

BROADCASTING TELECASTING

IN THIS ISSUE:

Research Problems
Teaching Climax
Page 23

FCC Studying
Network Plans
Page 25

CBS Plan Draws
Endorsements
Page 27

Sec. 315 Review
Is Needed
Page 29

TELECASTING
begins on Page 69

WOR-tv

New York's youngest tv station—is
New York's most popular independent
tv station. In fact, it tops
a network station!

In two years, WOR-tv has zoomed to the top . . . ranking, today, as the leading independent station in the New York market.*

It delivers more audience than any other independent tv station in New York.

It pulls more viewers than one of New York's network stations.

"Trapped" — a station-built mystery drama — draws more viewers in New York than 34 sponsored nighttime network shows.

Summer and winter, WOR-tv is the city's favorite sports station. It was tops in sports with the Brooklyn Dodgers and it's still tops . . . pulling more audience than Madison Square Garden events on another station.

It's getting results for 77 national advertisers.

Since boosting power in August, WOR-tv has been delivering a PLUS audience of 1,000,000 potential viewers. Rates have remained the same.

WOR-tv delivers viewers at low, low cost. A minute commercial on the average sports show can sell 293,700 viewers for only \$1.33 per 1,000. Or — on the average movie — it can sell 285,240 viewers for only \$1.02 per 1,000*.

Keep these facts in mind when you are making your television plans. For more sales at less cost put your message on . . .

*November 1951, Telepulse

WOR-tv
channel 9
New York's Leading
Independent tv station

21ST
The Newsweekly
of Radio and
television.
year

Gift Package

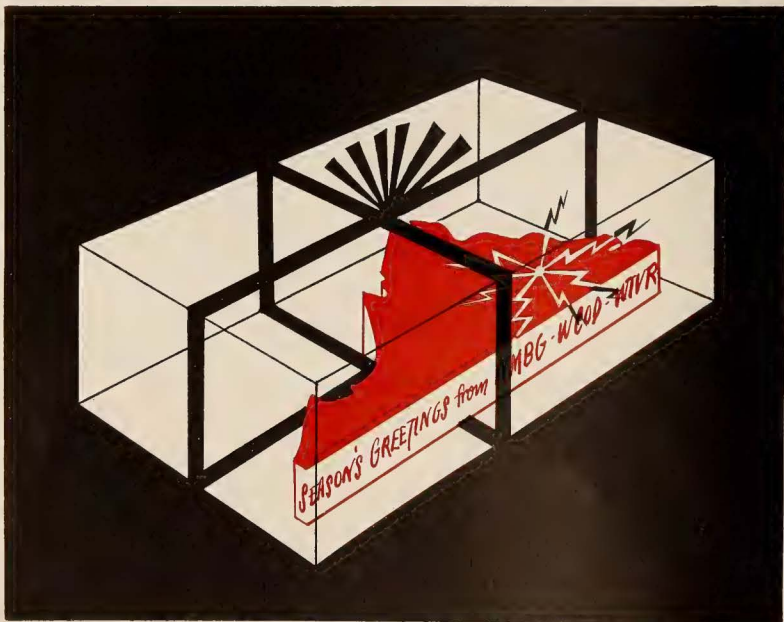
In 1948 Havens & Martin dedicated Television Station WTVR to the people of Virginia.

How well it's appreciated is expressed by the fact that today there are over 95,000 sets installed in the WTVR area. Yet as Christmas 1951 rolls around, WTVR, now nearly four years old, is still the only TV station operating in Richmond.

Nearly 25 years ago WMBG took the air as a pioneer radio station. Its record is studded with firsts.

In this postwar era WCOD, the FM outlet, was added to the Havens & Martin group to provide Virginia's only complete broadcast advertising service.

Linked with NBC through the years, these First Stations of Virginia have captured the fond loyalty of a people who fully appreciate pioneering and public service.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

Christmas
gift
subscription
form



BROADCASTING • TELECASTING

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

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

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

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

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

WKMH

5000 WATTS DAYTIME

1000 WATTS NIGHTS

* IS NOW NO. **3** STATION HEARD IN
DETROIT Monday thru Friday
— 12 noon to 6 P.M.

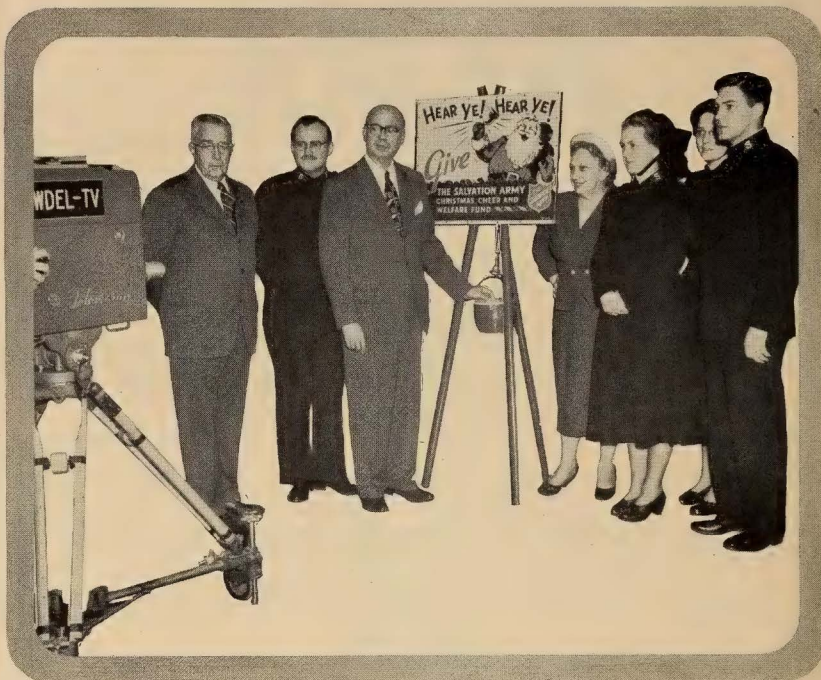
* IS NOW NO. **2** STATION HEARD IN
DETROIT on Saturday
Same Time

IS NOW NO. **1** "BUY" IN THE GREAT
DETROIT MARKET (based
on cost per 1000)

* Detroit Pulse Report
Sept.-Oct. 1951

Congratulations to our Sister Station
WKHM Jackson, Mich. 1000 watts
Full time, NOW ON THE AIR ...
970 on the dial

• • • • SEE YOUR HEADLEY-REED REPRESENTATIVE • • • •



that each may share with his neighbor...

First contributor to the Salvation Army Christmas Fund is Mayor James F. Hearn

A familiar part of the holiday scene in Wilmington, the smiling Salvation Army lassies with their tinkling bells and Christmas kettles. This kettle collection, used for the city's less fortunate families . . . food, clothing and toys . . . was formally opened this year on WDEL-TV. Participating in the telecast with Wilmington's Mayor Hearn are members of the Salvation Army Board and Staff.

This WDEL-TV feature is indicative of the active, constructive role the station plays throughout the year in assisting local welfare agencies. Thus, WDEL-TV serves its communities and contributes to and helps improve the lives of all the people in its viewing area.

WDEL-TV
WILMINGTON, DELAWARE



Represented by
ROBERT MEEKER Associates Chicago • San Francisco • New York • Los Angeles



at deadline

CLOSED CIRCUIT

WESTINGHOUSE last Friday notified NBC it's constrained to withhold approval of new radio rate plan despite projected immediate increases for its four affiliates. Conversations were between Walter Evans, WRS president, and Joseph H. McConnell, NBC president. Westinghouse stations are under temporary license because of FCC study of parent company status under old anti-trust action. Thus, in view of FCC's preliminary look at network radio-TV rate situation, cessation of rate formula discussions was decreed for present.

THOUGH it's not common knowledge, Salary Stabilization Board plans to overrule entertainment panel (radio, TV, theatre, motion picture) on overscale performer policy. Later recommended voluntary code for industry, but SSB intends to set up self-administering regulation machinery [B•T, Dec. 10]. Because of this—and similar sports study—panel report won't be released this month—may never be issued.

QUIET test runs under way by group proposing new radio news wire geared to serve small stations on low-cost basis. Project grew out of Transradio's recent demise.

NBC IS SEEKING not one but several top broadcast executives [B•T, Dec. 10]. They're looking for top man in radio station relations, owned and operated stations and radio spot sales.

TREMENDOUS surge of TV activity throughout Latin America is foreseen with several hundred installations likely within the next year or two, if equipment is available. Virtually all equipment will come from U. S. Sao Paulo, Brazil, last month put its second TV station on the air, and third is under preliminary construction.

IS SENATE Interstate Commerce Committee still looking into Defense Production Chief Charles E. Wilson's ban on color-TV set production? There were signs last week that it isn't satisfied with order which stopped CBS set-production, dealing with end product for first time.

GLAD TO OBLIGE DEPT.: Copies of remarks by Sen. William Benton (D-Conn.) on his "advisory council" bills to be distributed by NARTB to its members—at request of Sen. Benton.

OLDSMOBILE Div., General Motors Corp., Detroit, understood considering retrenchment in TV budget by cutting down two of its five-time-weekly sponsorship of *Oldsmobile News*, 7:30-7:45 p.m. on CBS-TV, through D. P. Brother Inc., Detroit. Several advertisers understood to be willing to pick up the availability after February.

SHARP CRITICISM of Dr. Matthew Chappell's analysis of coincidental and roster audience measurements as revealed in summary
(Continued on page 6)

FCC, BAR GROUP HONOR LOUIS G. CALDWELL

TRIBUTES to Louis G. Caldwell, radio attorney, who died last Tuesday (see obituary page 28), were paid Friday by FCC and Federal Communications Bar Assn.

FCC officially inscribed its "deep sorrow" at Mr. Caldwell's death in its minutes, recalled his "vital and significant contributions to the development of the [Federal Radio Commission's] procedures and to the general pattern of regulation for a new industry," as first general counsel of FCC. Commission also referred to him as a "brilliant and tireless counsel" in radio broadcast field, said he would be remembered for his "versatile and original talents and for his great personal charm."

Bar group's Executive Committee adopted resolution pointing to Mr. Caldwell's "great contribution" to radio practice. Describing him as "foremost authority on communications law," committee praised his "unlimited capacity and energy as well as ability to rise to any occasion."

He was FCC's "severest critic and best friend," it was stated, and fought for tolerance, understanding and free speech. Resolution pointed to his work for American Bar Assn. and numerous other bar groups and observed that he had died on 50th anniversary of Marconi's introduction of trans-Atlantic radio communications.

GENERAL MILLS CHANGES

GENERAL MILLS Inc., Minneapolis (Red Band Flour), to sponsor recorded *Joe Emerson's Hymn Time*, 3-3:15 p.m. EST, Mon.-Fri., over ABC radio, effective Dec. 24 for 52 weeks. Company also expanding sponsorship of *Silver Eagle* adventures on ABC radio from Thursdays at 7:30-8 p.m. EST to Tuesdays and Thursdays at that time, effective Jan. 1. On that date *Silver Eagle* will replace Mr. Mercury series now heard Tuesday at that time. Agency: Knox Reeves Adv., Minneapolis.

Hands Off Rates, FCC

THE FCC is taking a look at network-affiliate contract negotiations. It apparently wants to determine whether one medium (radio) will suffer because of another medium (TV).

There is nothing in the law to prevent the FCC—or perhaps any other agency—from taking a look. But there's certainly something in the law that precludes the FCC from tampering with the rates or business practices of broadcast licensees. (The networks are not licensed, except through their owned-and-operated stations.)

The law specifically provides that broadcast stations are not public utility common carriers. Thus, the FCC is prevented from considering matters pertaining to time-charges or contractual relations—aside from such factors as option-time covered in the so-called network-monopoly regulations.

It is perhaps under the guise of these network regulations that the FCC is taking its look. Chairman Coy and Comr. Jones, in past

BUSINESS BRIEFLY

STEEL SPONSORS CAROL ● U. S. Steel becomes TV sponsor for first time Christmas night when it presents Charles Dickens' *A Christmas Carol* on NBC-TV 9-9:30 p.m. EST. British actor Sir Ralph Richardson to be brought over for one-shot appearance as Scrooge.

PABST BUYS BOWLING ● Pabst Sales Corp., Chicago (beer), and Brunswick, Balke, Collender Co. Inc., Chicago (bowling products), were scheduled to sponsor eleventh annual all-star bowling tournament from Chicago Coliseum Sunday over WENR-TV Chicago and WXYZ-TV Detroit, both members of ABC-TV network. Agency: Warwick & Legler, N. Y.

JOE DIMAGGIO FOR P. M. ● Philip Morris reportedly set to sponsor 10 minutes before and after New York Yankees home baseball games next year on WPIX (TV) New York, presenting commentary by Joe DiMaggio, who signed as Yankees' TV commentator (at salary said to be about \$50,000 and with no play-by-play duties) after announcing retirement as player. Sponsorship of play-by-play, carried last season by Ballantine Beer, still in negotiation.

KELLOGG SCHEDULE ● Kellogg's All-Brand, Battle Creek, Mich., placing one-minute radio schedule starting Jan. 1 and running through June in number of markets. Agency: Kenyon & Eckhardt, N. Y.

BEST FOODS RADIO ● H & O Oats, unit of Best Foods, N. Y., placing 22-week radio campaign in several markets, starting Feb. 17. Agency: Benton & Bowles, N. Y.

POLIDENT SERIES ● Block Drug Co., N. Y. (Polident), mapping 22-week schedule
(Continued on page 110)

An Editorial

utterances, have talked about the necessity of up-dating these regulations.

NBC, the first network to project a new rate-making formula, is in the process of negotiating new contracts with its affiliates. Because it is the first, it is exposed to the whirlwind of opposition of some affiliates and the scrutiny of the FCC, however preliminary.

When Comr. Jones speaks of "depressing AM rates by using TV's impact," he invades a field which we regard as being entirely outside FCC jurisdiction. Contractual relations of networks and affiliates, so long as they comply with the general statutes (and there's no contention anywhere that they do not) are the exclusive business of networks and their affiliates. Congress specifically said so in the Radio Act of 1927, and iterated it in the Communications Act of 1934.

for more AT DEADLINE turn page



at deadline

Closed Circuit

(Continued from page 5)

NCAA RESTRICTIONS WIN SUPPORT OF EASTERN GROUP

TELEVISION was in spotlight at annual meeting of Eastern College Athletic Conference held in New York Friday when delegates by almost unanimous vote opposed removal of NCAA restrictions on telecasts and endorsed proposal that NCAA adopt supervised-TV program. NCAA convention is Jan. 10-12 in Cincinnati.

Francis T. Murray, U. of Pennsylvania, presented 7-point letter advocating each collegiate institution make such arrangement as it wishes for TV in home stadium. Asserting that TV is "strong ally" in promoting and establishing good public relations, he charged NCAA resolutions about it were unconstitutional and, further, that control of TV rights by the body is violation of U. S. anti-trust laws. Number of paid admissions to U. of Pennsylvania games has steadily decreased, under controlled TV, he said, from 54,069 in 1949 to 49,364 in 1950, to 38,785 for 1951.

Ralph Furey of Columbia, co-chairman of ECAC TV committee, opposed Pennsylvania resolution, saying public, accustomed to free TV coverage of college games, could most certainly have been expected to raise objections. He insisted control of TV programs is not only constitutional under NCAA terms, but is also legal—clearly valid so far as Dept. of Justice is concerned.

Delegates almost unanimously rejected Pennsylvania resolution to adopt one posed by their TV committee to effect that NCAA adopt a national program for supervised TV as soon as results of National Opinion Research Center survey on the 1951 season have been fully tabulated. Meanwhile, ECAC endorses interim TV policy "for the protection of colleges" which precludes any institution's entering into contracts or commitments until national policy is effected.

WU ALLOWED TO LEASE RACE WIRES, SAYS FCC

RADIO and television stations will be among those permitted to lease Western Union facilities for transmission of horse and dog race news under new tariff filed with FCC Friday. Other legal customers for such news will be press associations, newspapers or periodicals with second class mailing privileges and organizations engaged in collecting and transmitting such information to above clients.

New tariff, second move Western Union has made to get it off gambling hook, automatically goes into effect Feb. 1—unless anyone complains to FCC. On Dec. 8, new individual message tariff went into effect prohibiting transmission of betting messages or money orders. It applies in all states except Nevada, where gambling is legal.

Meanwhile, Michigan State court issued temporary injunction Thursday against Western Union, restraining it from furnishing horse race results to WKMH Dearborn and 14 alleged handbooks in Detroit.

Frederick A. Knorr, WKMH president, said, "This is beating a dead horse. We discontinued this service 90 days ago when there was the first hint that the program even conceivably might not be in the public interest." Program was a 6:30 p.m. resume of day's race results sponsored by Detroit *Daily Sport News*. Mr. Knorr emphasized that program was broadcast long after same information was printed in daily papers.

In this Issue—

Radio research is always a lively topic of discussion, but last week it was argued about in unusually serious terms. One expert lambasted printed media for failure to provide adequate research, and another issued a comparative study of various radio research services. See "Research Headaches at Migraine Stage." Page 23. And a national station representative made a survey of agency opinion of existing services. "How Do the Agencies Rate the Raters?" Page 26.

The FCC is casting a curious eye at network radio rate plans. Page 25.

ABC management criticizes NBC rate plan, believes this no time to open up rate question and that eventually it will be possible to increase daytime rates. Page 25.

CBS Radio's new selling schemes draw generally favorable comment. Page 27.

There's a paradox in television buying. Some big advertisers are reducing time to cut program costs, but prime time periods still are in great demand. Page 71.

Broadcast Advertising Bureau has big plans for 1952. Page 27.

Winners of first annual BAB success story contest. Page 48.

Will Congress try to clarify the perplexing laws governing political broadcasts? Maybe—if enough pressure is brought to bear. Page 29.

Louis G. Caldwell, dean of radio law, dies of heart disease at 60. Page 28.

In case of national emergency, broadcast stations will become part of the defense system. Here's the new federal executive order in detail. Page 30. The longer a TV-owner has a television set, the more he's sure he wants radio too. Page 90.

U. S. Supreme Court affirms injunction prohibiting Lorain (Ohio) Journal from trying to destroy radio station by depriving its advertisers of newspaper space. Page 29.

What will it cost to build a UHF TV station? NARTB has the answers. Page 71.

Joint Committee on Educational Television objects to consolidated FCC hearings on TV, wants UHF and VHF considered separately. Page 75.

Ford Foundation's Television-Radio Workshop starts first radio project with ambitious series on CBS Radio. Page 99.

More materials cutbacks for radio-TV manufacturers next April, Defense Mobilizer Wilson says. Page 30.

Upcoming

Dec. 20-22, 27-29: Canadian Copyright Appeal board meeting, Ottawa.

Dec. 27-29: American Marketing Assn., winter conference, Hotel Kenmore, Boston.

Jan. 7-10, 1952: National Retail Dry Goods Assn., 41st annual convention, Hotel Statler, New York.

(Other Upcomings page 36)

released last week by C. E. Hooper (see story page 23) to be sent advertisers, agencies and broadcasters this week by Dr. Sydney Roslow director of Pulse Inc., who declares "half research is worse than no research."

PEPTO-BISMOL, made by Norwich Pharmaceutical Co., Norwich, N. Y., preparing radio spot announcement campaign starting Feb. 4 for 13 weeks in 100 markets. Benton & Bowles N. Y., is agency.

ABC ENGINEERS reportedly sold now on aerial measurements of TV signal strength on basis of their helicopter tests of WJZ-TV radiations from Empire State Bldg. tower. Airborne measurements understood to have disclosed clover-leaf pattern though ground tests had indicated more uniform circle-like pattern would result. Having made adjustments to affect more even coverage, they plan soon to make data available to four other stations using Empire State tower.

PETRILLO THREATENS FINES FOR EXTRA WORK VIOLATORS

STAFF musicians at Chicago network station are threatened with suspension from American Federation of Musicians Local 10 if they take any more outside jobs, James C. Petrillo warned in telegram to network music contractors there.

Mr. Petrillo, who is president of Chicago local as well as national union, was understood also to have imposed a possible \$10,000 fine on violators, although this was not verified. It was reported measure was taken after several violations of agreement that staff musicians taking outside jobs notify union and take day off so substitute could be sent. Telegram is understood to have gone only to Chicago network O & O outlets.

RADIO CLUB NOMINEES


NOMINEES for 1952 officers of Radio Club of America, 42-year-old organization of engineers, announced Friday: For president, John H. Bose, Columbia U., and Robert M. Akin, Hudson Wire Co.; vice president, Ralph R. Batcher, RTMA, and Bernard D. Loughlin, Hazeltine Electronics Corp.; corresponding secretary, Percy B. Collison, Terminal Radio and Rank H. Shepard, Shepard Labs; treasurer, incumbent Joseph J. Stanley (no contest); recording secretary, William H. Offenhauser Jr. and Frank A. Gunther. There also are 20 nominations for seven vacancies on board of directors. Mail ballots going out shortly, with returns tentatively set for announcement at club's Jan. 24 meeting.

FIELD SYSTEMS DENIED

CONSULTING engineers lost attempt to find permanent place in 150 mc industrial radio services frequency band for field communications system when FCC Thursday turned down application of A. D. Ring & Co., Washington consultants. Denial was made on ground consulting engineers provided service, while rules held industrial radio services are for those engaged in production, construction, fabrication, manufacturing or similar process. Engineers, who use radio communications extensively when making antenna field measurements, are provided use of 27 mc band, but have to take interference as well as share service.

for more AT DEADLINE see page 110

BROADCASTING • Telecasting



61.1%
53.6%
71.0%

Obviously

...no head for figures

... but anyone with even the mildest comprehension of digits can see what WGBI's Hooper ratings mean to the advertiser.

This is how faithfully the 674,000 *spending* people in the Scranton-Wilkes-Barre Metropolitan Market listen to WGBI: 61.1% in the morning... 53.6% in the afternoon... 71.0% in the evening*. What's more, WGBI heads *all* CBS stations in the morning, afternoon and evening.

WGBI's time costs are extremely low, considering such deep penetration of an important market. How low? Call your John Blair man *today!*

**Figures from Hooper Scranton Radio Audience Index, March-April 1951*

WGBI

Mrs. M. E. Megargee, President

George D. Coleman, General Manager

CBS Affiliate • 910 KC • 1000 Watts Day • 500 Watts Night

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

You Can Cover the Rich Central New York Market

with
One
Radio Station



BMB Nighttime Audience Families

WSYR — 214,960

Station A — 164,720

Station B — 148,340

Station C — 76,920

Station D — 68,970

WSYR ACUSE
570 KC

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

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:

870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

IN THIS BROADCASTING

DEPARTMENTS

Agency Beat	18
Aircasters	64
Allied Arts	68
Editorial	58
FCC Actions	102
FCC Roundup	107
Feature of Week	16
Film Report	84
Front Office	60
New Business	12
On All Accounts	18
Open Mike	52
Our Respects to	58
Programs, Promotions, Premiums	94
Strictly Business	16
Upcoming	36

TELECASTING Starts on page 69

WASHINGTON HEADQUARTERS

SOL TAISSOFF, 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 Osborn, Keith Trantow. EDITORIAL ASSISTANTS: Pat Kowalczyk, Don Mortimer, Jean D. Stutz, Hilda Toler, Nellie Youso; 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 Schadi, Doris Kelly; B. T. Talshoff, 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 L. Crater, New York Editor; Florence Small, Agency Editor; Dorothy Munster, William Rucht, 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
Copyright 1951 by Broadcasting Publications, Inc.

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 35¢.



REPORT

ON

MAGGIE WULFF

SPONSORS

Hills Brothers Coffee
Ladies Home Journal
Lipton's Tea
Du Maurier Cigarettes
La France Bluing
Sar-A-Lee Products
Sofskin Hand Creme
Downeyflake Frozen Waffles
Detroit Studios
Bowling Proprietors Association
Dura-Kleen Silver Polish
Cedar-Lux Mothproof Paint
Ideal Macaroni
Soliscious Cheeries
Spang's Hollywood Health Bread
Hamilton Gas Dryer

APPEARED BEFORE

Federation of Women's Clubs of Greater Cleveland (and its individual units)
Catholic Federation of Women's Clubs
Jewish Federation of Women's Clubs
Cleveland Council of Parent-Teacher Associations
Catholic Parent-Teacher League
Cuyahoga County League of Women Voters
Metropolitan YWCA (including its branches and branch units)
Daughters of the American Revolution (and their individual chapters)
Daughters of American Colonists

MEMBER OF

Women's Advertising Club
Trustee & Secretary of the Press Club of Cleveland
Cleveland Playhouse
Lakewood Little Theatre
Karamu House
Altrusa International (a service organization of business and professional women)
Publicity Chairman of UNESCO Children's Book Fund
Honorary Member Fraternal Order of Police

MAGGIE WULFF will sell for you too!

O. L. TAYLOR COMPANY—National Representatives

5000 WATTS • 1300 KC

CLEVELAND, OHIO

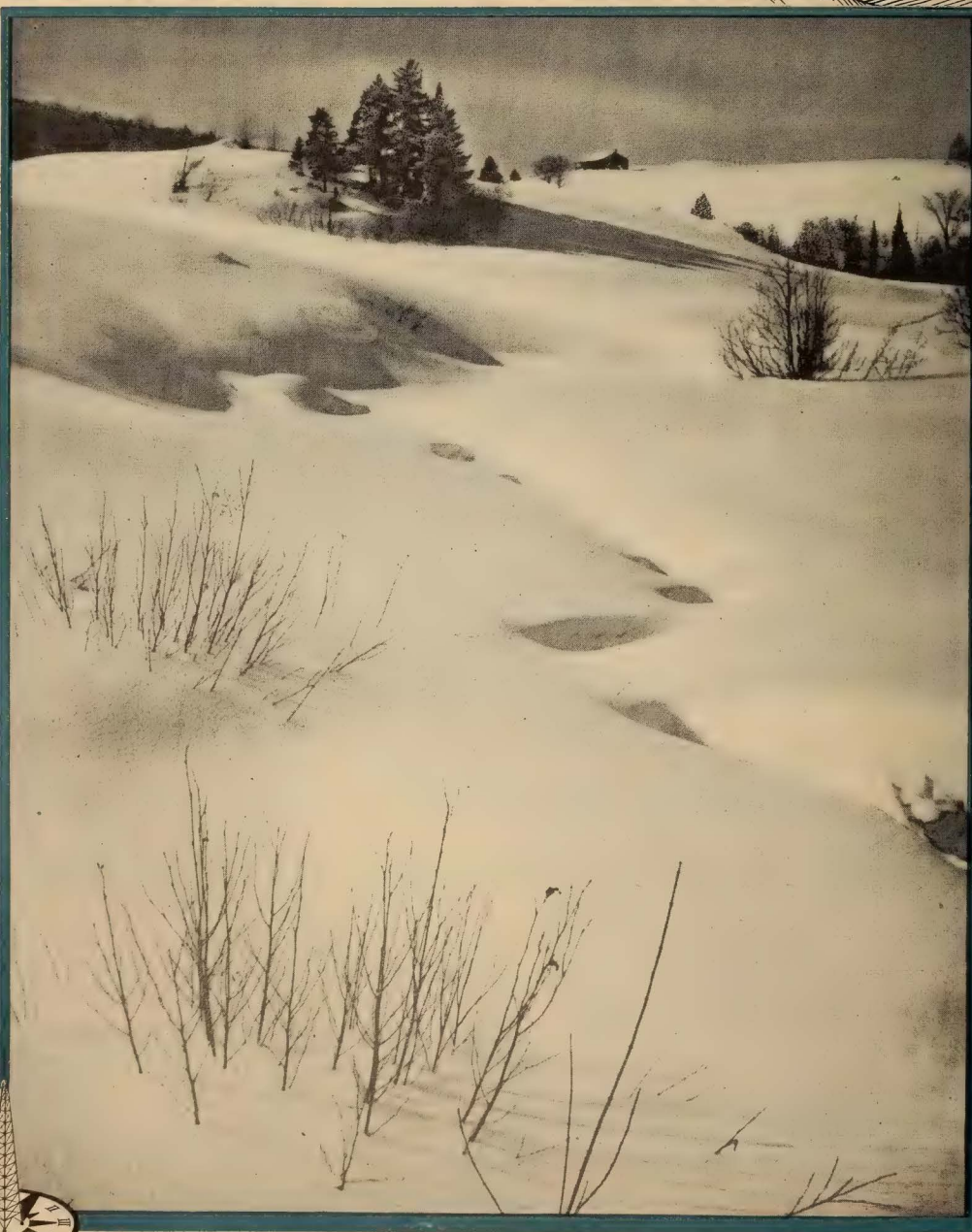
WERE

VITAL IN NORTHEASTERN OHIO

SEASONS



G



GREETINGS



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



REPRESENTED BY

EDWARD PETRY & CO., INC.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	{ Ft. Worth }	ABC
KSO	Des Moines	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	ABC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK



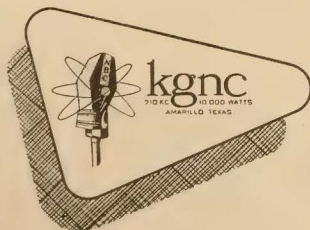
JACK RABBITS....
Maybe
But what a lot of
LETTUCE
they've got:

MARKET	POPULATION RANK	METALS, METAL WORK— 1948 WHOLESALE SALES
AMARILLO	162	\$ 1,909,000
SPOKANE	86	1,298,000
FORT WORTH	46	1,203,000
NASHVILLE	54	853,000
ALLENTOWN- BETHLEHEM	38	657,000

*Figures From Printers' Ink, May 25, 1951

Where there's money, there's a market!... And KGNC is the only medium that reaches and delivers the green-backed Amarillo market!

P. S. The AMARILLO WHOLESALE MARKET is the largest non-TV market in Texas, New Mexico and Oklahoma.



Represented Nationally by the O. L. Taylor Company

new business



Network . . .

MARS Inc., Chicago (candy), which sponsors *People Are Funny*, Tues., 8-8:30 p.m., on CBS Radio on alternate-week basis, will begin weekly sponsorship Jan. 1. Agency: Leo Burnett Co., Chicago.

KELLOGG Co., Battle Creek, to sponsor five-minute, Mon.-through-Fri. series of hillbilly songs, featuring Carl Smith, on CBS Radio, 3:45-3:50 p.m., effective Jan. 3. Agency: Leo Burnett Co., Chicago.

HALLMARK GREETING CARDS, Kansas City, to sponsor world premiere performance on Christmas Eve of Gian-Carlo Menotti's opera "Amahl and the Night Visitors" on NBC-TV, 9:30-10:30 p.m. Agency: Foote, Cone & Belding, Chicago.

R. J. REYNOLDS, Winston-Salem (Cavalier Cigarettes), starts sponsorship of series of four dramas on NBC-TV, Wed., 10:30-11 p.m., effective Dec. 5. At conclusion of series, firm's Camel Cigarettes will pick up time and place quiz type format. Agency: William Esty & Co., N. Y.

ARTHUR MURRAY Inc., N. Y., will increase its telecast of *The Arthur Murray Party*, every other week on ABC-TV, to once a week effective Jan. 6. Agency: Ruthrauff & Ryan, N. Y.

STANLEY HOME PRODUCTS Inc., Westfield, Mass., will sponsor the Boys' Town Chorus on special program on ABC Radio Network, Sun., Dec. 23, 6:30-7 p.m. In addition to the choral concert, Msgr. Wegner will deliver brief Christmas message and greeting from Boys' Town and F. Stanley Beveridge, president of Stanley Home Products, will deliver Christmas message. Agency: Charles W. Hoyt & Co., N. Y.

Spot . . .

STERLING DRUG Inc., N. Y. (Bayer Aspirin), plans 10 announcements weekly on Metropolitan Network for 1952, Washington, D. C., group of perimeter stations. Agency: Dancer-Fitzgerald-Sample, N. Y.

CHALLENGE CREAM AND BUTTER Assn., L. A. (dairy products), will spend \$87,516 over 26 week period for three hours weekly programming each on three Don Lee network stations in same number of California markets starting Jan. 1, 1952. Stations are KHJ Los Angeles; KGB San Diego; KFRC San Francisco. Included in the time purchase are five transferred MGM Radio Attractions, consisting of four half-hour programs, *Story of Dr. Kildare*; *Gracie Fields Show*; *The Hardy Family*; *Crime Does Not Pay*; to be aired on stations Tues. through Fri., 8:30-9 p.m. (PST); and hour-long *MGM Theatre of the Air*, Sat., 8-9 p.m. (PST). Agency: Ross Sawyer Adv., Pasadena, Calif.

Agency Appointments . . .

McCORMICK & Co., Baltimore (spices, extracts and teas), appoints Cecil & Presbrey, N. Y. **TAYLOR S. CASTELL** is account executive.

ALLIED FLORISTS of GREATER WASHINGTON, Washington, D. C., appoints Kal, Erlich & Merrick, Washington. Radio and TV will be used. **JOSEPH WEINSTEIN** is account executive.

LEJON FRERES Inc., Phila. (Neckline Beauty Cream), appoints Weightman Inc., same city. Radio and TV will be used.

Adpeople . . .

JOSEPH F. KINSLEY, sales supervisor, New York district, J. C. Johnson & Son Inc. (Johnson's Wax), appointed regional sales manager of Pacific area, headquarters in Honolulu, T. H., replacing **JOHN VAUGHN**, returning to U. S.

PAUL H. HILL, director of sales Nesco Inc., Chicago, elected vice president in charge of sales.

MR. SPONSOR:

Detroit

EXCLUSIVE! ON WJBK



Again for the 1951-52 season, WJBK heads hockey net! For the third consecutive year, WJBK has been selected exclusive Detroit outlet for the Red Wing hockey games and key station for the largest hockey network in the nation. Broadcasting all the Detroit Red Wing home games, plus important away games and the Stanley Cup play-offs, WJBK feeds 16 out-state stations which make up the Stroh hockey network. Is it any wonder that WJBK is considered Detroit's greatest sports medium!

Al Nagler, sportscaster in this red-hot hockey town for 20 years and play-by-play announcer for the Red Wings since 1935, is once again thrilling hockey fans with his colorful reporting.



Sure, it's logical that WJBK was chosen to originate the fast-moving Red Wing hockey games. And it's just as natural that smart sponsors everywhere choose WJBK to advertise their products in Detroit. The tremendous sales response of WJBK's vast listening audience can make your advertising dollar pay top sales dividends.

For the best radio buy in the wealthy Detroit market, check with your KATZ man.



WJBK -AM -FM -TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2433

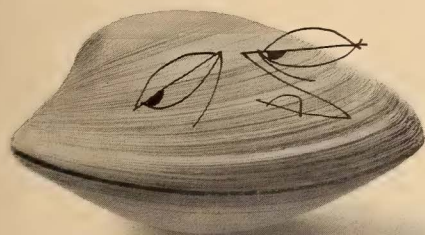
Represented Nationally by THE KATZ AGENCY, INC.

Say Something!

What goes on in a clam-bed goes without *saying*. They're gulfs apart from people: there's no exchange, no buying and selling.... Sellers *talk*—buyers *listen*. Sound marries their minds. And the medium that does most for sound is radio. In the whole wide world, no other voice holds so many listeners. Or persuades so many.... And in all radio, more people listen—and listen longer—to CBS Radio



than to any other network. It offers more of radio's top-ranking programs than all other networks combined...



attracts the largest volume of advertising. For *new* sponsors this leadership assures greater returns from the

start than on any other network....If you have something to sell, you have something to *say*. Say it where your customers listen most...on the *CBS Radio Network*

W R C

Welcomes

The P. J. Nee Co.

and its

"HOUR OF DREAMS"

with Lee Dayton



Starting this week

11:15-11:45 p.m.

Mon. thru Sat.

It is with pride that WRC adds the P. J. Nee Company to its ever-growing and ever-loyal list of local advertisers.

"The Hour of Dreams," presided over by Lee Dayton on another Washington station continuously since Jan. 17, 1944, is an outstanding addition to WRC's late evening schedule of music and news.

The P. J. Nee Company's decision to place its "Hour of Dreams" on WRC bears out the station's 28-year reputation for top shows in a top market.

FIRST in WASHINGTON
WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES



feature of the week

HYPNOTISM by radio, a stunt brought off successfully by KYA San Francisco, paid off with some of the largest promotion dividends ever collected by the station.

The dividends were split six ways. Cashing in, in addition to KYA, were Zenith Radio, Klor's Television Center in San Francisco, "The Great Franquin," English hypnotist, and Dr. J. C. Geiger, director of public health for San Francisco.

The idea was conceived and the experiment handled by Harrison Wooley, KYA promotion manager. Mr. Franquin was appearing at a San Francisco theatre, his first American appearance, and business was bad. He needed some unusual promotion to boost attendance. Mr. Wooley provided it.

Klor's and Zenith were sold on the idea and agreed to sponsor the show. The public demonstration was conducted in Klor's store window in the busy Mission shopping district. Two models were used—Lorraine Clements, a young psychiatric nurse, and Matilda Thomas, an airline hostess.

Mr. Franquin, broadcasting from KYA studios on top of Nob Hill several miles from the store, completely mesmerized the two girls for 18 minutes during a half-hour broadcast.

The girls sat in Klor's window facing a receiver and listening to Mr. Franquin's voice. Traffic was blocked by the crowds of Christmas shoppers who gathered on the street outside to watch and hear



"The Great Franquin" mesmerizes the two subjects.

the demonstration.

For the full 18 minutes the girls were kept in the trance, Dr. Geiger used every test known to check and confirm their condition.

Before the girls were awakened, Mr. Franquin ordered them to embrace and kiss when coming out of the trance. Then he asked them casually to wake up. They did. They looked wide-eyed and puzzled at the crowds, then immediately threw their arms about each other and kissed.

The program was carried at noon. By nightfall mail and telephone calls began pouring in to the KYA studios, the Department of Health and Klor's. More than 1,000 telephone calls were received by KYA alone, Mr. Wooley said. He described the mail response as "mountainous." The sponsors, Zenith and Klor's, also declared the promotion and outstanding success.



strictly business



Mr. BOWDEN

RADIO SPOT has never been bigger or better, and this trend will continue in the opinion of James D. Bowden, Minneapolis manager of the John E. Pearson Co., station representative firm. Mr. Bowden, who opened company offices there last September, has little direct contact with television because "we're not in that business yet and our AM stations are in non-TV markets.

An advertising man who has never worked at anything else, he was hired on his first job as an office boy and inter-departmental "snooper" (in an effort to learn what everybody else did, and why) at BBDO in Chicago. He had just returned from two years of service with the Third Army, 65th Divi-

(Continued on page 106)



Some agencies and advertisers have been unwittingly turning up the wrong answers through methods of interpreting B M B figures which fail to eliminate the frequent misleading popularity factor.

This organization has developed a method of using B M B figures which keeps the record straight on this important point—and is therefore uniformly fair to all types of stations, whether NBC, CBS, ABC, Mutual or Independent.

We will welcome the opportunity to demonstrate the value and soundness of this method to agencies and advertisers anywhere.



Adam Young Inc.
RADIO STATION REPRESENTATIVE
22 EAST 40th STREET • NEW YORK 16, N. Y.

NEW YORK • ST. LOUIS
CHICAGO • LOS ANGELES • SAN FRANCISCO

WTMA
CHARLESTON, S. C.



IS PLEASED TO ANNOUNCE THE APPOINTMENT OF
JOHN BLAIR & COMPANY

*as exclusive national representatives
effective January 1, 1952*

Affiliated with The Charleston Evening Post and The News and Courier, WTMA represents an unusually solid market for the advertiser. Here population is rapidly expanding... net effective buying income is considerably higher than the national average... retail sales show the largest gain of any city in the State. Your John Blair man will show you how these imposing upward trends tie in with WTMA's audience figures, and will give you the full story of the results you can expect over this station.

WTMA

CHARLESTON, S. C.

NBC Affiliate

1250 KC

5000 Watts Day, 1000 Watts Night

HARRY E. CUMMINGS, SOUTHEASTERN REPRESENTATIVE





KWFT
WICHITA FALLS, TEX.

620 KC
5,000 WATTS



KLYN
AMARILLO, TEX.

940 KC
1,000 WATTS

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

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.



agency

WARD L. WEIST named vice president J. Walter Thompson Co. Chicago. He has been personnel director since 1943, and in 1944 was named assistant secretary of the company.

JOHN B. BISSELL, vice president and account executive Benton & Bowles, N. Y., resigns effective Dec. 31, to join Charles King Radio Productions, N. Y., as chairman of board. In that capacity he will act as a consultant to advertising agencies and assist in the creation of advertising and merchandising ideas in print and radio and TV media.

RICHARD BELLAMY, director of publicity Benton & Bowles, N. Y. father of boy, Paul, Dec. 4.

LUCILLE WEBSTER, named business manager of TV and radio programming department Biow Co., N. Y., in addition to her duties in charge of legal and budget control.

KARL SCHULLINGER, radio and TV supervisor, Young & Rubicam, N. Y., named manager of production under **NAT WOLFF**, vice president in charge of radio and TV production. **ELIZABETH HART**, production assistant in TV, named casting director.



on all accounts

WHEN TV first arrived in Boston one of the leading agency pioneers of radio was ready, willing and able to help prospective video clients map their campaigns.

The agency is David Malkiel Advertising. Its president is Julian (Julie) Malkiel, who joined his late father's company upon graduation from school, to the great surprise of no one. Mr. Malkiel stayed on to become president of the firm, sharing his father's enthusiasm for radio and branching off into television with equal vigor.

Advance planning for TV recently won recognition in the form of the Gold Award presented annually by the Affiliated Advertising Agencies Network. The Malkiel organization won the coveted award for its TV campaign on behalf of Serta-White Cross Co., over WBZ-TV Boston.

Mr. Malkiel evaluates the two media in this capsule comment: "Radio, of course, is here to stay, but TV has already proven itself a dynamic revolutionary force equalled only by the development of the automobile. . ."

He likes to recall, too, the claim that the agency founded by his father was first in radio history to use dramatic radio transcriptions for one-minute commercials. In 1932, he says, Kasper-Gordon Studios of Boston conceived "Minute Dramas" and produced them in collaboration with the Malkiel organization. He has continued to emphasize radio advertising despite TV's growth.

But Mr. Malkiel's current pride and joy are the commercials for Serta-White Cross Co. (Perfect Sleeper Mattress), consisting of 5 seconds of sound film and 10 seconds of silent footage. Price and dealer identification slides are superimposed over footage—a new TV technique, he believes.

Mr. Malkiel attributes the agency's readiness for TV to AAA membership. "Even though television came to Boston long after it was in operation, we were able to use it for our clients immediately due to advance cooperation" with affiliates in Philadelphia, Chicago, and New York, he explains.

A native of Boston, Mr. Malkiel attended the U. of Massachusetts and majored in English. Equipped with creative talents, he directed and acted in theatrical productions. He also wrote continuity and directed broadcasting activities for the campus radio station.

In those days, he reminisces, "we was considered a major triumph. . . we just got the program on the air. The sponsor had to glue his ears to the radio within the very shadow of the transmitter if he was to hear his commercials."

The agency president is a member of the Boston Advertising Club and Brookline Chamber of Commerce. He is the exclusive Massachusetts member of the AAAN.

Occasionally he takes a breather from business and goes fishing. There's always a portable radio in his boat so he can hear his clients advertising, he reports.

beat



WILLIAM T. CRAGO, staff announcer ABC Hollywood, to Leonard Shane Agency, Los Angeles, as radio-TV director effective Jan. 2. Mr. Crago will continue special talent assignments for television programs packaged by agency.

GEORGE I. BUSHFIELD, vice president and account executive, BBDO, N. Y., resigns from agency Jan. 1 to establish personal consulting business on advertising and public relations problems among firms not now employing advertising agencies in his home town area, Hunterdon County, N. J.

L. C. BARLOW, vice president and member of executive planning committee Brooke, Smith, French & Dorrance Inc., Detroit, appointed account supervisor.

RICKARD & Co., N. Y., moves to new office at 11 E. 36th Street. Telephone MUrray Hill 6-4870.

C. W. (Bill) BAILEY, to Chicago office Marsteller, Gebhardt & Reed. He was with Allied Radio Corp., Chicago, and NBC in Cleveland and New York.

BING & HAAS Co., Cleveland, has changed name to **RALPH BING ADV. CO.**, following purchase of firm by **RALPH BING**. Mr. Bing reports that there will be no change in personnel and accounts.

ROGER BOWMAN, radio and TV producer-director, appointed director of radio and TV, Turner & Dyson, N. Y. He will supervise procurement of all talent and program direction.

LOUIS BLOCK Adv. Agency, Chicago, moves to offices in First Federal Bldg. at 7 S. Dearborn St. Telephone RAndolph 6-5986.

SIL FLEISCHMAN, radio-TV director Sidney Clayton Assoc., Chicago, opens his own Chicago agency at 188 W. Randolph St.

ED PATTEN, sales manager R. H. Donnelly Corp., Chicago, to Marvin E. Tench Agency, Chicago, as account executive.

B. B. GEYER, president Geyer, Newell & Ganger, N. Y., elected chairman of board of directors for Reconstituted Advertising Research Foundation.

EDWARD H. BENEDICT, assistant to television network sales manager ABC, to J. M. Mathes Inc., N. Y., as contact man on Canada Dry Inc., account.

CHARLES McCORMACK, treasurer Compton Adv., N. Y., elected to board of directors.

OLIVE JENNINGS, radio director Grant Adv. of Canada Ltd., Toronto, named account executive and radio director Harold F. Stanfield Ltd., Toronto.

ROBERT McNELL, radio and TV department, Biow Co., N. Y., to W. Earl Bothwell Inc., same city, as director of radio and TV department.

ALLAN R. SILLS Co., Toronto, enfranchised as advertising agency by Canadian Assn. of Broadcasters.

ARTHUR O. WURTMAN, St. Georges & Keyes, N. Y., to Marshalk & Pratt Co., N. Y., in creative capacity in radio and TV department.

ROBERT KIBRICK, business manager of research department Kenyon & Eckhardt, N. Y., named director of media research and statistical analysis, succeeding **JAY ELIASBERG**, resigned.

Comdr. EDWARD W. FOSTER, USN (Ret.), named technical and engineering specialist Haight & Welsh, Hartford, Conn.

WIL ROBERTS Adv., Phila., moves to new offices at 1524 Chestnut St.

THOMAS R. COOPER, J. Walter Thompson Co., S. F., transfers to firm's Los Angeles office, as account supervisor.

FRANK LOUGEE, N. W. Ayer & Son, Phila., to Wank & Wank Adv., S. F., as account executive.

BROADCASTING • Telecasting



She's so nice to come home to!

"Soothing" is the word most often used by listeners to describe Diane — WBEN's Lady of the Evening. Among the hundreds of fan letters she receives every week a large number are from swing shift workers and other folks who catch her show on their car radios, and at home, too! They say Diane is so nice to come home to.

Diane spins restful records, gives special attention to requests and reads romantic poetry. She's on Monday thru Friday from 11:20 P. M. till midnight. So if you want to catch listener-buyers in their most relaxed moments, grab a segment of this popular show.

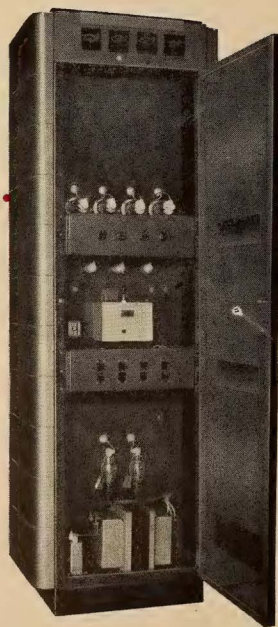
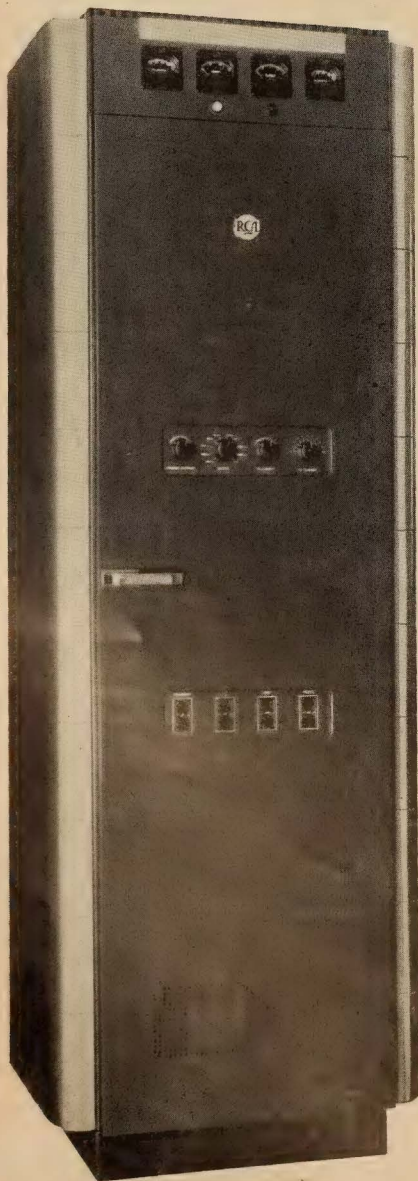
Ask Petry about availabilities . . .

WBEN

NBC BASIC - BUFFALO

Styled to match your audio

Ideal for **EMERGENCY**



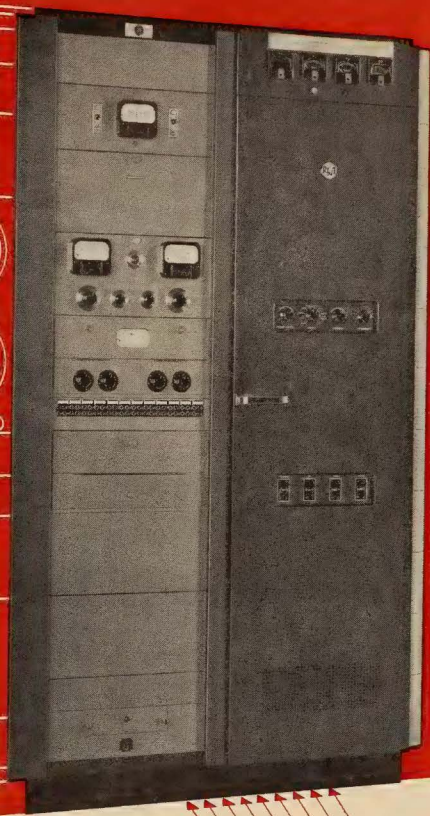
NEAT AND SIMPLE—[▲]with everything up
front in easy reach.

◀ RCA TYPE BTA-250M. Same size as an audio rack.



Tracks...

"on-air"



EMERGENCY! Type BTA-250M "on-air" from inside the control room. See how functional styling matches audio racks. Unit on left is the companion audio-and-monitoring unit.

RCA's All-New 250-watt AM Transmitter (Type BTA-250M)

NOW YOU CAN TAKE ADVANTAGE of the surest, swiftest method known for staying on the air—regardless of what happens to your main transmitter. The answer—a standby station within the four walls of your control room, including a complete transmitter and FCC-required monitoring equipment!

"Feather-quiet" in operation—with no air blowers or A-C contactors—Type BTA-250M is the ideal transmitter for this "security" service. It is a single unit—same size as your audio cabinets—and can be installed in almost any control room set up. Installation is easy, too. *It was planned that way!*

Operation of the BTA-250M is simple. Just one control for tuning, and one for power out-

put. Operating expense is next to nothing. Unmodulated, the transmitter takes only 1000 watts of power to run. Only 10 tubes all told. Only 3 tube types to stock—the RCA-807, 813 and 866A (carefully chosen for their economy, reliability, and availability under present-day conditions).

Here is a 250-watt AM transmitter with the latest electrical and mechanical features. No trick circuits. Compare its performance specifications with those of other AM transmitters. The BTA-250M will outperform any other transmitter in its class!

Be ready for the long pull ahead—with a reliable BTA-250M. It's a major advancement in plant economy for local broadcast stations.

It's the ideal "standby" for master control-room operation in the larger AM station!

Ask your RCA Broadcast Sales Engineer about delivery. Or write Dept. 22XC, RCA Engineering Products, Camden, N. J.



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

In Canada: RCA VICTOR Company Limited, Montreal

**NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE**

**AND
NORTH
CAROLINA'S**

**No. 1
SALESMAN
IS**

NBC WPTF **50,000**
WATTS
680 KC.
also WPTF-FM

**AFFILIATE for RALEIGH-DURHAM and Eastern North Carolina
NATIONAL REPRESENTATIVE FREE & PETERS, INC.**

North Carolina
Rates More Firsts In
Sales Management Survey
Than Any Other Southern State.
More North Carolinians Listen
to WPTF Than to Any
Other Station

RESEARCH HEADACHE AT MIGRAINE STAGE

Chappell Describes Rating Conflicts

PRIMARY source of differences between Pulse program ratings and Hooperatings of identical programs is the inclusion in the Pulse roster of the names of many programs not heard by the respondent.

That is the conclusion of Dr. Matthew Chappell, head of the department of psychology, Hofstra College, in a study just completed for C. E. Hooper Inc. He was engaged to provide an answer to the question raised more than a year ago by Stanley Breyer, commercial manager of KJBS San Francisco.

In a full-page advertisement in BROADCASTING • TELECASTING (July 3, 1950) Mr. Breyer declared, "Two umpires behind the plate isn't any good in broadcasting, either," and proposed that the Hooper and Pulse organizations jointly finance a house-to-house coincidental survey whose findings would be compared to the regular Pulse and Hooper ratings to determine which "umpire," if either, was giving the more reliable information.

A committee of executives representing the various groups interested in radio research—advertisers, agencies, broadcasters, researchers—was organized to establish rules for the test survey suggested by KJBS. Instead, the group which was known as the Test Survey Committee broadened the scope of the survey to include all types of audience measurement and to cover other market areas in addition to San Francisco.

No Action Taken

The committee deliberated for months and completed a set of recommendations for the expanded test survey, then adjourned. Their recommendations have not been acted on.

In the absence of industry action, C. E. Hooper Inc. retained Dr. Chappell, formerly associated with the Hooper organization, and who had been a member of the Test Survey Committee (proposed, incidentally by Dr. Sydney Roslow, director of the Pulse), to attempt to provide answers to the still open questions posed by Mr. Breyer. Dr.

Chappell's full report is now being prepared for publication by the Hooper organization, which meanwhile is releasing today (Monday) a 13-page digest consisting largely of "industry" questions which are answered with quotes taken from the Chappell manuscript.

In Four Parts

The full Chappell report is in four parts. Part I compares Nielsen Radio Ratings with U. S. Hooper ratings, finding, the Hooper release states, "high correlation." Part II compares roster radio ratings (Pulse) with coincidental radio ratings (Hooper), finding "low correlation." Part III compares "Duplex Coincidental" (a Hooper system of providing reports on both radio and TV audiences) with both radio and TV coincidental, finding "high correlation." Part IV compares "Duplex Coincidental" with roster on TV ratings, reporting "same variable difference found in radio ratings is found in television."

The comparison between coincidental and roster ratings was made from reports on three cities, New York, Chicago and the San Francisco Bay Area, chosen to represent low, medium and high percentage of home telephone in-

stallations, respectively. Charts A and B, illustrating "systematic" differences found in San Francisco, were said to represent similar findings for New York and Chicago as well.

Describing the coincidental and roster methods, Dr. Chappell said: "Both are designed to measure psychological behavior—listening. The coincidental method, as a measure of behavior, has much to recommend it. It involves no significant span of retention and presents no stimuli which could lead to confusion in recognition. It requires of the respondent only that he report on what was being listened to just prior to answering the telephone. On the fact of it, it seems highly probable that the method is capable of yielding a more accurate measure of the psychological behavior of listening in telephone homes than any other method that has been devised.

"The roster requires considerably more psychologically of the respondent than does the coincidental. The respondent is presented with a list of program names, classified by station and time period for all the major stations in a given area. He may, therefore, report his listening for any given time period

(Continued on page 108)

THERE WERE clear indications last week that the radio research muddle had reached the point of desperation. It was a situation that had been growing progressively complex for 25 years as both sellers and buyers of radio time sought to measure that elusive quantity, the radio audience. But the problem was made the more acute by television. When TV came along, so many different services were measuring radio, each in its own way, that radio was, and still is, in danger of being measured to death. How critical the condition had become was evident last week in several ways: A survey of advertising agencies showed alarming lack of agreement among them as to which if any existing rating service was dependable (see page 26). Dr. Hans Zeisel, a leading research expert, excoriated the printed media for failing to provide up-to-date and accurate information on what TV has done to them (see this page). Dr. Matthew Chappell, another research expert, wound up a painstaking comparison of research techniques that showed, if nothing else, that wide discrepancies exist among radio rating services (see this page).

Are Printed Media Hiding TV Facts?

A STINGING REBUKE to magazine publishers and researchers for failing to make available the same statistics about the effect of television on magazine circulations and readership—as are readily obtainable for radio—was delivered Thursday by Dr. Hans Zeisel, director of research of the Tea Bureau.

Speaking on "The Effects of Television on Other Media" at a luncheon meeting of the New York chapter of American Marketing Assn., Dr. Zeisel distributed a modicum of Christmas cheer to radio broadcasters in TV cities by stating that so far as they are concerned "the worst is over."

Cites Research

Nobody doubts that TV has had an effect on radio, he said, especially after the radio rate reductions which made it "official." The only remaining question, as to the magnitude of this effect, can easily be answered for the present and predicted for the future, he said, citing the results of research conducted by Foote, Cone & Belding on which he was a consultant.

The traditional formula for computing TV's effect on radio, Dr. Zeisel stated, goes like this: "If at a certain hour radio listening in TV homes is 20% of the radio volume at that hour in radio homes, then this conclusion was drawn: radio loses listeners at the rate of 80% of the homes which it loses to TV—because the remaining 20% are still devoted to radio listening. Hence, the radio loss can be, at worst, as great as the loss of homes to TV, but never greater."

But, he pointed out, "the facts show the opposite. At a point where 20% of all homes had TV, radio ratings were down some 30%. The interesting solution of this puzzle is the fact that the homes who switch first to TV are the heavy radio listeners, causing radio's loss to be heavy and out of proportion."

The relationship between TV

(Continued on page 90)

KATZ AGENCY

A REALIGNMENT of sales management of The Katz Agency is being announced today (Monday) by George W. Brett, vice president and AM-TV sales manager, who will become director of radio and television sales policy when the changes become effective Jan. 1.

* * *



Mr. Brett



Mr. Kellner



Mr. Donahue



Miss Alcott

BLAIR CHANGES Chicago and Detroit Shifts

FOUR major changes in the Chicago and Detroit offices of John Blair & Co., national radio station representatives, were announced Friday by Chairman John Blair.

Charles F. Dilcher was named manager of the Chicago office and Gale Blocki Jr. will undertake special assignment of creative sales work with advertisers and agencies.

Harry B. Simmons, formerly with the Paul H. Raymer Co., was appointed to head the Blair office in Detroit. George Rapp, former account executive for Moloney, Regan & Schmitt, newspaper representatives, joined the Blair Chicago office as account executive Dec. 1, Mr. Blair also reported.

Mr. Dilcher, prior to joining Blair as account executive in 1937, had been associated with the Western Advertising Dept. of Scripps-Howard newspapers both in Chicago and as manager of the Dallas office for five years.

Mr. Blocki has been a Chicago account executive since 1936 and a Blair vice president since he has had agency experience with Erwin, Wasey & Co. and media representative work with *American Boy* magazine *Good Housekeeping*, and *General Outdoor Advertising*.

C&W Names Gort

NORMAN G. GORT, in charge of public relations for Liggett & Myers Co. at Cunningham & Walsh, New York, has been made director of radio and television for Chesterfield cigarette advertising. He will be assisted by Moulton Sawin, manager of radio and TV copy, and R. P. Dunnell, associate producer, named manager of radio and TV production. D. E. Provost will be in charge of public relations activities for the account at the agency.

Sales Realignment Is Announced

Other changes in the representation firm's executive lineup:

Morris S. Kellner, assistant sales manager for radio, to be sales manager with complete autonomy in radio sales management.

Scott Donahue Jr., assistant sales manager for television, will be sales manager with complete autonomy in TV sales management.

Margaret Alcott will be sales service manager for radio and TV. Earlier in the week, the agency announced that Ralph E. Dennis, former manager of ABC Radio Spot Sales and later of ABC TV Spot Sales has been appointed to the TV sales staff of the Katz Agency effective today (Monday).

Explaining the changes and his own role in the realignment, Mr. Brett asserted:

"I shall continue to be active in sales, but not in its administration. There are basic industry problems in both radio and television demanding concentrated and continuing attention but impossible to give under daily priority pressures.

"The Katz Agency's sales management realignment will enable me to devote the necessary time to press for standards of practice influencing the long-range development of national spot radio and television, to resist network encroachment and other attenuation of national spot revenue.

"These changes are to meet the



Mr. FINESHRIBER

expansion needs and plans of The Katz Agency and its radio and television stations."

Mr. Kellner has been with Katz for more than 19 years, having joined the representative firm in 1932 following graduation from Rutgers U.

Mr. Donahue was identified with WPIX (TV) New York from its inception and previously served in the advertising department of the *New York Daily News*, which owns WPIX. He joined Katz about two years ago.

14-Year Career

Miss Alcott's advertising career includes 14 years with Katz and, formerly, with the Barron Collier car card organization.

Mr. Brett is a veteran of many years with Katz and he formerly was with the Frank Seaman Adv. Agency. With Katz he progressed to vice president, director, and then general sales manager. He is credited with guiding the firm's sales of newspaper, farm paper, radio and TV advertising during all of the company's transition growth.



Mr. Dennis

FINESHRIBER

Becomes MBS Exec. V.

WILLIAM H. FINESHRIBER, J. MBS vice president in charge of programs since July 1949, has been appointed executive vice president of the network, Frank White, president, announced Thursday following a quarterly meeting of the Mutual board which approved the appointment.

Mr. Fineshriber succeeds to post left vacant since Robert Swezey, now general manager WDSU-AM-TV New Orleans, signed as executive vice president in 1947. He will continue in charge of programs, it was furnished last week.

After graduation from Princeton in 1931 and some advanced study at the Sorbonne in Paris, Mr. Fineshriber on his return to America joined the public relations staff CBS, which he left after three years to serve temporarily as the manager of Carnegie Hall in New York.

Rejoining CBS, he was successively producer-director of a number of network programs, commentator, director for shortwave programs during the war, director of operations and from 1946 to 1949 general manager of the CBS program department. From there he went to MBS.

HOWARD MEYERS

Joins Taylor Office

APPOINTMENT of Howard (Howdee) Meyers, sales manager of NBC's WMAQ Chicago, as head of the Chicago office and midwest territory of the O. L. Taylor Co. was announced last week by O. L. (Ted) Taylor, president of the station representative firm.



Mr. Meyers

Mr. Meyers will succeed James Thompson, who is leaving the Taylor organization to join the new station representative firm of Henry I. Christal Co. (story page 29). The appointment is effective Jan. 2.

Mr. Meyers, who is president of the Radio Management Club of Chicago, was with WGN Chicago from 1938 to 1942, and in 1942 was radio director of the Chicago Office of Civilian Defense. He served in the infantry from 1943 until the end of World War II, he rose from private to first lieutenant, and after the armistice became program director of the Armed Forces Network. He returned to the U.S. in 1946, joining NBC in Chicago where he served first in the program department and then in National Spot Sales. He was made sales manager of WMAQ in December 1950.



Drawn for BROADCASTING • TELECASTING by Sid Hix
"Are you still looking for a seal of approval?"

NETWORK RATES

By EARL ABRAMS

NETWORK radio rate plans are getting the once over from the FCC. The Commission wants to see whether networks are building up the visual broadcast medium at the expense of sound broadcasting [CLOSED CIRCUIT, Dec. 10].

Thus far BROADCASTING • TELECASTING has confirmed that:

● FCC General Counsel Benedict P. Cottone has been asked to look into the NBC plan, so far the only one announced, to determine whether the Commission has the power to stop it—if it decides it is not good for broadcasting.

● FCC Economics Chief Hyman H. Goldin has prepared a memorandum on the NBC plan which is a detailed exposition on the subject. The memorandum contains no recommendations.

● No formal motion for an inquiry, however, has been adopted.

Comr. Robert F. Jones, who was instrumental in having the economics study instituted several weeks ago, last Friday summed up his view on NBC's proposed rate adjustments in these words:

"If NBC is trying to depress AM by using TV's impact on radio to cut its affiliates' rates, then I think we should take a look at it. After all, we are the umpire for broadcasting and we are responsible for AM as well as TV."

He, as well as other Commissioners, stress that what they are doing is only a look-see and that the current study might result in nothing being done.

NBC's Economic Plan

The NBC economic plan, announced last month, envisages the weighting of several factors in making up its affiliates' network radio rates. One of the factors is the number of TV sets in a market [B•T, Nov. 5].

That FCC has been keenly aware of the play of economic forces between AM and TV is no secret.

Item: FCC Chairman Wayne Coy's "big wind" speech at the 1951 NARTB Chicago convention last April [B•T, April 24].

Item: Comr. Robert F. Jones' "beware the foxes" speech to Ohio Assn. of Broadcasters last year [B•T, May 23, 1950].

TV is going to be the No. 1 broadcast medium, Chairman Coy declared to NARTB members, and radio broadcasters better get ready for that day. He urged more and better local programming as one means of maintaining a radio station's standing in the community.

Big, bad wolf of aural broadcasters is the multiple-interest broadcaster, Comr. Jones charged in his speech. He referred, he said, to those who had bigger investments or incomes in TV broadcasting or manufacture.

At one point he warned: "Whenever the network decides that there are enough TV sets in the mass

areas so that the TV dollar is easier to garner than the sound broadcasting dollar, then the networks can blow the whistle on every network-affiliated sound broadcaster by merely refusing to renew the affiliation contract except at a lower rate. . . ."

He also said then, "You broadcasters are not confronted with a competitor who is primarily interested to see this medium live, but one who may be interested in seeing it live long enough to make the transition to the new medium [TV]."

It is not always necessary for the Commission to act formally in these matters. Sometimes by just permitting the broadcaster to know that it is slightly doubtful of his actions it can force him to backwater, observers noted.

Scans 'Show of Shows'

That power was exemplified early last year when NBC's Saturday night *Show of Shows* extravaganza ran into the shoals of FCC's dubiety [B•T, Jan. 2, 1950 et seq.].

Without putting the FCC's authority to test, NBC revised its plans for the Saturday night show to comply with Commission thinking. The issue was the manner in which NBC planned to sell the show, involving time orders to its affiliates.

The Saturday night issue was raised by DuMont Television Network, which protested to the Commission. So far as can be learned, no official complaints have been made to the FCC by any NBC affiliate on the matter of its economic plan.

Additionally, Chairman Coy has made no bones about the Commission's intention to look into net-

work operations. From time to time he has mentioned that the FCC was considering taking a new look at the chain network rules.

One of Mr. Coy's earliest remarks on the subject, and one that illustrates his thinking best, many feel, was made at Amherst College in 1949. During the course of his speech there, he told the students:

Almost a decade has elapsed since that network investigation. There have been far-reaching developments in all phases of broadcasting since that time. In view of those developments the Commission has long-realized the desirability of another survey of network practices—not only to determine how the regulations are working with respect to standard broadcasting, but also to examine some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television fields.

When FM and television emerged, the chain regulations were applied to them almost in toto without a separate investigation. It is entirely possible that the conditions in FM and television are sufficiently different from those in AM that other or additional regulations are needed to protect against monopoly.

Subject of the Commission's chain network regulations thundered through FCC hearings beginning in 1941 and ended in 1943 when the Supreme Court upheld FCC's rights to promulgate such rules.

It was in the same year that the Commission put into effect a previously passed regulation forbidding the ownership of more than one broadcast station in the same market area. This is the FCC's

reappraising the station's rates.

The ABC affiliates also have been told that NBC's formula is "wrong" for other reasons—because adequate data are not available to in-

* * *



ABC President Robert Kintner (r) conducted ABC affiliates meeting in Chicago, among whom was Thomas L. Evans (l), KCMO Kansas City.

ABC RATE VIEW

Readjustments Held Untimely

ABC contends NBC's station rate adjustment not only is untimely and unwise, but that the time is foreseeable when radio will be "properly" appraised and daytime rates can be raised.

These views, it was learned last week, have been stressed repeatedly by ABC officials in a series of closed meetings—now nearing completion—with the network's affiliates throughout the country.

In these sessions, President Robert E. Kintner and his executive associates have made clear that they think "opening up" the rate question at this time will automatically subject rates to pressures for downward adjustments.

They also have gone on record as holding that the NBC rate readjustment formula, aside from being untimely, omits an important factor—the quality of station management. Management of each station, they contend, must always be among the factors considered in

AFFILIATES RATES

NBC to Pursue Plan

ANY LINGERING doubts that NBC intends to go ahead with its basic economic plan for radio were dispelled last week as officials reported that affiliates will be given notice of their respective forthcoming rate standings by the first of the year.

Changes dictated by the network's formula for reappraising individual stations' network rates are slated to become effective July 1. Officials pointed out that in giving written notice by Jan. 1 the network is acting more than 180 days ahead of the effective date, whereas affiliation contracts require only 90 days' notice.

This was taken to mean that more than half of the NBC radio affiliates are in line for downward rate adjustments, since the contracts provide for 90 days' notice on rate cuts only when a "majority" of all NBC stations are being cut.

Overall, the individual reductions and raises balance each other to a point where the total rate for the full network is little changed, officials have explained.

There had not been much expectation that the network would hold up on the new rate plan, even though affiliates at the NBC convention at Boca Raton little more than a fortnight ago voted 72-to-22 that the plan be kept an abeyance until further studies could be made [B•T, Dec. 3].

famous duopoly rule.

Up to the present, FCC has accepted the presumption that owning single AM, FM and TV stations in the same market does not not fall under the duopoly ban. But, that is no sign that it could not change its mind if it so desired, it was noted.

dicate what TV's effect is or is not, for one thing, and ABC also shares CBS Radio's view that BMB data on radio circulation are too old to be meaningful today.

On the rate question, BROADCASTING • TELECASTING erroneously reported in the Dec. 10 issue that President Kintner had suggested to an affiliates meeting in Chicago that radio rates be reduced in TV areas in proportion to declines in ratings.

Actually, ABC has been—and still is—engaged in special studies of the rate question and its officials feel they must await the outcome of these before advancing definite proposals. They feel the rate issue is in a time of "crisis," according to the views they have given affiliates, and that decisions should be delayed until more complete information has been compiled and "emotion" abated.

ABC stations have been assured

(Continued on page 36)

ARB?

TRENDX?

HOOPER?

PULSE?

NIELSEN?

CONLAN?

TELE-QUE?

VIDEODEX?

HOW DO AGENCIES RATE THE RATERS?

By ARTHUR C. SCHOFIELD

Director, Promotion and Research
Paul H. Raymer Co.

Some years ago I heard a street-corner missionary, in an attempt to cast doubt upon the larger, better established denominations, say this: "They all can't be right, and there is a great possibility they are all wrong."

The same could be said about the present methods of audience measurements.

Last year, \$453,605,722 was spent for the purchase of radio time; with, of course, the larger share going to those time segments with the best ratings.

Whose ratings? What did the rating mean? How much of a station's service area did the surveys cover. Why were certain ratings used, while others were rejected?

With over \$453 million-odd dollars at stake the answer to those questions are important. Accordingly I mailed to over 1000 time-buyers and agency executives, representing all types of agencies in every section of the country, a simple, three-part questionnaire:

Question 1. Do you believe, accept and use audience data (share of audience, composition of audience, time segments, ratings, etc.) of:

ARB	yes	no
Conlan	yes	no
Hooper	yes	no
Nielsen	yes	no
Pulse	yes	no
Tele-que	yes	no
Trendex	yes	no
Videodex	yes	no

Question 2. Please rate the service in the order of your preference (1-2 etc.)

ARB
Conlan
Hooper
Nielsen
Pulse

Tele-Que
Trendex
Videodex

Question 3. For total station audience do you accept:

BMB	yes	no
1/2 MV/M		
contour	yes	no
either	yes	no
Prefer	BMB	1/2 MV/M
		contour
		map

Respondents were asked to check spaces best expressing "your and your agency's opinions." Signatures were requested, but all respondents and agencies involved were guaranteed their names would not be divulged. Realizing what might happen I made one further request: "No cuss words, please; my secretary has led a cloistered life."

Big Agencies Replied

Returns from the agencies far exceeded my most optimistic expectations with more than 18% returns. I knew those interested in timebuying activities were concerned with the confusion now present in the industry, but I was delightfully surprised at the co-operation I received. Every one of the country's largest agencies returned the questionnaire or, in some cases, two-page letters explaining their feelings on the "muddle" created by claims and counter-claims of various services. In fact, the comments accompanying the questionnaires proved invaluable in the appraisal of the entire rating picture.

Because respondents were assured of complete anonymity, they spoke honestly and freely. Reflecting the spirit and sentiment of many was this from an eastern agency:

"You'll probably get this re-

action from every quarter, but... I might as well get in my two cents worth. While I'm ready to accept the three surveys checked, how much more useful any one of these alone would be! This idea of 10 rating services is a fiasco. The smallest 'coffepot' in existence, by selective quoting from various findings could 'conclusively prove (just see what Conlan, Nielsen, Trendex, etc. has to say about us) that ours is the best station in the market.' When there are that many rating services in existence, they cease to be a service and become a racket. While the government is so busy slapping ceilings on everything, I wish they'd direct their attention to this. The situation is completely out of hand and gets worse every year. If things are to progress as they are going now, and you were to send me this questionnaire five years from now, I'm pretty sure I'd answer "NO" to my acceptance of any service you might list. And that's about all I dare say on this subject without offending the shell-like ear of your cloistered secretary."

To those stations who fail to merchandise, or publicize, their SALES results and rely heavily on published ratings, let me point to several comments, among many received, that prove sales are important. Here's one:

"Definitely feel that every rating service has its drawbacks and that they can be used only as a trend at best. Past and present sales results much more important." Here's another:

"We do not believe any of the rating systems are 100% accurate. We accept and use the audience data only because the client wants ratings. We always indicate to our client the discrepancies. Sales are the best answer to a program's popularity."

Some years ago, while serving

DO THE BUYERS of broadcast advertising have faith in present audience measurement services? This ambitious survey, conducted by the Paul H. Raymer Co., indicates they don't. Or at least such faith as is expressed certainly isn't absolute. Both buyers and sellers of broadcast time will find provocative reading in this article which describes the most definitive study recently made into the question....

as sales promotion manager of 50,000 watt NBC affiliate, I was shocked to receive a rating report indicating "no listeners found in this sample" in one segment of our long-established, highly-successful woman's program. As the announcement rate on this show was the highest on the station, every one involved examined the situation thoroughly. First we discovered the program received more mail than the rating service had phone calls; and secondly, advertisers, fully satisfied with the program, reported sales were up. No advertiser cancelled — the SALES proved the program had more than an audience; it had a receptive audience.

Do the agencies have confidence in the present rating services?

Replies to question 1 clearly indicate opinion to be divided on the subject. However, not one of the eight services listed received "YES" from as many as 85% of

(Continued on page 96)

THE author is a veteran of 26 years in broadcasting and advertising. He



Mr. Schofield

started out in programming on Philadelphia station later was assistant advertising manager of the home receiver division of RCA Victor, advertising and sales promotion manager of WFIL Philadelphia, director of advertising and sales promotion for KYW Philadelphia and advertising and sales promotion chief of the DuMont TV Network. For the past year he has been director of promotion research at Paul H. Raymer Co., station representative.

AFFILIATES GENERALLY ENDORSE PLAN OF CBS

Agency, Advertiser, Station Reactions

NEW plan of CBS Radio to let advertisers use any reasonable number of affiliates drew generally favorable comment last week from CBS affiliates. The CBS "Selective Facilities Plan" and "Standard Facilities Plan" greatly liberalize the purchase of network time [B•T, Dec. 10].

Endorsement of the project came from many of the CBS affiliate representatives who attended a joint meeting of CBS Districts 4, 5 and 8, held last Monday in New Orleans (see story, column four).

First advertiser reaction to the CBS Radio plan, based on preliminary study, appeared to be favorable to the move to increase the flexibility of network advertising—a key feature of both the "Selective Facilities Plan" and the liberalized "Standard Facilities Plan."

Pro-Rated Costs Seen

It appeared certain, however, that advertisers buying time under the "selective" plan—which requires a sponsor to make his program available to all CBS Radio affiliates and allow it to be sold through CBS Radio to non-competitive advertisers in markets he himself does not use—would insist that a formula be provided for prorating program costs.

What effect the new sales policies would actually have on advertisers' buying habits remained to be seen. One observer, at least, took occasion to express the view that advertisers traditionally insist they should be granted privileges—but often fail to take advantage of them when they are offered.

Agency spokesmen offered no comment on the play pro or con, apparently preferring to wait until they have received a direct bid before formulating final judgments.

In some quarters there was speculation that CBS Radio will encounter difficulty in implementing the "selective" plan, in that it may be hard to make "subsidiary" contracts coincide exactly with the 13-week cycles of the "original" advertiser.

The National Assn. of Radio & Television Station Representatives similarly had no comment. In NARTSR's case, however, the absence of a statement of views was attributed by a spokesman to the feeling that NARTSR members' interests are not affected. These spokesmen looked upon the plan as strictly a network sales device which has no bearing on spot broadcasting.

Nor did leaders of the all-industry Affiliates Committee choose to



CORRIDOR discussion at the CAAB meeting in New Orleans last week is held by (l to r): David Smiley, WDAE Tampa; Howard Summerville, WWL New Orleans; Glenn Marshall, WMBR Jacksonville; Howard S. Meighan, CBS Radio president; and Spencer Mitchell, WDAE.

pass upon the proposal immediately. Observers noted, however, that CBS Radio's elimination of "must buy" status under the "selective" plan, for instance, may come within the range of gunfire released by the committee in its protest against NBC's basic economic plan.

At that time the committee said, in part:

"The basic reason for the existence of national networks is to provide national coverage. Any steps which tend to break down this concept will redound to the injury of the network, the affiliate, and the public." [B•T, Nov. 12].

Following are views expressed to **BROADCASTING • TELECASTING** by CBS affiliates, CBS officials and others:

Clyde Rembert, KRLD Dallas—"On the selective plan, I think it's good. However, I really haven't

had to digest it and find out exactly what its effect is going to be. The fact that the programs are going to be guaranteed to the stations, either on a commercial or sustaining basis, is a good thing and certainly will hold up CBS ratings and audience."

John S. Hayes, WTOP-AM-TV Washington—"The CBS Selective Facilities Plan represents a forward-looking step for network advertising." He feels it should be clarified in its application to different situations and also endorsed the liberalized Standard Facilities Plan.

William B. Quarton, WMT Cedar Rapids, Iowa—"I hope to be proven wrong but it looks to me like another step in the wrong direction."

Charles C. Caley, WMBD Peoria, (Continued on page 109)

New Orleans Meet Expresses Approval

WORK of the all-industry Affiliates Committee in connection with network rates and evaluation of the medium was "heartily endorsed" by representatives of CBS affiliates in Districts 4, 5 and 8. The action was taken during the regular joint session of the districts, held last Monday in New Orleans.

Chief interest in the meeting centered around the new plan of CBS Radio permitting advertisers to buy on a selective basis (see story, column one).

Text of the resolution approving work of the all-industry group follows:

"Resolved that the affiliates of the CBS Radio Network of Districts 4, 5 and 8, meeting at New Orleans Dec. 10, 1951, do hereby heartily endorse the work of the Affiliates Committee and are particularly desirous of recording their wholehearted approval of the recent report submitted by the Affiliates Committee in connection with the evaluation of radio.

"It is further resolved that a copy of this resolution be sent to Paul Morency, chairman of the Affiliates Committee, for the information of the committee."

In other resolutions the joint meeting thanked Howard Summerville, WWL New Orleans, for arranging the session and serving as

(Continued on page 87)

SELL RADIO DRIVE

DETAILS of an extensive 17-project radio promotion campaign for 1952, calculated to promote the sale of radio on an overall basis as well as to help stations to help themselves, were announced by BAB last Wednesday.

The program includes, at the national promotion level, a series of special studies and presentation, regular contacts with advertisers and agencies, and basic research on radio's power and penetration, including research on competing media; and, at the local level, regular issuance of a variety of sales aids, an annual sales opportunities calendar, and a blueprint for joint promotion of radio by groups of stations within individual markets.

The campaign plans were outlined at a news conference by BAB President William B. Ryan; Kevin B. Sweeney, vice president in charge of promotion and sales, and John F. Hardesty, local promotion director.

Compilation of data on "radio's uncounted audience"—automobile sets, radio sets in TV homes, size

of the extra-set market, auto listening, and other out-of-home listening—will be one of the projects in promotion at the national level.

While the studies in some instances will include bringing together data already collected in individual markets, Mr. Sweeney said, the project also includes original studies. For instance, he said, Pulse Inc. is conducting a pilot study in 20 areas to determine the extent of the extra-set market. Another feature, slated for March, is a 50,000-interview survey on listening in automobiles.

Effectiveness Tests

Plans also envision tests to measure radio's effectiveness against that of (1) television and (2) magazines for national advertisers in the packaged goods and heavy appliance fields if arrangements can be worked out with advertisers and stations. These tests would be similar to the American Research Bureau Inc.'s radio-vs.-newspaper tests—50 of which have been compiled by BAB under the title "Count Your Customers," further

BAB Gives Details

exploitation of which is another part of BAB's 1952 plans.

Also in the radio-vs.-competitors category, BAB is planning a report on magazine penetration and circulation; a second edition of an earlier BAB breakdown on magazine circulation, county-by-county, with radio-magazine comparisons on a national basis; compilation of data to show that TV penetration is slowing down, and a salesmen's handbook on newspaper readership.

Special presentations on radio's values as applied in specific industries already are under way in the automotive, tire, and paint fields, and will be followed in the spring with one dealing with the farm market.

To urge that they give radio a chance to prove its worth, BAB representatives are making sales calls on national chains and associations, national-local advertisers, and strictly national advertisers. These calls already have been started and will continue in January.

Regular contact will be main-

(Continued on page 87)

FINAL tribute to Louis Goldsborough Caldwell, 60, often called the dean of radio law, was paid Friday at a small, private funeral service held in Tecumseh, Mich. This ceremony was in accord with his wish, as was omission of services in Washington, D. C.

Known throughout the world for his achievements in the fields of communications law and regulation, Mr. Caldwell had been active almost to the day of his death, last Tuesday. He was found dead in his bedroom by a servant bringing his supper. Immediate cause of death was a heart condition, from which he had suffered several years.

A fortnight ago Mr. Caldwell suffered a heart attack and had been under a doctor's care. He had worked up to the time of the attack. His last appearance at the office was Dec. 6, when he took part in a meeting.

He had been advised for some time to avoid activity, but held a private belief that complete rest would cut down efficiency of his circulatory system and aggravate high blood pressure. For several weeks he had grieved the death of his younger brother, Edward C. Caldwell, also a member of the Chicago law firm of Kirkland, Fleming, Green, Martin & Ellis.

Surviving are his mother, Mrs. John D. Caldwell, Oak Park, Ill.; one daughter, Mrs. G. K. Brobeck Jr., Holyoke, Mass.; a sister, Mrs. Margaret Dall, Libertyville, Ill., and three grandchildren.

The body rested in the Gawler funeral home, Washington, until Thursday afternoon when it was moved to Tecumseh for the services. The family requested omission of flowers, suggesting gifts to Children's Hospital, Washington.

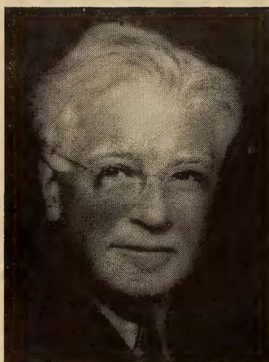
First General Counsel

To a considerable extent, Mr. Caldwell was a martyr to the radio regulatory pattern he personally outlined when the old Federal Radio Commission drafted him in the summer of 1928 to serve as its first general counsel. The three-month draft lasted a full eight months, a period in which he worked night after night and frequently slept on a couch at his office.

He gave so much of his body and mind to the critical task of shaping radio's regulatory and legal framework that he left the job in a state of near physical collapse. He rested several months before returning to private practice.

A shock of prematurely white, wavy hair was a trademark known in many nations. His hair had turned snow white while he was still a young man, at that time giving him an appearance of maturity that belied his years.

Besides his worldwide fame in communications, Mr. Caldwell was a prominent figure in national and



international legal circles. His hobbies included documentary studies of World War I, international law and music. For years he had planned to write a book on the background of the first war but was never able to find time for the undertaking.

His collection of documents on the subject is one of the finest in the world. He often obtained relaxation at the piano, and in addition played violin and accordion. He enjoyed composing ditties and skits, some of which were performed at legal functions, and at Washington's famed Gridiron Club.

Mr. Caldwell went to work with the Kirkland, Fleming law firm in 1916. Shortly after getting his salary raised from \$10 to \$12 a week he was turned down by the Army because of his sight, but got into the European proceedings via the ambulance service and then the Foreign Legion where he won a lieutenantancy and the *Croix de Guerre*.

His radio career grew out of the 1926 breakdown of regulation under the Dept. of Commerce, of which Herbert Hoover was secretary. At the time WGES Chicago decided to squat on a frequency near that of WGN Chicago, a Kirkland, Fleming client. Mr. Caldwell took the case to court, winning a temporary injunction before the dispute was referred to the then new FRC.

Set Up Law Department

His pleading led the FRC to set up a law department instead of using lawyers assigned by Dept. of Justice. FRC prevailed on him to be its first general counsel. In the eight months as general counsel he and a small group of attorneys around him operated almost without furniture, even purloining a stack of wastebaskets to use as files.

That brief regime produced a complete set of FRC regulations, along with many reports and decisions. Besides, Mr. Caldwell aided in the general and shortwave broadcast allocations and successfully defended the Radio Act

against charges of unconstitutionality.

At FRC he became convinced that the Radio Law limited the government's licensing powers and he opposed use of the licensing system as a device to extend FRC's controls. He became an ardent advocate of free speech and opposed any regulation carrying censorship aspects. These beliefs he held and fought for to the very last.

Returning to Kirkland, Fleming in 1929, he made so many trips to Washington that the firm opened a capital office and later named him resident partner. In the 1930 50-kw hearings he fought on behalf of the clear-channel principle. In 1934 a group of clears asked him to represent them in the then current FCC inquiry.

He took an active part in developing the first data on nighttime skywave, still used by FCC and part of the first NARBA. In subsequent hearings he fought the clear-channel battle in the belief the clears could provide needed service to many areas not adequately served by smaller-power outlets.

Acted in Advisory Capacity

At most of the international radio conferences Mr. Caldwell was active in an advisory capacity and he was considered by many to be the outstanding authority in such matters. He had tried during the Madrid conference of 1932 to add broadcast frequencies in the 400-500 kc band but this was scuttled by the military. He felt such frequencies would have cured many of broadcasting's allocation troubles.

Both Press Wireless and Aeronautical Radio Inc. were formed by Mr. Caldwell to meet service needs of newspapers and aviation. He devoted much time to their early activities. Through his career he was the author of a large number of articles on radio law and he edited the *Journal of Radio Law* and *George Washington Law Review*. He was known as an authority on administrative law.

He corresponded with leaders of the bar in other nations and wrote a number of articles on radio-copyright law. Reading and speaking German and French fluently, he translated countless works into English.

Never active in politics, he nevertheless was the friend and confidante of many persons high in Washington life.

Mr. Caldwell was a native of Oak Park, Ill., attending public schools in that city. He received an AB degree in 1913 at Amherst, where he was named to Phi Beta Kappa. Later he became a trustee of the college. He received MA. and LL.B. degrees at Northwestern U. Law School, going directly to

Kirkland, Fleming. After World War I he lectured at Northwestern.

In 1921 he married Irene Buysse, from whom he was divorced several years ago.

The list of posts he held in the legal and radio world is long and imposing. Among them were: chairman of American Bar Assn. Committee on Radio Law, 1928-29; chairman, ABA Committee on Communications, 1929-33; member of Washington Committee of ABA; first president of Federal Communications Bar Assn., 1936-37, and executive committee member 1937-40; member of Illinois and Chicago bars, Assn. of Practitioners before ICC; American Judiciary Section; American Society on International Law; American Law Institute; Institute of Radio Engineers.

Clubs and fraternities included Delta Upsilon, Phi Delta Phi, Metropolitan, National Press Club and Order of Coif. He was founder and president of Inquiring Club, which met at his home, 2900 Cleveland Ave., Northwest. During World War II he provided homes for some three-score service people to help meet the capital housing shortage, and was forced to take a license as a rooming house operator. The house was known as "Malay Club" after some trophies left by a British guest.

At the time of his death, Mr. Caldwell was defense counsel for the Washington *Times Herald* in a \$5,100,000 suit brought against the newspaper and others by Drew Pearson, radio-newspaper columnist. The *Times-Herald* is owned by Col. Robert R. McCormick, also owner of the *Chicago Tribune*, (WGN-AM-FM-TV) and the *New York Daily News* (WPIX (TV)).

Served Without Fees

Many times Mr. Caldwell served without fee as counsel in radio cases involving questions of general industry interest. He was Washington counsel for two G. A. Richards stations and served in the legal battle to protect the Richards property from deletion by FCC. Similarly, in the FCC's newspaper ownership proceedings a decade ago he fought bitterly any attempt to prevent newspapers from owning radio stations. On the other hand, he supported FCC in its network monopoly regulations of the early 40s, as counsel for Mutual.

Under terms of the will, written last Oct. 21, Mr. Caldwell's entire estate goes to Mrs. Brobeck. Named executors and trustees were Kelley Griffith, Chauncey P. Carter Jr. and R. Russell Eagan, associates in the law firm. No estimate of the property value could be made at this time. The will stipulates that Mrs. Brobeck is to receive at least \$6,000 a year income from the property for the next ten years at which time she will receive the principal. In case buying power of the dollar is reduced, the \$6,000 is to be increased. Mrs. Brobeck's children would receive the estate if she died during the 10-year period.

POLITICS ON AIR

CONGRESS, which long has considered the political broadcast issue a "hot potato," apparently has not changed its attitude.

Asked whether Congress might explore the problem in the second session of Congress that opens next month, Sen. Edwin C. Johnson (D-Col.), chairman of the radio-active Senate Interstate & Foreign Commerce Committee, told BROADCASTING • TELECASTING: "I have my doubts."

Reminding that Congress could easily look into political broadcast libel if it so desires, Sen. Johnson said the committee has no advance plans to take up the subject.

But, he said, should there be strong "expressions" for "clarification" of broadcast libel, in light of Sec. 315 of the Communications Act, then the committee would schedule the legislation. He noted the proximity of the "red-hot" local, state and national elections, which will be held next November.

There are three political broadcast bills now before the Senate and House Interstate & Foreign Commerce Committees. Two of them, one in each branch, are identical; he third is a more recent bill (HR 470) drawn by Rep. Walt Horan (R-Wash.). All of them are designed to clarify Sec. 315.

On the state level, meanwhile, the newly-formed Maryland-D. C. Broadcasters & Telecasters Assn. is working for libel protection of the broadcaster who carries political talks on his station in the Free State.

Asks Libel-Proof Bill

The association last week asked the state legislature to take up a libel-proof bill when it meets in a February session. That session is to take up emergency legislation. Bill, forwarded by the Maryland-D. C. group, would amend the libel laws of the state. It would exempt broadcasters from libel or defamation damages in cases where they are unable to censor a candidate's speech under Sec. 315 of the Communications Act.

The bill is drawn up according to the model defamation statute prepared by the NARTB. NARTB's model bill also would exempt broadcasters from libel damages if they exercise "due care."

Legal sources in Washington agreed that about a third of the states now have laws which do not hold the broadcaster liable if he exercises due care. These are: Wyoming, Virginia, California, Colorado, Florida, Georgia, Iowa, Kansas, Louisiana, Maine, Michigan (this year), Nebraska, South Dakota, Utah, Oregon and Nevada (this year).

States which exempt the broadcaster from libel for material contained in a political broadcast by a candidate, or by a non-candidate in behalf of a candidate, are Georgia, Louisiana, Virginia and Wyoming. Hawaii limits its protection to a candidate only.

States which have similar exemptions are California, Colorado, Maine, Nebraska and Michigan. Montana and Florida have laws which are "fairly close" to NARTB's model statute, section 2, which deals with political broadcasts. In Montana and Utah, malice must be proved to hold the broadcaster liable.

States which include "on behalf of candidates" are California, Georgia, Colorado, Louisiana, Maine, Nebraska Michigan and Virginia. However, it is emphasized that laws may vary to a great extent from one state to another and that the above classifications are "general" [also see B•T, Dec. 3 for data on state libel laws].

Favor Enaction

Maryland legislators who met with the broadcasters in Baltimore last Wednesday indicated they might favor its enactment.

A committee to expedite the bill's future in the Maryland Senate and House was appointed by John E. Surrick, WFBR Baltimore, president of the Maryland-D. C. group. They are Robert Embury, WITH Baltimore, chairman; Charles J. Truitt, WBOC Salisbury; Karl Steinmann, WCUM Cumberland; H. Philip Nesbitt, WNAV Annapolis; Jason Pate, WASA Havre de Grace.

In Congress, the bill (S 1379) introduced by Sen. Johnson would

Law Needs Change

bring any person "authorized" by a political candidate to speak for and on his behalf under the same coverage of the Act as it pertains to the political candidate; that is, no censorship by the broadcaster and no liability. A companion bill in the House (HR 4240) was sponsored by Rep. Mike Mansfield (D-Mont.).

However, the Horan bill, goes further by (1) denoting legally qualified candidates "in a primary, general or other election," (2) specifying that an authorization to speak in behalf of a candidate must be in writing and (3) directing that the broadcaster would have no power to censor or alter or in any manner control the material so broadcast.

Importantly, the bill would not make the broadcaster liable in any civil or criminal action in any local, state or federal court for the broadcast of the material. (For text of pertinent part of Horan bill see B•T Oct. 1)

In making their request of the Maryland legislature, Mr. Surrick said the association had in mind the FCC pronouncement in renewing the license of WDSU New Orleans. FCC said broadcasters can not censor political candidates' speeches. [B•T, Dec. 3]. But under a court ruling (*Felix v. Westinghouse Radio Stations*, B•T, March 20, 1950) speeches by supporters of political candidates may be censored.

CHRISTAL FIRM

Set for N. Y., Chicago

HENRY I. CHRISTAL Co., new station representation firm now in the process of formation, is opening offices at 300 Park Ave., New York, and will open shortly at 333 N. Michigan Ave., Chicago.

Mr. Christal, a veteran in the sales field, heads the new company and will headquarter in New York. Chicago office is to be headed by James Thompson, who is resigning



Mr. CHRISTAL

from the O. L. Taylor Co. (story page 24). Irving Gross, formerly with the Taylor organization, will hold a key post in the new Christal firm. Mr. Christal is a former partner of Edward Petry & Co. and retains a stock interest in that firm.

'LORAIN JOURNAL' CASE

SCOTUS Upholds

SUPREME COURT held last week that the *Lorain* (Ohio) *Journal* violated the anti-trust laws when it refused to sell advertising to local advertisers who bought time on WEOL Elyria, Ohio [B•T, Oct. 22, 1, Jan. 8]. In a unanimous decision, the high court upheld the decision of the U. S. District Court for Northern Ohio in Cleveland last January.

Decision was written by Justice Harold H. Burton, former Ohio Senator. Justices Tom C. Clark and Sherman Minton did not participate. The former was Attorney General when the action against the newspaper was initiated; the latter was ill when the court heard oral argument in October.

Besides finding that the *Lorain Journal's* practices were contrary to the Sherman Act, the court also held that a local newspaper is engaged in interstate commerce. One of the newspaper's major contentions was that it could not be prosecuted under the anti-trust laws since it was not engaged in interstate commerce.

After referring to the lower

court's findings that "... the publisher's attempt to destroy WEOL was in fact an attempt to end the invasion by radio of the *Lorain* newspaper's monopoly of interstate as well as local commerce," Justice Burton dismissed the newspaper's contention that as a private business it had a right to select its customers or refuse advertising from whomever it pleased by stating:

"The right claimed by the publisher is neither absolute nor exempt from regulation. Its exercise as a purposeful means of monopolizing interstate commerce is prohibited by the Sherman Act. The operator of the radio station, equally with the publisher of the newspaper, is entitled to the protection of that Act."

Justice Burton also found that the injunction granted by the lower court forbidding the *Journal* from continuing to discriminate against WEOL advertisers by refusing to sell space to them "does not violate any guaranteed freedom of the press."

WEOL is owned by Roy Ammel, also owner of the local, independ-

ent telephone company. It was established in 1948 and operates on 930 kc with 1 kw. Elyria is eight miles south of Lorain, which is on the shores of Lake Erie. Its gross income in its first full year of operation in 1949 was \$175,000. It has a treble damage suit pending against the *Lorain Journal* for \$300,000 damages due to the newspaper's boycott.

About 30-40 advertisers were affected by the *Journal's* policy of refusing to accept advertising from merchants who used WEOL.

Department of Justice filed a complaint against the *Mansfield* (Ohio) *Journal* last May. The complaint charged that the *Mansfield* newspaper practiced the same tactics against WMAN in that city as the *Lorain Journal* did against WEOL. Both the *Lorain* and the *Mansfield Journal* are owned by the same people, Samuel A. and Isadore Horvitz.

Significance is also seen in the application of the decision to the Justice Dept. anti-trust complaint

(Continued on page 88)

EMERGENCY PLAN

Executive Order Issued

MACHINERY to put broadcast stations under emergency operation in case of attack is being set up by FCC and other federal agencies under a revised executive order providing a number of protective conditions inserted at industry suggestion.

At the weekend it appeared FCC had made little progress on appointment of a broadcast advisory committee, as authorized under the new order. Specific authority for FCC to name such a committee had been urged by Broadcast Advisory Council at a meeting with White House and other federal representatives last Nov. 2 [B•T, Nov. 5].

It was assumed FCC would confer on committee membership with the council, headed by Judge Justin Miller, NARTB board chairman. The council is representative of broadcasting, TV, manufacturing and related industry segments.

Conelrad Formula

Basin of the broadcast shutdown is the Conelrad formula. Under this plan all stations not joining the Conelrad project will be silenced in case of emergency. Stations subscribing to Conelrad will notify listeners to tune their broadcast receivers to two specified frequencies.

TV and FM stations probably will be completely silenced, under present thinking.

Stations will be notified by an automatic alarm system that an emergency has arisen. When they go into the Conelrad operation they will use civil defense programming, recorded in advance, though it is possible live material may be used in some cases. The civil defense programming tells the public what to do. Conelrad provides sequential broadcasting under a specific formula.

A number of important changes

KBA RESOLUTION

Would Limit Tax Use

KENTUCKY Broadcasters Assn. last week voted 25-3 in favor of a resolution opposing use of public tax funds for noncommercial, educational stations.

The resolution had been submitted by Steve A. Cisler Jr., vice president in charge of operations, WKYW Louisville, at the NARTB District 7 meeting in Louisville, Nov. 8-9 [B•T, Nov. 12]. The resolution follows:

Be it resolved, that the KBA opposes the use of any public tax funds for construction or operation of federal, state or local television or radio stations; and further, that the representatives of Kentucky in the Congress of the United States be requested to oppose the effort by any legislative or government regulatory body to reserve any number or percentage of television or channels for the use of any special interest group on any basis; and further that the FCC be petitioned to set up all available TV channels for assignment to best qualified applicants when the current freeze is ended without any reservation for future possible uses.

appear in the executive order as issued Dec. 10. The revised language limits the silencing of transmitters to those between 10 kc and 100,000 mc, if "capable of emitting electromagnetic radiations . . . suitable for use as a navigational aid beyond five miles."

This language eliminates a long list of electrical and electronic devices, despite printed stories to the contrary. At BAC and NARTB suggestion, the final executive order specifies that plans for radiation control in event of attack shall be drawn up by "the head" of government departments involved, emphasizing the importance of any interference with normal operations.

Similarly, the FCC originally had objected to a requirement that the full Commission issue rules and regulations for emergency operation. The final order specifies that the chairman may issue rules and regulations in case of hostile action or imminent threat.

The provision for advisory committees was accepted by White House spokesmen during the Nov. 2 conference.

Joseph Short, White House press-radio secretary, emphasized in announcing issuance of the order that the radio silencing plan goes into effect only in event of an air attack or threat. The order

implements Sec. 606 (c) of the Communications Act as amended last Oct. 24.

FCC has power to draft rules for broadcast stations, but these do not become effective until approved by the Secretary of Defense and chairman of the National Security Resources Board.

Language in the executive order forbids the FCC from exercising any control over content of station programs. It prevents the Commission from taking over and using any station or removing any apparatus or equipment.

FCC Authority Limited

Instead, the FCC's authority is mainly limited to requiring a station to cease operation or reduce its power in emergencies.

Specific language in the order mentions the desirability of maintaining normal conditions under which radio stations are operated. In addition, it is provided that when a station's operation has been interfered with, "such station shall be allowed to resume operations, or return to normal operations, as the case may be, at the earliest possible time consistent with the national security."

Plans for the Conelrad emergency formula grew out of conferences held last March 26, with some several hundred broadcasters



TOBACCO NETWORK, eight-station North Carolina regional group names John E. Pearson Co., New York, as national representative, effective Jan. 1. Confirming appointment are (l to r) John E. Pearson, head of the representative firm and A. Hartwell Campbell, WGTN Greenville, N. C., and TN president

meeting in Washington with government officials. A second industry-government defense session was held April 16 during the NARTB convention.

At the convention meeting, civil defense officials said radio is the best means of getting essential information to the public and the only means of reaching a large section of the populace instantaneously.

Text of the executive order as

(Continued on page 66)

PRODUCTION

Wilson Sees More Cutbacks

"THERE will be many more guns and much less butter" in 1952—and materials allocations for radio-TV manufacturers and broadcasters will be cut back further starting next April 1.

That forecast was offered by Defense Mobilizer Charles E. Wilson in a hard-hitting speech before the National Press Club in Washington last Thursday.

Mr. Wilson's remarks served to douse speculation, temporarily at least, that the civilian economy—and particularly television receiver output—would be scrapped early next year. It was Mr. Wilson's first major address in the capital since his conference with President Truman in Key West, Fla. [B•T, Dec. 10].

Mr. Wilson made no direct reference to television in the Press Club speech. But earlier, in a dedication address, he expressed belief that television set production could get by "in the post emergency period" by substituting certain metals, notably aluminum for copper. "Post-emergency" presumably is 1953 or 1954.

The defense chief recalled that shortage of copper led to the government's recent blackout of color TV manufacturing [B•T, Oct. 29, 22]. But, he pointed out, "even if copper continues scarce, there will be ample aluminum to serve as a

substitute. . . ." The aluminum situation is expected to ease by mid-1952.

By 1953 production should reach its peak and demand will accrue for automobiles, radio-TV sets and other appliances, he said. This will avert any possibility of a depression some time in 1954 when the production program is fulfilled, Mr. Wilson added. By that time, additional aluminum markets should be in full swing.

Speaks at Opening

Mr. Wilson spoke at the opening of a new Kaiser Aluminum Co. plant at Chalmette, La., located on the outskirts of New Orleans.

The obvious conclusion is that the consumer goods market is slowly being squeezed out in favor of increased military production, over and above the materials shortage. As a result, severe cutbacks in radio-TV set turnout will be severely felt after next July 1.

Pinpointing this course were these other facts:

(1) About 80% of structural steel during the first quarter of 1952 will be siphoned off to military and defense-supporting industries. Radio-TV broadcasters will be cramped accordingly on new construction projects.

(2) The government set up new procedures for meeting military

and atomic energy schedules—a veiled priority system assuring a flow of component parts to certain industries and "bumping" civilian orders where necessary.

Focal point of the week's activity was the government's operating production agency, the National Production Authority, which:

- Reported that the shortage of radio receiving tubes is due largely to production for other uses, insufficient skilled labor and inadequate producing facilities.

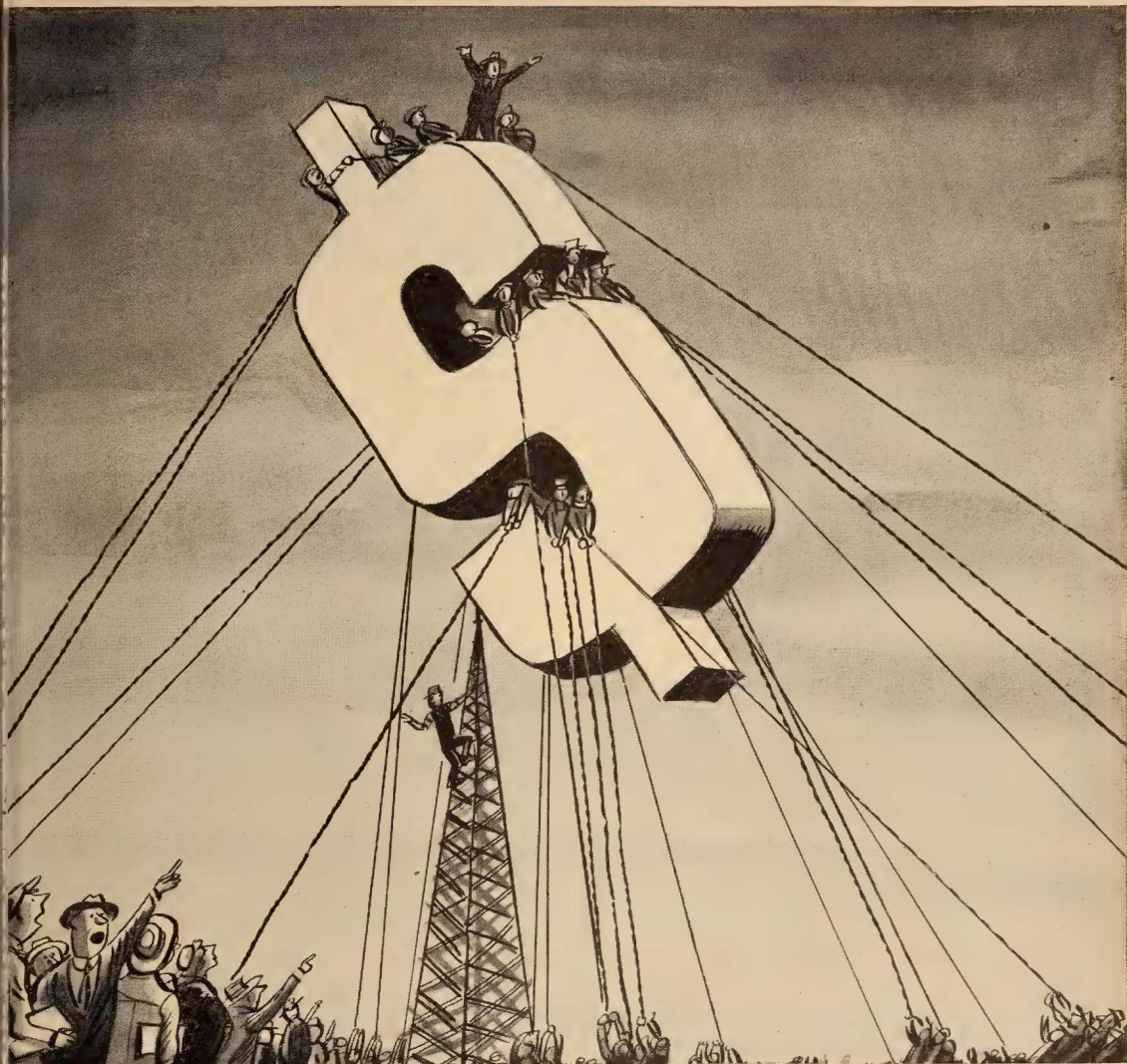
- Placed all domestic selenium (used in rectifiers, though substitutes have been devised) under complete allocation, with the necessity of agency authorization.

- Noted that the scarcities of radio-TV antennas have eased slightly in recent weeks.

- Blueprinted an additional 10% cutback in copper, steel and aluminum for most civilian goods beginning with the second quarter (April-June).

But the general course was charted by Mobilizer Wilson. He told newsmen that "some industries" will get only 10% of copper and 20% of aluminum they used in January 1950. Overall, cutbacks for civilian goods will amount to about 50%. The radio-TV manufacturing industry gen-

(Continued on page 62)



More for your money There's just one radio station in Baltimore that's a *real* bargain buy—that *really* gives you more for your money. And that station is **WITH**, the **BIG** independent with the **BIG** audience. From **WITH** you get **MORE** listeners-per-dollar than from any other radio or TV station in town.

Here's proof: *WITH* regularly carries the advertising of more than twice as many Baltimore merchants than any other station in town! Just because **WITH** produces low-cost results! See your Headley-Reed man today for the whole **WITH** story.

The results station in Baltimore **W-I-T-H**

TOM TINSLEY, President • Represented by **HEADLEY-REED**

duPONT AWARDS

Jan. 31 Is Deadline

ALFRED I. duPONT Awards Foundation today (Monday) issued an invitation to all radio stations, television stations and news commentators to submit entries for the annual duPont "outstanding public service" awards.

Invitation was extended by O. W. Riegel, curator of the foundation and director of the Lee Memorial Journalism Foundation of Washington and Lee U., Lexington, Va.

The university has just been named to supervise administration of duPont awards [B.T., Nov. 19].

Mr. Riegel said entries would be accepted through Jan. 31. A committee of awards will examine each entry and announce three winners in early spring.

Explaining more fully, Mr. Riegel said "the committee will honor a large radio station or television station and small radio station for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the communities served by them."

The commentator award, it was added, either video or radio, will be to a commentator for "distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news."

Each of the three winners, Mr. Riegel said, will receive a cash award of \$1,000 and a plaque bearing the purpose for which it was won.

New provisions of the awards will permit use of the cash awards to establish scholarships for deserving students wishing to specialize in some branch of the communications field.

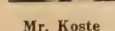
LEAVES LBS

Koste Rejoins Indie Sales

JACK KOSTE, vice president and director of national sales for Liberty Broadcasting System, announced late last week that he is resigning, effective Dec. 31.

Mr. Koste said he intends first to take a short vacation, and then to return to Indie Sales Inc., radio station representative organization which he established, in the post of president.

Mr. Koste joined Liberty last July. He formed Indie Sales three years ago, and before that was New York sales manager of For-joe & Co., for about three years. Before World War II—during which he served in the Army—he was with William



Mr. Koste

Esty Co. for more than 10 years. His successor with LBS has not been disclosed.



FRANK WHITE, MBS president, was guest of honor while visiting Detroit, with KKLW Windsor-Detroit host at a reception to introduce Mr. White to the Motor City's industrial and advertising leaders. Among those attending were (l to r) J. E. (Ted) Campeau, CKLW president; Ben R. Donaldson, advertising manager, Ford Motor Co.; Mr. White, and E. W. Wardell, CKLW commercial manager.

NARTB MEET

PLANS for a record exhibition of new broadcast and TV equipment, with emphasis on UHF and VHF television transmitters as well as TV film products, are already under way for the annual NARTB convention in Chicago March 30-April 2.

Arthur C. Stringer, who has managed the exhibits for many years, has been retained by NARTB as exposition manager. Heavy exhibits will be shown in the basement of the Conrad Hilton Hotel (formerly Stevens), with light exhibits on the fifth floor, following customary convention pattern.

C. E. Arney Jr., NARTB secretary-treasurer, was in Chicago last week arranging with the hotel for exposition space and lining up contractors and suppliers for the show, one of the nation's large industrial displays.

Mr. Stringer said that prospect of an early end of the FCC's television freeze has whetted interest in TV equipment, ranging from transmitters and antennas to lighter items such as turntables and film equipment.

Register on Sunday

The show will open Sunday, March 30, and remain open through the four-day convention period.

Sunday, as usual, will include special committee meetings and side sessions. Registration opens at that time.

Monday morning will mark the opening of formal convention events, with two sessions scheduled. One will be devoted to discussion of FM problems. The others will be a closed TV session for member stations.

Entertainment features are contemplated for the Monday luncheon. The afternoon belongs to Broadcast Advertising Bureau, with the meeting to be held in the Grand Ballroom.

The annual Engineering Conference starts Monday afternoon, running simultaneously with the broadcaster-telemaster meetings.

Title of the Tuesday morning session will be "NARTB-Radio." As the topic indicates, the meeting will be confined to radio issues. A

To Stress UHF, VHF And TV Film

★ featured speaker is scheduled at the luncheon. In the afternoon radio and TV operators will get together, with telemasters giving broadcasters the benefit of their experiences.

Wednesday morning will be strictly TV, followed by a luncheon with a featured speaker. Convention business proceedings wind up with radio and TV workshop meetings in the afternoon. The annual banquet will be held Wednesday night.

The Engineering Conference is expected to draw unusual attention this year as TV enters a new phase with anticipated end of the FCC's freeze. Neal McNaughten, NARTB engineering director, and a special program committee will map the agenda with emphasis on UHF and other technical developments growing out of TV's imminent expansion.

Engineering interest is being shown in TV receivers and converters because of the additional UHF channels about to be opened. Community antenna systems may be included in the conference program as well as papers on remote control of transmitters.

Trout to CBS Radio

ROBERT TROUT, veteran newscaster who left CBS for NBC in 1947, returns to CBS Radio Jan. 4 under an exclusive, long-term radio-TV contract. Mr. Trout got his start as script writer for WJWS (now WTOP) Washington, working his way to an announcer's position and acquiring fame as "Iron Man of Radio" during his repeated ad lib descriptions of important Washington events. Assigned to New York from 1935 to 1947, Mr. Trout became a political specialist and coverage of presidential conventions in 1952 will be one of his major assignments for CBS Radio and TV divisions.

SEATON CHOSEN

As Wherry Successor

FRED A. SEATON of Nebraska who succeeds the late Kenneth S. Wherry as U. S. Senator, has radio holdings.

Gov. Val Peterson appointed Mr. Seaton to the Senate Republican vacancy, caused by the death of Sen. Wherry, minority floor leader, who died two weeks ago.



Sen. Seaton

Senator - designate Seaton is of the same state which was represented by the late "Radio Congressman," Karl Stefan (R). Rep. Stefan died in October [B.T., Oct. 8].

Mr. Seaton, who is 42, will take his oath of office when the Senate convenes Jan. 8. When named, Mr. Seaton said he did not intend to seek re-election after January 1953. Sen. Wherry's term expires in 1955. Mr. Seaton's plan of not running for the office will leave the door open for Gov. Peterson, who said he may seek the office next November.

Mr. Seaton is known in radio, particularly in the Midwest. His familiarity with broadcasting stems from his association in ownership with his brother, Richard M. Seaton, and his father, Fay N. Seaton of KGGF Coffeyville, KMAN Manhattan, both in Kansas, and KHAS Hastings, Neb.

He is president of KHAS, with which he has been associated since 1939, and is also president of KMAN and vice president of KGGF. The Seatons purchased KGGF in 1947 and built KMAN in 1950. Other interests are seven daily newspapers and a farm magazine.

McCANN-ERICKSON International Meeting Held

FIRST International Advertising Conference was held by a single advertising agency in New York last week when 135 top executives of McCann-Erickson gathered together from 26 offices in various parts of the world. The conference started Monday at the Waldorf-Astoria office and concluded Saturday.

Marion Harper Jr., president, explained at the opening session that while only 82 of its clients were in the United States they were responsible for three-quarters of the agency's current billings of about \$80,000,000 a year.

Mr. Harper said that reports from Europe indicated little growth in radio and television. However, both radio and television advertising in Latin America were described as developing rapidly. He said, too, that Canada and Brazil might well be described as boom areas with advertising rapidly increasing there.



preview



Behind its varied and widely publicized activities,
WOR — that power-full station — does things for its
sponsors that are not generally known.

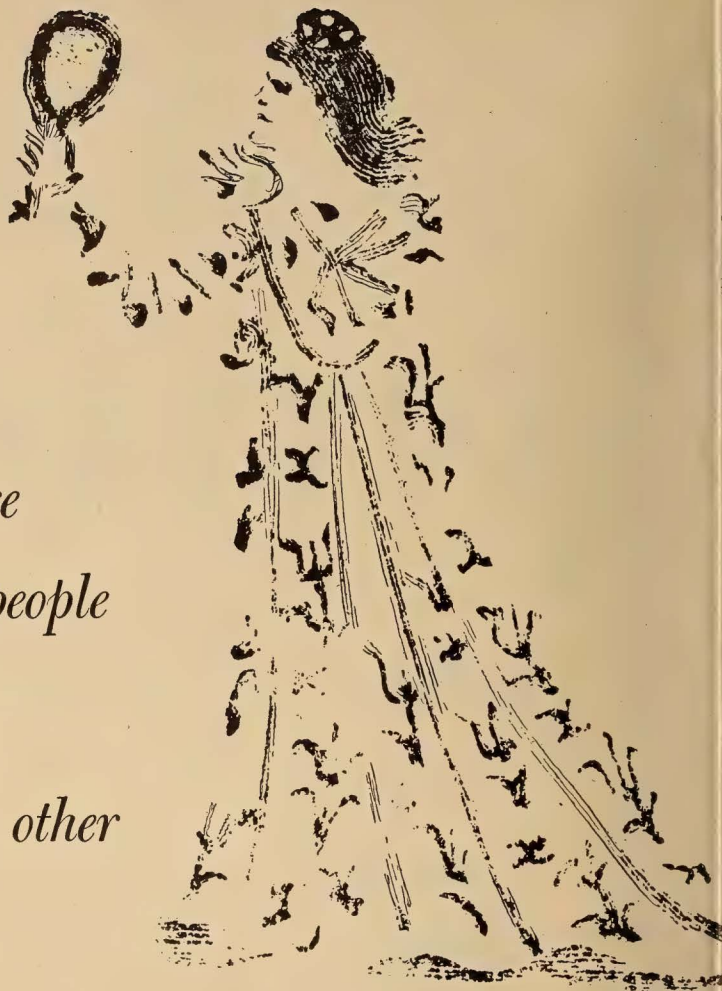
Here for the benefit of the thousands of people
who read WOR's advertisements, is a list of
things that this great station does for its sponsors,
their agencies and many others.

They're some reasons why WOR is the greatest
salesmaker of American radio.

P.S. the words that follow are taken from a pamphlet mailed or sent with all
contracts, new or renewal, from WOR's offices.

WOR

*the station
that sells more
to more people
more often
than any other
station in
the United States*



NOTE:

This is merely a mirror reflection of the broad scope of special promotion that WOR puts behind the product or service of every sponsor, or non-sponsor, and his advertising agency and company and company affiliates.

For instance...

WOR, in cases where the product and sponsor merit it, will obtain the personal endorsement of its top personalities who

are known and loved and listened to by hundreds of thousands of buyers every day of every year.

WOR will add the power of its skilled promotion department to the preparation of letters, folders, etc.

WOR will contribute the skilled help of its research and publicity staffs.

WOR will have its talent appear at special sales, conventions or other gatherings.

would like to have you know that...

To keep your product moving across the counter; to keep wholesalers, distributors, dealers and employees happy, to make the public — the *buying* public — more and more aware of *every* WOR sponsor's product or service...

1. WOR Conducts Product Polls —

These are privately and industriously coordinated station services showing the status of 12 *basic* products.

BEER	COFFEE	HAIR SHAMPOO	SCOURING POWDER
CEREALS	DENTIFRICES	LAUNDRY AIDS	TEA
CIGARETTES	FACIAL TISSUES	PACKAGED SOAPS	WHITE BREAD
		& DETERGENTS	

These are the only free services providing advertisers with semi-annual information for the New York area.

2. WOR Conducts Consumer Panels —

Listeners are invited by WOR to its studios at regular periods so that the station can frankly determine just how they — the *buying* public — feel about the sponsors' products or services. Information covers such facts as — taste; packaging, regularity of buying habits, etc.

Advertisers who have used this panel to their financial benefit are...

LIBBY, McNEILL, LIBBY	THE S.O.S. COMPANY	CARTER PRODUCTS
ARMOUR AND COMPANY	THE NESTLE COMPANY	WHEATENA CORPORATION
	FRANK G. SHATTUCK COMPANY	WELCH GRAPE JUICE COMPANY

This money-saving service is available to *all* advertisers and their agencies, whether they're on WOR or not. And it's *exclusively* a WOR sponsor or advertiser service in New York.

3. Special Habit Studies —

How are buying habits in New York — the nation's #1 market? WOR knows and makes sure it's right at regular intervals. Studies are now on file and new ones are being prepared regularly as for one or all of them according to what field you're interested in.

WOR's out to make sales for you.

WOR's out to build goodwill for you.

WOR's done this for more than a quarter of a century

for thousands of people and their products and services.

WOR *can and will* do it for you.

wor

— that power-full station

at 1440 Broadway, in New York

LOnacre 4-8000

ABC Rate Policy

(Continued from page 25)

that their network will not take the lead in making rate adjustments—but that if other networks make the plunge, then ABC will take whatever steps it considers necessary to “meet the competition.”

ABC's stand on the rate question is one of several policy issues which have been outlined, along with network plans and prospects, in district meetings with affiliates—approximately 235 thus far—at Los Angeles, Boston, Philadelphia, Atlanta and Chicago. One other district meeting remains. It is scheduled to be held in Fort Worth in February.



FUTURE plans of ABC are discussed during day-long meeting in Chicago by (l to r) William J. McNally, president, WTCN Minneapolis; Ernest Lee Jahncke Jr., vice president in charge of radio for ABC, and F. Van Konyneberg, WTCN general manager.

RADIO'S 50TH

Sarnoff, Others Note

FIFTIETH anniversary of the first trans-Atlantic radio signal was celebrated by international radio station WRUL Boston Dec. 12. Among those commemorating wireless inventor Guglielmo Marconi's feat half a century ago was Brig. Gen. David Sarnoff, RCA board chairman.

It was Dec. 12, 1901, that Marconi at St. Johns, Newfoundland, picked up from the air three dots (Morse code for the letter S). They came from Marconi's transmitter at Poldhu, England.

Since then, according to an FCC release last week, 82 foreign countries and U. S. territories are served by American radiotelegraph companies, 88 countries counting all such communication carriers. In the U. S. there are 60 different kinds of radio services, not including military and government. Domestic radio operation comprises 4,700 broadcast (AM-FM-TV and auxiliaries), 33,000 marine, 32,000 aeronautical, 11,000 industrial, 10,000 public safety, 5,200 land transportation, 800 common carrier, 450 experimental and almost 100,000 amateur stations.

And there are more than 700,000 authorizations to individuals, the FCC reported.

International station WRUL was established in 1935 and operates

on 11.74 and 15.35 kc. It is one of seven U. S. international stations broadcasting to all parts of the world—the only one privately owned and operated. Walter S. Lemmon is president of World Wide Broadcasting Corp., licensee of WRUL.

General Sarnoff's message was broadcast first to Europe and then rebroadcast to Latin America.

BIG LEAGUES

JOINT meeting of American and National Baseball Leagues in New York the weekend of Dec. 8 resulted in “no action” regarding radio and television, although the New York Yankees had announced earlier that they will follow a curtailment policy toward radio and TV coverage of their play [B•T, Nov. 10].

Resolution from minor leagues asking that the majors split half their radio-TV profit with the minors was received by the major leagues and acknowledged but drew a “no comment” from Comr. Ford C. Frick. It had been offered to the minors, meeting the previous week at Columbus, by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee and president of the Western League.

Sen. Johnson's proposal was voted by Columbus delegates after battle was fought—and narrowly lost—to restrict broadcasting and

Midget Grid Game

MBS will carry the Santa Claus Bowl national championship football game from Lakeland, Fla., Dec. 28, from 8 to 9 p.m., it was announced last week. Paul Jonas, Mutual's director of sports, will handle the play-by-play coverage. This will be the first nationwide coverage of the midget event.

Sit Tight On Radio-TV

telecasting of major league games in minor league territory.

Sen. Johnson was quoted as saying he had been told “by the best minds in the Dept. of Justice” that such a policy would be in restraint of trade, and only 33 of the necessary 36 votes were cast for restriction.

Defeat came as a surprise, especially since some of the leagues' own lawyers had said such an amendment violated no laws they knew of, and if it did, this was the time to test it.

House Monopoly Sub-committee in Washington showed that major league clubs received \$3,364,000 in 1950 and \$3,377,000 last season from sale of radio and TV rights. If majors were forced to yield 50% of the take to minor leagues, fund would be administered by Minor League President George M. Trautman and the executive committee. Payments would be distributed on pro-rata basis to those clubs that could prove attendance cuts resulting from major league broadcasts in their area.

Late last week, the proposal to split profits was being hot-potatoed. Comr. Frick's office said it lay beyond their interest, and it was a matter for the leagues to decide for themselves. League members had nothing to add, insisting only that no decisions had been made.

upcoming



Dec. 27-29: Canadian Copyright Appeal Board meeting, Ottawa.
Dec. 27-29: 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 Appliance 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, Nicolet Hotel, Minneapolis.

Jan. 21-23: Newspaper Advertising Executives Assn., convention, Edgewater Beach Hotel, Chicago.

Jan. 21-26: 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.

GANNETT BOARD

Tripp, Miller Promoted

FRANK E. TRIPP, general manager of the Gannett group of radio stations and newspapers, was elected first chairman of the board last week in Rochester, N. Y. Among other executive changes was the election of Paul Miller, vice president and director, as executive vice president.

Radio stations controlled by the Gannett Co. include WHEC Rochester, WENY Elmira; WDHL Olean, N. Y. (minority); WDHAN Danville, Ill.; WABY Albany, N. Y., and WTHT Hartford, Conn.

Joins Representative

JACK HETHERINGTON, former

timebuyer of Gardner Agency, St. Louis, and commercial manager of KWFC Hot Springs, Ark., has been appointed manager of the St. Louis office of Adam J. Young Jr., radio station representative organization.



Mr. Hetherington

Emma Gertrude Rogers

PRIVATE funeral services were conducted Friday for Mrs. Emma Gertrude Rogers, 59, wife of Naylor Rogers, executive director of Keystone Broadcasting System, in Chicago at the chapel adjoining St. Luke's Hospital. Mrs. Rogers died Thursday at her Chicago home after a five-month illness. She served as station relations director for Keystone from 1948 until the time of her death. Surviving, in addition to Mr. Rogers, are a son and a daughter.

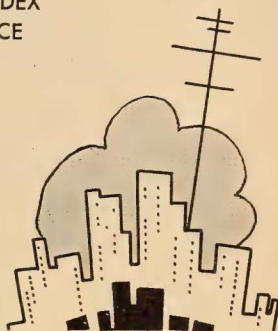
Entering the New Year
with a record based on
AGGRESSIVE GROWING RADIO *See Our Double Spread*
CHICAGO 7
Clear Channel Home of the National Barn Dance

The clear picture of the TV audience in the Fort Worth-Dallas cities



OCTOBER, 1951, HOOPER TELEVISION AUDIENCE INDEX
OF THE COMBINED FORT WORTH-DALLAS AUDIENCE
SHARE OF TELEVISION AUDIENCE

	WBAP-TV	Sta. B	Sta. C
Monday through Friday 12:00 Noon to 6:00 P. M.	50.3	22.3	27.4
Sunday through Saturday Eve. 6:00 P. M.-11:00 P. M.	44.3	36.6	19.0

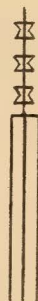
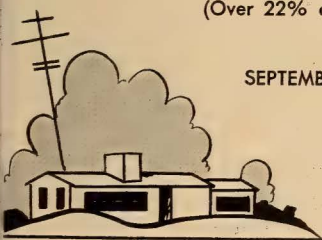


The first clear picture of the TV audience Outside the metropolitan cities

(Over 22% of the audience is outside of the two-city corporate limits.)

SEPTEMBER 1951 BELDEN* SURVEY—SHARE OF TELEVISION AUDIENCE

Station	Daytime	Nighttime
WBAP-TV	60%	54%
Sta. "B"	29%	33%
Sta. "C"	11%	13%



DON'T BE SPOTTY
WITH YOUR SPOTS
... REACH

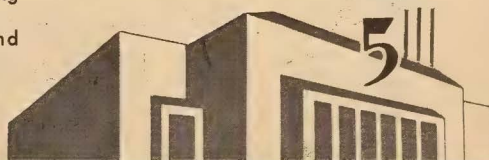
ALL ALL ALL

*The Fabulously Rich
Fort Worth-Dallas
Market*



*Joe Belden & Associates is a
pioneer research firm of the
Southwest and numbers among
its clients advertisers and
agencies from coast to coast.

WBAP AM-FM-TV
570 - 820
Channel



TAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC.
Exclusive National
Representatives

AMON CARTER, President
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.

Why Should You Be In Our Profit-Share Plan?

THE other day one of our Colonels was quite surprised and gratified when an agency friend told him that the F&P Profit-Share Plan, now in its seventh year of successful application, is "a big plus to F&P customers".

This is the way he figured it, and it makes sense to us:

"After all is said and done, one of the most important things a media salesman can do for us agencies and advertisers is to deliver the hardest, most intelligent solicitation possible for his particular medium.

"Until we agencies know we've had that kind of solicitation from every medium, how can we be sure we'll select the *best*?

"So—good salesmen are a boon to us.

"But everybody knows that it takes good money to buy good salesmen. Hence I, for one, am glad to hear of your Profit-Share Plan. It's an enlightened and intelligent forward step for us as well as for F&P".

* * * *

Good men, *well-paid* men, have always been our key to success here at F&P. Our Profit-Share Plan is only one of *several* "enlightened forward steps" we've taken to that end. We hope you see the results, in every call we make.



FREE & PETERS,

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK

CHICAGO

DETROIT

ATLANTA

FT. WORTH

Interested

FREE & PETERS

PROFIT
SHARING
TRUST

Effective Jan. 1, 1945

THE HARRIS TRUST
AND SAVINGS BANK
Chicago, Illinois

INC.

HOLLYWOOD

SAN FRANCISCO

**REPRESENTING
RADIO
STATIONS:**

EAST, SOUTHEAST

Boston-Springfield	WBZ-WBZA
Buffalo	WGR
Philadelphia	KYW
Pittsburgh	KDKA
Syracuse	WFBL

.....

Charleston, S. C.	WCSC
Charlotte	WIST
Columbia, S. C.	WIS
Norfolk-Newport News	WGH
Raleigh-Durham	WPTF
Roanoke	WDBJ

MIDWEST, SOUTHWEST

Des Moines	WHO
Davenport	WOC
Duluth-Superior	WDSM
Fargo	WDAY
Fort Wayne	WOWO
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
Omaha	KFAB
Peoria	WMBD
St. Louis	KSD

.....

Beaumont	KFDM
Corpus Christi	KRIS
Ft. Worth-Dallas	WBAP
Houston	KXYZ
San Antonio	KTSA

MOUNTAIN AND WEST

Boise	KDSH
Denver	KVOD
Honolulu-Hilo	KGMB-KHBC
Portland, Ore.	KEX
Seattle	KIRO

WMGM TO LBS

Affiliation Pact Is Formalized

WMGM New York, 50-kw independent outlet of Metro-Goldwyn-Mayer, became a key affiliate of the Library Broadcasting System last week [B•T, Dec. 3, 10], and is scheduled to start shortly to feed a substantial number of live programs to the network.

Although WMGM did not commence network originations immediately, spokesmen said the affiliation was in effect, the station was receiving some sports broadcasts from LBS, began identifying itself as a Liberty affiliate on station-breaks Wednesday and plans for feeding programs to the network are being worked out.

In addition, an effort is being

made to find new quarters for LBS as close as possible to WMGM studios at 711 Fifth Ave. An expansion of the network's New York staff also was anticipated.

WMGM advertisers will not be subject to time preemptions because of Liberty broadcasts, officials said.

The affiliation, marking Liberty's official entry into the New York market, was announced jointly on Monday by Bertram Lebar Jr., director of WMGM, and Liberty's President Gordon B. McLendon and Executive Vice President James H. Foster.

The agreement gives Liberty personnel access to WMGM's modern studios and transmission and recording equipment for development of new programs, but does not affect the contract under which MGM Radio Attractions, starting Dec. 31, will provide Mutual with six hours a week of programs featuring top motion picture stars.

The Mutual-MGM agreement provides, while it remains in effect, that MGM will not provide any other network with a similar block of programs featuring movie



Taking part in WMGM-LBS negotiations are (seated, l to r): James H. Foster, executive vice president of LBS; Bertram Lebar Jr., WMGM director; standing (l to r) B. R. McLendon, co-chairman of the board of LBS, and Gordon McLendon, LBS president.

Coy, Sterling Trips

FCC CHAIRMAN Coy will vacation at St. Petersburg, Fla., with his family, from Dec. 20 to Jan. 3. Comr. George E. Sterling spent last week inspecting radio installations at oil refineries in New Orleans and Houston. In latter city, he sat as examiner in hearing on revocation of amateur license of Henry W. Menefee of Madisonville, Tex., who allegedly operated an unlicensed TV station rebroadcasting KPRC-TV Houston programs [B•T, Nov. 26]. Upon his return, Comr. Sterling is planning to take a short vacation. Accompanying Mr. Sterling was Douglas Anello of the Industry and Commerce Div. of the Safety & Special Radio Services Bureau.

stars and properties.

Liberty, it was pointed out, has grown from a single station to a 430-station network in less than four years. Its affiliates include stations in Hawaii and Alaska as well as the U. S. Now providing 16 hours of programming daily, it has specialized to a great extent in sports broadcasts.

First LBS program carried by

WMGM under the affiliation agreement was the Detroit Lions-Los Angeles Rams professional football game from Los Angeles on Sunday, Dec. 9—after the agreement had been reached but before it had been formally signed.

WMGM was established in 1922 and in recent years has specialized, like Liberty, in extensive sports coverage.

CENTRAL OHIO'S POPULATION INCREASE ADDS UP TO MORE LISTENERS FOR WBNS...

Latest Hooperatings show WBNS with more listeners than any other station

There's more buying power than ever in Central Ohio! New arrivals twist their dials exploring for the best radio entertainment. They find it . . . as the life-long listeners can tell them . . . on WBNS Radio. Yes, twin statistics go and grow hand in hand; as Central Ohio's population grows (up 29.5% in the Columbus area alone) so grows the list of WBNS listeners!

For time availabilities and rates, write directly or contact your John Blair representative.



CENTRAL OHIO'S ONLY CBS OUTLET

WBNS

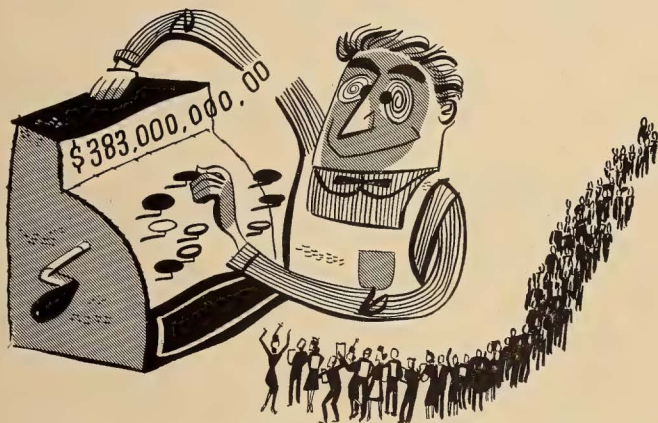
PLUS
WELD-FM
Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

GROWTH WITHOUT
GROWING PAINS!
MULTIPLY THE EFFECT
OF YOUR SALES
MESSAGE ON
WBNS



WOWO land— a \$383 million “supermarket” for food sales!



Retail food sales in the 49-county WOWO area now **surpass** \$383,000,000 a year.. and leading food store operators use WOWO consistently to build their share of this important market!

For example: **Kroger** has advertised on WOWO without interruption since 1932. **Bluff-ton Grocery**, a regional wholesaler with 1,500 accounts, reaches its customers on WOWO every night. **Bursley Company**, sponsor of a 660-unit voluntary chain, uses both the WOWO Home Forum and a regular series of spot announcements. And there are many other star names in the food field on WOWO's list of advertisers!

If you're not already using WOWO to influence housewives (and store operators) in this BIG Midwestern market, better get the facts now. Check with WOWO or Free & Peters.

WOWO FORT WAYNE

NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc

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

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

RADIO — AMERICA'S GREAT ADVERTISING MEDIUM



Entering the New Year

with a record based on aggressive
growing radio ... with proven
RESULTS FOR ADVERTISERS!

...Vigorously and Effectively
Creating Desire and Making
Sales For Advertisers Using
Its Facilities

Keep your commercial eye on WLS in 1952. For, as the new year approaches, WLS continues to offer outstanding opportunities for results, based on *aggressive, growing* radio.

The examples shown here partially tell the story of WLS in 1951.

Confidence in the New Year is based on the solid foundation of past experience—with proof of increased listenership that comes from consistently sound programming and that results in greater sales records.

Keep *your* eye turned to WLS in 1952. Be a part of this aggressive, growing radio service. See your John Blair man today for complete information on how WLS can help *you* sell in the rich Chicago Midwest market.

EFFECTIVE MERCHANDISING

This summer, WLS inaugurated its highly successful Summer Food Promotion Plan. Thru cooperation with eight leading Food Groups, WLS was able to offer food advertisers extensive merchandising cooperation in 2,300 grocery stores in the Chicago Area. Letters of appreciation from Chain executives attest to the effectiveness of WLS in moving goods. Mr. E. J. Chapicki, Chicago Branch Manager of National Tea Company, wrote, "You will be interested to know that a review of our promotion for the first half of 1951 shows that our 'World Leadership Sale,' sparking WLS advertised brands, was one of the most successful sales and prestige building promotions we've experienced this year."

Central Stores, another co-operating group, reported an average increase of 25% in case lot movements of WLS advertised products during their participation in the Plan.

It's a Plan that brought concrete results to WLS food advertisers in 1951—and will be continued in 1952.



PROVEN MAIL RESULTS

During a typical two-week period an insecticide company, using eight early morning WLS programs a week, received 2,651 orders for their \$2.98 direct mail item! The cost-per-order received of 38¢ represents only 13% of the sales price—traceable sales results from WLS early morning advertising!

Another manufacturer sold 6,771 packages of his product at \$2.95 each thru the use of 72 early morning SMILE-A-WHILE program (5:30-5:45 A.M.)—\$19,974.45 in traceable sales!

A manufacturer selling thru grocery outlets established distribution of his product in various important Chicago chain groups thru use of the Saturday night NATIONAL BARN DANCE. The outstanding results obtained by this account so impressed the local broker that he has recommended WLS to other of his food accounts!

Here is again proof of a responsive audience . . . the power to produce tangible sales results!



BETTER PROGRAMS...MORE LISTENERS...BETTER RESULTS

In keeping with its policy of using every available means to help advertisers better know what they're buying, WLS subscribes to A. C. Nielsen Company's Chicago Station Area Reports. More than a survey of Chicago listening, these Nielsen Reports cover the entire Midwest area. Invaluable to the station in developing such outstanding participation programs as the RED BLANCHARD SHOW, STUMPUS, FARM WORLD TODAY—it also helps advertisers judge the economy and effectiveness of their WLS advertising. Further, thru NIELSEN information WLS can gauge listening trends . . . can uncover the fact that MORE MIDWEST FAMILIES ARE LISTENING TO THEIR RADIOS NOW THAN WERE LISTENING IN 1946 . . . growing radio in a growing market!



WLS SPECIAL EVENTS DRAW THROUGHS

As in previous years, the WLS NATIONAL BARN DANCE opened the Illinois State Fair in 1951 . . . and played before one of the biggest crowds ever to see the program at the Fair! 12,331 people paid to see the 27 year old NATIONAL BARN DANCE broadcast from before the Fair Ground Grandstand!

In October, WLS again sponsored the INTERNATIONAL SQUARE DANCE FESTIVAL. Gay crowds watched 1,700 sparkling dancers from 22 states "do-si-do" to the music basic to American culture.

WLS talent appeared before more than a million people in personal appearances this year—indicative of the acceptance enjoyed by the station and its entertaining personalities!

Everywhere it's the same . . . bigger, more enthusiastic crowds attending WLS special events—and watching WLS talent perform.



TOP MAIL RESPONSE

A cough remedy company, using one Saturday night WLS program, offered listeners a free sample of their product. Listeners were required to enclose the name of their local druggist. From this one program 1,051 requests for samples were obtained!

One offer of a recipe booklet on WLS FEATURE FOODS brought 1,554 letters and cards from the Midwest Area!

STUMPUS, an afternoon WLS participation program, has been averaging 10,000 letters a week from listeners—better than 1,500 per program!

A mail order account, using only WLS, has received over 39,000 orders for a \$1.00 plastic item.

WLS listeners have written the station another million letters in 1951 . . . one million pieces of listening and responding evidence!



FIRST IN SERVICE ENTERTAINMENT and RESULTS IN THE CHICAGO MIDWEST



The
PRAIRIE
FARMER
STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK

REPRESENTED BY

JOHN BLAIR & COMPANY

We repeat: THIS FREE OFFER MAY NEVER BE REPEATED!

Now You Can Have— Absolutely Free— A Bag of Colored Popcorn!



And in time for Christmas, too!
(if we all hurry)

This isn't a bag of ordinary popcorn. It's as different from ordinary popcorn as color is from black and white. We first thought of saving this idea for the time when radio waves would be available in color but decided what the hell this is too good to postpone. All our friends in the radio business deserve it right now.

This popcorn not only pops, but it pops in color. (Whoa, that's not quite right. It pops white, but the kernels are green, blue, red, orange, tan, purple and yellow.) Think what an impression you can make on your friends! Think how the kiddies will adore you! Think what a damn fool stunt this is, offering colored popcorn just because we happen to be a radio station in the corn country. Why do we do it? Once you pop it and eat it, what have you got? Will you remember where it came from? Will it make you put WMT on your next schedule? Will it get you a raise?

We don't know. But we do know this—the first 50,000* requests we get for colored popcorn we'll take care of—no strings attached. (You'll have to string it yourself if you expect to decorate any Christmas trees.)

Mail the coupon today.

Merry Christmas.

WMT
CEDAR RAPIDS

5000 WATTS, 600 KC
REPRESENTED NATIONALLY
BY THE KATZ AGENCY
BASIC CBS RADIO NETWORK

WMT, Cedar Rapids, Iowa

Send me the corn, I can go along with a gag.

Name

Firm

Street Address

City..... Zone..... State.....

*If we get 50,000 requests from Broadcasting's 15,768 circulation, we'll never tell Sol Taishoff. Think what that would do to his rate structure!

CBS NEWS POSTS

Wood, Kees Named

TWO KEY appointments—one of them involving a complete separation of CBS Radio and TV network operations in Washington—were announced by CBS Television last Monday.

David Kees, former technical director and production manager of KPIX (TV) San Francisco, was named special events director for the CBS TV Network. He succeeds Robert Bendick, who has resigned to join Thomas-Todd Productions, New York, and will headquarter in New York.

Simultaneously, the appointment of William A. Wood, radio-television chief, Dept. of State, as director of CBS Television news and public affairs for Washington operations also was announced. He assumes his duties Jan. 1.

Mr. Wood's appointment is a new one, laying the groundwork for a complete separation of the network's radio-TV news functions in the nation's capitol. Ted Koop, news and special events director for CBS Washington and the *Washington Post* controlled WTOP-AM-FM-TV CBS outlet will continue his present duties, concentrating largely on CBS Radio news.

Inherent in the Wood appointment and split of radio-TV news functions is the eventual expansion of television news and special events for CBS Television in Washington, though details had not crystallized last week. The move implements a separation already realized for network sales, programming and production in CBS Washington operations, and conforms to a news pattern mapped for CBS Radio and Television in New York and other cities.

Reports to Mickelson

It was understood that Mr. Wood would report to Sig Mickelson, CBS TV news and public affairs director, and Mr. Koop to Edmund Chester, CBS Radio news chief, on network origins. Locally, both report to John S. Hayes, president of WTOP Inc. (WTOP-AM-TV-FM) Washington, owned 55% by the *Washington Post* and 45% by CBS Inc. On network activities, Messrs. Wood and Koop are responsible overall to Earl Gammons, vice president in charge of CBS Washington operations.

Mr. Kees has been with KPIX since it began telecasting in December 1948. Prior to joining that station, he spent six years as engineer in charge of special events for KSFO San Francisco, operated by Associated Broadcasters Inc.

Mr. Kees served as director of the Japanese Peace Treaty TV coverage in September and earlier coordinated the 11-station telecast of Gen. Douglas MacArthur's San Francisco arrival.

Mr. Wood, a veteran of five years with the State Dept., has been serving as liaison with the broadcasting



OVERSEEING one weekly sportscast of Bud Foster (center) on KNBC San Francisco during a visit are Fred Bloom (l) and Fred Alexander (r), sales executives for Voit Rubber Co., sponsor of the sportscasts.

industry for all department and foreign affairs programs as chief of its radio-television-visual media activities. He also is assistant chief for the department's Public Liaison Division. He has been active for 13 years as announcer, producer, news writer and script writer.

MEAGHER CHOSEN

For State Dept. Post

APPOINTMENT of John P. Meagher, KYW Philadelphia account executive, as radio information officer for the Dept. of State was announced last Monday.

Mr. Meagher, a veteran of 10 years in broadcasting, reports as assistant to William A. Wood, chief of the department's Radio & Television Branch. Mr. Wood becomes director of news and public affairs for CBS Television in Washington next Jan. 1 (see adjoining story). Mr. Meagher is slated to succeed him as acting chief. The branch is within the Public Liaison Division.

Mr. Meagher [pronounced M-a-y-e-r; no relative to John P. Meagher, general manager, KYSM Mankato, Minn.] entered radio in 1942, joining the publicity and special events staff of WGN Chicago. After World War II he became public relations director of KYW for three years and has been account executive the past two years.

A native of Chicago, Mr. Meagher attended Loyola U., the U. of Redlands and St. Joseph College. During the war he was radio information officer on the staff of Adm. Chester W. Nimitz and later attached to the office of the Secretary of the Navy in Washington in similar capacity.

Sign No-Red Oaths

ALL members of the staff of WVW and WJPB (FM) Fairmont, W. Va., have signed anti-Communist affidavits, according to J. Patrick Beacom, owner of Fairmont Broadcasting Co. The station has adopted a new personnel policy providing that only American citizens will be employed.

YOU MIGHT CLEAR 15' 7 $\frac{3}{4}$ "* —



BUT...

YOU NEED THE FETZER STATIONS TO GO OVER THE TOP IN WESTERN MICHIGAN!

If you're trying for the rich Western Michigan market, WKZO-WJEF and WKZO-TV are far and away your best radio and television values.

RADIO: WKZO and WJEF deliver about 57% more city listeners than the next-best two-station combination in Kalamazoo and Grand Rapids — yet cost 20% less! In addition to acknowledged home-town superiority, WKZO-WJEF have also greatly increased their unduplicated rural audiences over 1946 — up 46.7% in the daytime, 52.9% at night, according to the 1949 BMB Report. In the Grand Rapids area alone, this

means an unduplicated coverage of 60,000 homes, day and night!

TELEVISION: WKZO-TV, Channel 3, is the official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. A new 24-county Videodex Diary study, employing the BMB technique, shows that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana homes than Western Michigan's other TV station!

Get all the facts on WKZO-WJEF and WKZO-TV! Write direct or ask Avery-Knodel, Inc.

**Cornelius Warmerdam of the San Francisco Olympic Club set this world's record on May 23, 1942.*

WJEF

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

WKZO-TV

top 4 IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO

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

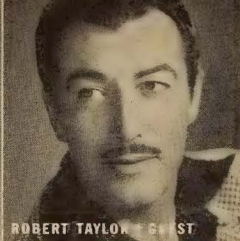
ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



ON. 8-8:30 P.M. EST
BETTE DAVIS ★ "WOMAN OF THE YEAR"



ROBERT TAYLOR ★ GUEST

the biggest
PLUS in
network radio
history: 10
all-star shows



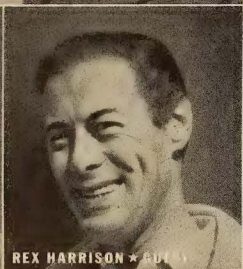
BURGESS MEREDITH ★ GUEST

the movie stars are moving to MUTUAL

in 6 prime
evening hours
every week
starting
New Year's Eve



CHARLES LAUGHTON ★ GUEST



REX HARRISON ★ GUEST

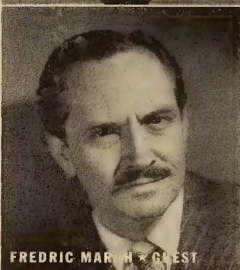


LILLI PALMER ★ GUEST



ARLENE DIETRICH ★ GUEST

Leo (MGM) Lion
provides
Hollywood
star-talent...



FREDRIC MARCH ★ GUEST



FLORENCE ELDRIDGE ★ GUEST



TUE. 8-9 P.M. EST
LEW AYRES ★ LIONEL BARRYMORE

and
Mr. (MBS) PLUS
provides
new Multi-
Message
Plan for
unprecedented
advertiser
benefits



HOWARD ARNOLD ★ GUEST



AVA GARDNER ★ GUEST



WED. 8-9 P.M. EST
GRACIE FIELDS ★ "THE GRACIE FIELDS SHOW"



RI. 8-8:30 P.M. EST
ANN SOTHERN * "ADVENTURES OF MAISIE"



BARBARA STANWYCK * GUEST

FOR NATIONAL ADVERTISERS...

- ☆ Bette Davis & George Brent
- ☆ Orson Welles
- ☆ MGM Musical Comedy of the Air
- ☆ Errol Flynn
- ☆ Ann Sothern



THU. 8-8:30 P.M. EST
ERROL FLYNN * "MODERN ADVENTURES OF CASARINA"

...the MUTUAL broadcasting system

FOR LOCAL ADVERTISERS...

- ☆ Crime Does Not Pay
- ☆ Lew Ayres & Lionel Barrymore
- ☆ Mickey Rooney & Lewis Stone
- ☆ Gracie Fields
- ☆ MGM Theatre



DEBORAH KERR * GUEST



"STORY OF DR. HILDANE"



JANE WYATT * GUEST



THU. 8-8:30 P.M. EST
MICKEY RODNEY * LEWIS STONE * "THE HARDY FAMILY"



MARGARET SULLIVAN * GUEST



EVELYN DOUGLAS * GUEST



TUE. 8-8:30 P.M. EST
ORSON WELLES * "THE BLACK MUSEUM"



MARGARET O'BRIEN * GUEST

for facts on
how to reach
the most-per-dollar
in all radio, call:
MBS-PE 6-9600

N.Y. 18, N.Y.

RADIO SALESMEN BAB Names Contest Winners

ANNOUNCING winners of its first annual "Radio Gets Results" contest, BAB reported last week that the entries showed that apparently there is nothing radio cannot sell.

The contest to find the best radio success stories drew 269 entries from 34 states demonstrating radio's effectiveness for a great variety of sponsors. Among advertisers cited by BAB to show radio's versatility were "Shuttlecock manufacturers . . . ; a cotton mill . . . ; a cattle auctioneer; a zoo; a game farm; a wire rope manufacturer; a scenic cave; a home fencing contractor, and a manufacturer of a product designed to put an end to 'chiggers'."

BAB President William B. Ryan announced 27 winners of first, second and third place awards, plus

honorable - mention winners, in eight categories. To award winners will go wall plaques; to those who won honorable mentions, scrolls; and to all entrants a citation for participation.

"We are well on our way to achieving the No. 1 objective of this contest," Mr. Ryan said. "The returns assure us of a base for the establishment of an extensive file of radio case histories for as many different classifications of advertisers as possible."

The material thus gathered will be released to BAB member stations on a continuing basis.

Winners were announced as follows:

AUTOMOTIVE: First Prize: KTUL Tulsa (Oklahoma Tire & Supply); Second Prize: KWNO Winona, Minn. (Winona Motor); Third Prize: WEMP

Milwaukee (Wisconsin Independent Oil); Honorable Mention: WCIL Carbondale, Ill.; WKNE Keene, N. H.; KSWO Lawton, Okla.; KWNO Winona; WDAY Danville, Va.; WTTM Trenton, N. J.; WHBC Canton, Ohio.

BANKS-INSURANCE-LOANS: First Prize: KSWO Lawton, Okla. (The City National Bank); Second Prize: WEMP Milwaukee (City Loan Co.); Third Prize: KDYL Salt Lake City (Forrester's Underwriters Inc.); Honorable Mention: KOIL Omaha; WKBO Harrisburg, Pa.; WDW Decatur, Ill.

CLOTHING: First Prize: WOR New York (Bond Stores); Second Prize: KTUL Tulsa (Clark's Clothiers); Third Prize: WJTN Jamestown, N. Y. (Turner's); Honorable Mention: WTTS Bloomington, Ind.; WGH Norfolk, Va.; WTTM Trenton; KCOW Alliance, Neb.; WOR New York.

DEPARTMENT STORES: First Prize: WSAM Saginaw, Mich. (Sears Roebuck & Co.); Second Prize:

Personal Breaks

WKLV Blackstone, Va., has come up with a novel promotion—personal station breaks by its own listeners—and reports increased listenership. Station invites children and adults, everyone from a high school student to the Blackstone mayor, to appear through its daytime and evening schedule each broadcast day. Person gives name and call letters. Reaction from listeners has been enthusiastic, WKLV reports.

KOIL Omaha (Philip's Department Store); Third Prize: KNOE Monroe, La. (Delta Dept. Store); Honorable Mention: WJTN Jamestown; WTTM Trenton; WHAM Rochester, N. Y.; KWNO Winona, Minn.; WCTC New Brunswick, N. J.

FOOD & DRUG PRODUCTS: First Prize: WTTM Trenton (Trenton Beverage); Second Prize: KWKH Shreveport, La. (Shreveport Syrup Co.); Third Prize: KPDN Pampa, Tex. (Sunshine Dairy Foods); Honorable Mention: KTUL Tulsa, Okla.; WGH Norfolk, Va.; KFDX Wichita Falls, Tex.; (3 awards); WRCO Richland Center, Wis.; WTTS Bloomington, Ind.; WTRF Wheeling, W. Va.

FOOD & DRUG STORES: First Prize: KBKR Baker, Ore. (Henry Levinger's Rexall Drug Store); Second Prize: WTXL W. Springfield, Mass. (Memorial Supermarket); Third Prize: WOC Davenport, Ia. (Cal & Bob's Grocery Store); Honorable Mention: KSWO Lawton, Okla.; WTTS Bloomington, Ind.; KWPC Muscatine, Ia.; WMT Cedar Rapids, Ia.; KBON Omaha.

HOME PRODUCTS: First Prize: WJTN Jamestown, N. Y. (Geo. B. Pitts Co.); Second Prize: KFOP Lincoln, Neb. (Hardy Furniture Co.); Third Prize: KBRC Mt. Vernon, Wash. (Johnson Appliance Co.); Honorable Mention: WKAB Mobile; KDYL Salt Lake City; KNOE Monroe, La.; KSWO Lawton, Okla.; WTTM Trenton; WABJ Adrian, Mich.; KSTL St. Louis; WMT Cedar Rapids, Ia.

SPECIAL PRODUCTS: First Prize: WKNE Keene, N. H. (Simon's Jewelers); Second Prize: KSWO Lawton (Ratcliffe Book & Gift Store); Third Prize: WGY Schenectady, N. Y. (Catskill Game Farm); Honorable Mention: WWNC Asheville, N. C.; KSWO (2 awards); WTTM Trenton, N. J.; WGY Schenectady, N. Y.

SPECIALIZED SERVICES: First Prize: KXA Seattle, Wash. (Ernie's Restaurant); Second Prize: KSTL St. Louis (White Line Laundry); Third Prize: WTTM Trenton (Hotel Hildebrecht); Honorable Mention: WHK Cleveland, Ohio; WNMP Evanston, Ill.; WOC Davenport, Ia.; KFOP Lincoln, Neb.

(Five stations: WEMP Milwaukee, Wis.; WJTN Jamestown, N. Y.; WTTM Trenton; KSWO Lawton and KTUL Tulsa received double awards.)

Contest judges were:

R. E. Anderson, editor, National Automotive Dealers Assn. Magazine; Roscoe R. Rau, executive vice president, National Retail Furniture Assn.; John B. Mack Jr., director, Public Relations Council of the American Bankers Assn.; Edgar S. Bellis, past president, National Retail Druggists Assn.; Mort Farr, president, National Appliances & Radio Dealers Assn., and Paul S. Willis, president, Grocery Mfrs. of America.

WIBW listeners have...

...MORE
MONEY
TO
SPEND



KANSAS farmers raise most of their own food. Their cellars are bulging with home canned fruits and vegetables . . . lockers packed with \$5 steaks and roasts. They have no bills for milk, cream, poultry or eggs. Cash rent is almost unheard of. WIBW listeners' income is SPENDABLE!

WIBW gets outstanding results for advertisers because we're a farm station . . . programmed for farm listeners . . . the station that Kansas farm families listen to most.*

When WIBW tells these able-to-buy families about your product . . . you get ACTION.

* Kansas Radio Audience '51

WIBW

Serving and Selling

"THE MAGIC CIRCLE"

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



CHRISTMAS...AND EVERY DAY!



for the ASSOCIATION OF AMERICAN RAILROADS



Edward G. Gardner
General Manager
WBTM, Danville, Va.

"Year after year . . . a steady source of income."

15%-20% of income from



Gordon Allen
President
KGAL, Lebanon, Ore.

"66 AP news programs sponsored!"

Hundreds of the country's finest stations announce with pride **"THIS STATION IS A MEMBER"**

"AP service pays its way for us," says WBTM General Manager Gardner. "We carry 56 Associated Press news shows each week, every one sponsored. Biggest sponsor is the First National Bank with a daily 15 minute AP program. They've had this show for 10 solid years. In surveys it pulls an astounding 72% share of audience. Nearest competition has 22%. No wonder AP news sells itself! Year after year it provides us with a steady source of income. In the past 10 years we calculate AP has been responsible for 15% of our local income."

Says Ben Booth, Jr., Vice President of the First National Bank of Danville: "Our AP newscasts over WBTM do a fine job. We ran a special promotion on savings accounts. We were swamped with responses. The results far exceeded even our most optimistic expectations."

AP NEWS

Reports President Allen of KGAL: "All our 66 AP news programs are sponsored. KGAL derives 20% of its income from newscasts sold to year-round sponsors. We go heavy on our own staff's good local coverage along with AP. This is an unbeatable combination. Of our audience, 75% prefers news over all other programs. When I saw the percentage of gross gained from news, I took one salesman off . . . made him News and Public Relations Director. We have no trouble at all selling AP news."

Delmar Clem, owner of Delmar Clem Men's Clothes, KGAL's largest sponsor of AP news, says: "I've sold suits to people from all over the Willamette-land area who listen to my 7:15 A.M. newscast. KGAL's AP news is tops!"

OF THE ASSOCIATED PRESS."



Figures talk! Figures prove AP news pays off . . . in profits . . . to station and sponsor! Authoritative, alert, concise news coverage attracts listeners . . . and holds them. Sales messages beamed to AP news audiences produce results . . . and profits.

For additional case histories or information on how you can profit with AP news . . . write

RADIO DIVISION THE ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.

Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours!
- leased news wires of 350,000 miles in the U.S. alone!
- exclusive state-by-state news circuits!
- 100 news bureaus in the U.S.!
- offices throughout the world!
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily!



In Canada Even Beavers are on the Increase!

Though rabbits, oddly enough,
are merely holding their own.
[according to the Dept. of Lands and Forests]

Almost everything in Canada is getting bigger, more
abundant, more prosperous. For instance:

Lumber production is booming.
There's enough timber in Canada's forests to build
24 million homes.

There's a 200 million dollar fishing industry off
each coast and in the lakes and rivers in between.
Last year, we produced about \$150 millions worth of
gold. Perhaps best of all, 1 in 4 gallons of gas
consumed in Canada now comes from our own oilfields;
production was up 30% this year.

Even the population has risen 22% in the last ten years
—more than 14 million people now against 11.5. No
other country is growing so fast!

This is a rich market, located in a vast, widespread
country—4,280 miles from coast to coast, nearly
4 million sq. miles in area. The problems of
transportation—and communication—are immense.

With 3.57 persons per sq. mile (45.1 in the States)
the people are too spread out for shouting. And with
nearly half of them living in rural areas, the most
economical, most effective way to reach 'em is—
RADIO.

Radio offers far more complete coverage than any other
medium, or combination of media.

Radio is your salesman-in-the-hearth, a welcome
visitor and a permanent guest in every home in the
fastest growing market in the world.

"In Canada you sell 'em when you tell 'em!"

*A message from the 103 member stations of the
Canadian Association of Broadcasters*

whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.,
Ottawa.

37 Bloor St. West,
Toronto.

open mike



Junk Heap

EDITOR:

This is the time of year when
most radio stations are flooded
with Christmas ornaments, toy
packages, balloons, etc., accom-
panied by advertising copy de-
signed to mislead listeners. Most
of this merchandise is not good
value, but it is described in such
glowing terms that listeners fall
victim to the sales pitch and then
of course, blame the station for de-
ceiving them. . . .

I have personally examined a
considerable number of items of
this sort and found none of them
acceptable.

It is my humble opinion that if
we as radio station operators do
not become more vigilant in pro-
tecting our listeners from some of
these ridiculous offers, the matter
may be taken completely out of our
hands.

Richard E. Jones
V.P. & Gen. Mgr.
WJBK-AM-FM-TV Detroit

[EDITOR'S NOTE: Thanks to able
Broadcaster Jones for underscoring a
BET editorial Dec. 3 which pointed
out that not everybody who wears a
Santa Claus suit is Santa Claus.]

* * *

Legal Footnote

EDITOR:

I have had an opportunity to
read the transcript of the hearing
on the San Francisco case involv-
ing station KSFO since publication
of the very interesting article on
political broadcasts by Edwin H.
James ["How To Stay Out of
Jail"] in BROADCASTING • TELE-
CASTING of Nov. 19 and I want to
correct one statement which he
made about that case on the basis
of the news reports. . . .

It [was] stated that the action
for the temporary restraining
order to compel the station to
furnish time to the representative
of the Communist candidate was
brought to enforce a contract
which had been made with the sta-
tion and which the station was try-
ing to cancel. It was accordingly
concluded in the article that the
legal issue in that case did not
hinge exactly on the application
of Section 315 [of the Communica-
tions Act].

Although the committee repre-
senting the plaintiff signed the
usual contract form and took the
position at the hearing that there
was a contract, actually the form
contained the standard provision
requiring that a request for time
be accepted by the company, and
the management, after investiga-
tion, rejected the request in this
case.

In any event, the court in decid-

ing the matter appeared in no way
to consider the question of the ex-
istence of a contract as important,
but rather treated the problem
solely as one of application of Sec-
tion 315. And, as pointed out by
Mr. James, the court, in ordering
that the station make time avail-
able to the committee for the
candidate, ignored the case of
Felix v. Westinghouse Radio Sta-
tions decided by the Third Circuit
Court of Appeals last year.

Peter Shuebruck
Fly, Shuebruck & Blume
New York

[EDITOR'S NOTE: Attorney Shue-
bruck's interpretation is correct. The
article went to press before the trans-
cript was available.]

* * *

Razor's Edge

EDITOR:

In the Nov. 19 and Dec. 3 issues
of BROADCASTING • TELECASTING
you have had articles on political
broadcasts, and the title in the first
issue was "How To Stay Out of
Jail." I read these articles and
took your magazine to my lawyers
and had them check it. The article
was very well written and I think
worth the time of any manager to
sit down and read it.

I would appreciate your sending
five reprints of these two articles
so I might send them to some
friends in Washington and in our
state legislature to see what can be
accomplished to help the broad-
casters get off the razor's edge. . . .

William H. Cole
Owner-Manager
WHOC Philadelphia, Miss.

* * *

The "H" Was Silent

EDITOR:

In your Nov. 26 issue under FCC
ROUNDUP on page 172, you listed
under new AM applications our ap-
plication as "McGee, Ala." This
should have been McGeehe, Ark.

Since the error has caused some
mixup in my mail, I thought I
would advise you as you might pos-
sibly be able to make a correction.

Abbott F. Kinney
President
Southeast Arkansas
Broadcasters Inc.

* * *

Hand in Glove

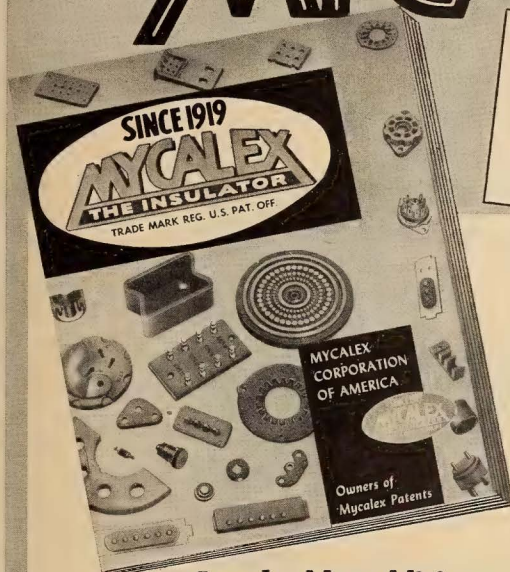
EDITOR:

On Dec. 3, the *Town Crier*, a local
newspast sponsored by the Atlantic
Refining Co. on WBBQ Augusta,
Ga., reported the apprehension of
a one-armed man wanted for pass-

(Continued on page 95)

Yours for the asking - THE NEW 20-PAGE

MYCALEX



CATALOG and ENGINEERS' HANDBOOK

of glass-bonded mica

ELECTRICAL INSULATION

with special section on

MINIATURE LOW-LOSS TUBE SOCKETS

A valuable addition to your technical library

COSTS YOU NOTHING - CAN MEAN REAL SAVINGS IN TIME AND MONEY

You'll find this 20-page compilation of technical data and manufacturing criteria a veritable gold-mine of hard-to-get electrical insulation information. Complete in content, it not only encompasses the wide range of MYCALEX Insulation in all its various grades and characteristics, but includes comparative data on other important dielectric materials as well. Write today. Your copy will be forwarded promptly.

FOR QUICK REFERENCE - CONSULT THE 1950 IRE YEARBOOK

For your added convenience the entire MYCALEX 20-page catalog appeared as a section in the 1950 IRE Yearbook. It's the seventh catalog in the special manufacturers catalog section at the back of the 1950 issue.



MYCALEX CORPORATION OF AMERICA

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 - Plant & General Offices: CLIFTON, N.J.

TABLE OF CONTENTS

THE STORY OF MYCALEX

Its origin and history

TYPES OF MYCALEX

Injection molded-Compression molded

CHARACTERISTICS OF MYCALEX

Comparison to other insulators

PROPERTIES OF DIELECTRICS

A handy comparative chart for the engineer

MYCALEX 410: Injection Molded

Its qualities and engineering specifications

MYCALEX 410X

Engineering specifications as compared to Mycalex 410

DESIGN OF MOLDED INSULATORS

For the engineer

MYCALEX TUBE SOCKETS

9-pin, 7-pin and subminiatures

MYCALEX 400: Compression Molded

Applications and uses, engineering specification and qualities, machining and recommended fabricating methods

DESIGN OF MACHINED INSULATORS

Design criteria for insulators

MYCALEX K: Capacitor Dielectrics

Uses and Engineering data

MYCALEX ADVISORY SERVICE

Customer service available

FEDERAL QUIZ

CURRENT investigations into the conduct of government personnel touched a broadcasting official and Phonevision last week.

Democratic National Committee Chairman Frank E. McKinney referred to his 21% interest in Universal Broadcasting Co. (WISH Indianapolis) at a press conference when he told reporters that "somebody is snooping around" in connection with a television application he and Indianapolis associates have on file with the FCC.

WISH is a TV applicant in Indianapolis. In addition Universal also owns the licensees of WANE Fort Wayne, WHBU Anderson, WHOT South Bend, all in Indiana.

"I personally will never set my foot inside the FCC, which I am sure will give all applications for TV licenses close scrutiny," Mr. McKinney declared.

Mr. McKinney called the press conference to refute implications of skulduggery in connection with a

McKinney, McGrath Present Views

Phonevision last week.

★ profit of \$68,000 (or \$74,000) he made in the purchase of stock in the Empire Tractor Co. He invested \$1,000, sold out 10 months later for a reported \$75,000. According to Mr. McKinney, the profit was \$68,000, not \$74,000.

Frank M. McHale, Indiana Democratic leader and political mentor of Mr. McKinney also profited to the same amount on the Empire Tractor buy. He is associated with Mr. McKinney in Universal Broadcasting Co. He owns less than 1% of the voting stock. Mr. McKinney is a personal friend of FCC Chairman Wayne Coy.

U. S. Attorney General J. Howard

McGrath told the House Ways & Means subcommittee investigating the Internal Revenue Bureau scandals that James P. Finnegan, indicted former St. Louis Collector, was "selling influence" when he took \$50,000 from Zenith Radio Corp. to get films for its Phonevision tests early this year [B•T, Dec. 10]. Mr. McGrath said that the Justice Dept. already was working on an anti-trust complaint against the movie companies who refused to give films to Zenith. He also said Mr. Finnegan never approached the Justice Dept. in the matter.

In response to a question from Rep. Robert W. Kean (R-N.J.) asking if the fee paid Zenith was "money down the drain," Mr. McGrath answered, "Absolutely." Rep. John W. Byrnes (R-Wis.) asked, "Was he trying to sell political influence?" Mr. McGrath answered, "Yes, what else could it have been?"



CUTTING up birthday cake that marks fifth anniversary of Center Shops' participation on Woman's World on WTAR Norfolk, Va., is P. H. Rose (l), president of suburban department store, Alice Brewer, fashion and women's director of station, watches Mr. Rose's form.

in FLINT...

not even Santa

covers more homes

WFDF delivers more BMB families, day and night, than any other Michigan radio station outside Detroit—115,780 families, day, and 99,230 families, night (BMB Study No. 2).

910 Kilocycles

WFDF FLINT MICH.

BASIC AMERICAN BROADCASTING COMPANY

Represented by the Katz Agency
Associated with WOOD & WOOD-TV,
Grand Rapids—WFBM & WFBM-TV,
Indianapolis—WEOA, Evansville.

IAAB MEMBERSHIP Mestre Extends Invitation

RADIO and TV transmitter manufacturers have been invited to join Inter-American Assn. of Broadcasters as associate members to help spread the free enterprise system in the American nations.

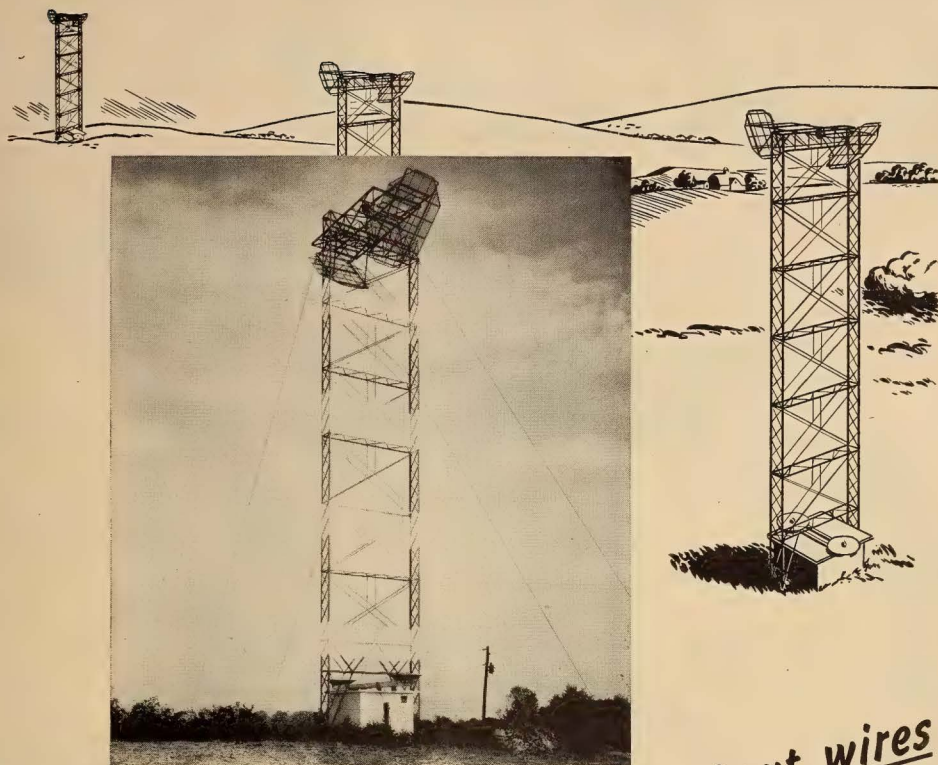
Invitation was extended Monday night at a dinner held at the Waldorf-Astoria Hotel, New York, with Goar Mestre, IAAB president, as host. Mr. Mestre is owner of CMQ Havana and associated stations.

Several large manufacturers indicated an interest in the idea and are expected to enter the IAAB fold. At the Monday dinner were prominent American and Latin American broadcasters as well as manufacturer representatives.

Those attending were: Mr. Mestre; Judge Justin Miller, Harold E. Fellows and Robert K. Richards, NARTB; Jose Ramon Quinones, WAPA San Juan, P. R.; Dudley Wood, RCA; A. M. Martinez, manufacturers representative; Donald Wolford, Westinghouse Intl.; Fernando Eleta Parara, director of radio program services, Panama; M. J. Fein, G. H. Stratton, Frank P. Barnes, General Electric; Gilmore Nunn, WLAF Lexington, Ky.; H. E. Taylor, Allen B. DuMont Labs.; W. M. Adams, Radio-Television Mfrs. Assn. and Sprague Electric Co.; Robert Tate, Stromberg-Carlson Co.; E. D. Van-Turbergen, IT&T; D. A. Myer, Westinghouse Radio Stations; H. G. Penfold, Collins Radio Co.

McCarthy Libel Suit

SUIT for \$500,000 in damages has been filed against the Syracuse (N. Y.) Post Standard and its owner, S. I. Newhouse, and its editor, Robert L. Voorhees, by Sen. Joseph R. McCarthy (R-Wis.). Mr. Newhouse also owns Central New York Broadcasting Co., licensee of WSYR-AM-FM-TV Syracuse. Attorneys served a summons and complaint last Wednesday. Suit alleges libel and defamation of the Senator in an Oct. 19 editorial.



"PRIVATE WIRE" — without wires

For uninterrupted operation in all kinds of weather, WHAS-TV at Louisville and WSM-TV in Nashville linked themselves together with an inexpensive but efficient microwave relay that enables them to telecast each other's programs. For positive targeting between screen and parabolic reflector, Blaw-Knox was called in to design, fabricate and erect all towers for this temporary video hookup . . . Should your plans call for a similar project avail yourself of Blaw-Knox experience.

**BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY**

2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS

Allan Jones

"A DAY AT THE RACES"

"A NIGHT AT THE OPERA"

"THE FIREFLY"

adds a new

Says C



new feather...



ANTON ("Q") COX — KGW, Portland, Ore.

"Here's another feather for Allan's hat. Congratulations on your new Allan Jones package — it is an excellent musical show of extremely high standing. KGW is using *The Allan Jones Show* as part of the Monday night music festival which includes such important NBC shows as *The Voice of Firestone*, *Mario Lanza*, *The Railroad Hour* and *The Telephone Hour*. *The Allan Jones Show* stands up beautifully with these stellar network attractions."



the

ALLAN JONES SHOW

Rare indeed is the opportunity given a local station to secure a big-time musical production of network calibre at a cost well within its sponsor's budget. The opportunity is now! Investigate *The Allan Jones Show*.

Complete half-hour audition, sales brochure and price will be sent you, at no charge, upon your request.

LANG-WORTH FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.

Western Sales Representative
Walter B. Davison
6087 Sunset Boulevard, Hollywood, California

Canadian Sales Representative
S. W. Caldwell Ltd.
150 Simcoe Street Toronto



Now Comes CBS

NOW COMES CBS Radio with a brace of new sales policy plans, effective Jan. 1. The plans, as reported elsewhere, win the approbation of a majority of the affiliates offering comment. Others, in the main, want to "wait and see."

The plan does not affect individual station compensation. It meticulously avoids the explosive "television penetration" issue. It does not impinge upon spot placement.

It is a plan designed to give the advertiser what CBS terms "marketing flexibility," but it assures all affiliates of continuity of program service, available for secondary sponsorship if the original sponsor, who foots the program bill, does not buy the full network.

CBS defers consideration of possible rate revisions until it has available up-to-date coverage and cost data—a position bound to win the plaudits of affiliates. Meanwhile, it offers its advertisers a new dollar discount based on volume, to entice use of a maximum number of markets. It is an attractive approach, born of the stresses and strains in network radio which tax selling ingenuity.

It is evident that the networks have now sold themselves on radio as the economical mass selling medium. They insist, however, upon the inevitability of change. Somewhere they must find the equitable formula that won't sell radio short. It will come when the networks sell against other media, notably magazines (which are quaking in their four-color presses over TV penetration) and not against radio. It will come when radio sells against local newspaper and TV competition, fixing rates against local competition, rather than what the network thinks the station should charge.

Louis Goldsborough Caldwell

FREE RADIO lost a valiant warrior last week with the death of Louis G. Caldwell. He had spent a quarter-century in radio law. He was the dean, respected for his integrity, his genius and his good-fellowship.

Mr. Caldwell was the first general counsel of the Federal Radio Commission, assuming office at the behest of the then temporary body after the five Commissioners had read a brief he had written and spotted their man. In the eight months that he served, he laid much of the ground work for radio regulation. Many of his original concepts remain on the books.

As a practicing attorney (and an indefatigable one) he resisted government encroachment upon radio's freedom with the fervor and the passion of a Peter Zenger. He was in the thick of almost every case involving a basic issue (sometimes without fee), until forced to slow down a few years ago because of a heart ailment. It was because he wouldn't slow down enough that the end came.

Louis Caldwell loved people. He loathed anything phoney. He was a poet, a scholar and musician. He probably should have been a top law school dean—a life suited to his temperament. That would have been radio's loss.

Louis Caldwell elected to practice radio law in those uncertain '20s. Across the sea, the British had decided on state-controlled radio. If there had been no Louis Caldwell in U. S. radio, it might have gone the way of BBC.

One day the law schools of the nation will record and teach the Caldwellian thesis of communications jurisprudence—a deserved memorial to one of radio's greatest names.

Lorain Precedent

THE SUPREME COURT'S affirmation of an injunction prohibiting the *Lorain* (Ohio) *Journal* from trying to put WEOL-AM-FM Elyria, Ohio, out of business by refusing to take advertising from anyone who bought time on the station establishes sound and resounding precedent for conduct of competition among the various advertising media.

Particularly, we believe, the court is to be commended for saying that the injunction in no way abrogated the basic freedom of the press (which includes freedom of broadcasting). For freedom of the press does not also mean freedom from responsibility or freedom from laws that have repeatedly withstood court test—in this case the Anti-Trust Act.

What the *Lorain Journal* had in mind in refusing to sell space to advertisers who used WEOL was, quite plainly, the destruction of the station and the re-establishment of a monopoly that the paper had enjoyed before the station went on the air. It would be stretching the protection of press freedom too far to apply it here.

Commercial competition between newspapers and radio is and should be vigorous, but for the good of the public it must not degenerate into a vendetta in violation of anti-monopoly laws. Citizens of the Lorain-Elyria area today are better off for the SCOTUS decision.

Air Raid Channels

WHEN PRESIDENT Truman last week signed an executive order to authorize silencing or curtailment of emissions of all kinds of radio stations to thwart enemy planes or guided missiles from using such signals as "homing" beams, there was underscored again the sensitive role of broadcasting in this emergency.

The executive order, and the legislation enabling it adopted last fall by Congress, should cause no real alarm. It is far less stringent than that proposed originally by the Air Force, which would have given the military—rather than the executive branch—control over all electromagnetic communications, which means everything on the air. Actually, the new order simply implements the authority given the President under Section 606(c) of the Communications Act, in force since 1934.

As a matter of fact, the executive order, evolved in collaboration with the FCC, the technical control authority, and the Broadcast Advisory Council of NARTB, actually spells out the degree of government authority. It precludes, for example, the exercise of any authority over content of programs. It prevents the taking over of equipment silenced. It specifies the return of stations to "normal operations" as soon as is possible.

What should cause the station operator concern is that which isn't covered in the executive order. The order deals only with technical operation under the duress of war.

The program responsibility devolves upon the station licensee. Programs are produced by people. And people, notably in so esthetic and artistic a field as radio and TV, have all shades of opinions and views. Doubtless, 99% plus are loyal Americans.

This is no Red-scare. It is a grim, realistic recognition of what could happen. One has but to remember the Orson Welles' *Men from Mars* to grasp the power of radio (and even more so of TV) to incite a nation into panic.

The responsibility of the broadcaster, the program director, the newscaster, the engineer (and secondarily of the advertiser and the agency) in this atomic age, is frightening. No more important job devolves upon the executive than constant screening of those people who have access to the microphone.



our respects to:



WILLIAM DWIGHT SHAW

A 98 cent paycheck for the first week's work might make the ordinary young man stop to reconsider his choice of a career. To William Dwight Shaw, general manager of KNX Hollywood and Columbia Pacific, however, it represented a challenging starting point in the field of his choice.

From that fall day in 1938 when he received his first radio pay as an NBC Hollywood usher, Bill Shaw has met the challenge with a characteristic flair for hard work.

Born in Los Angeles on Jan. 6, 1915, Mr. Shaw grew up in neighboring Pasadena, where his parents, Leon V. and Mate Shaw, moved during his early youth.

Working nights and vacations as a clothing store salesman and gas station attendant, young Shaw graduated from Pasadena High School in the spring of 1933. Despite his heavy schedule, he was active in high school sports, winning letters in both track and football.

Young Shaw enrolled in UCLA in the fall of 1933, but missing a semester while working with a survey crew on Hoover Dam construction delayed graduation until 1938. He received a B. S. in business administration.

First taste of advertising came from his campus job as business manager of *The Claw*, collegiate humor magazine. He also maintained his sales background by working as campus representative for Desmond's, Los Angeles department store, and Ambassador Hotel's night spot, Cocomanut Grove.

Succinct advice of Don Francisco, then executive vice president of the old Lord & Thomas (now Foote, Cone & Belding) supplied the trigger for young Mr. Shaw's growing determination on a career in radio. Mr. Francisco is now J. Walter Thompson Co.'s New York vice president.

Answering the youth's questions about the medium, Mr. Francisco told him: "Young man, if you want to go into advertising, join an advertising firm; if you want to go into radio, then take any job you can get with a radio station."

That advice he followed. After two weeks as an NBC Hollywood usher, Bill Shaw on Oct. 4, 1938, shifted over to the CBS guide staff, a training ground sponsored by Donald W. Thornburgh, then the network's Western Division vice president and now president and general manager of WCAU-AM-FM-TV Philadelphia.

His first year was spent on the guide staff and in tour promotion, where he planned and arranged Columbia Square trips for convention groups, business executives, service clubs

(Continued on page 92)



Chorus of 100,000... with **JIM BOYSEN** at the mighty Cash Register

To over 800 independent grocers in the Minneapolis-St. Paul Market who sponsor Jim Boysen's afternoon radio show on WTCN—there is no music so sweet as the hundred thousand pairs of feet that walked into *their stores* in recent months—to register in person for a prize! Jim Boysen, on his Carnival of Foods program, told them to!

Before Thanksgiving Jim's pet turkey required a name. In one week 2205

people tried to win one of five turkeys offered for the best name!

He also has a program, "At Home with Boysen", on week days—6 to 7 a.m. The Boysen kids—obviously unrehearsed—help Jim and Mrs.

Tops in uncalculating selling! Several mornings currently open for sponsorship. More about it from our representatives?

"They knew his bell,

his voice: and so the friendship of a voice with many people was formed"



WTCN of the
town Crier N of the
Northwest

National Representatives
FREE AND PETERS

MINNEAPOLIS—ST. PAUL

RADIO ABC 1280 • TELEVISION ABC CBS DUMONT CHANNEL 4

front office



TOM CAMPBELL, radio and TV account executive Branham Co., N. Y., to New York office of Blair-TV Inc., as account executive.



Mr. Campbell

Mr. Campbell started in radio in 1937 with station relations department of NBC. In 1941 he became time-buyer at Paris & Peart, moving to Branham Co. in 1942. He served for three years as skipper of a PT. boat in the Pacific theatre during World War II.

PAUL ANTHONY, WBZ Boston, named sales representative WCCM Lawrence, Mass.

LYNN MORROW, promotion manager WTVJ (TV) Miami, Fla., named public relations director and administrative assistant to general manager.

DAVID M. GRIFFITH named to sales staff WJMO Cleveland.

BRUCE COMPTON and **BILL ELLIS** to sales staff WTVN (TV) Columbus, Ohio. Mr. Compton was in advertising and promotion in Philadelphia. Mr. Ellis was with United Film Corp., N. Y.

ALLAN ROGERSON, secretary-treasurer CKSM Shawinigan Falls, Que., named manager and managing director.

PAUL H. MARTIN, general manager WSKI Montpelier, Vt., appointed national sales manager KFXM San Bernardino, Calif.

JOSEPH HERSHEY MCGILLVRA, Chicago, named national representative for WOPA Oak Park, Ill.

WALTER HOLOHAN, radio network sales ABC Chicago, to spot and local sales staff ABC-TV Chicago.

WILLIAM PEAVEY and **JAMES RICHARDS**, co-managers John Blair & Co., S. F., radio station representatives, announce organization change in firm. Mr. Richards is now sole manager of radio, while Mr. Peavey joins Blair & Co., S. F., television representatives, as associate to **LINDSEY SPIGHT**.

MAX LERNER to television division, legal department, ABC. **JAMES**



Mr. Lerner

A. STABLE named to legal staff for network. Mr. Lerner is a graduate of Brooklyn Law School. He was with The Legal Aid Society from 1946 until August of this year, and in 1949 he was the Republican-Fusion candidate for City Councilman in the 18th Senatorial District. Mr. Stable is a graduate of St. Johns Law School. He was with William Morris Agency, N. Y.



Mr. Stable

W. B. TAYLOR ELDON, co-op sales department ABC, to radio and TV department, Branham Co., N. Y., station representatives.

YVONNE SUMMA to commercial department WTAG Worcester, Mass. She was with WAAB Worcester.

JOHN E. PEARSON Co., N. Y., named national representative for WCEC Rocky Mount, N. C.

RILEY R. GIBSON, manager KXO El Centro, Calif., appointed manager KOME Tulsa [B•T, Dec. 10]. Mr. Gibson succeeds J. T. MEYERSON, resigned.



Mr. Gibson

ROBERT W. WARD, sales department WJJD Chicago, named sales manager.

JOSEPH MCQUAY, formerly WWVA Wheeling, named TV planning consultant and program director WVVW and WJPB (FM) Fairmont, W. Va.

JERRY ELLIOTT, news director WCET Roanoke Rapids, N. C., appointed assistant manager.

JOHN I. HYATT, south-central manager Johnston Publishing Co., N. Y., named to local sales staff KMOX St. Louis.

MARY CORRIGAN, secretary to general manager **LLOYD E. YODER**, KNBC San Francisco, rejoins her former boss, **JOHN W. ELWOOD**, now director of Radio Free Asia. **JEAN STRUBEL**, Mr. Yoder's former secretary at KOA Denver, to KNBC to rejoin Mr. Yoder.

Personals . . .

ROY F. THOMPSON, owner and general manager WRTA Altoona, Pa., re-elected chairman of Blair County Foundation for Infantile Paralysis. . . . **ARTHUR HULL HAYES**, general manager KCBS San Francisco, named radio chairman for 1952 March of Dimes in San Francisco area. . . . **J. B. CONLEY**, general manager KEX Portland, Ore., elected to board of directors Portland Chamber of Commerce. . . . **LLOYD E. YODER**, general manager KNBC San Francisco, elected to 1952 board of directors San Francisco Chamber of Commerce. . . . **RALPH McKINNIE**, sales manager Paul H. Raymer Co., Chicago, re-elected president of the Colonnade Corp., and vice president of the Sheridan Willows Corp., Chicago real estate properties.

Capt. WARREN C. PARKINSON, former commercial manager WHLF South Boston, Va., now stationed at headquarters of U. S. Air Forces in Europe, Wiesbaden, Germany. . . . **HARRY SYLK**, vice president WPEN Philadelphia, recently received the "Torch of Hope" award for contributions to charity on national basis without regard to race, color or creed from City of Hope, nationally known sanatorium located near Los Angeles. . . . **DONN B. TATUM**, director of television ABC Western Div., nominated for membership to board of directors, Los Angeles Chamber of Commerce. . . . **KEN NELSON**, salesman, WMAQ Chicago, father of daughter, Denise Annette, Dec. 4. . . . **MILT KLEIN**, operations manager KLAC-TV Hollywood, and **JACQUE REID**, married Dec. 8. . . . **JACK MULLIGANS**, account executive KLAC Los Angeles, father of daughter, Christine, Dec. 2. . . . **DAN PARK**, general sales manager WIRE Indianapolis, named Indiana radio chairman for 1951 March of Dimes. . . . **PATRICK RASTALL**, sales service manager ABC Chicago, father of boy, Patrick William, born Nov. 23. . . . **LEONARD THORNTON**, network salesman ABC-TV Chicago, father of daughter, Mary Sheila. . . . **JOHN H. NORTON JR.**, vice president ABC Central Div., elected to board of directors of the Chicago Electric Club.

**GOING
5000
WATTS
IN
JANUARY**

WILS

**LANSING
MICH.**

SEE RAMBEAU
New York—Chicago—
Los Angeles—
Impact Radio Sales,
Detroit

Another Masterpiece of Truscon Engineering Skill

TRUSCON

"G-W"

UNIFORM CROSS-SECTION GUYED RADIO TOWER

HERE again is another example of Truscon leadership in antenna design—another example of skill gained by nearly a half-century of experience in the fabrication of structural steel products.

Truscon Type "G-W" Radio Towers are of particular interest to the buyer who is desirous of obtaining the utmost in antenna quality and strength at a cost representing only a nominal premium above the cost of secondary types of construction. These guyed towers are available in shop-welded unit lengths for tower heights up to 528 feet, and include these features:

TRIANGULAR—because this design resists distortion with greater efficiency than any other form and is so recognized by the engineering profession.

UNIFORM IN CROSS SECTION—because radio engineers proclaim this feature a distinct asset in broadcasting.

STRONG—because these towers and all component parts are designed to resist a minimum wind load of 30 pounds per square foot which is accepted as a design adequate for most geographical areas not subject to frequent cyclone visitation.

The Type "G-W" guyed tower can be adapted to a number of services. When base and guy insulated, it is an ideal antenna tower. It can also simultaneously support one or more cables or co-axial transmission lines having $3\frac{1}{8}$ " aggregate diameter and one or more whip-type UHF antennas or a side-mounted FM antenna, with some applications requiring nominal height reduction.

Although the Type "G-W" tower is rated to resist 30 pound per square foot minimum wind pressure, under certain conditions, such as an AM radiator not supporting superstructure for other services, it may be capable of safely resisting 40 or more pounds per square foot of wind pressure.

When non-insulated, the Type "G-W" tower is suitable for a number of services, such as an FM or UHF Antenna Support for Railroads; Public Utilities; Industry; Municipal, County, and State Police; and Communications Networks.

Typical central pier arrangement for non-insulated tower. Other arrangements are possible to meet specific conditions.

Base insulated central pier showing "Mast-Base" or "Pivot" type base insulator with Spark-Gap.

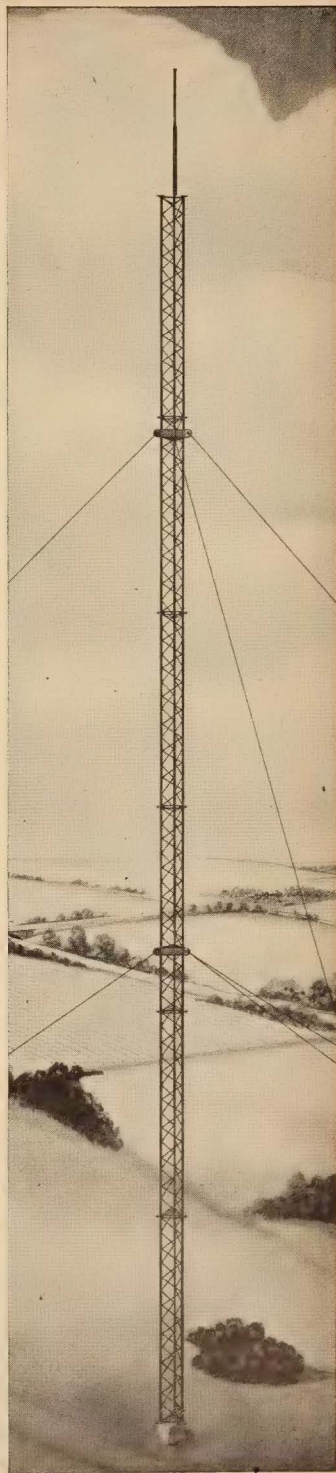
FREE CATALOG

Write for illustrated literature giving complete description, mechanical details, installation photos, and other important information on the new Truscon "G-W" Guyed Radio Towers.

TRUSCON
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED **TOWERS**
TRUSCON COPPER MESH GROUND SCREEN

TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation



Production

(Continued from page 30)



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

erally has been cut back about 40%. "There was no point in cutting back civilian production until the military production was ready to pick it up," Mr. Wilson explained. "Now that designing and production planning of military equipment is progressing to the production stage, we are applying the necessary civilian cutbacks," he said.

Radio-TV sets and other electronics products are classified as Class B under the government's Controlled Materials Plan. But under a priority system set up last month, they enjoy a greater "essentiality" than many hard goods.

"If we had fallen for the clamor to close down plants and drastically curtail civilian production, the results would have been millions of unemployed and a shattered public morale," Mr. Wilson declared.

Expanded aircraft output will drain the economy even more next summer, he predicted. He termed electronics expansion "magnificent" with other industries. Atomic energy requirements also were cited.

With respect to steel quotas, the largest allocation was given to NPA's Facilities and Expansion Branch (360,000 tons) for industrial expansion. Broadcasters may anticipate only a trickle of materials for new construction, however, beginning in January. Rule of thumb will be instances of hardship.

Radio-TV stations will get a better idea this week when NPA issues its first construction list of grants and denials for the first quarter of 1952. They fared well during the present quarter [B•T, Sept. 24].

Will Fare Better

They still will fare better than commercial and entertainment enterprises in the industry reclassification. Broadcasters are now lumped under the industrial category with publishing firms, enabling them to self-authorize greater quantities of metals on small projects [B•T, Oct. 29]. But essential defense or military construction will receive the right of way.

NPA's Electronics Div. received 97.8% of steel quotas to support its program for defense and civilian users (other than construction). Roughly, this amounts to 4,620 tons.

To eliminate bottlenecks on components for essential production, the Defense Production Administration is enlarging its electronics, general industry, and components units. Sections will study component shortages.

Briefly, the new system is designed to assure delivery of components for the defense program by spot-scheduling orders and swapping schedule dates where delay develops for lack of parts.

DPA Administrator Manly Fleischmann acknowledged the procedure as one of "bumping" civilian goods, through expediting operations rather than cutbacks of materials. It's designed to break bottlenecks, he said.

Mr. Fleischmann also scored reports that some major items—automobiles and, presumably, TV sets—would be wiped off the market. The new procedure, he said, would "delay" and not cut back consumer goods. There will be further reductions of appliances, however, he conceded, adding that nickel is a "butter and guns" story of itself and critically short.

The receiving tube and antenna situation was reviewed by the Electronics Parts & Components Distributors industry group, which met with NPA officials last Monday. The distributors told NPA that: (1) wire cable and special tubes are hard to secure; (2) it would inform manufacturers about shortages of each type of tube at their level in the hope of obtaining more tubes to meet demand.

Tube Shortages

NPA authorities advised the representatives that it had studied tube shortages and doubted it could be attributed to scarcity of materials.

Antenna issue had been posed last month by a committee of the Radio - Television Mfrs. Assn., which hopes for assurance that the four million TV sets earmarked for production next year will be accompanied by a like number of antennas.

While distributors reported an easing of shortages, NPA authorities appear unable to extend that assurance, claiming it will depend on the availability of materials. Moreover, there already is a priority system governing military and civilian antennas within the Class 'B' products classification. RTMA's Antenna Section suggested that they be broken down into "A" and "B" groups [B•T, Nov. 26].

Under present procedure, materials are allotted to the Electronics Products Division for both military and civilian uses. Consumer goods get the balance of materials not taken for defense requirements. The same holds true for radio-TV sets and component parts. Aluminum is used in TV antennas.

Paul Cram Post

PAUL CRAM, new technical director of the Rounsaville Stations (WBAC Cleveland, WBEJ Elizabethton-Johnson City, WQXI Atlanta and WLOU Louisville) is not chief engineer of WAGA Atlanta as he was listed in BROADCASTING • TELECASTING December 10. He was formerly in that position.

KTOK Adventure

AN "escaped" application was recaptured by the FCC last week and shoved back into the processing line. The application of KTOK Oklahoma City for boost in nighttime power from 1 kw to 5 kw accidentally was granted on Dec. 5, although it was forty-ninth in the processing line. Last week, FCC revoked the grant and put the station back in line. The KTOK application had been considered along with that of WCFL Chicago for change in nighttime directional pattern, since both are on 1000 kc. The WCFL change was granted in proper sequence in the processing line and last week the Commission made its grant subject to interference that may result from a later grant of KTOK.

IMDRIN FIRM FINED

Court Cites 'False' Ad

FINE of \$500 was levied last week against Rhodes Pharmacal Co., Chicago, by the U. S. District Court, Philadelphia, for disseminating an allegedly false advertisement on behalf of its medicinal preparation, Imdrin.

The government charged that an Imdrin advertisement made certain aspersions with respect to a decision of the U. S. District Court in Chicago last February. Rhodes claimed that in dismissing an injunction request by Federal Trade Commission, the Chicago court in effect cleared Imdrin of "false and misleading advertising" and branded FTC charges as "untrue."

The advertisement appearing in *Drug Topics*, a trade publication, led to the fine. The original complaint mentioned broadcast continuities as well.

FTC obtained a reversal of the Chicago court decision and the injunction now is in effect. The appeal was granted by the Court of Appeals for the Seventh Circuit in September [B•T, Oct. 1].

AUDIOGRAPH STUDIOS

Ben Loewy Named Head

BEN LOEWY, former production manager of Columbia Records, has been named president of Audiograph Studios Inc., newly formed organization specializing in TV filming and sound recording, it was announced Monday.

Crews of experts recruited from TV and the film industry are already at work at Audiograph Studios, located at 846 Seventh Ave., New York. Sound facilities are being used by record companies, while TV film assignments for commercials as well as complete packages are being handled for agencies and producers, it was stated.

added information

**publishers and
station operators are
providing another
source of timely
media information**

*for busy buyers
of space
and time*

Getting standard media information fast poses no problem . . . you have Standard Rate & Data and CONSUMER MARKETS handy.

It's the media information that is not standard that is harder to keep up with . . . trends—market coverage data—by trading areas—by class or type or age.

Many publishers and station operators appreciate that media buyers do not always have time to call for help; or even for careful study of all filed literature. Last year 1,041 of them put supplementary information about their publications and stations near their listings in SRDS, and near the appropriate market data in CONSUMER MARKETS.

Media buyers tell us they appreciate finding helpful "non-standard" information right there when they are referring to standard market or media data. They say it often helps them select media; sometimes helps them defend their selections.



In the course of your daily use of SRDS monthly publications and CONSUMER MARKETS, don't forget—in Service-Ads like these there is added information for busy media buyers.

s r d s

STANDARD RATE & DATA SERVICE, INC.

Walter E. Botthof, Publisher
the national authority serving the media-buying function
1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: CHICAGO • NEW YORK • LOS ANGELES • LONDON
publishers of **consumer magazine** advertising rates and data • **business publication** advertising rates and data • **national/regional network** radio and television service • **radio** advertising rates and data • **television** advertising rates and data • **newspaper** advertising rates and data • **transportation** advertising rates and data • **A.B.C. weekly newspaper** advertising rates and data • **consumer markets**, serving the market-media selection function • **C.M. analyst**, the monthly market data interpreter



station operators please note!

The advertisement shown here is appearing currently in **Printers' Ink** and Advertising Agency.

Reason is we want all agency men to know how Service-Ads are becoming increasingly helpful to time buyers and media directors.

To help you make these Service-Ads of maximum usefulness to buyers (and so of maximum effectiveness) we have interviewed scores of media people and advertising managers . . . to find out how they buy spot radio time, what kind of information is most valuable to them. The results of these interviews are available to radio and TV stations and their representatives in the booklet, "SPOT RADIO PROMOTION HANDBOOK" (at cost: \$1.00).

Then, to help you convert these viewpoints into Service-Ads that will really "sell by helping buyers buy," we have condensed this information into another handy booklet, "Copy Organizer for Service-Ads in Radio Advertising Rates & Data." Available at cost, \$1.00.

Walter E. Botthof
WALTER E. BOTTHOF, Publisher



KLX

LEADS ALL

OAKLAND-

SAN FRANCISCO

INDEPENDENT

Radio Stations

9 OUT OF

12

Hooper

Periods!

Hooper Share of Audience,
May through September,
Oakland

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by
BURN-SMITH, INC.

air-casters



DON COLLINS, chief announcer WCET Roanoke Rapids, N. C., named program director. He succeeds **DOYLE SATTERTHWAITE**, now with WCPB Tarboro.

JANE HAGAN named to new post of supervisor of television sustaining network traffic, ABC.

ARTHUR JACOBSON, program manager, Central Div., NBC-TV, to Hollywood network staff, as production director. He replaces **BILL KARN**, resigned to join Don Sharpe organization.

BURT TOPPAN, publicity director WTVJ (TV) Miami, Fla., appointed promotion manager, succeeding **LYNN MORROW** (See FRONT OFFICE).

ROBERT PACKHAM, floor manager KNBH (TV) Hollywood, named director. **JACK SMIGHT**, film room, named floor manager.

FRANCES WYATT, bookkeeping department KKOK St. Louis, and William Fleischman, to be married Dec. 29.

PATRICIA ALOE named assistant to **IRVING LICHTENSTEIN**, publicity and promotion director WWDC Washington. She was with Sidney J. Wash Inc., New York, public relations firm. She succeeds **LEE WALKER**, named traffic assistant, succeeding **CAROL KAUFMAN**, resigned to be married.

BOB FAIRBANKS, graduate of U. of San Francisco, to KCBS San Francisco, as apprentice.

JOE GUIDI, production manager WCAV Norfolk, Va., appointed chief announcer.

BUD HAWKINS, WGAR Cleveland, named to announcing staff WJER Dover, Ohio.

CARL HOHENGARTEN, director of musical arrangements for St. Louis Municipal Opera, to program and production staff KMOX St. Louis.

HOWARD BROWN, WFIL Philadelphia, named to announcing staff WTVJ (TV) Miami, Fla. **ROBERT ALSHOUSE**, **RAPHAEL GABER** and **WILSON GRIFFITH**, formerly with WTTT Miami, to WTVJ, as studio apprentices. **CHESTER H. BEAL**, Florida Broadcasting Co., named technician in film department. **VERNON E. FISHER** named cameraman. **MARY LEE RINNER**, graduate Mt. Union College, Canton, Ohio, named to accounting department. **THALIA C. TOLAN** to copywriting staff. She was with KIDO and KGEM Boise.

JOHN VANDERLAAN named to film department, as laboratory technician.

ART GOODWIN, chief announcer WKOP Binghamton, N. Y., appointed to announcing staff WAGE Syracuse.

NORMAN HOPPS, advertising and promotion department KNBH (TV) Hollywood, father of boy, Kevin Crosby, Dec. 2.

C. G. (Tiny) RENIER, program director KLAC Los Angeles, named executive producer KLAC-TV Hollywood on television program. He replaces **CY MILLER**, resigned. **FELIX A. ADAMS Jr.**, one-time program director, WISH Indianapolis, and **KMBC Kansas City**, joins station as program director.

WALLY HUTCHINSON, advertising and promotion department NBC Hollywood, father of boy, Timothy Dean.

H. W. RISSER, manager of scenic construction NBC-TV Chicago, named manager of TV Staging Services, replacing **NORMAN GRANT**, now NBC-TV art director in New York.

CHARLES HAMILTON, public service and publicity director KFI Los Angeles, named chairman education and public service committee of Southern California Broadcasters Assn. He succeeds **ALAN COURTNEY**, NBC Hollywood.

DARYL McALLISTER, producer NBC radio to KNBH (TV) Hollywood, as floor manager.

ARTHUR MUNCH, Radio prop department CBS Hollywood, and Columbia Workshop president, appointed chairman Board of Directors Associated Net-Workshops for December and January. Chairmanship rotates among four Net-Workshops.

News . . .

VINCENT EVANS named London correspondent for WLW Cincinnati. Mr. Evans was chief of Washington bureau of London Daily Express.

BOB SILL named to publicity staff ABC Hollywood. He was with Los Angeles Times.

DICK JACOBS, ABC Chicago, named to news staff WHMM Memphis, Tenn.

HAL SINGER, commercial department KGGM Santa Fe, N. M., appointed sportscaster.

AL JOSEPH, announcing staff WCET Roanoke Rapids, N. C., appointed sports director and record librarian.

PHIL WILSON appointed to news staff WQMA Moline, Ill. Mr. Wilson has just completed short tour of duty with Air Force. Prior to his military service he was with WIRL Peoria.

ROBERT STURDEVANT, manager of Paris bureau ABC, father of girl, Roberta Noyes, Dec. 9.

BILL NIETFIELD, news director KCBS San Francisco, returned to station after extensive cruise aboard U. S. Navy aircraft carrier in Philippine Sea where he observed Navy jet air operations.

DON MOZLEY, KCBS San Francisco newsmen, was featured speaker at San Francisco-Oakland Public Relations Club. He discussed KCBS news set-up and operations of funnelling Korean pickups through San Francisco station to CBS Radio Network.

JEAN HERSHOLT, star of CBS Radio Dr. Christian show has turned over first section of his collection of Hans Christian Andersen's works to Library of Congress, Washington, D. C. Group comprises 30 volumes, a collection of letters and 12 presentation copies.

WJR MARKET

Booklet Gives Statistics

WJR Detroit has compiled coverage and market statistics which it is offering upon request.

An eight-page booklet, it gives data on populations, radio homes, retail sales, food sales, drug sales, filling station sales and passenger car registration. Figures are tabulated by counties in Michigan, Ohio, Indiana and Pennsylvania.

WJR comments, "The data is provided for the purpose of aiding evaluation of sales and advertising efforts in the WJR market area. It is designed to save hours of research." Booklet may be obtained from WJR, Dept. 10, Fisher Bldg., Detroit 2, Mich.

COMMERCIAL CUT

Planned by CBC—Dunton

PLANS to reduce the number of commercial network programs in Canada are to be put into operation soon, according to A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp. He told the Parliamentary Radio Committee at Ottawa Dec. 4 that with the annual grant of \$6,250,000 by Parliament to the CBC for the next five years, the number of commercial network shows will be reduced.

This will mean primarily daytime shows from previous statements by Mr. Dunton and recommendations by the Massey Royal Commission. The Parliamentary Committee approved the bill granting the CBC the money, which now goes to Parliament where it is not expected to have much opposition. Mr. Dunton also told the committee that the CBC will build a French-language station in the Moncton, N. B., area, and will drop local advertising on its stations in areas where there are private stations. CBC will improve programming with more talks, originating more programs outside Toronto and Montreal, he said.

CBC Engineers

ENGINEERING promotions in Canadian Broadcasting Corp., Montreal, following move of Chief Engineer J. A. Ouimet to post of assistant general manager [B•T, Dec. 3] have been announced. W. G. Richardson, transmission and development engineer, has been moved to assistant to Gordon Olive, director-general of engineering, and will be concerned with sound broadcasting. J. E. Hayes, assistant to chief engineer, is moved to assistant to director-general of engineering with TV technical matters his primary concern. E. C. Stewart, assistant project engineer, is promoted to co-ordinator of projects and services. Andre Ouimet, formerly assistant to director of TV for Montreal, is moved to assistant to co-ordinator of TV, J. A. Ouimet [no relation to Asst. General Manager Ouimet].

WSB SPLIT

Bolsters AM, TV Units

DISTINCT radio and TV operations at WSB-AM-TV Atlanta with a station manager at the head of each was announced last week by J. Leonard Reinsch, managing director, Cox radio and TV enterprises.

Marcus Bartlett becomes station manager of WSB-TV and Frank Gaither station manager of WSB. They were former program director and commercial manager of both stations, respectively. They report to John M. Outler Jr., general manager of the stations.

Also affected by the change is Elmo Ellis, who was assistant to M. K. Toalson, production manager of WSB-TV. Mr. Ellis was named program director of WSB. Mr. Toalson continues in his TV post.

Streamlining Functions

According to Mr. Outler, the realignment "means increased efficiency of operation and a greater capacity for service to this area in both our radio and TV operations. These men are seasoned and experienced with a fine sense of public responsibility and an intimate knowledge of policies and program techniques which have made WSB and WSB-TV the dominant factors in the community that they are."



WSB-AM-TV executives in new organizational move are (l to r) Messrs. Toalson, Bartlett, Ellis and Gaither.

RFA Postpones

RADIO Free Asia last week postponed a scheduled expansion of broadcasts to Red-occupied China. Director John W. Elwood said it was decided to withhold the expansion plans until more transmitters are available in the Far East. He said his organization has been negotiating for some time for new transmitters to be placed in strategic locations in the Orient but the necessary facilities have not yet been secured. The postponement was announced the day before the anti-Communist propaganda radio network was scheduled to double its broadcasting activities in China.

TRANSITCASTING

Number Reduced—Pollak LITIGATION in a succession of Washington courts has served to reduce the number of cities in which transitcasting operates and convinced transit companies they should defer future installations until settlement of the issue.

This belief was expressed by Franklin S. Pollak, Washington attorney and principal in the transit radio dispute now pending before the U. S. Supreme Court. He addressed the Progressive Citizens Assn. in Washington fortnight ago.

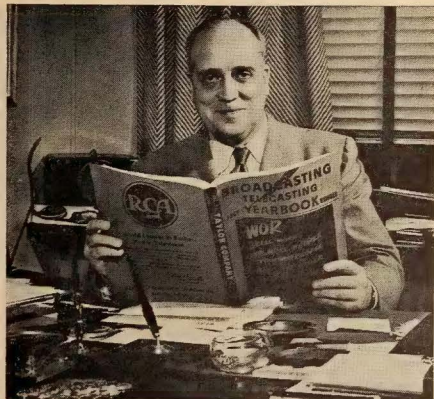
Mr. Pollak said that the 13 cities with transit FM service are considerably fewer than before the courts entered the case, and estimated that 50 cities would have had the service by now. Mr. Pollak was one of the two original complainants who brought the issue to court.

The Public Utilities Commission for D. C. two years ago set aside a complaint on grounds the service is not "inconsistent with the public safety, convenience and comfort." A U. S. district court backed up PUC but was overruled by the U. S. Court of Appeals. The Supreme Court has agreed to hear the case next year. Petition names Washington Transit Radio Inc. (WWDC-FM), Capital Transit Co. and PUC as respondents.

Supports CAB View

SIX MAN liaison body of Canadian Broadcasting Corp. and private broadcasting representatives was advocated by Canadian Marconi Co., Montreal, to the Canadian Parliamentary Committee on Broadcasting at Ottawa Dec. 3. Their function would be to keep private stations posted on new CBC problems and policies and keep CBC posted on problems as seen by station operators. Canadian Marconi Co. operates CFCF Montreal, oldest Canadian station. Company also supported recommendations of Canadian Assn. of Broadcasters for an independent regulatory body.

What's he looking at?



FRANK SILVERNAIL

Batten, Barton, Durstine & Osborn . . .

. . . is looking at your advertisement in the BROADCASTING YEARBOOK

WSAZ

HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations



MORE LISTENERS

THAN
ALL STATIONS
COMBINED*

*by C. E. HOOPER 1951

5000 WATTS—930 KC
ABC PROGRAMS

Represented by
THE BRANHAM COMPANY

WSAZ-TV

Channel 5

EXCLUSIVE

Coverage
OF THE

HUNTINGTON

CHARLESTON

TV MARKET

ABC—CBS—NBC—DTN

Represented by
THE KATZ AGENCY

Emergency Plan (Continued from page 30)

signed by President Truman is as follows:

EXECUTIVE ORDER PROVIDING FOR EMERGENCY CONTROL OVER CERTAIN GOVERN- MENT AND NON-GOVERNMENT STATIONS ENGAGED IN COMMUNICA- TION OR RADIO TRANSMISSION OF ENERGY.

WHEREAS section 606(c) of the Communications Act of 1934, as amended by the act of October 24, 1951, Public Law 200, 82d Congress, provides as follows:

"Upon proclamation by the President that there exists war or a threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President, if he deems it necessary in the interest of national security or defense, may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations or devices capable of emitting electromagnetic radiations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication, or any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles, which is suitable for use as a navigational aid beyond five miles, and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station or device and/or its apparatus and equipment, by any department of the Government under such regulations as he may prescribe upon just compensation to the owners. The authority granted to the President, under this subsection, to cause the closing of any station or device and the removal therefrom of its apparatus and equipment, or to authorize the use or control of any station or device and/or its apparatus and equipment, may be exercised in the Canal Zone."

WHEREAS section 305 of the Communications Act of 1934, as amended (47 U.S.C. 305), provides, in part, that stations belonging to and operated by

the United States shall use such frequencies as shall be assigned to each or to each class by the President;

WHEREAS the existence of a national emergency has been proclaimed by the President by Proclamation No. 2514 of December 16, 1950;

WHEREAS it is necessary, in the interest of the national security and defense, that plans be prepared and implemented whereby government and non-government radio stations may be silenced or required to be operated in a manner consistent with the needs of national security and defense in the event of hostile action endangering the nation, or imminent threat thereof; and

WHEREAS it is desirable, so far as possible and practicable, to preserve and maintain normal conditions and relationships under which such radio stations are operated while at the same time furthering the expeditious implementation of the said plans:

NOW, THEREFORE, by virtue of the authority vested in me by the said sections 305 and 606(c) of the Communications Act of 1934, as amended, and by section 1 of the act of August 8, 1950, 64 Stat. 419, and as President of the United States and Commander in Chief of the armed forces of the United States, it is hereby ordered as follows:

Section 1. The authority vested in the President by section 606(c) of the Communications Act of 1934, as amended, is hereby delegated to the Federal Communications Commission to the extent necessary for preparing and putting into effect plans with respect to radio stations as defined in section 5 hereof, except those owned and operated by any department or agency of the United States Government, to minimize the use of the electromagnetic radiations of such stations, in event of attack or of imminent threat thereof, as an aid to the navigation of hostile aircraft, guided missiles, and other devices capable of direct attack upon the United States. The authority so delegated to the Commission shall be exercised subject to the following limitations:

(a) Nothing in this order shall be

construed as authorizing the Commission to exercise any authority with respect to the content of station programs.

(b) Nothing in this order shall be construed to authorize the Commission to take over any station or radio station or to remove the apparatus and equipment of any radio station.

(c) The plans of the Commission for exercising its authority under this order shall not become effective until they have been concurred in by the Secretary of Defense and the Chairman of the National Security Resources Board.

Section 2. With respect to radio stations belonging to and operated by any department or agency of the United States Government, or by any department or agency of the government department or agency the stations of which are involved shall, pursuant to the authority vested in the President by section 305 of the Communications Act of 1934, as amended, prepare and put into effect such plans as may be necessary to minimize the use of electromagnetic radiation of these stations in event of attack or imminent threat thereof, as an aid to hostile aircraft, guided missiles, and other devices capable of direct attack upon the United States. Such plans shall not be deemed to be in effect until they have been concurred in by the Secretary of Defense and the Chairman of the National Security Resources Board.

Section 3. Whenever pursuant to the provisions of this order, any radio station shall have been required to cease operations or whenever the normal operations of any radio station have been interfered with, such station shall be allowed to resume operations or return to normal operations, as the case may be, at the earliest possible time consistent with the national security. In exercising the authority delegated by this order, due consideration shall be given to civil defense and other national security requirements.

Section 4. The Federal Communications Commission, the Secretary of Defense, and the Chairman of each government department or agency the stations of which are involved, are hereby authorized to issue appropriate rules, regulations, orders, and instructions, and to take such other action as may be necessary, to assure the timely and effective operation of the plans and for carrying out their respective functions hereunder, and are authorized to require full compliance with their respective plans.

Section 5. Wherever the words "station" or "radio station" are used in this order, they shall be deemed to include any station for radio communication, and also any device capable of emitting electromagnetic radiations between 10 kilocycles and 100,000 megacycles, suitable for use as a navigational aid beyond five miles.

Section 6. (a) Any reference herein to the Federal Communications Commission shall, except for the purpose of issuing rules and regulations, be deemed to include the Chairman or any other member of the Commission as the Commission may designate; any reference to the Secretary of Defense shall be deemed to include the Secretary or such person as he may designate; and any reference to the Chairman of the National Security Resources Board shall be deemed to include the Chairman or such person as he may designate.

(b) Such rules and regulations as the Federal Communications Commission may issue pursuant to this order shall be issued by the Commission, except that the Commission may provide that, in the event of hostile action against the United States or imminent threat thereof, such rules and regulations may be issued by the Chairman.

Section 7. Every government department and agency shall give such aid and assistance to the Secretary of Defense, and shall render such cooperation with one another as may be necessary to accomplish the purpose of this order.

Section 8. The Federal Communications Commission is hereby authorized to appoint such advisory committees as it may consider necessary or desirable to advise and assist the Commission in the performance of its duties hereunder.

HARRY S. TRUMAN
THE WHITE HOUSE,
December 10, 1951.

WFIL-TV will televise the annual Christmas ballet presented by the John Wanamaker store. This is the third consecutive year for the program. This year's offering is "A Mother Goose Christmas Festival."

EDUCATION SHOW

Audience Building Studies

PROPER promotion of educational programs can increase both the number of listeners and the amount of listening.

This conclusion was drawn after more than two years of research by C. H. Sandage, chairman, division of advertising, School of Journalism and Communication, University of Illinois at Urbana.

Mr. Sandage released his findings in a booklet entitled, *Building Audiences for Educational Radio Programs*.

"Evidence supports the idea that programs developed for specialized audiences can be built to profitable size, if adequate attention is given to promoting those programs," Mr. Sandage said.

It seemed to Mr. Sandage that in the future, radio will find it increasingly important to cultivate specialized audiences rather than to seek the mass audience as in the past.

"The most effective promotion in this study," Mr. Sandage said, "seemed to be that which was detailed and specific in character and attractively presented."

"Distribution of promotional material by direct mail was more effective than distribution through other channels although perhaps not more effective on a 'cost per listener' basis," he added.

Mr. Sandage particularly hopes his study will catch the eye of educational broadcasters who believe their responsibility stops at the microphone; that once the program is on the air, it is entirely up to the listener to find the educational program.

Ad Club Awards

1952 awards banquet of the Salt Lake Advertising Club will be held April 2. Deadline for entries is Feb. 15. Dates were announced by Chairman S. John Schile, commercial manager of KUTA Salt Lake City. Mr. Schile added that judges for the "Performance Awards for Salt Lake-Prepare Advertising" will again be from the Cleveland Advertising Club. Committee members in addition to Mr. Schile are: Thomas Kearns, Salt Lake Tribune-Telegram, a club president; Kay Richins, KAL Salt Lake City; Keith Montague, R. T. Harris Agency; Cory L. Clark, Axelson Agency; LeRoy Condie, Sears Roebuck; John Anderson, Quality Press; Wayne Kearn, KSL Salt Lake City, and Joanne Farr, KUTA, secretary.

ALTANTA, Advertising Club became an Advertising Federation of America affiliate when C. James Proud, assistant to the AFA president, presented the charter of membership last Wednesday. Accepting on behalf of the new unit's 105 members was Arthur E. Burdge of the Coca-Cola Co., president of the Atlanta group.

for Sales in Your Pockets

- ① THRIFTY COVERAGE
- ② 5 FOR 3 PRICE RATIO
- ③ COMPLETE MERCHANDISING SERVICE
- ④ IN THE SOUTH'S GREATEST MARKET

Get Sales On "Q" ... Others Do ---

Mr. Q.

MUTUAL IN MEMPHIS...

WHBQ Gayoso Hotel Memphis, Tenn.
REPRESENTED by WEED

CRUTCHFIELD

Declines VOA Post

CHARLES H. CRUTCHFIELD, vice president and general manager of WBT and WBTV (TV) Charlotte, N. C., has declined an offer to join the Voice of America's New York staff but has offered his services in an advisory, non-remunerative capacity.

This was disclosed after release of an exchange of correspondence by Fay D. Kohler, chief of VOA's International Broadcasting Div., and Edward W. Barrett, Assistant Secretary of State for Public Affairs, with Mr. Crutchfield commenting on the broadcaster's report on his mission to Greece.

Mr. Crutchfield toured Greece as a grantee to study communist propaganda and to evaluate the information service of the U. S. Government and Greek radio. His report on the mission abroad was made to the State Dept.

Invitation to Mr. Crutchfield to lend his services to the VOA New York office came from Mr. Kohler who added: "I would like to take this opportunity to thank you . . . for the obviously outstanding contribution you have made in the general improvement of radio as a medium in Greece and for your successful efforts to really pinpoint the problems and to solve many of them. We intend to follow through on your suggestions and objectives. Your approach is direct and refreshing. The Information Program was indeed most fortunate to have had you in Greece as a Smith-Mundt Leader Grantee."

Secretary Barrett also applauded Mr. Crutchfield's efforts, saying in part, "special thanks . . . for the good job you did as a grantee in Greece."

CRIDER SIGNED

Will Be WEEI News Analyst

PULITZER-PRIZE editorialist John H. Crider has been signed by a Greater Boston firm to a 13-week news analysis and commentary on WEEI Boston, it was announced last week.

Mr. Crider was in the news Nov. 19 when he resigned as an editor of the *Boston Herald* (WHDH). He claimed at that time the newspaper would not permit his review of Sen. Robert A. Taft's (R-Ohio) book, *Foreign Policy For Americans*.

Mr. Crider, who is being sponsored by R. S. Robie Inc. for Hertz Div-Ur-Self (auto rental), will analyze New England news and the effect of national and world news on the region.

WORLD premiere of the new Gian-Carlo Menotti opera, "Amahl and the Night Visitors," will occur on NBC television during the coming Christmas holidays. Opera, running 50 minutes, was commissioned by NBC two years ago specially for video presentation.



TAKING a leaf from its own book, Cohen & Miller Adv., Washington, has bought a weekly radio show to advertise its agency. The program, *Report to the People*, is heard 7-7:15 p.m. Saturday over WWDC Washington and features D.C. Comr. F. Joseph Donohue interviewed by two Washington newspapermen. Shown are (seated, l to r), I. T. Cohen, Comr. Donohue and Alvin I. Miller. Standing is Ben Strouse, WWDC vice president-general manager.

RADIO-TV COVERAGE OF CHICAGO COUNCIL

Broadcasters Win Consent for First Time

FOR the first time in Chicago, the city council has permitted radio and television coverage of a regular council meeting. After a long battle by local stations, headed by News Chief Bill Ray of NBC [WMAQ and WNBQ (TV)], the finance committee of the council authorized broadcast of a budget hearing today (Monday). [B* T, Dec. 10].

Mr. Ray, who is also chairman of the Freedom of Information Committee of the National Assn. of Radio News Directors, petitioned the council in November, requesting permission to broadcast hearings today on the 1952 budget. This move followed unsuccessful talks with Mayor Martin Kennelly and the council rules committee over a two-year period.

At the Nov. 30 council session, Alderman Herbert Geisler moved suspension of the rules so an immediate vote could be tabulated granting permission for the broadcast. His motion was voted down 28 to 13, after which NBC Chicago publicized the turn-down on the air. Radio and TV shows carried full news stories, including a list of all aldermen voting for and against the motion.

Geisler, Wagner Taped

Recorded interviews were made with Alderman Geisler and Alderman Clarence Wagner, the opposition leader. Although Alderman Wagner opposed of the public hearings initially, charging they would "confuse the public," he agreed finally that actual council meetings should be broadcast.

Another proposal for adoption of Mr. Ray's suggestion was made at the Dec. 12 meeting by Alderman Alan Freeman. The pro-radio councilmen demanded a roll call vote, resulting in a vote of 28 to 17, in which the broadcast media picked up four votes.

Alderman Wagner, chairman of

the rules and finance committees, at the final meeting Dec. 12 said he favored broadcasts of today's session. He asked and received permission of the full council for his rules group to decide on the issue without consulting the council again.

NEWS JUNKETS

Asks Radio-TV Inclusion

RADIO-TV newsmen should be included in State and Defense Dept. special inspections of foreign installations according to Ben Chatfield, WMAZ Macon, Ga., past president of the National Assn. of Radio News Directors.

"Radio news is an integral part of the American system of public information . . . the government owes as much to the radio audience as they do to any newspaper reader," Mr. Chatfield said.

His and NARND's views were contained in letters to State Secretary Dean Acheson; Defense Secretary Robert Lovett; Gen. Omar Bradley, chairman, Joint Chiefs of Staff; and to the individual heads of the services, Gen. Hoyt Vandenberg, Gen. Lawton Collins and Adm. William Fechtler.

Mr. Chatfield pointed out that on several occasions in the past year newspaper people were taken on inspection trips abroad but that radio and TV newsmen were overlooked.

He said NARND's board of directors has offered the government full cooperation in helping select men and women to attend future inspection tours. Mr. Chatfield also pointed to offers from radio-TV newsmen in the past to assist government agencies in public relations work overseas during their vacation periods.

RADIO ONLY

Sorry, No TV!

That's right! Television is still a "thing-to-come" in these markets . . . SO — here, you've got Radio Listeners—who listen to—

KFSA
Fort Smith
ARKANSAS

Great Locally!

KBRS
Springdale
ARKANSAS

PLUS
ABC

KHBG
Okmulgee
OKLAHOMA

Represented Nationally by
JOHN E. PEARSON CO.

Owned & Operated by
SOUTHWESTERN PUBLISHING CO.

Don W. Reynolds, President

Publishers of: Southwest Times-Record, Fort Smith, Arkansas, Examiner-Enterprise, Bartlesville, Oklahoma, and The Daily Times, Okmulgee, Oklahoma.

Why WFBR is

BIG

in Baltimore

NO. 1 OF A SERIES

CLUB 1300

CLUB 1300 is the big participating program in the Baltimore area! Biggest average ratings for the full seventy-five minutes, biggest mail pull, biggest studio audiences, biggest in every way.

CLUB 1300 success stories are legion. Ticket requests are fabulous. Audience loyalty is tremendous! Get aboard CLUB 1300 for your share!

Ask your John Blair man or contact any account executive of . . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE, MD.

allied arts



GILBERT S. MCKEAN, vice president London Records and branch manager for Decca, named merchandise manager of masterworks division Columbia Records Inc., N. Y.

DEBORAH ISHLON, Columbia Records Press Dept., named department director.

DICK STONE, assistant national sales manager Hiram Walker Inc., appointed sales representative with Audio-Video Recording Co., N. Y.

ROBERT J. BRIZZOLARA, newsstand promotion manager for *Esquire* and *Coronet* magazines, Chicago, to Chicago staff United Television Programs Inc., as advertising director.

BOB LONGINI and **ED AHBE** to motion picture-television division Kling Studios, Chicago, as director and member of camera department, respectively. . . .

Lt. Comdr. W. H. KIMMELL, USNR, radio and TV officer in public information office U. S. Naval Air Reserve, discharged from service. Mr. Kimmell plans to move to Hollywood. He will announce further plans later.

LEONORE SILVIAN, magazine editor in publicity department ABC, named radio and TV editor *Look Magazine*.

BECKY B. BARNES, BBDO, Hollywood, appointed sales representative United Artists Television Corp., N. Y. She will handle West Coast and southwest areas.

OLIVER A. UNGER, national sales director Snader Sales Corp., L. A., resigns as treasurer Fine Arts Theatre Co. Inc., to devote time exclusively to Snader.

Equipment . . .

ROBERT L. WERNER, general attorney RCA, and **ERNEST B. GORIN**,



Mr. Werner



Mr. Gorin

Treasurer RCA, elected vice presidents.

HAROLD WEINBURG and **SIDNEY KRINETZ**, electronic technicians, named to sales staff Hudson Radio & Television Corp., N. Y.

D. C. (Dick) STUBER, manager of western division, Air Assoc., appointed head of two-way radio division Avia Products Co., L. A. He succeeds the late W. W. (Bill) HAMILTON.

WARREN E. ALBRIGHT, manager of general material division of Home Instrument Dept., RCA Victor, Camden, appointed general plant manager of department. **JOHN B. DAVIDSON**, assistant purchasing agent, Home Instrument Dept., appointed manager of department's newly formed purchasing division.

WILLIAM M. LANA named director of newly formed application engineering office, Sprague Electric Co., in Dayton, Ohio.

NATIONAL VIDEO Corp., Chicago, announces development of new black-and-white TV tube designed to save four to four-and-a-half tons of copper a year. New tube permits focusing without use of focus coil.

GUS W. WALLIN, Motorola Inc., Chicago, to Webster-Chicago Corp., Chicago, in newly created position of vice president in charge of engineering.

MICHAEL KORY elected president of Emerson-New Jersey Inc., distributors for Emerson TV and radio receivers. Mr. Kory succeeds **SAMUEL GROSS**, retired.

HERMAN S. SACKS, Hudson-Ross, Chicago, retail stores specializing in TV, radio and phonograph records, to Bendix Television and Broadcast Receiver Division of Bendix Aviation Corp., Baltimore, as assistant general sales manager.

TECHNICAL APPLIANCE CORP., Sherburne, N. Y., announces Tacoplex Cat. No. 1582 master TV antenna system coupler for use in conduit installations in new construction work. Coupler is designed to fill the need for a tap-off device along the main transmission lines housed in conduits.

CLIFFORD E. GRUBE, Chicago product designer, to Webster-Chicago Corp., Chicago, in new post of product stylist. Mr. Grube was previously with Manbee Equipment Co., and Belmont Radio Corp., Chicago. He will work with **A. S. JOHNSON**, product manager of Webster-Chicago, with responsibility for design and development of new products.

LOUIS I. PORRASS, chairman of board for Tele King Corp., N. Y., named chairman of radio and TV manufacturers and distributors division in current drive of National Foundation for Infantile Paralysis in Greater New York. **MARTIN SHER**, Emerson Radio & Phonograph Corp., N. Y., named to assist him.

MILTON R. BENJAMIN, vice president and national sales manager Majestic Radio & Television, N. Y., appointed general sales manager Jewel Radio Corp., Long Island City, N. Y.

Technical . . .

EDWARD E. BENHAM, assistant chief engineer KTTV (TV) Hollywood, named chief engineer.

VANCE JOHNSON Jr., WFBC Greenville, S. C., and **DICK TAYLOR**, WUSN Charleston, S. C., named to control staff WIS Columbia, S. C.

HARVEY SMITH, staff engineer KWK St. Louis, appointed studio supervisor, replacing **KEN HILDENBRAND**, resigned.

CHARLES MEARES, chief engineer WCBT Roanoke Rapids, N. C., resigns to take government position in Washington.

WARREN E. EBERT, WGBS Miami, named transmitter engineer WTVJ (TV) Miami.

XEO, XEOR SALES

Mexican Billings Increase

A GAIN of more than 700% in national billings during the last two years was reported last week by two Mexican border stations, XEO Matamoros and XEOR Reynosa, located across the border from Brownsville and McAllen, Tex., respectively.

The announcement was made in connection with the stations' observance of their fifth year of operation, which National Time Sales, New York, their representative in the East, reported was their most successful yet.

"Though our audience has grown in size and loyalty, it wasn't until 1950 that national advertisers became aware of the profit potentiality of Spanish-speaking Mexican-Americans as a market," Bob Pinkerton, general manager of the stations, was quoted as saying in presenting a plaque to Juan Salazar, Mexican manager and one of the founders of the outlets, on the occasion of the fifth anniversary.

Harlan G. Oakes & Assoc., Los Angeles, represents XEO and XEOR in the West.

VOTING REFORM

WAVZ Aims Editorials

WAVZ New Haven has begun an editorial campaign to clear up the election laws in the state of Connecticut. Problem of clarification, according to the station, followed the mayoralty election in New Haven with disputes arising out of the contest now in the courts.

Daniel W. Kops, vice president and general manager of WAVZ, which calls itself "Newspaper of the Air," furthered the campaign Dec. 2 by bringing a prominent Republican and an equally well-versed Democrat to the microphone at his regular forum broadcast, *Face the Issue*, which he moderates. The GOP spokesman, State's Attorney-General George C. Conway, and the Democrat, former city Judge Charles Henschel, discussed the need for codifying the state election laws, tightening the absentee ballot system and simplifying recount methods.

In addition, Mr. Kops has been airing daily editorials urging state officers to reform the election laws.

DOLLAR volume of direct mail advertising during first ten months of 1951 was \$878,764,746, up 14½% over 1950; for October 1951 was \$102,049,878, up 19% over October of last year, according to figures released last week by Frank Frazier, executive director, Direct Mail Advertising Assn.

REACHES
93,217
RADIO
FAMILIES

WEEK
POUGHKEEPSIE

REPRESENTED BY DEVNEY