysis and clarification of the industry's major economic and social problems for the nation's educators and community leaders.

National advertising in 1952 will follow the 1951 news-and-photo pattern in magazines, the trade press and in advertising and professional periodicals. Special kits of mats and copy will be made available again to the nation's newspapers for spring and fall tie-in campaigns. These kits resulted in millions of lines of industry advertising in the current year. All 1952 copy will be themed strongly to the Committee's basic message - that free men and free enterprise have made this country the stronghold of democracy, and that all future social, economic and civic progress must have the same climate if it is to be continued.

For further information about the OIIC program, or about the oil business itself, please write to me.



H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

front office



JACK BLACK, program director WNOR Norfolk, Va., appointed assistant to general manager. Mr. Black was recently elected to station board of directors.

JOHN TILLMAN, supervisor of night operations WPIX-TV New York, named night manager.

HAROLD G. PRICE, technical director and assistant manager of Roundsville Stations (WBAC Cleveland, WBEJ Elizabethton-Johnson City, Tenn., WQXI Atlanta, Ga., and WLOU Louisville, Ky.), recalled to active duty as Lt. Colonel in Army Signal Corps. He reports to Ft. Monmouth, N. J. **PAUL CRAM**, chief engineer WAGA-AM-FM-TV Atlanta, succeeds Mr. Price as technical director.

HOWARD J. SILBAR, promotion director WOOD-AM-TV Grand Rapids, Mich., appointed sales service manager, directly assisting the general manager. **DAVE HOYLE** will succeed Mr. Silbar, as promotion director.

B. M. PRENDERGAST, sales department KXOK-FM St. Louis, transferred to sales staff KXOK-AM.

DON GOLDBERGER appointed to sales staff WERE Cleveland. He was with WBNS (TV) Columbus.

W. H. CLARK, sales representative Canadian Broadcasting Corp., Toronto, named supervisor of commercial acceptance, succeeding **W. R. JOHNSTON**, who was appointed assistant commercial manager recently.

W. G. CARPENTIER, sales representative CBC Winnipeg, moved to same post at Toronto.

GENE CLARK, Los Angeles free lance radio writer, named program-sales coordinator, KHJ Hollywood and Don Lee Broadcasting System.

JOHN W. MCQUIRE, director of advertising for Anahist Co., and official of American Newspaper Advertising Network, named account executive in television sales department ABC-TV.

JOHN P. MEAGHER, account executive KYW Philadelphia, named radio information officer in public liaison office of Public Affairs Div. of the Dept. of State, Washington, D. C. **WILLIAM F. SHERRY**, commercial manager WKDN Camden, succeeds Mr. Meagher on station sales staff.

JEAN DESY, Canadian ambassador to Italy, appointed director general of International Service of Canadian Broadcasting Corp., for limited time, starting Jan. 1. Mr. Desy, a career diplomat of the Canadian Department of External Affairs, will remain Canadian Ambassador to Italy, and will advise CBC on type of shortwave programs to direct to European countries.

JAMES SWEET, manager KIHQ Sioux Falls, S. D., named to network sales staff CBS Radio, Chicago.

BARRY FARQUHAR, export sales of type-setting machines Intertype Corp., N. Y., named advertising sales representative WMTR Morristown, N. J. He succeeds **CLEM T. LOWDEN**, who resigned to take an advertising sales post with WBBM Chicago.

TOM EWING, KING Seattle, to Alaska Broadcasting System, as account executive servicing accounts in Seattle and northwest areas. Appointment is in line with "tremendous increase in national business," ABS spokesman said last week.

ROBERT A. MONROE, sales staff WKEV Griffin, Ga., to World Broadcasting System Inc. as field sales representative, effective immediately.

WALTER RUBENS named promotion manager WIND Chicago, succeeding **GRETA MORGAN**, resigned to be married.

Personals . . .

ROBERT FORKER, regional sales manager, and **JULIUS GLASS**, promotion manager WGAR Cleveland, elected to board of directors Associated Grocery Manufacturers' Representatives. . . . **CLARK L. DOZER**, station manager WCMW Canton, Ohio, appeared as guest speaker recent luncheon meeting of Advertising Club of Canton. . . . **JOHN ELWOOD**, director of Radio Free Asia, S. F., appointed to California State College Council, newly formed body to study efficient administration of California's 11 State colleges. . . . **G. RICHARD SHAFTO**, general manager WIS Columbia, S. C., named chairman of campaign committee for local Community Chest.

VIR N. JAMES, owner and operator KVRH Salida, Colo., accepted award on behalf of station from President's committee on employment of the handicapped. Award was made in "recognition of the outstanding efforts in promoting equal opportunity in employment for the physically handicapped."

WNHC SEPARATION

Splits AM, TV Stations

WNHC-AM-TV New Haven, Conn., separated its radio and television operations last week when the station formally opened its new radio building, located next to its former studios, which will be retained for TV purposes only.

New building is a converted four-story brownstone house. It contains two studios and a control room on ground floor, a news and programming department on the second and third floors, and publicity and photographic departments on the top floor. An adjoining building has been acquired by WNHC and will be renovated and added to the radio building early next year to provide executive offices and additional clerical space.

'52 BASEBALL

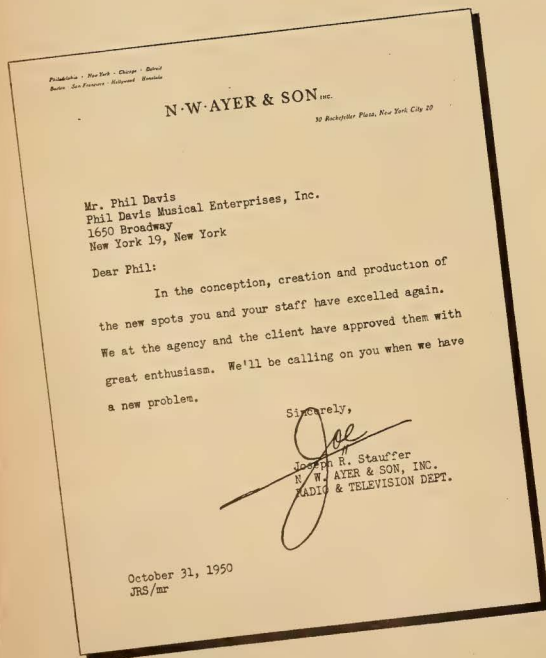
KXOK to Air Browns

KXOK St. Louis will broadcast all the St. Louis Browns games during the upcoming season, C. L. Thomas, KXOK Inc. general manager, announced last week. The Falstaff Brewing Corp. has signed as sponsor.

All road games, as well as home games, will be aired. Mr. Thomas said this will be the first time in the baseball club's history that all road games are aired from the playing fields.

Bud Blattner has been signed again as regular announcer. Dizzy Dean will share the KXOK announcer's booth from time to time.

In addition to the 154 regular season games, KXOK is to carry 35 pre-season Browns' games.



Musical Commercials for Radio and TV
PHIL DAVIS MUSICAL ENTERPRISES, INC.
1650 BROADWAY, NEW YORK 19, N. Y. • Columbus 5-8148

Graybar announces the AMPEX

ADVANCED SERIES 400 TAPE RECORDERS

Here are the newest additions to the well-known line of Ampex magnetic tape recording and playback machines:

Model 400-A
—with half-track head

Model 401-A
—with full-track head

Graybar-distributed Ampex units are available in both portable styles or for studio rack-mounted installations. Popularly priced, yet providing complete electronic control of all operations, they offer new highs in both fidelity and economy of operation.

Here are some of the more outstanding features of the new *Series 400*:

- **PUSH BUTTON OPERATION** — solenoid-operated mechanisms for all mechanical motions.
- **FULL REMOTE CONTROL**
- **SIMULTANEOUS ERASE RECORD PLAYBACK**
- **4 TO 1 SAVINGS IN TAPE COST**
- **UNIFORM RESPONSE** — up to 15,000 cycles per second.
- **SELECTIVE TAPE SPEEDS** — 15 and 7½ ips with conveniently-located motor-speed change and equalization switches.

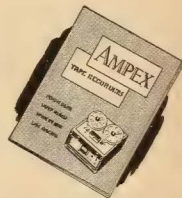


Now, one reel of tape does the work of four! Ampex Advanced Series 400 recorders offer remarkable tape-saving economies. In the photograph above, you see only four tape reels now needed to record the identical program contained in the sixteen rolls shown on the table — a saving of 75%. Thanks to 15,000 cycle performance at 7½ ips on but half the tape width, only Ampex recorders permit such a drastic reduction in tape consumption.

- **LOW NOISE DISTORTION LEVELS** — signal-to-noise ratio over 55 db at either tape speed.
- **INSTANTANEOUS STARTING**
- **INTERCHANGEABLE TAPES** — Ampex-recorded tapes can be played back on any other Ampex (of like speed) without sacrifice of fidelity or timing.

GET ALL THE FACTS
on the new Ampex Series 400 recorders
Ask your near-by Graybar Broadcast Equip-

ment Representative for up-to-the-minute information on the *Series 400* Ampex Magnetic Tape Recorders. Or, send for Bulletin A-211 which gives complete specifications and performance data — write: Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y. 104-112



EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR *via* **Graybar**

IN OVER
100 PRINCIPAL CITIES

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative. Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. The 19 Graybar Broadcast Equipment Representatives are located in the following cities:

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Mansher, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree,
Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
J. J. Connolly, Exeter 2-2000

PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Broadcasting's Best . . . Amplifiers • Attenuators • Cabinets • Consoles
Loudspeakers and Accessories • Microphones, Stands, and Accessories
Monitors • Recorders and Accessories • Speech Input Equipment • Test
Equipment • Towers (Vertical Radiators) • Tower Lighting Equipment
Transmission Line and Accessories • Transmitters, AM and TV • Tubes
Turntables, Reproducers, and Accessories • Wiring Supplies and Devices

Manufactured By . . . Altec Lansing • Ampex • Blow-Knox • Bryant
Cannon • Communication Products • Continental Electronics • Crouse-Hinds
Daven • Fairchild • General Cable • General Electric • General Radio • Hubbell
Hugh Lyons • Karp Metal • Machlett • Meletron • National Electric Products
Presto • Standard Electronics • Triangle • Webster Electric • Western Electric
Weston • Whitney Blake

SCHOOL RADIO, TV

Chicago Meet Gets Report

ALMOST \$2.5 million will be spent during the first year of operation for educational TV Channel 11 in Chicago if FCC approves the application from 12 colleges and cultural organizations there.

This was revealed Thursday morning at the School Broadcast Conference by James Armsey, director of the department of public relations at the Illinois Institute of Technology, which signed the FCC application.

Mr. Armsey issued a progress report of the working committee for developing the use of Channel 11. He appeared in a television symposium, a major feature of the three-day annual convention of the SBC in Chicago's Hotel Sherman Tuesday, Wednesday and Thursday.

Mr. Armsey said about \$1 million will be spent on plant facilities and another \$650,000 on equipment if the allocation is made. He estimates on-air costs for the first year will be \$750,000. The building would be constructed on a plot donated by the school on the city's South Side and would comprise 1,350,000 sq. ft.

Although "we have reason to believe we will get Channel 11," it would not go on the air for three years, the speaker said. The petition was filed with FCC Sept. 10

by IIT, representing the group, and the working committee was formed Sept. 9.

The operation would be carried on by a non-profit corporation in all probability, Mr. Armsey said, with the station operating non-commercially. Cultural institutions, such as the Art Institute, the Museum of Science and Industry and the Chicago Historical Society, would cooperate with local colleges and universities as well as with the Chicago Board of Education in presentation of programs.

Group Is Working

In the interim, the group is working on details of financing, construction, programming and all overall purposes. One tentative plan is to have in-school programs telecast during the day. Mr. Armsey appeared with representatives from cooperating agencies, including George Jennings, director of the Radio Council, Chicago Public Schools; The Rev. E. J. Kammer of DePaul U., and Charles Fabens Kelley, Art Institute.

The session was moderated by Lester J. Schloerb of the Chicago Public School's Television Committee, who introduced Richard S. Lambert, supervisor of school broadcasts for the Canadian Broadcasting Corp. He outlined prospective telecasting in Canada.

Terming the difference between the CBC and American broadcasting companies "merely one of emphasis," Mr. Lambert said commercial shows are accepted because they defray costs of expensive non-commercial shows. CBC, he said, insists that all programming, entertainment or educational, be performed and produced by professionals meeting a single "high set of standards."

Although Canada is not likely to have educational television "in the foreseeable future," the government is making extensive plans for its use.

Citations were presented at the annual luncheon Wednesday for the SBC, Assn. for Education by Radio-Television and the National Assn. of Educational Broadcasters. Commendations from the SBC went to 11 stations, three programs and the United Nations. Judith Waller, director of public affairs and education at NBC Chicago, presided.

The UN Radio Division was cited for its *Citizens of the World* series. One network feature singled out for special mention was *Mama* on CBS Television and its star, Peggy Wood.

"Never in the many months this program has been on the air has it lapsed from its high standards

of acting and good taste. The show proves the sponsor [Maxwell House coffee] need not compromise with good taste in order to promote his product," SBC said.

Celanese Theatre, telecast on ABC-TV, was commended for "program excellence." "Although a newcomer to television, it proves there is a vast audience hungry for the best in American theatre. Television is still cutting its milk teeth on comedy and variety shows—the *Celanese Theatre* promises television may one day cut its wisdom teeth on great drama, well-produced."

Fulfills Program Need

The third program was *Science in Action*, telecast on KGO-TV San Francisco and produced by the California Academy of Sciences. "Fulfilling a distinct program need in its area, this program has consistently maintained high standards, yet retains a large and loyal audience of all ages. It is educational in the best sense of the word, but also is sponsored."

Stations and personnel, with the programs for which they were cited, follow:

WLS Chicago—The schooltime series feature, *New World of Atomic Energy*, produced by Education Director Josephine Wetzler. They "are to be commended for bringing to the schools of the Middle West this up to the minute, authoritative program on a current problem of interest to every citizen."

WABE-FM—Atlanta Board of Education station and producer Margaret A. Kilian—For *Tell It Again* series,

Radio Compared

(Continued from page 28)

both the space and the commercials for outdoor radio." But he suggested that "more copy be slanted toward the outdoor audience" which for many programs is larger than the audience at home.

In conclusion Mr. Hooper said: "Radio has been so economical for advertisers to use, so productive of results, so profitable to own that it has defied comparison with other media. In failing to make those comparisons it has failed to learn of its strength. The healthiest sign in radio is its own current, if belated, demand for comparisons with other media. Radio can stand comparison."

WBAL on 24-Hours

ROUND-THE-CLOCK operation was announced last week by WBAL Baltimore. The 50 kw, 1090 kc Hearst Radio Inc. property has been designated one of the key civil defense stations for the Maryland area. The 24-hour-a-day basis of broadcasting goes into effect today (Monday) in order that the station can give full cooperation to defense needs, WBAL said.

OFFER TEN \$25.00 U. S. DEFENSE BONDS DAILY!

AUDIENCES SKYROCKET!
TIME SALES CLIMB WITH
THIS . . .

**NEW LUCKY
NUMBERS FEATURE
ESPECIALLY PLANNED FOR
SMALL
MARKETS**

**WE PAY
ALL
WINNERS**

AND GUARANTEE
WINNERS AT LEAST
EVERY 8 DAYS

**4 WAY PAY-OFF
ON MATCHING . . .**
• Social Security Cards
• Armed Forces Serial
Numbers
• Drivers Permit
• Matching Numbers
On Any \$1.00 Bill
**LISTENERS HAVE ALL
4 WAYS TO WIN ON
EVERY NUMBER.**

6 DAYS EVERY WEEK

(TOTAL FREE OFFER

\$1500—PER WEEK)

AT LOW COST OF ONLY

\$ 30.⁰⁰

PER WEEK

FOR COMPLETE INFORMATION WRITE, WIRE OR PHONE

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regional program designed to familiarize children with the cultural heritage of the area.

KCMO Kansas City—For the series *Today's Woman* with Anne Hayes, "an excellent program of its kind, serving community needs."

WBBM Chicago—For its series, *The Untouchables*, "in which it performs a distinct public service in informing the community of narcotics problems of concern to all citizens."

WMEZ Boston and Robert Schimmel, radio director, Boston Public Schools—For *Crocket on the Hearth*, one in a series designed to "bring outstanding but seldom-heard classics of literature to the classroom and general public."

WILL, U. of Illinois stories at Urbana—For the series, *Stories 'n' Stuff*, "which disproves the theory sometimes held that university educational stations operate in the cloud . . . This has appeal for every youngster."

WDWS Champaign, Ill., and Isabel Schwalbe, parent-teacher chairman, Dist. 10, Illinois Congress of Parents and Teachers—For *The Tassell Family*.

WHCU Ithaca, N. Y., and Joseph A. Short, station assistant production manager and teacher at Ithaca High School—For the series *Accent on Youth*, presented by students of the high school radio workshop, and for *Behind the Eight Ball*.

WJBC Bloomington, Ill., and Mrs. Lewis Guess, radio-TV chairman, Dist. 6, ICP—For *WJBC Radio Club of the Air* and for *PTA-Schooltime* programs.

WNBQ (TV) Chicago and NBC, as well as Don Herbert and Jules Pewowar, star and producer of *Mr. Wizard* on the network—"This program seems to be on the right track insofar as education is concerned, presenting as it does basic science information in a highly entertaining fashion."

WTCN (TV) Minneapolis and Madeline Long, consultant in radio-TV education, Minneapolis Public Schools—For *Video School*, an "outgrowth of a school situation which proves television can teach."

WGN, AFRA CASE

Panel Favors Station

THREE-MAN arbitration board consideration of a dispute between American Federation of Radio Artists and WGN Chicago was decided last week in favor of the station and its sick leave policy.

The opinion, written by John W. Curran, law professor at DePaul U., Judge Julius H. Miner and John F. Sullivan, pointed out WGN "has conformed" to the AFRA-Chicago basic minimum agreement for announcers and sound effects men and has not breached the contract, as AFRA charged.

AFRA's second petition for arbitration with WGN on jurisdiction over TV sound effects men will be studied this week by a similar board.

MBS Hollywood staff has moved from the Don Lee Building, Vine Street, to new offices in the Equitable Building, 6253 Hollywood Blvd. Staff includes Ned Tollinger, MBS West Coast program co-ordinator; Gerry Carson, assistant; Harriet Crouse, director of publicity, MBS Hollywood.

STATIONS AID SANTA CLAUS

Accent Is on Needy Children as Holiday Nears

STATIONS throughout the nation last week were giving Santa Claus a helping hand, with accent on aiding needy children. With Christmas only two weeks away, a diversity of Yuletide activities was in full swing. Among reports received were:

WMGM New York will give its sixth annual Christmas party for some 250 children from local settlement houses and welfare organizations Dec. 21. The party is scheduled aboard the *USS Prairie State*, World War I battleship now docked in the East River and used as a training ship.

WOR-AM-TV New York's seventh annual children's Christmas fund, a money-raising campaign to buy toys, clothing and necessities for more than 10,000 children in 74 New York hospitals in the metropolitan area, got underway Nov. 17. Last year, 11,415 persons contributed \$37,124.

WOL Washington has set up on one of the city's fashionable avenues a covered wagon which is being used as a receptacle for contributions of clothing, food and toys. In conjunction, WOL is promoting a Christmas caravan drive which began Nov. 24 at a special broadcast featuring Supreme Court Justice Tom Clark. The station

has an arrangement with a cab company by which cabs will help in collecting contributions.

WBBN Buffalo presented several programs from an armory decorated to make the fourth annual "Christmas Wonderland," a mammoth carnival for children.

WHAN Charleston, S. C., since Nov. 23 has had Santa himself broadcasting. Before Christmas, Santa will give away hundreds of prizes to youngsters sending in the best Christmas letters to WHAN. The station also handled arrangements for Santa's arrival in a Christmas parade Dec. 5.

Off to Good Start

WJBK-TV Detroit is helping Detroit's Old Newsboys (The Goodfellows) live up to their slogan, "No Kiddie Without a Christmas." Each year, however, since 1914, the job of raising funds has become tougher. The goal this year was set at \$250,000. WJBK-TV got the campaign off to a good start by raising \$25,000 through an all-night telethon.

WIP Philadelphia has scheduled more than 30 special Christmas programs between Dec. 8-25. Many Hollywood celebrities will be heard in the special programs, among

them Lionel Barrymore, Margaret O'Brien and Thomas Mitchell.

KLX-AM-FM Oakland, Calif., will offer several religious programs Christmas Eve and Christmas Day. Included will be a 75-minute broadcast from San Francisco's Grace Cathedral, seat of the Episcopal Diocese of California. The stations reported that they are the first to be granted permission to air the Christmas Eve service from the Cathedral.

WPAW CHANGE

Examiner Would Approve

INITIAL decision proposing grant of application of WPAW Pawtucket, R. I., for frequency change from 1380 kc to 550 kc and power increase from 500 w to 1 kw, daytime, was issued last week by FCC Hearing Examiner Leo Resnick.

Examiner found the station would cause no objectionable interference with any other station. WPAW proved, by citing results of extensive field intensity measurements, that no interference would be involved with WGAN Portland, Me.; CFNB Fredericton, New Brunswick, Canada; WDEV Waterbury, Vt., and WHYN Holyoke, Mass.

Originally WPAW and WHIM Providence, R. I., had applications for the 550 kc facilities and were scheduled for hearing together, but WHIM withdrew its application.

OFFER TEN \$50.00 U. S. DEFENSE BONDS DAILY!

RADIO, TV STATIONS . . .
ADVERTISING AGENCIES

Find Out How

NEW LUCKY
NUMBERS

. . . Make Your Audiences
SKYROCKET
. . . your SALES
C-L-I-M-B!

WE PAY
ALL
WINNERS

AND GUARANTEE
WINNERS AT LEAST
EVERY 8 DAYS

4 WAY PAY-OFF
ON MATCHING . . .
• Social Security Cards
• Armed Forces Serial Numbers
• Drivers Permit
• Matching Numbers
On Any \$1.00 Bill
LISTENERS HAVE ALL
4 WAYS TO WIN ON
EVERY NUMBER.

6 DAYS EVERY WEEK

(TOTAL FREE OFFER

(\$3000—PER WEEK)

AT LOW COST OF ONLY

\$ 55.00

PER WEEK

FOR EXCLUSIVE FRANCHISE OPTION WRITE, WIRE, OR PHONE

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ROBERT HAYWARD, operator, Hayward Productions, S. F., to KTTV (TV) Los Angeles, as director of program development, new program department division.

JOHN HOLBROOK signed as new announcer on NBC Radio's *Double or Nothing* to replace **LOU CROSBY** beginning Monday, Dec. 24.

H. KENNETH MURRAY, former Air Force lieutenant colonel, to WVNJ Newark, N. J., as promotion manager.

COURTNEY McLEOD, traffic operator ABC Hollywood, appointed traffic supervisor for Western Div., ABC Radio.

BOB HESS, staff announcer KYBS-FM Dallas, Tex., appointed program director KPAN Herford, Tex. Mr. Hess, and **RUTH TUCKER**, news editor KYBS, married.

MANUEL (Mike) MICHAELSON, program department WWDC Washington, to House Radio Gallery, U. S. Capitol, as an assistant superintendent.

HOWARD BURNETT, assistant director WCAU-TV Philadelphia, named production manager WIP Philadelphia. He replaces **IRVING SMITH**, now director of sales and program department WCMC Wildwood, New Jersey.

RICHLAND WELCH, mail room KLAC-TV Los Angeles, named to stage crew.

DON SIMS, announcing staff WHFC Cicero, to WGN Chicago, in same capacity.

ADELE ZIMMER, continuity department WHKC Columbus, Ohio, appointed continuity director WLWC (TV) Columbus.

RALPH CAREY, KOIL Omaha, to announcing staff KMTV (TV) Omaha.

air-casters



JACK LAURENCE, disc jockey WINX Washington, appointed to announcing staff WMAL-AM-TV Washington.

CAROL DUVAL, station personality WOOD-TV Grand Rapids, Mich., appointed women's director, succeeding **KAY RUNYON**, resigned.

NORMA SHEALY named program librarian WIS Columbia, S. C. **RUTH WOLFE** to WIS, as receptionist.

JERRY JOHNSON named to announcing staff WSB-TV Atlanta. He was with WAGA-TV Atlanta.

DICK ROSSETT, former announcer WCUE Akron, Ohio, now serving aboard U.S.S. Franklin D. Roosevelt in Mediterranean waters.

BILL WAGNER, producer-director WTVN (TV) Columbus, Ohio, spoke on "Television as a Career," at biennial Men's Career Conference at Oberlin College.

WILLIAM BROWN, producer WMAL-TV Washington, **LARRY CARL**, TV producer, and **PAUL VON HAGEL**, WITH Baltimore, named to faculty National Academy of Broadcasting.

ART PETERSON, freelance announcer in New York, appointed to announcing staff WHEN (TV) Syracuse, N. Y.

BILL SEAMAN, staff announcer KVOC Casper, Wyo., to KOPR Butte, Mont., in same capacity.

HERBERT SELTZ, prop department WLWT (TV) Cincinnati, named to production staff.

JOSH KING, announcer CHUM Toronto, Ont., and Joan Frieda Lackner, married Dec. 1.

BILL FOUNTAIN, announcer WKY-AM-TV Oklahoma City, father of boy, Christopher Todd, Nov. 23.

DICK RICHARDS and Mrs. **JULE C. FERGUSON** appointed to staff WESC Greenville, S. C. Mr. Richards will handle assignments on announcing staff and in continuity department. Mrs. Ferguson will write and conduct *Women's Page* program.

RALPH T. BRAUN, staff WMAR-TV Baltimore, appointed promotion manager.

JIM WYATT, disc jockey KSFO San Francisco, to KGO San Francisco, as star of *Jim Wyatt Show*.

FRANK FELMER, WHNC Henderson, N. C., to announcing staff WMTR Morristown, N. J.

JIM CLENDENIN, supervisor of mail and messenger service NBC Chicago, to TV production facilities staff. He is replaced by **JOHN SCHOLFELD**.

RICHARD WEINBERG, TV production floor manager NBC-TV Chicago, transfers to NBC Hollywood.

NORMAN GRANT, director of staging services NBC-TV Chicago, to NBC-TV New York, as art director.

BENJAMIN ROSEMAN, **RICHARD JOHNSON** and **CARL EBERT** to production staff NBC-TV Chicago.

CHARLIE ANDREWS, writer of *Dial Dave Garraway* on NBC-TV, and Jean Heine, married Dec. 8.

PARKE LEVY, head writer CBS Radio *My Friend Irma*, takes over directorial chores for show.

HELENE SATINOVER to traffic department WFIL-TV Philadelphia.

NORMAN GRANT, manager of staging services NBC-TV Chicago, named NBC network TV art director in New York, effective today (Monday). He succeeds **M. M. ELWELL**, resigned, and will be responsible for set and costume designing, make-up, titles and graphics for all NBC-TV shows originated in New York.

News...

HUBERT HOLLOWAY, Washington news correspondent, named to news staff WLW Cincinnati. Mr. Holloway will handle *I See Today By Holloway*, five minute show each evening.

IRA BLUE, sports editor KGO San Francisco, named favorite West Coast sportscaster and commentator in *Bantam Books' Preview of Entertainment*.

WILLIAM WARRICK, news writer WCCO Minneapolis, to NBC Chicago news staff, replacing **ROBERT TAYLOR**, resigned.

GENE FARINET, news writer ABC Chicago, transfers to ABC's New York newsroom. **STEPHEN C. FLANDERS**, radio news desk of *New York Herald Tribune*, also added to ABC New York newsroom.

DICK JOY, free lance Hollywood announcer-news-caster and formerly co-owner KCMJ Palm Springs, Calif., named news director KPAC Los Angeles. He succeeds the late **MURRAY BOGGS**.

WILLIAM O'HALLAREN, newsroom KECA-TV Hollywood, father of boy, Tommy.

JIM ARKISON, sports director WALE Fall River, Mass., elected to Fall River school committee.

NAME McCONNELL To Head Relief Drive

JOSEPH H. McCONNELL, president of the National Broadcasting Co., has been named head of the 1952 Salvation Army drive in New York to raise \$1,250,000. Walter Hoving, president of Salvation Army Assn. of New York, announced early last week.

Funds from the annual appeal, which will be conducted from Jan. 8 through March 7, will be used to support 60 welfare centers and operations in greater New York. Radio and television will be used in the campaign, according to one organization spokesman, with air time donated by cooperating networks and stations, as in the past.

Salvation Army is currently conducting its annual Christmas kettle appeal with a 15-minute broadcast by the Army band and a talk by the territorial commander scheduled for WNBC New York, with a half-hour musical program by the band and the Temple Chorus slated for WNYC New York. Program dates have not been set.

WLW Show Honored

CONGRATULATIONS were extended last week by a high State Dept. official to James Shouse, board chairman of Crosley Broadcasting Corp., on the occasion of WLW Cincinnati's 10th anniversary of its *World Front* news program. Edward Barrett, Assistant Secretary of State for Public Affairs, paid tribute to Mr. Shouse for "maintaining the high standards" of the news panel and cited the radio industry for always being "in the forefront in offering its facilities" for such discussions. Program earlier was cited by the Adult Education Council of Cincinnati [B•T, Nov. 26].



CLEVELAND'S Chief STATION

Top talent, vigorous sales promotion, plus Greater Cleveland's strongest signal make WJW your best buy. Get facts, availabilities NOW.

WJW

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 13, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

50 grand and glorious years of your business!

SHOW BIZ

by Abel Green & Joe Laurie, Jr.

FROM VAUDE TO VIDEO

"A vastly entertaining book."
—WINCHELL

At all bookellers, 640 pp., \$5.00