

# BROADCASTING TELECASTING

SPECIAL YEAR-END  
SURVEY ISSUE:

Trends for '52  
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TV Networks Build  
for Future  
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TV Stations See  
Rising Billings  
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Most Advertisers  
To Spend More  
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Agencies Predict  
and Year Ahead  
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TELECASTING  
Begins on Page 45

**21<sup>ST</sup>**  
The Newsweekly  
of Radio and  
Television



## IOWA is VAST MARKET

### FOR DISH WASHERS AND CLOTHES DRIERS!

**T**HE 1951 Iowa Radio Audience Survey\*, just off the presses, reports the enormously significant fact that 98.4% of all Iowa homes are now electrified—that 99.5% of all Iowa's radio homes now have electric power!

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

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

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

The 1951 Survey proves again that WHO continues to be your best radio approach to the Iowa market. With its 50,000-watt, Clear Channel voice, its top-grade programming



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

# WHO

## + for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



**FREE & PETERS, INC.**  
National Representatives

and its enlightened Public Service attitude, WHO is Iowa's greatest radio outlet—listened to by more Iowans night and day than any other station in the State.

# All the rich Kentuckiana Market knows its "3-R's".. "The Red River Ramblers"

ANOTHER EXAMPLE OF  
*Quality*  
OF WHAS PROGRAMMING

**T**HE RED RIVER RAMBLERS are a basic part of the line-up of local and live early morning shows on WHAS, tailored to draw and please the Kentuckiana audience. In this predominately rural area, WHAS has long supplied authentic farm information, up-to-the-minute news of the world, and folk music people in Kentucky and Southern Indiana want to hear.

At 6:15 A.M., the Ramblers entertain with fifteen minutes of old-fashion folk music... 7:15 brings "The Randy Atcher Show" with everyone's favorite, Randy Atcher, in the feature spot... and 7:45 is time for Janie Workman, attractive sweetheart of the Red River Ramblers, to sing and emcee another fifteen minute show with the Ramblers.

It is established as the strongest early morning programming of any radio station in the Kentuckiana area.

The Red River Ramblers include Shorty Chesser, Bernie Smith, George Workman, Tiny Thomale and Sleepy Marline, twice National Champion Fiddler. Stars of the group are popular Randy Atcher and lovable Janie Workman.



**Basic Affiliate  
of the CBS  
Radio Network**



*The only radio station serving and selling  
all of the rich Kentuckiana Market*

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



# WCOS

COLUMBIA, SOUTH CAROLINA

TAKES PRIDE

IN

*Announcing*

THE

A P P O I N T M E N T

OF

**HEADLEY-REED COMPANY**

NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO  
PHILADELPHIA • DETROIT • NEW ORLEANS • HOLLYWOOD

AS

**NATIONAL SALES REPRESENTATIVES**

**EFFECTIVE JANUARY 1<sup>ST</sup> 1952**



## Pennies Save Lives



To help stimulate the sale of Christmas Seals, WGAL-TV facilities were made available to the York County Anti-Tuberculosis Society. Officials explained the great work being done in the constant fight against "TB." This important national endeavor is now in its 44th year. Prior to 1907 there was no organized effort to assist the victims of tuberculosis nor to carry on research in their behalf. Today, through the pennies secured from these bright little seals, tuberculosis has

dropped from first to sixth place in the ranks of dread national killers.

Giving assistance to the work of the York County Anti-Tuberculosis Society, is but one example of the WGAL-TV year-round community service effort.

*Pictured are Mrs. George Hay Kain, Jr. and Mr. John Lowry Ruth of the Anti-Tuberculosis Society of York County, Pa.*

# WGAL-TV

LANCASTER, PENNSYLVANIA

Clair R. McCollough, Pres. • A Steinman Station



Represented by

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





# at deadline

## CLOSED CIRCUIT

**SALE OF WMAW** Milwaukee, to Lou Poller, owner WPWA Chester, Pa., and partner in WARL Arlington, Va. (Washington area), his brother-in-law, Cy Blumenthal, and Alex Rosenman, former executive vice president of WCAU Philadelphia and afterward with Official Films Inc., New York, consummated last week. Price in excess of \$200,000, through Blackburn-Hamilton Co. Sellers, subject to customary FCC approval, are Clifford Randall, Milwaukee attorney, Ray Borchert, contractor, Uline Estate, and other minority holders. Mr. Rosenman to reside in Milwaukee and assume active direction.

**AS IF TO** anticipate tug-of-war ahead, applicants or prospective applicants for TV are having tough time seeing certain individual members of FCC. Chairman Coy, among others, has adopted policy of refusing to discuss allocations involving individual markets and other Commissioners are following suit. One highly placed university president last week was unable to make engagement with Chairman Coy because of pendency of educational TV application.

**FCC WON'T** resume its consideration of step-by-step phases of new TV allocations until after New Year. Staff has been given assignments which will consume its time until then. No work regarded final until allocation task is completed—with target date remaining February 1.

**WHAT'S CBS** doing about rates? At this writing it's standing pat, presumably awaiting outcome of NBC approach on its new economic plan. CBS has announced it will await more detailed research, having been first network to subscribe to Ken Baker's Standard Audience Measurement Service.

**WILL EDWARD L. NORTON**, chairman of board of WAPI and WAFM (FM) and WAFM-TV Birmingham, and of WMBR-AM-FM-TV Jacksonville, continue as member of Federal Reserve Board? Highly successful as practical business man member of board, he committed himself for one year but already is three months beyond that limit. It's reported he's been asked to accept presidency of U. of Alabama, but that he's likely to remain in Washington, although not in present post.

**CODE** conundrum facing NARTB-Television: How can subscribing networks show real so non-subscribing affiliates won't get free ride?

**JOB** of enforcing code, incidentally, looming larger every day as problems multiply. Extensive legal safeguards will be thrown around seal to prevent pirating. Personnel needed to administer code getting serious study.

**UNIQUE** among Holiday Greetings: "Warmest wishes for an early spring—and TV thaw!" . . . George Gillingham, Director of Information, FCC.

**FORD MOTOR CO.**, through J. Walter Thompson (Continued on page 6)

## 105.7 MILLION RADIO SETS IN USE, CBS RADIO FINDS

RADIO set sales during 1951 totaled 10,953,201, according to yearend report issued Friday by CBS, which also reports yearend total of 42.7 million radio homes in United States, increase of 800,000 over January 1951. Country's radios now total 105.7 million in use in homes, autos and other places, up 9.7 million during year. Only 3% of population is without radio at home.

CBS Radio network started 1951 with 196 AM and 95 FM stations; it starts 1952 with 206 AM and 93 FM affiliates. During first ten months of 1951, 103 sponsors paid it gross income of \$58,249,713, more than half-million dollars more than comparable period of 1950.

Nielsen ratings, CBS reported, gave it 23 of 29 top-rated programs for week of Nov. 4-10; also showed CBS Radio with nine of top ten evening shows, three out of three in multi-weekly evening shows category, eight of top ten weekday daytime shows and three of three Saturday daytime shows.

## RONSON TO ENLARGE AD BUDGET IN 1952

**RONSON ART METAL WORKS** will have "advertising appropriations larger than ever" during months ahead, Alexander Harris, president, declared Friday. Commenting that "restricted supply of essential metals has induced us to use our heads," Mr. Harris reported that "we are coming through with beautiful lines, using metals at a minimum, other materials at a maximum."

"And while we keep the colors flying we intend to continue to beat the drums," Mr. Harris stated. "Our advertising appropriations will be larger than ever and we will continue to make such things as are worthy to tell the world about." Ronson currently advertises its cigarette lighters by sponsoring *Hollywood Stars on Stage* on ABC Radio network, Sun., 9:30-9:55 p.m. and *Star of the Family* on CBS-TV, moving to alternate Thursdays, 6-8:30 p.m.

## TWO ABC PROGRAMS PLACED ON CO-OP BASIS

TWO ABC quarter-hour afternoon radio shows being made available for cooperative sponsorship, Mondays through Fridays, Cooperative Program Sales Manager Frank Atkinson announced Friday. Programs are *Big Jon & Sparkie*, children's half-hour show which on Dec. 31 will be cut to 15 minutes in 5-5:15 p.m. spot and which will become cooperative availability Jan. 7, and *Marriage for Two*, which on Jan. 14 moves from 4:15-30 p.m. to 3-3:15 p.m. and will be offered as cooperative program beginning Jan. 28.

In other program changes, *Mark Trail* returns to ABC afternoon schedule in 5:15-30 p.m. spot vacated by shortening of *Big Jon & Sparkie*, and *Thy Neighbor's Voice* goes into 4:15-30 p.m. period now occupied by *Marriage for Two*.

## BUSINESS BRIEFLY

**FERTILIZER ACCOUNT** ● Davison Chemical Corp., N. Y. (fertilizer), recommending limited spot schedule in radio to start after first of year. Agency, St. Georges & Keyes, N. Y.

**HALO CONSIDERS** ● Colgate-Palmolive-Peet Co., N. Y. (Halo shampoo), considering spot radio campaign in scattered markets using five daytime spots per week. Agency, Sherman & Marquette, N. Y.

**AGENCY RECOMMENDS** ● Charles W. Hoyt Co., N. Y., has recommended radio campaign for Kentucky Club Smoking Tobacco to parent Co., Mail Pouch Tobacco, Wheeling, W. Va.

**GRIFFIN STARTING** ● Griffin Mfg. Co., Brooklyn (shoe polish), starting annual spot campaign in Florida in late January, following warm season around country. Agency, Birmingham, Castleman & Pierce, N. Y.

**RENUZIT ADDING** ● Renuzit Home Products, Philadelphia, adding several markets to its spot and women participation shows, starting early January. Agency, McKee & Albright, N. Y.

**LEVER ON ABC** ● Lever Bros. buying three quarter-hours weekly on ABC-TV's Frances Langford-Don Ameche show (Mon. through Fri., 12-1 p.m.). Effective Feb. 5, firm will sponsor 12-12:15 p.m. segment Tuesdays, Thursdays and Fridays. Agency, N. W. Ayer & Son, N. Y.

**GENERAL MILLS TV** ● General Mills has purchased 15-minute segment, Monday through Friday, on CBS-TV immediately following Arthur Godfrey's morning program, 10:30-10:45 a.m., effective first part of January. Product to be announced.

**PERSONNA TO CONTINUE** ● Advertising of Personna blades will continue during 1952 in radio, TV, magazines and newspapers, Otto E. Kraus, president, Personna Blade Co., announced Friday in a yearend statement. Mr. Kraus reported company's sales outlook for 1952 is even brighter than record made in 1951, its best year with nine times the volume obtained in 1950.

## B&B ADDS TRIO

**BENTON & BOWLES**, N. Y., has added three persons to its publicity staff. They are Marian Read, formerly with National Assn. of Manufacturers, Patrick Sweeney, formerly with Dancer-Fitzgerald-Sample, and John Astengo, who joined Hollywood office and had been with Los Angeles Community Chest.

## MBS 'GATOR COVERAGE

MUTUAL's coverage of 'Gator Bowl football game at Jacksonville, Fla., on New Year's Day will be available to MBS affiliates for local co-op selling, officials announced last week. Broadcast of game, Clemson vs. Miami, will begin at 1:45 p.m. (EST).

for more AT DEADLINE turn page





# at deadline

## Closed Circuit

(Continued from page 5)

### MULTITAPE ANNOUNCED BY RAWDON SMITH ASSOC.

NEW PROCESS of duplicating tape-recorded programs announced last week by Rawdon Smith Assoc., Washington, following years of development. Process described as adaptable to television, also motion pictures.

Machine can turn out 40 copies of half-hour tape program in one hour without coupling two or more standard tape recorders under current techniques.

Co-developers of method are L. S. Toogood, Chicago, and Rawdon Smith, Washington consulting engineer. New process permits duplication described as indistinguishable from original tape, or even better if equalizing techniques are used to overcome flaws.

### TEST PAY-AS-YOU-SEE

PERMIT to test its pay-as-you-see subscription TV system in Palm Springs, Calif., asked by International Telemeter Corp. in petition to city council. Telemeter would install special equipment to feed programs into desert community from KTLA (TV) Los Angeles (Paramount Pictures subsidiary) via system of cable and antenna facilities costing over \$100,000. Equipment installation would be ready by early fall. Paramount heavy stockholder in ITC.

### CREDIT ROLE REVISED

TECHNICAL change in Regulation W governing consumer credit, reconciling provisions with Office of Price Stabilization changes, made by Board of Governors, Federal Reserve System. Maximum loan value percentages are unchanged, being 85% for household appliances, radios and TV.

### MISS. STATION JOINS ABC

AFFILIATION of WABG Greenwood, Miss., with ABC Radio network announced Friday by network, boosting ABC Radio affiliates total to 304. On 960 kc with 1 kw-D and 500 w-N, station is owned by Greenwood Broadcasting Co., with Cy N. Bahakel as general manager.

### DALY IN CHICAGO

NEW office opened in Chicago at 135 S. La Salle St. by Harry J. Daly, attorney, in association with Downs, Johnson & Zahler. Thomas J. Downs, head of firm, is specialist in corporation, tax and transportation law. Mr. Daly will continue office in Metropolitan Bank Bldg., Washington.

### ABC TO CARRY AWARD

DINNER honoring football "Coach of the Year," Chuck Taylor, of Stanford U., will be broadcast by ABC radio network from Cincinnati 10:30-11 p.m. (EST) Jan. 10. Harry Wismer, ABC sports broadcaster, will emcee broadcast and Scripps-Howard Columnist Joe Williams will present awards.

### CALIF. DENIAL PROPOSED

INITIAL DECISION, denying by default application of Elwood R. Horwinski tr/as Radio Tahoe for 1240 kc with 100 w for Tahoe Valley, Calif., was issued by FCC Hearing Examiner Hugh B. Hutchison Friday. Denial was based on fact neither Mr. Horwinski nor counsel appeared when hearing was called Oct. 2.

## In this Issue—

### A BROADCASTING • TELECASTING

special year-end survey finds radio business prospects for 1952 not only better than some gloomy prophets had been predicting but actually the best of all time. TV's future is unpredictably big. Both media are riding the crest of the national economic wave. The survey begins on Page 23. For complete index to special features in the survey see Page 34.

Five advertisers are preparing big radio spot campaigns. Page 25.

Total gross billings of four national radio networks were \$14,970,355 in October, according to Publishers Information Bureau, P&G was top network spender. Page 25.

Radio and TV turn over big chunks of time to reports of U. S. prisoners of war held by Communists in Korea. Page 30.

Associated Program Service will set up TV film operation to distribute Encyclopedia Britannica films and pictures owned by Films Inc., which has rights to 16mm films made by Warner Bros. and 20th Century-Fox. Page 47.

Dr. Roslow, chief of Pulse, issues scathing criticism of Chappell report that found low correlation between Pulse and Hooper ratings. Page 80.

CBS-TV and two owned TV stations become NARTB Television members. Page 49.

New York State Bar Assn. condemns broadcasting and telecasting of Congressional hearings like famed Kefauver crime committee sessions. Page 81. Government okays broadcasting construction projects worth \$9.8 million, rejects another \$3.1 million worth. Page 61.

Jurisdictional scrap by three unions is shaping up at CBS Radio and CBS Television operations in New York and Los Angeles. Page 69.

Movie interests want exclusive frequencies for theatre TV. Page 56.

NBC-TV will increase network rates by 10% next July 1. Page 49.

Abe Schechter returns to NBC as general TV executive. Page 49.

Industry must take stand against personnel costs which will make profitable operation prohibitive, says Harold E. Fellows, NARTB president. Page 54.

Expansion of State Dept.'s broadcasting operations, with primary emphasis on TV services for foreign countries, seen as fresh possibility. Page 57.

## Upcoming

Dec. 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 35)

son Co., N. Y., currently preparing radio and TV campaign to start around Feb. 1.

STANDARD Oil Co. of California, who *Standard Hour* is venerable institution Pacific Coast radio, filming new series of hour-long musical shows for TV, using talent in classical field. Company expected to place new TV series beginning next fall. Same western TV stations it is now using for new dramatic series that starts in January.

### HADACOL MAY RESUME; COURT RULING AWAITED

LE BLANC Corp., under reorganization, will start advertising "shortly after the first of the year," providing approval of trustee is granted by that time, Milton F. Rosenthal, New York attorney selected for that position, announced Friday. Approval of Mr. Rosenthal as trustee expected to be granted automatically by N. Y. Southern District Court, which initially nominated him, once its jurisdiction over Le Blanc Corp. is established. After oral arguments on jurisdiction, challenged by group of southern creditors, were presented to him previous week, Judge William Bondy promise quick ruling, although in similar cases previously that has meant lapse of some months.

Advertising budget for Le Blanc Corp. manufacturer of Hadacol, will depend on availability of ready cash, Mr. Rosenthal said. A difficult thing to estimate since it will be controlled largely by court order. Comparing it with previous Le Blanc budgets, Mr. Rosenthal said it would be "attenuated" at beginning, but he hoped it would be expanded as business warranted. Expenditures will be divided about equally between radio and newspaper advertising and will be mostly in South and Southwest. Corporation officials have not seriously considered television, as yet, he said.

### TOP '51 NEWS STORIES REVIEWED BY ABC

TEN biggest news stories of year are to be reviewed from 3-3:30 p.m. EST Sunday when ABC radio network presents *This Year Around the World*, with John Daly narrating journalistic feature as recorded by network's news and special events department.

Included in radio-roundup will be recall of Gen. MacArthur, peace talks in Korea, Kefauver Crime Hearings, expulsion of British from Iran, Midwest floods, West Point cribbing scandal, Churchill's election, Eisenhower's bidding European defenses, firing of T. Lamar Caudle and Woodbridge, N. J., train wreck.

### 'SPACE PATROL' CHANGED

RALSTON PURINA Co.'s *Space Patrol* of ABC-TV, now carried alternate Sundays 6-6:30 p.m. (EST) instead of 4:30-5 p.m., to be fed live from KECA-TV Hollywood to network starting Jan. 13, ABC-TV announced Friday.

### WDIA MEMPHIS ASKS BOOST

INCREASE in power to 50 kw-D and 10 kw-N on 1070 kc asked by WDIA Memphis in application filed Friday at FCC by Harry Daly attorney. Station now operating on 730 kc with 250 w-D.

for more AT DEADLINE see page 82



# WREC IS THE *Key* TO A 2 BILLION DOLLAR BUYING POTENTIAL

*Rate, Per 1,000 Listeners,  
Has Gone Down 101%  
Compared With 1946—*



RADIO REACHES FURTHER.  
RADIO COSTS LESS.  
RADIO DELIVERS MORE  
THAN EVER BEFORE

**WREC**  
MEMPHIS  
NO. 1 STATION

Affiliated with CBS. 600 Kc. 5,000 WATTS

Represented by the KATZ AGENCY



REV. HAROLD M. GILMORE  
Denver Council of Churches

"...countless thousands  
of shut-ins inspired!"

"Countless thousands of the sick, shut-ins and those who for some reason could not attend church have been inspired through this gracious consideration of the broadcasting hosts," says Rev. Gilmore, Exec. Sec'y, Denver Council of Churches.

For 15 years KLZ has withheld from sale Sunday morning 11:00 to 12:00 for exclusive use of Denver Protestant, Catholic and Jewish churches. KLZ provides the time, lines and facilities as a contribution to the religious life of its community.

The KLZ Church Hour is one of many KLZ public service participations in the community life of the Rocky Mountain West.

**KLZ**

5000 WATTS—560 KC  
CBS RADIO

REPRESENTED NATIONALLY BY THE KATZ AGENCY



## BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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### WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor, STAFF: John H. Kearney, Wilson D. McCarthy, John Osborn, Keith Trantow, EDITORIAL ASSISTANTS: Pat Kowalczyk, Don Mortimer, Jean D. Statz, 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, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadt, Betty Krebs, Doris Kelly; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

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

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

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

\* Reg. U. S. Patent Office

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



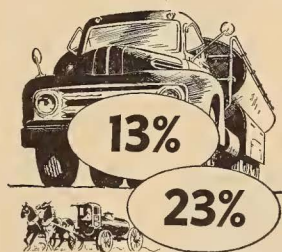
# The bigger we grow the smaller we get!



**1. Today**, Union Oil Company does an annual business of over \$250 million. This seems like a whale of a lot of business when you consider that back in 1910 (when we were 20 years old) we did an annual business of \$12 million.



**2. But back in 1910** there were only 468,500 cars in the U.S. and the average American used only one quart of petroleum products a day. Today there are over 44 million cars in the U.S. and the average American uses 1 9/10 gallons of petroleum products every day.



**4. Today** we are among the nation's 100 largest corporations and are 20 times as big as we were in 1910. But here's the important point: 42 years ago we did about 23% of the oil business in the 5 western states—our major marketing area. Today, in spite of our growth, we do only 13% of the oil business in the 5 western states!



**5. In view of all this**, it seems rather strange to hear so much talk about *bigness*. Of course, individual oil companies are bigger. They have to be bigger to serve the bigger need. But the vast majority aren't as big in proportion to the total business as they were 42 years ago. In fact, they are getting "smaller" all the time.



**3. To supply** this steadily increasing demand for petroleum products, long-established companies had to expand and many new companies have entered the field. As a result, competition has increased. In 1951 there were 4 1/2 times as many oil companies in the U.S. as there were in 1910—all in competition for your business.

## UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

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

**Manufacturers of Royal Triton, the amazing purple motor oil**

# Oklahoma City's Only 50,000 Watt Station

KOMA

## NEWS SENSE OR NUISANCE?

Our 24-hour metropolitan beat coverage of Oklahoma City News has won many listeners for KOMA . . . and we see to it that it won't cost us any!

You see, response to tests on our news regularly comes from 29 states, less interested in Oklahoma affairs than the 101 thousand radio families in Metropolitan Oklahoma City.

A simple rule keeps our local news from becoming a nuisance to them. Not a word of important local news is omitted, not an unimportant word permitted.

The result is that KOMA news-sense has provided news programmed for Oklahoma, but enjoyed by a quarter of the nation! For details, contact nearest Avery Knodel man or

**J. J. Bernard**  
VP and General Manager

# KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY *Avery Knodel, INC.*



agency

**ABBOTT KIMBALL**, president Abbott Kimball Co., N. Y., elected chairman of board of directors. **WILLIAM C. MATHEWS**, vice president and director, elected president.

**HENRY BOKHOF**, **EDWARD J. COLLINS**, **RAYMOND J. MAYWORTH** copy supervisors, and **JOHN B. BREUNIG**, art director, elected vice presidents Foote, Cone & Belding, Chicago.

**BUD GRANOFF** elected vice president in charge of newly opened New York offices of Lohmeyer-Adleman Inc., Phila. **JAMES S. MONTGOMERY** appointed copy chief and member of plans board in Philadelphia headquarters.

**L. BARTON WILSON**, account executive Edward W. Robotham & Co. Hartford elected vice president Wilson, Haight & Welsh Inc., Hartford. **JOHN BERRYMAN** named art director of New York office Wilson Haight & Welch. **G. THOMAS GALANTI** named production manager.



## on all accounts

**TERRI BRADY's** chief regret in life is that she "hasn't accomplished much."

When you consider that the life of the be-dimpled timebuyer of Raymond R. Morgan Co., Hollywood, has so far consisted of only 25 years, that in the 21st of those she started in advertising as a script girl and now, four years later, answers to the title of timebuyer for one of the West Coast's leading advertising agencies, that concern would appear to be unfounded.

The modest Miss Brady isn't wholly dependent on her talent, ambition and a love of advertising, either. Of no apparent handicap to her or the agency is the 5' 10" of height, hazel eyes and long wavy brown hair that presents a most attractive picture to a hesitating client.

Accounts that Miss Brady represents regionally for the agency include J. A. Folger & Co., San Francisco (coffee); White King Soap Co., Los Angeles, which sponsor on an alternating basis the 15-minute Frank Hemingway newscasts, Monday through Saturday on the full Don Lee Network, plus the Arizona and Intermountain Networks, in addition to radio spots; Planter's Nut

& Chocolate Co., currently participating on ABC Pacific Network *Lucky-U-Ranch*, a Raymond Morgan package; and the newly-acquired Victory Packing Co., Vernon (Calif.) (Thoro-Fed dog food, KalKan horse meat), which currently is working on plans for radio and television on regional spots.

To do a thorough job as a timebuyer, one can't just be a timebuyer *per se*, Miss Brady says. One must be familiar with other media as well as aware of the client's merchandising and production problems. All phases of these problems she feels, must be taken into consideration to do a complete job in the particular media in which she is working.

A genuine native of Los Angeles, she was born Theresa Brady, June 11, 1924. Following graduation from John Marshall High School, Los Angeles, in 1942, she attended U. of California at Los Angeles, majoring in English. While attending the university, she satisfied a desire to get into newspaper reporting by working at the Los Angeles *Examiner*.

Later replacing this love with one for advertising which she thought would prove not only just



Miss BRADY



# beat



**FRANZ J. SERDAHELY**, industrial copywriter A. E. Aldridge Assoc., Phila., named publicity director.

**MOLLY ARMSTRONG** appointed co-copy chief in charge of professional copy Lee Ramsdell & Co., Phila. **MARY P. WALLIS**, formerly with N. W. Ayer agency, to Ramsdell & Co., to assist in consumer division.

**THOMAS M. PATTERSON ORGANIZATION**, Phila., moves to new offices at 1715 Walnut St.

**ROBERT GURVITZ**, former associate editor Central Feature News, and **ROBERT BUSH**, senior editor General Electric News Bureau, named to public relations and promotion staff Cecil & Presbrey, N. Y.

**CRAWFORD & PORTER Adv.**, Atlanta, Ga., elected to membership in American Assn. of Advertising Agencies.

**JEROME H. SCOTT** appointed account executive Guenther, Brown & Berne Inc., Cincinnati. Mr. Scott was with Al Herr Adv., Milwaukee.

**ROBERT H. ANDERSON**, Moloney, Regan & Schmitt, N. Y., named account executive in TV department Free & Peters, Chicago.

**LLOYD B. MYERS**, vice-president Holst, Cummings & Myers Ltd., S. F., resigns as president of Art Directors Club of San Francisco. His successor will be named shortly.

**JOSEPH KELLER**, account executive Dove Adv. Agency, Sioux City, Iowa, to Wank & Wank Adv., S. F., as assistant account representative.

**JOHN K. CHURCHILL**, associate research director in charge of media research and markets analysis Benton & Bowles, N. Y., resigns. His future plans are expected to be announced shortly.

**ROGER F. MORAN**, radio-TV copywriter and producer Young & Rubicam, Chicago, to creative staff Earle Ludgin & Co., Chicago.

**H. VICTOR GROHMANN**, president Needham & Grohmann Inc., N. Y., elected to board of governors for New York Council of American Assn. of Advertising Agencies, to fill unexpired term of **WALTER WEIR**.

**CARL M. HEINTZ Sr.**, president Heintz & Co., elected chairman of board of governors of Southern California Chapter, American Assn. of Advertising Agencies. Others elected included **LEE RINGER**, president of Lee Ringer Co., vice-chairman; **JACK PRIVETT**, vice-president Mogge-Privett Inc., secretary-treasurer. Outgoing chairman is **RICHARD C. FRANCIS**, vice-president in charge of Pacific Coast for Campbell-Ewald Co.

**DOROTHY M. HALLER**, William H. Weintraub, N. Y., to Compton Adv., N. Y., as member of radio-TV copy department.

**GEORGE PATTON**, Roche-Eckhoff & Assoc., L. A., opens own agency, George Patton Co.

**FRANK WOODRUFF**, director of *Bigelow Theatre* productions for Young & Rubicam, resigns to do free lancing.

as interesting but perhaps more rewarding, she joined the Dan B. Miner Co., Los Angeles, as script girl. Within a year she had progressed to the timebuying department while still continuing her production duties on various radio shows. In 1950 she left that agency to join Walter McCreery Inc., Beverly Hills, in its radio and television department. In September of this year, she joined Raymond R. Morgan Co.

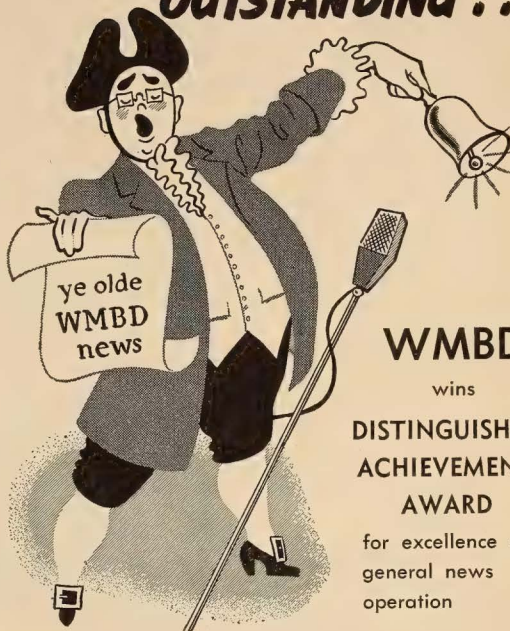
Still among the eligibles of the Hollywood glamour set, Miss Brady

makes her home in Los Angeles. Though she lives pretty much on her own cooking, she would hesitate to recommend her work.

Hobbies include her record collection, a rather sizable one that runs from classical to jazz; swimming; horseback riding; dancing, which she adores, and housework, which she feels she can live without.

Miss Brady also is a member of the Los Angeles Advertising Women Inc.

## Obviously OUTSTANDING...



### WMBD

wins

### DISTINGUISHED ACHIEVEMENT AWARD

for excellence of general news operation

In competition with radio stations throughout the nation, WMBD was recently named one of the 3 winners of Distinguished Achievement Awards for overall news operation. The results were announced by The National Association of Radio News Directors, at its Chicago Meeting in November.

Peorians are not surprised. The high caliber of WMBD news coverage is reflected in the consistently high audience ratings the newscasts maintain. The 5 members of WMBD's news staff, headed by Brooks Watson, have a combined background of some 75 years experience in factual reporting of local and national news. All newscasts are sponsored, many by the same advertisers for over 10 years!



BROOKS WATSON

OBVIOUSLY OUTSTANDING—THE NO. 1 BUY IN THE MIDWEST'S NO. 1 TEST MARKET!

CHARLES C. CALEY, Vice President and General Manager  
DON D. KYNASTON, Director of Sales

See Free & Peters...



**PEORIA**  
CBS Affiliate  
5000 Watts



# WANT TO TALK RADIO ON HILL?

New U. S. Sen. Seaton Will Be 'At Home'

IF ITS radio you want to talk about to Fred A. Seaton, Nebraska's new U. S. Senator to succeed Minority Leader Kenneth S. Wherry [B•T, Dec. 17], Sen. Seaton will not be found lacking.

While essentially a newspaperman, as he told a news conference last week, he's also a newsman who has had his share of experiences before the microphone. He has holdings in both radio and newspapers. He is president of KHAS Hastings, Neb., of KMAN Manhattan, Kan., and vice president of KGGF Coffeyville, Kan.

The Senator told BROADCASTING • TELECASTING that his newspaper experience dates back 35 years ago when as a seven-year-old, he puttered about his father's newspaper

printing shop. "Radio came along," he recalls, "and I got into that too."

First association with radio for Sen. Seaton was at college where he broadcast over KSAC Manhattan (Kansas State College). Later he free-lanced covering football games for KMBC Kansas City and provided voice for network participations.

Radio legislation? Sen. Seaton answers that he can't help but give his attention to something he is interested in personally.

However, the Senate is not the career that the newly-appointed Senator expects to follow. He makes it clear that he accepted the appointment on the condition that he be permitted to step aside after one year (1953) and return to the radio-newspaper business.



ATTENDING spot radio clinic luncheon at New York's Biltmore Hotel Dec. 11 were (l to r) Murray Grabhorn, managing director, National Assn. of Radio & TV Station Representatives; Fred Hague, George P. Hollingsbery Co. Robert Durham, general advertising manager of the Metropolitan Life Insurance Co., who was honored guest; Russell Walker, John E. Pearson Co. and Jerry C. Lyons, Weed & Co., and chairman of the spot radio clinic committee.

## milestones

► KYA San Francisco celebrated its 25th year of broadcasting last Tuesday. The event was marked by a combination anniversary-Christmas party at the Fairmont Hotel, where the station now maintains its studios. Civic and business leaders in the area joined the station staff in celebrating the event.

► Informal party feted Raymond J. Lloyd on his 25th anniversary with WIP Philadelphia as a member of the station's engineering staff. Mr. Lloyd was honored by Benedict Gimbel Jr., president and general manager of WIP, on Dec. 1. Special cake with a large silver WIP microphone as a center piece, and a gift from the station highlighted the party for Mr. Lloyd.

► WIS Columbia, S. C., has awarded five-year-service pins to Frank Harden, program director; Ed Hodgins, transmitter engineer, and Jimmie Lee Wise, porter. Now 14 employees—36% of the staff—have been with the NBC affiliate five or more years.

► ON-THE-AIR festivities helped signify the second anniversary of WOAI-TV San Antonio Dec. 11 when the station presented a half-hour TV celebration featuring its own talent. Background set for program was an enlarged reproduction of T-Day formally proclaimed by Mayor Jack White two years ago when WOAI-TV became city's first video outlet. Concluding part of show featured NBC-TV stars on network programs. Ed Hyman acted as m. c. for local program, produced and directed by W. Perry Dickey, WOAI-TV program manager. Station's promotion department sent to the trade a four-page, three-color souvenir program schedule in observance of anniversary.

**THE NASHVILLE AUDIENCE WRAPPED SPECIALLY FOR YOU**

An average 30.1\* share-of-audience makes **WLAC** the most-listened-to station in **NASHVILLE**

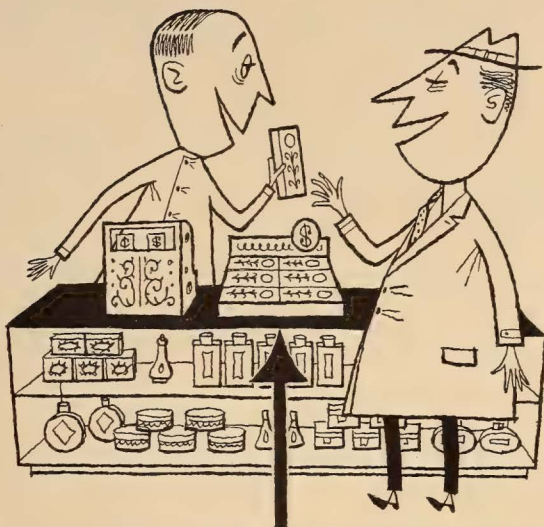
	WLAC	STA. A	STA. B	STA. C	STA. D	STA. E
MORNINGS	28.8	18.5	9.7	23.7	0.8	17.4
AFTERNOONS	32.5	17.3	9.4	6.1	1.2	31.4
EVENINGS	29.1	14.5	9.2	13.3		33.3

**WLAC**  
50,000 WATTS - CBS  
NASHVILLE, TENNESSEE

Represented by the  
PAUL H. RAYMER CO.

\* BASED ON **HOOPER** RADIO AUDIENCE INDEX OCT. 1951





## HOW TO GET **TOP-OF-COUNTER** POSITION in the Middle Atlantic market

### Case history shows point-of-purchase exposure quadrupled by KYW "FEATURE DRUGS" advertiser

Recently, the manufacturer of an oral hygiene product began to use KYW's "Feature Drugs" plan to promote sales in the Philadelphia area.

Before the "Feature Drugs" merchandising representatives went into action, the product was displayed on the counters of only 32 stores out of a group checked. **Afterwards**, the product moved to top-of-counter position in 94 additional stores.

Cases of **multiple exposure** increased from two to 122. Distribution jumped to 100 percent! That's the kind of action *you* can expect when you participate in KYW's "Feature Drugs."

It's more than a radio show... it's a complete program of advertising, merchandising and sales!

**You get** point-of-sale contacts, handled by a group of experienced drug merchandisers. **You get** pin-point promotions in hundreds of leading stores, with distribution of literature and samples where appropriate. **You get** regular reports on distribution, out-of-stock conditions, package visibility, shelf positions, rate of sale, competitive situations. In fact, KYW's "Feature Drugs" becomes a high-power extension of your own sales force in this important market! For availabilities and costs, check KYW or Free & Peters.

**KYW** **PHILADELPHIA**  
**50,000 WATTS**  
NBC AFFILIATE



Westinghouse Radio Stations Inc

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

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

**RADIO — AMERICA'S GREAT ADVERTISING MEDIUM**



## reasons why **WISH** is your best buy in '52!

**F**ull Merchandising Support

**I**ntegrated Promotion for every Advertiser

**F**ollow-thru with wholesaler, retailer and customer contacts

**T**ime-tested dealer-support program

**Y**ear-round success stories by the scores

**T**horough Understanding of your particular Problem!

**W**holehearted Cooperation down to the smallest detail

**O**wned and operated by Indiana people who Know and understand the great Indiana Market.

GET COMPLETE FACTS FROM YOUR BOLLING MAN — Or from WISH —  
"The Station that never out-promises  
BUT ALWAYS OUT-PERFORMS"

**WISH**  
INDIANAPOLIS  
1310 K.C.

**WHOT** — South Bend  
**WANE** — Fort Wayne  
**WHBU** — Anderson

Owned and Operated by  
**UNIVERSAL BROADCASTING CO., INC.**

Represented Nationally by The BOLLING COMPANY

# new business



### Spot . . .

**M**cCORMICK & CO., Baltimore (spices and extracts), which appointed Cecil & Presbrey, N. Y., a fortnight ago, is preparing a radio campaign using minutes and participations, daytime only, starting Jan. 1 in a number of markets for 39 weeks.

AMERICAN SNUFF Co., Memphis, to sponsor additional 13 *Old American Barn Dance* TV films as well as for a re-run of entire series of 26. Stations carrying the show, produced by Kling-United, Chicago, are WAGA-TV Atlanta, WBTV Charlotte, WFMY Greensboro, WMBR Jacksonville, WMCT Memphis and WSM-TV Nashville. WEST END BREWING Co., Utica, N. Y., will sponsor the program on four New York stations, WNEB-TV Binghamton, WRGB Schenectady, WSYR-TV Syracuse and WKTU Utica. Sales were made by United Television Programs. Agency for American Snuff is Simon & Gwynn, Memphis, and Harry B. Cohen, N. Y., is agency for West End Brewing.

### Network . . .

PLANTER NUT & CHOCOLATE Co., Wilkes-Barre, Pa. (Planter Salted Peanuts), starts sponsorship of *Lucky U Ranch*, Mon. through Fri., 12:30-1 p.m., on ABC Radio. Agency: Raymond R. Morgan Co., Hollywood.

GENERAL FOODS, N. Y. (Swansdown Cake Mixes, Instant Maxwell House Coffee), to sponsor *Claudia: Story of a Marriage* on NBC-TV, effective Jan. 6, in Sun. 6:30-7 p.m. period heretofore occupied by last half of *Hopalong Cassidy*, which has been under General Foods sponsorship. Agencies: Young & Rubicam, N. Y., for Swansdown Mixes; Benton & Bowles, N. Y., for Instant Coffee.

MILLER BREWING Co., Milwaukee (beer), scheduled to sponsor National Football League championship coverage when DuMont Network carried Cleveland Browns-Los Angeles Rams playoff Sunday. Agency: Mathisson & Assoc., Milwaukee.

REYNOLDS METALS Co., Richmond, to sponsor Dec. 29 simulcast of Arturo Toscanini and NBC Symphony Orchestra on NBC-Radio-TV, 6:30-7:30 p.m. EST. Agency: Buchanan & Co., N. Y.

CAMPANA SALES Co., Batavia, Ill., to sponsor *Sunday News Special* with newsman Ron Cochran over CBS Radio, Sun. 5:55-6 p.m., starting Jan. 6. Firm also sponsors five-minute Saturday newscast on CBS Radio, 11-11:05 a.m. Agency: Wallace-Ferry-Hanly Co., Chicago.

COLGATE-PALMOLIVE-PEET, Jersey City, renews sponsorship of three half-hours of *Strike It Rich* on CBS-TV, 11:30-12 noon five times weekly plus the half-hour nighttime version on Wed., 9-9:30 p.m. Agencies for account are William Esty, Sherman & Marquette, and Ted Bates, all of New York.

### Agency Appointments . . .

EKCO PRODUCTS Co., Chicago, names Dancer-Fitzgerald-Sample, same city, to handle advertising for its Minute Mop division. Media plans are being made now. Sewell Gardner, head of the Chicago office, is account executive. Earle Ludgin agency, also Chicago, handles rest of account.

VICTORY PACKING Co., Vernon, Calif., names Raymond R. Morgan Co., Hollywood. Regional radio and TV spots planned.

QUAKER OATS, Chicago, names Price, Robinson & Frank, Chicago, to handle advertising on its macaroni and flour products effective Jan. 1. Media plans are being made now. Vice President Robert Everett is account executive.

DAN T. CASSIDY, San Francisco, drapery dealer, appoints H. M. Leete & Co., S. F. Radio will be used.

AIRBORNE FLOWER & FREIGHT TRAFFIC Inc., with offices in 12 major U. S. markets, appoints Sidney Garfield & Assoc., S. F.

BROADCASTING • Telecasting



# DOUBLE AWARD *for* KTUL RESULTS



★ VIOLA NOBLE, Advertising manager, CLARKE'S GOOD CLOTHES: "Clarke's has sponsored the 10 p.m. news on KTUL nightly without a break for 13 years. We don't need a Hooper to determine what this program does for us."

★ CLEM SPERRY, Advertising Manager, OKLAHOMA TIRE and SUPPLY COMPANY: "By our own study, we have found radio to be the BEST MEDIUM we can use, day in and day out, to sell all types of merchandise at the lowest possible cost per impact. KTUL has done a fine job for us."

Both OTASCO  
and CLARKE'S  
are consistent  
**KTUL**  
ADVERTISERS



- THANKS TO THE "SUCCESS STORIES" OF THESE LOYAL SPONSORS, KTUL WON FIRST AND SECOND IN THE AUTOMOTIVE AND CLOTHING CATEGORIES, RESPECTIVELY, IN THE BAB "RADIO GETS RESULTS" CONTEST.

KTUL WAS ONE OF ONLY FIVE STATIONS IN THE NATION TO WIN TWO AWARDS — *Plus an* HONORABLE MENTION! KTUL IS THE **RESULTS** STATION IN TULSA!



# KTUL

**CBS  
in  
TULSA**

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

Did you  
ever—



Try to build an ad around a piece  
of art?  
It's like writing a spot from a  
sound effects start!  
But now that we have him on the  
page this way,  
Let's hear what Santa has to say.

"I've just stopped off at WRC,  
Where the folks wanted to chat  
with me.

They gave me a message to pass  
on to you,  
All you timebuyers, clients and  
office force too.

"You've all been so swell, the sta-  
tion folk said,  
That we're eagerly awaiting the  
year ahead  
When we'll be ready to serve you  
once more  
With the good radio buys we  
have always in store.

"The last thing I heard down in  
Washington  
Was this parting word for each  
and every one—

"Thanks a million from all of us  
here,

Best wishes for Christmas and  
the New Year."

**FIRST in WASHINGTON**  
**WRC**



**5,000 Watts • 980 KC**

Represented by **NBC SPOT SALES**



feature of the week

WANT to find your coverage?  
KRLD-TV Dallas did and received the "right answer," according to W. A. (Bill) Roberts, assistant general manager in charge of sales for KRLD-AM-TV.

"Best way to get answers was to go to the grass-roots," Mr. Roberts reflected. Two months ago the station sent questionnaires to 750 dealers in North Texas who sell and service television sets. They were asked whether the picture and signal in the dealer's area was "good, fair or tertiary (occasional)."

A third of those questioned answered, and, KRLD-TV points out, showed "actual performance . . . enabled us to get a graphic breakdown of KRLD-TV coverage by counties, which has been translated into a map-picture, showing good, fair and tertiary." Also asked was whether the station's



Mr. Roberts (l) explains color map of KRLD-TV's coverage by counties to Clifton Blackmon, in charge of advertising and director of public relations, First National Bank.

increased power to 27.3 kw visual and 13.6 kw audio improved its performance. Over 90% of the returns, the station asserts, proved the power increase "definitely improved reception . . ."



strictly business



**RALPH HENRY**

HE doesn't have to fight the "battle of the budget" when it comes to determining the advertising allocation for each year's operations—and this coming year he will direct the spending of more than \$2 million. That's one of the unique features of Ralph Henry's job as advertising manager of the Florida Citrus Commission.

The main function of the Florida Citrus Commission, a state agency with headquarters in Lakeland, termed the "World's Citrus Center," is to advertise and promote the sale of Florida citrus throughout the U. S. and Canada. The

agency is J. Walter Thompson Co., New York, which maintains a Lakeland office for close liaison with the Citrus Commission.

Mr. Henry was named head of the Commission's advertising department last October because of his first-hand experience in the citrus industry as well as knowledge of the merchandising and selling value of radio, newspapers and magazines from an individual market basis.

Starting his career with the Florida Citrus Commission in the spring of 1942 at Cleveland, Mr. Henry through the succeeding years worked with citrus advertising and sales in Cincinnati, Philadelphia and New York. As director of the Commission's merchandising division for the past five years, he has directed the important tie-ins of fruit sales in individual markets with both national and local advertising placed by the Commission's advertising agency. He hired and trained practically every one of the Commission's 30 field representatives now working in northeastern, central, western, and Canadian markets.

Ralph McDougall Henry was born in Amesville, Ohio. He went to high school in nearby Athens and attended Ohio U. in that city, where he obtained a B.S. in commerce in 1918. A job in the merchandising

(Continued on page 20)

**IF YOU'RE  
INTERESTED  
IN 1952...**

**You'll Find That  
Promotion-Wise  
WISN Will Continue  
To Be Milwaukee's  
Most Productive  
Station During The  
New Year.**

**May We Wish  
You and Yours A  
Year Filled With  
Real Success And  
True Happiness.**

**You'll Like Doing  
Business With WISN.**

**IN MILWAUKEE  
THEY LIS'N TO**

**WISN**

**5000 WATTS**

**Represented by  
KATZ Agency**



# INDEPENDENT RADIO GIVES WHAT THE HOME FOLKS LIKE

## JUST READ WHAT THESE INDEPENDENT THINKERS SAY:

"We believe this type of promotion (promoting Standard Oil's 'King Size Gas Buy') is excellent, and the dealers . . . have expressed their appreciation. Thank you again for this splendid cooperation."

—To Radio Station WMIN  
St. Paul, Minnesota  
From Standard Oil  
Company (Indiana)  
Minneapolis, Minnesota

"To say thanks (for excellent results obtained from WKYW spot radio) is putting it mildly. Dollar for dollar expenditure, your station is getting the larger portion of our advertising from this date on."

—To Radio Station WKYW  
Louisville, Kentucky  
From United Vacuum  
Cleaner Stores  
Louisville, Kentucky



## ANOTHER REASON WHY INDEPENDENT RADIO PAYS OFF FOR ADVERTISERS

In one city, folks prefer hill-billy . . . in another, the choice is long-hair. Independent Radio programming caters to "home town" tastes . . . gives the folks just what they like . . . not whatever the network happens to supply. Result: Independent Radio builds *listener loyalty* . . . which, in turn, becomes *product loyalty* for Independent advertisers. It will pay *you* to schedule the leading Independent Radio Stations. Write to any AIMS station for all the facts.

## THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

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

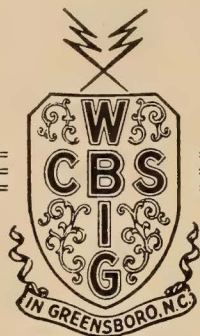
WMIE —Miami, Florida  
WMIL —Milwaukee, Wisconsin  
WKDA —Nashville, Tennessee  
WBOK —New Orleans, Louisiana  
WWSW —Pittsburgh, Pennsylvania  
KXKL —Portland, Oregon  
WXGI —Richmond, Virginia  
KSTL —St. Louis, Missouri  
WMIN —Minneapolis—St. Paul  
KNAK —Salt Lake City, Utah  
KITE —San Antonio,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

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

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

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





## "The Prestige Station of the Carolinas"

### GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market,\* there were 279,436 cars Sept. 30, 1951.† The composite result of 4 spot checks\*\* in Greensboro and High Point, N. C., covering 6,474 cars revealed 6,474% equipped with radios.

#### SOURCES:

\* BMB Study No. 2

† N. C. Dept. of Motor Vehicles  
Va. Dept. of Highways

\*\* Greensboro & High Point Police Depts.  
Member, High Point Fire Dept.  
Hege, Middleton & Neal

Represented by Hollingbery

5000  
Watts

CBS  
Affiliate

## open mike



### Spot Removers

#### EDITOR:

... I appreciated ... your editorial called "Blind Spot" [B•T, Dec. 10]. There is an amazing number of very smart people who are completely misled by the PIB figures and I have heard some fantastic statements made in speeches because of the omission of the spot revenue in the radio side of the picture. The whole thing seems especially ludicrous when you realize that, in the case of the newspapers, nearly all of the national business is actually spot business ...

Kenneth H. Baker  
President  
Standard Audit &  
Measurement Services  
New York

\* \* \*

### Pedal Pushers

#### EDITOR:

The worst automobile driver in the world knows that he has to step on the brake if he wants to stop. But how many accidents have been caused by a driver becoming panicky and tramping hard on the accelerator, or perhaps depressing the clutch instead of the brake pedal? ...

In the period of uncertainty facing the [radio] industry today, how many of the men in the driver's seat are pushing the wrong pedals ...

But which are the right pedals and which the wrong? Programming toward radio's only dramatic strong point, that is, developing the program of illusion, the creation of a picture in the mind, is, as any commercial program director knows, the right pedal. Rate-cutting, as any successful business executive except the radio executive knows, is the wrong pedal. ...

Blair Kelly  
Staff Announcer  
WGAL Lancaster, Pa.

\* \* \*

### Underprivileged Classes

#### EDITOR:

... For many years newspapermen have enjoyed rights and privileges not extended to radio and television newsmen. And you must admit, radio and TV newscasts are definitely here to stay.

These rights and privileges are as follows:

Newspapermen are exempt from

jury duty, but not radio and television reporters.

Newspapermen may sue for damages for assault, but radio and TV newsmen cannot do so.

Official news releases to newspapers, but not to radio and television stations.

Local laws that will not permit radio and TV coverage of court procedure.

The right of newspapermen not to reveal the source of their story ... a right denied to radio and TV news reporters ...

Stuart Strand  
News Director  
WHIO-TV Dayton

\* \* \*

### Posy

#### EDITOR:

Your YEARBOOK is most valuable in our work here at Fort Benning. We use it daily to locate radio stations to whom we send tape recording of voices of men who are stationed here. Without your YEARBOOK we would undoubtedly have difficulty in determining these stations. So you see it is invaluable to us.

Louis E. Holz  
Capt. Inf.  
Public Information Officer  
Ft. Benning, Ga.

\* \* \*

### Still Around

#### EDITOR:

Are you still publishing the magazine entitled BROADCASTING • TELECASTING?

T. D. Phillips  
Instructor, Radio-TV  
Fulton High School  
Knoxville, Tenn.

### Colonels All

CHICAGO radio staff of Free & Peters has been collectively named F & P "Colonel of the Year" for 1951. Honor is normally awarded to the individual who "combines sales achievements, company contribution and growth in personal stature to a truly notable degree." H. Preston Peters, president of the station representative firm explained Monday, when he presented the scroll of colonelcy to John A. Cory, vice president and midwest manager. No man combined these qualities sufficiently to earn the award in 1951, Mr. Peters said, "but the Chicago Radio Team has turned in a sales record far above 1950—that deserves some special recognition."



# Seasons' Best

**BROADCASTING  
TELECASTING**

*in this or any season, the Best news in Radio and Television.....*

## Strictly Business

(Continued from page 16)

department of a large mail order house, the Chas. Williams Stores, lured him to New York, where he pursued studies at Columbia U.'s School of Finance at night.

Then Mr. Henry centered his managing and selling efforts on the Ford as manager of the F. R. Beasley Ford dealership in Nelsonville, Ohio, for 12 years and as partner in a New Lexington, Ohio, dealership for three years. He later was employed by the Good-year Tire & Rubber Co. in Cleveland when citrus suddenly became the focus of his attention.

Within 24 hours a representative of the Florida citrus agency hired him, telling him he would have to learn the grocery business, authorizing him to set up a Cincinnati office for the Commission, and handing him a five-state ter-

ritory as a field for Florida citrus promotion.

In his present position, Mr. Henry works closely with Commission Manager Robert C. Evans and with the five-commissioner Advertising Committee headed by O. C. Minton of Ft. Pierce. TV and radio are credited with the success of a special six-week campaign this past summer to move what was considered too large a backlog of processed citrus juices.

During the 1951-52 citrus season, the Commission will spend \$253,000 for radio advertising and \$410,500 for TV [B-T, Dec. 3, Oct. 8, 1]. The total of \$663,500 represents a huge increase over the \$213,000 spent during the last season.

Of television, Ralph Henry says, "Our products lend themselves to

demonstration. We can show the housewife just how to prepare and serve citrus in the home." He and Commission Chairman W. F. (Red) Robinson of Leesburg firmly believe that because citrus represents an expenditure of \$650 million per year by consumers, the industry should spend money for advertising in proportion to income, approaching the amounts allocated by producers of prepared flour and cold cereals.

On April 30, 1945, Mr. Henry married Mildred Raines of Columbus, Ohio. They have no children. The Henrys are Presbyterians. Mr. Henry belongs to the Rotary International, the Masonic Lodge and the Elks. His fraternity is Delta Tau Delta.

He says he has no hobbies, but at that remark Mr. Henry's secretary nods toward a stack of trade magazines. He takes home an armful every night.

## Buffalo's WGR Reaches This Extra Canadian Market "Duty-Free"

WGR's powerful signal knows no international boundary line. It penetrates the two-billion dollar Toronto-Ontario marketing area just as intensively as the rich industrial and farming areas of Western New York.

So, when you "buy" Buffalo on WGR, you get one of the biggest "pluses" ever offered by any broadcasting station.



CBS Radio  
Network

CBS Radio Network

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

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

## NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS (Total U. S. Area, including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK NOVEMBER 4-10, 1951  
NIELSEN-RATING\*

Current Rank	Program	Current Rating	Current Homes %
EVENING, ONCE-A-WEEK (Average for Programs)			
1	Lux Radio Theatre (CBS)	17.2	(7.6)
2	Jack Benny (CBS)	16.9	
3	Amos 'n' Andy (CBS)	16.8	
4	Our Miss Brooks (CBS)	13.2	
5	Fibber McGee & Molly (NBC)	12.9	
6	Arthur Godfrey's Scouts (CBS)	12.4	
7	Charlie McCarthy Show (CBS)	12.2	
8	Suspense (CBS)	12.1	
9	People Are Funny (CBS)	11.8	
10	Mr. and Mrs. North (CBS)	11.8	
EVENING, MULTI-WEEKLY (Average for All Programs)			
1	Beulah (CBS)	9.7	(5.4)
2	Tide Show (CBS)	8.0	
3	Lowell Thomas (CBS)	7.9	
WEEKDAY (Average for All Programs)			
1	Arthur Godfrey (Liggett & Myers) (CBS)	9.1	(5.0)
2	Romance of Helen Trent (CBS)	8.2	
3	Ma Perkins (CBS)	8.0	
4	Pepper Young's Family (NBC)	8.0	
5	Arthur Godfrey (CBS)	7.9	
6	Our Gal, Sunday (CBS)	7.8	
7	Big Sister (CBS)	7.6	
8	Road of Life (NBC)	7.5	
9	Arthur Godfrey (Pillsbury) (CBS)	7.4	
10	Wendy Warren and the News (CBS)	7.2	
DAY, SUNDAY, (Average for All Programs)			
1	True Detective Mysteries (MBS)	7.5	(3.3)
2	The Shadow (MBS)	7.0	
3	Martin Kane, Private Eye (NBC)	6.0	
DAY, SATURDAY (Average for All Programs)			
1	Stars Over Hollywood (CBS)	8.0	(3.8)
2	Theatre of Today (CBS)	7.2	
3	Grand Central Station (CBS)	6.1	

NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(\* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.)

Copyright by A. C. Nielsen Co.

## Luminescence Report

A SURVEY on the theories of luminescence—the property some materials have of giving off light when hit by a stream of electrons—has been completed by Navy research experts looking toward better television tubes and other products. These materials make possible TV tubes, fluorescent lamps and other objects, according to the Commerce Dept.'s Office of Technical Services. The report (PB 102 597—A Survey of the Theoretical Aspects of the Luminescence of Inorganic Crystalline Solids) is available at OTS, Commerce Dept., at \$1 per copy.

## AM SUCCESS

### Advertiser Wins Contest

L. F. PUTNAM, a heavy radio advertiser for his home appliance store in Marysville, Calif., has won a General Electric sales contest which entitles him to an all-expense paid trip to New York in February.

Mr. Putnam, who placed the great bulk of his advertising over KMYC Marysville, took first honors in the San Francisco District during the contest period, Sept. 1 to Dec. 1.

Marysville and adjoining Yuba City form a community with fewer than 20,000 inhabitants. Mr. Putnam attributes to radio his winning out over dealers in metropolitan areas.



# Vic RADIO PROFIT Diehm Says:



*Greetings  
from  
the Belles*

*on my  
Christmas  
Tree.  
Vic*

## WAZL

Kathleen Rowan  
Marie Vurceovich  
Mary Lee McGeehan  
Kitty Kahler  
Catherine Briese

## ★ WHOL

Marjorie Bauman  
Mildred Hein

## ★ WHLM

Francis Saunders  
Bertie Faunas  
Patsy O'Brien  
Claire Peifer



## WAZL

HAZLETON, PA. NBC-MBS  
(Represented by Robert Meeker Associates)

## ★ WHOL

ALLENTOWN, PA. CBS

## ★ WHLM

BLOOMSBURG, PA. LIBERTY  
(Owned and Operated by Harry I. Magee)

# "The agency knew, when they picked KWKH"



## Says GRAY McCRAW

President, McCraw Distributing Co., Shreveport

### IMPORTANT LOUISIANA FEED DISTRIBUTOR

McCraw Distributing Co. is one of the largest and most successful farm-feed distributors in the Louisiana-Arkansas-Texas area. Their President is therefore in a perfect position to appraise KWKH's impact in rural areas. Here's what he recently wrote us:

"A few months ago I was named distributor for Nutrena Feeds in the Shreveport area, and I was rather amazed to learn that the manufacturer, Cargill, Inc., was using only one radio station, KWKH, to cover this area. Now I know why. This station reaches most of the farm families in my territory. They are thoroughly familiar with the product and with the radio program. Also, I have found this radio advertising helps me a lot in lining up new dealers. Those boys at the Bruce B. Brewer agency certainly knew what they were doing when they picked KWKH.

(Signed) Gray McCraw"



KWKH DAYTIME BMB MAP  
Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

# KWKH

50,000 Watts • CBS

**SHREVEPORT**

**Texas**

**LOUISIANA**

**Arkansas**

• The Branham Company  
Representatives

Henry Clay, General Manager



# BROADCASTING

## TRENDS for 1952



IN ALL broadcasting history there was never a year like 1951.

For radio it was a year of reappraisal. Until the growth of television, radio had never really paused to measure its own strength or, much less, to recognize a serious need to display it. By the end of 1951, broadcasters had begun to fully comprehend the power of their medium, and from that recognition drew such confidence that they were expecting 1952 to be the best year ever in their business.

For television 1951 was a year of fantastic growth. Network billings increased by nearly 185% over billings the year before (see story page 46). Though time sales in other categories had not yet been computed, it was reasonable to predict that they were up accordingly.

Both radio and television were riding the crest of the wave in a national economy which was reaching flood tide. Employment was at record peaks; so was national income. Despite the changing emphasis from civilian to defense production, there were plenty of consumer goods to go around—and plenty which manufacturers had to advertise.

Though scarcities in some consumer lines were expected to develop in 1952, few broadcasters or their customers were worrying much about them. The overwhelming majority of business leaders whom BROADCASTING • TELECASTING talked to in compiling this year-end survey saw nothing but better business ahead in the first quarter of 1952.

In the view of many, what happened in 1951 was a settling down process in radio and television.

TV had grown big enough to be

taken seriously; the novelty appeal had begun to wear off, and both advertisers and radio broadcasters began to look at TV in more sober perspective.

The question that broadcasters naturally asked was: What has radio got that TV hasn't? By year's end they had found a lot of answers. Two of them were: Economy and Size. These and other advantages were being sold to the hilt by broadcasters, as they had never sold before.

Probably the one event that crystallized radio action more than any other was the rate reductions made by leading networks in July, a choice made not by the networks but by their big advertisers.

What followed the network action was a spontaneous formation of an Affiliates Committee charged (and financed) to prevent further rate depression in the medium and to stimulate research that would be more equitable than the techniques that customers were using to drive rates down.

### Surge in Selling

What also followed was an invigorated sales effort on the part of radio in most parts of the country. Broadcasters in many cities joined together to sell radio in competition with other media and not just with itself. All these efforts were paying off at the end of 1951, and, unless almost every prophet in the country was entirely wrong, they would pay off even better next year.

Meanwhile, the networks were making changes in operations to accommodate changing patterns in radio. The object of most of these was flexibility, to give the advertiser wider latitude than hitherto possible in choosing how many stations he would buy over what period of time.

The growth of television revenue

far outstripped the growth of TV facilities. Frozen tight in the FCC ice, TV added only one station to the 107 that were on the air at the end of 1950. The major facility expansion of the year was the completion of the microwave-coaxial cable links connecting the West Coast to the East.

**ADVERTISERS:** Most will maintain and some will expand their 1952 radio budgets. Only slight evidence of declining spending in radio appears. More will boost TV budgets than radio budgets; a lot of them will hold TV to 1951 levels. None expects to retrench in TV. (Page 28.)

**AGENCIES:** 58% of them will increase radio spending; 29% will stick to 1951 levels; 13% will cut back somewhat. 77% will spend more in TV, 22% will spend the same. Virtually none will cut television. (Page 29.)

**AM STATIONS:** Worth noting is the fact that AM stations in TV markets are more optimistic than those outside the competitive range of TV. Both kinds, however, think prospects excellent for the first quarter of 1952. An average increase of 12.65% in total billings for all stations is anticipated. (Page 27.)

**TV STATIONS:** Everything is rosy. Stations expect average increases in first quarter of 1952, compared with first quarter of 1951, of 53% in total billings; 67% in network billings; 61% in national spot, and 48% in local. (Page 46).

**FM STATIONS:** Those that are FM-only and separately programmed report steady upward trend. They look for total billings to rise 31% in the first quarter, local business to be up 29% and national spot up 11%. (Page 35.)

**RADIO NETWORKS:** 1951 billings will be slightly under levels of

For both radio and television, 1952 promises nothing but expansion, bigger revenue for radio, bigger revenue and perhaps more stations for TV.

(For complete index of year-end statements by industry leaders see page 34)

1950, but network chiefs think the situation is stabilizing and that the future looks good. (Page 26). **TV NETWORKS:** 1951 billings will increase by nearly 185% over those of 1950. The curve may settle down somewhat next year, but not if ambitious expansion of schedules into new daytime hours can help it. (Page 46).

**NATIONAL REPRESENTATIVES:** They're optimistic about both radio and television, although the biggest increases they anticipate are in TV. Some note a trend "back to radio" by sponsors who took too deep a plunge into TV. They especially applaud the "sell radio" drive of AM stations that developed during 1951. (Page 30).

**FILM PRODUCERS:** Some say business will double in 1952. Others say it will triple. They believe film will comprise 65-80% of all TV programming (Page 48).

IN ITS Dec. 31 issue, BROADCASTING • TELECASTING will survey 1951 accomplishments and 1952 prospects of other elements of the industry including TRANSCRIPTION FIRMS, REGIONAL NETWORKS, RESEARCH SYSTEMS, BROADCAST MUSIC INC., NATIONAL ASSN. OF RADIO FARM DIRECTORS, and will also publish a special report on LEGISLATIVE ACTION.



# BAB ADVISORS

## Two Groups Are Named

MEMBERSHIPS of two new BAB advisory committees — promotion, headed by President Donald W. Thornburgh of WCAU Philadelphia, and research, headed by Crosley Broadcasting Corp. President Robert E. Dunville [CLOSED CIRCUIT, Dec. 10]—were announced last Thursday by BAB President William B. Ryan.

The functions of the committees formerly were combined in a single six-man Research-Promotion Committee. Each will counsel with President Ryan and his staff on projects dealing with its particular field. First individual committee meetings of 1952 are tentatively scheduled at BAB offices in New York during the second or third week in January.

Named to the promotion and research committees were:

**Promotion** — Mr. Thornburgh, chairman; Simon Goldman, WJTN Jamestown, N. Y.; Louis Hausman, CBS; Paul Kesten, radio consultant; William McGrath, WHDH Boston; William McGuinness, WGN Chicago; Arden Pangborn, WOAI San Antonio; H. Preston Peters, Free & Peters, New York; Robert Schmid, Mutual.

**Research** — Mr. Dunville, chairman; Stanley Breyer, KJBS San Francisco; Martin Campbell, WFAA Dallas; George Higgins, KMBC Kansas City; Ernest Lee Jahncke, ABC; Henry P. Johnston, WSGN Birmingham; Eugene Katz, Katz Agency, New York; Walter Scott, NBC.

## Yankee Appoints

YANKEE Network will be represented nationally by H-R Representatives Inc., effective Jan. 1, the network announced Thursday. Yankee has been represented by Edward Petry & Co. In addition to representing Yankee's regional network H-R Representative Inc. will serve as national representative by two Yankee-owned stations, WEAN Providence and WONS Hartford.

## Avery-Knodel for WLSL

WLSL Roanoke, Va., will be represented nationally by Avery-Knodel Inc. starting Jan. 1, according to Horace Fitzpatrick, WLSL assistant manager. The station had been represented since 1947 by Weed & Co.

## WWSC Names Rambeau

WWSC Glens Falls, N. Y., announced last week that it has appointed William G. Rambeau Co. as national representative.

## Burn-Smith for WESB

WESB Bradford, Pa., has named Burn-Smith Co. as national representative, effective Dec. 20, according to Joseph M. Cleary, WESB general manager.



Drawn for BROADCASTING • TELECASTING by Sid Hix  
"Shall we leave the comedy to Milton Berle, Dr. Kratzmeyer, and get on with the operation?"

## WINS POWER BOOST

### Now 50 kw Night

WINS New York reported last week that it commenced operations with 50 kw nighttime power—an increase from 10 kw—on Wednesday night, following notification from FCC that a license had been issued covering the power boost.

Spokesmen said the station had been engaged in program tests for 50 kw for approximately two months pending receipt of the license. Owned by Crosley Broadcasting Corp., WINS operates on 1010 kc with 50 kw day and has had a construction permit for 50 kw at night for some time.

## KFRM Joins CBS

KFRM Concordia, Kan., daytime station owned and operated by the licensee of KMBC Kansas City, has joined the CBS Radio Network as a bonus station to KMBC, William A. Schudt Jr., national director of station relations for CBS Radio, announced last Wednesday. The affiliation, effective Dec. 16, brought the total of CBS Radio affiliates to 207. KFRM, operating with 5 kw on 550 kc, daytime only, and KMBC, on 980 kc with 5 kw full-time, are licensed to Midland Broadcasting Co., headed by Arthur B. Church as president with George Higgins as vice president and general manager.

## 1865 Arthur Capper 1951

ARTHUR CAPPER, 86, died last Wednesday in Topeka, Kans. The former U. S. Senator and midwest publisher and station owner had been in ill health, suffering three pneumonia attacks in the past year.

The former Senator was head of Capper Publications Inc., which publishes *Kansas City Kansan* and *Topeka Daily Capital*. Capper Publications controls the Topeka Broadcasting Assn. Inc. (WIBW Topeka) and the KCKN Broadcasting Co. (KCKN Kansas City).

Although not active in radio legislative matters during his tenure in the Senate, which was continuous from 1919 to 1948, he was author of the Capper Bill to prohibit liquor advertising.

The dry bill was a perennial, the former Senator having introduced anti-liquor legislation in some eight sessions of Congress. However, the bill got only as far as obtaining a hearing before the Senate Interstate & Foreign Commerce Committee in 1947 [B•T, April 19, 1947].

Outstanding in business and politics, the Kansan had only a high



school education. He worked in a printing shop and rose to owner of 10 midwestern newspapers and magazines whose circulation was more than 4.5 million.

When 49, Mr. Capper was elected Kansas' first native born governor, then he went to the Senate in Washington. He was a Republican. He is survived by a sister, Mrs. A. L. Eustice, Evanston, Ill.

Funeral services were held last Saturday at the First Methodist Church in Topeka. Burial was to be in the Topeka Cemetery.

# WEED ELECTED

## Is President of NARTSR

ELECTION of Joseph J. Weed, Weed & Co., as president of the National Assn. of Radio and Television Station Representatives was announced last week following the association's annual elections. He succeeds Robert D. C. Meeker, of Robert Meeker Assoc., in the NARTSR presidency.

Other officers named in the balloting:

Eugene Katz, of the Katz Agency, was elected vice president. Adam J. Young Jr. of Adam J. Young Jr. Inc., was named secretary and William F. Weldon, of Blair-TV Inc., was chosen for treasurer. Joseph H. Timlin, of Branham Co., was elected to a two-year term on the board of directors.

Mr. Meeker, as retiring president, automatically becomes a director for a one-year term when the new slate takes office Jan. 1. The directorate held by Russell Woodward, of Free & Peters, has two more years to run and was not involved in the elections. Murray Grabhorn is NARTSR's managing director.

First NARTSR board meeting in 1952 is scheduled for January and the first membership meeting, for March.



Mr. Weed

## Two Join ABC

ABC RADIO announced last Thursday it is adding two North Carolina affiliates—WFRC Reidsville and WGAI Elizabeth City—which will boost its affiliation total to 303 stations when the new contracts become effective Jan. 1 (see early story page 77). WFRC, owned by Piedmont Carolina Broadcasting Co., operates on 1600 kc with 1 kw and is under the general management of Steve Woodson. WGAI, 560 kc with 1 kw day and 500 w night, is licensed to WGAI Radio Co. with Aulden Baker as general manager.

## Appliance Makers Buy

APPLIANCE manufacturers are concentrating on aggressive local radio advertising campaigns, according to Frederic W. Ziv Co., which reported that during the past month General Electric and Hotpoint dealers—often with co-op money—have bought Ziv programs for sponsorship in 18 cities. Although contracts have been signed in the pre-Christmas shopping season, most of them are for a firm 52 weeks, it was reported.



# SPOT RADIO

By FLORENCE SMALL

THE STATE of spot radio is strong and the prospects are for continued good health, according to a survey made by BROADCASTING • TELECASTING last week.

Five new and rather formidable campaigns are currently in preparation, more than compensating for the momentarily baleful effects of the departure of two advertisers from the spot arena: Surf, through N. W. Ayer & Son, and Blue Star Blades, BBDO.

Mirroring the bullish temper in spots was the announcement last week of renewals of a large number of network radio contracts.

## Significant Campaign

Most significant of the new campaigns in spot radio is that of Brown & Williamson, Louisville, which is currently preparing a radio spot schedule in regional and smaller markets, outside of TV areas, for its Kool and Viceroy cigarettes, starting on varying dates from Jan. 1 to Jan. 15. Contracts range from 13 to 52 weeks and are being placed by Ted Bates Co., New York.

Another new radio spot announcement schedule is being placed by Foremost Dairy for its milk, ice cream and frozen orange juice products through Fletcher D. Richards Inc., New York. Foremost will use 50 stations starting early in January for 26 weeks.

A third entry in spot radio is McCormick & Co., Baltimore (spices and extracts), through Cecil & Presbrey, New York, using minutes and participations, day-time only, starting Jan. 1 in a number of markets (see NEW BUSINESS page 14). Contract is for 39 weeks.

The fourth newcomer is Ballantine Ale through J. Walter Thompson Co., New York, which is preparing a spot, news and sport schedule in major and smaller markets, mostly on the Eastern Seaboard, to start after the first of the year. Contracts are for 52 weeks. This marks an emphasis in radio for this advertiser, since Ballantine is not cutting its TV schedule but placing additional money in radio.

The fifth is Best Foods' Nucoa's 33-week campaign as well as its H & O Oats' 22-week schedule starting Feb. 17, both placed through Benton & Bowles, New York.

## Renewals Recorded

But significant as this new business in radio spots may be, perhaps the firmest indication of the good health of the industry is reflected in the number of major renewals recorded last week.

One of the most important of these was General Mills Gold Medal flour renewal of Hymns of All

Churches on 60 stations, effective Jan. 1. Contract is for 52 weeks, placed through Dancer-Fitzgerald-Sample, New York.

American Chicle Co., New York, for its Clorets, renewed for 26 weeks its complete list of 48 stations, effective Jan. 1. Dancer-Fitzgerald-Sample, New York, is agency.

Ward Baking Co., New York, starting the first of the year, will resume all its radio spot in all of its plant cities, through J. Walter Thompson Co., New York.

Colgate-Palmolive-Peet has renewed its present Palmolive and Colgate Dental Cream schedule but has cut back temporarily on some of its Octagon renewals, through Ted Bates Co., New York. C-P-P through William Esty Co., New York, has renewed on most stations for Vel and Fab. All contracts are for 52 weeks.

B. C. Headache Powder through Harvey-Massenge Co., Durham, has renewed its schedule. The same is true of Stanback through Piedmont Adv., Salisbury, N. C.

General Electric (Lamp Div.), through BBDO, effective Jan. 1, renews its 20-week schedule on 70 stations.

Eso Standard Oil Co., through Marshchalk & Pratt, is understood to be continuing its list of radio stations for its news programs with 52-week contracts effective Jan. 1.

Anacin Aspirin through John F. Murray Agency, has picked up all of its availabilities for the new year.

Ex-Lax, through its new agency, Warwick & Legler, New York, is

understood to be reviewing its list.

Other renewing advertisers in spot radio are Continental Baking Co., Standard Brands, Blue Bonnet Margarine and Royal Desserts, all through Ted Bates & Co.

Of all the major radio spot advertisers, only two, Time and Life magazines and Birdseye Frozen Foods, both through Young & Rubicam, New York, have not yet made their renewal decisions.

Renewals of network radio contracts reported last week, or completed within the past fortnight, include the following:

## Tandem Plan

NBC Radio—The three shows offered under "Tandem Plan"—the 7:30-8 p.m. segment of Sunday evening's *Big Show*, *Martin and Lewis Show* on Friday 8:30-9 p.m., and *Mr. Keene* on Thursday 8:30-9 p.m.

—have been renewed by Liggett & Myers, Whitehall Pharmaceutical Co. and American Chicle Co. Additionally, R. J. Reynolds Tobacco Co., through William Esty Co., has renewed *Grand Ole Opry*, Saturday, 9:30-10 p.m.; *Mutual Benefit of Omaha, On the Line With Bob Considine*, Saturday 5:45-6 p.m., through Bozell & Jacobs, Omaha; *DuPont, Cavalcade of America*, Tuesday 8-8:30 p.m., through BBDO, New York, and Reynolds Metals, the 6:30-7 p.m. segment of *Big Show*, through Buchanan & Co., New York.

CBS Radio—Procter & Gamble has renewed *Rosemary Monday* through Friday, 11:45-12 noon, through Benton & Bowles, New York; *Metropolitan Life Insurance Co., Allan Jackson and the News*, Monday through Friday,

6-6:15 p.m., through Young & Rubicam, New York; *General Foods, Renfro Valley Sunday Morning Gathering*, Sunday, 8:30-9:15 a.m., through Benton & Bowles, New York; *Wm. Wrigley Jr. Co., Life With Luigi Tuesday*, 9-9:30 p.m., through Arthur Meyerhoff & Co., Chicago; *Sterling Drug, Pursuit*, Tuesday, 9:30-10 p.m., through Dancer-Fitzgerald-Sample, New York; *Toni Co., Grand Central Station Saturday*, 1-1:30 p.m., and *It Happens Every Day*, through Foote, Cone & Belding, Chicago, and *Lever Bros., Arthur Godfrey's Talent Scouts* simulcast Monday, 8:30-9 p.m., through Young & Rubicam, New York.

ABC Radio—Philco Corp. has renewed 9-9:15 a.m. segment of Monday-through-Friday *Breakfast Club*, through Hutchins Adv. Co., Philadelphia; *American Chicle Co., Will Rogers Show*, Tuesday, Thursday, 5:55-7 p.m., through Sullivan, Stauffer, Colwell & Bayles, New York, plus "Pyramid Plan" participations in *Top Guy Wednesday*, 8:30-9 p.m., and *Defense Attorney Thursday*, 8-8:30 p.m., through Dancer-Fitzgerald-Sample, New York; and *Warner-Hudnut Inc., Walter Winchell newscasts Sunday*, 9-9:15 p.m., through Kenyon & Eckhardt, New York.

Mutual—American Federation of Labor has renewed *Frank Edwards and the News*, Monday through Friday, 10-10:15 p.m., through Furman-Feiner Co., New York; *Kraft Foods*, 11:30-45 a.m. Tuesday and Thursday portion of *Queen for a Day*, through J. Walter Thompson Co., Chicago; P. Lorillard & Co., 11:45-12 noon Monday-through-Friday segment of *Queen for a Day*, through Lennen & Mitchell, New York; and *Pal Blade Co., Rod & Gun Club of the Air*, Thursday, 9:05-9:30 p.m., through Al Paul Lefton Agency, New York.

# OCTOBER GROSS

P&G Spends Near \$1.5 Million

SPEARHEADED by Procter & Gamble Co., which increased its gross purchases of network radio time from \$1,300,449 in September to \$1,483,852 in October, combined time purchases of all clients of four national radio networks in October totaled \$14,970,355, well ahead of September's \$11,860,646, according to data compiled by Publishers Information Bureau on network advertising expenditures.

PIB reports on time sales of NBC, CBS, ABC and MBS, does not yet include figures for Liberty Broadcasting System.

Eight of the top 10 users of

## TABLE I

TOP TEN RADIO NETWORK ADVERTISERS DURING OCTOBER 1951

1. Procter & Gamble Co.	\$1,483,852
2. Lever Bros. Co.	647,772
3. Sterling Drug	639,307
4. Miles Labs	623,249
5. General Foods Corp.	547,307
6. General Mills	504,654
7. Liggett & Myers Tobacco Co.	487,063
8. Campbell Soup Co.	470,056
9. American Home Products	426,473
10. Philip Morris Co.	423,384

time in October (Table I) were also in the top 10 list for September. Liggett & Myers Tobacco Co. and Philip Morris Co. joined this select group in October, replacing American Tobacco Co. and

Gillette Safety Razor Corp., which had appeared in the September list. Leading advertiser in each product class of network client is shown in Table II.

Food advertisers as a group were (29 and no pmuino)

## TABLE II

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR OCTOBER 1951

Agriculture & Farming	Allis-Chalmers Mfg. Co.	\$ 30,429
Apparel, Footwear & Access.	Brown Shoe Co.	10,405
Automotive, Auto. Access. & Equip.	Electric Auto-Life Co.	87,350
Beer & Wine	Pabst Brewing Co.	75,269
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	112,462
Confectionery & Soft Drinks	Wm. Wrigley Jr. Co.	148,578
Consumer Services	A. T. & T. Co.	75,857
Drugs & Remedies	Miles Labs	623,249
Foods & Food Prods.	General Foods Corp.	547,307
Gasoline, Lubricants & other Fuels	Standard Oil Co. of Indiana	107,406
Horticulture	Jackson & Perkins Co.	8,537
Household Equip.	Philco Corp.	140,159
Household Furn.	Armstrong Cork Co.	33,136
Industrial Materials	U. S. Steel Corp.	96,480
Insurance	Prudential Insurance Co. of America	134,525
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	91,422
Office Equip., Stationery & Writing Supplies	Hall Bros.	64,608
Publishing & Media	Book Assoc.	12,972
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	133,863
Retail & Direct by Mail	D. Hiss Shoes Inc.	948
Smoking Materials	Liggett & Myers Tobacco Co.	487,063
Soaps, Cleaners & Polishes	Procter & Gamble Co.	979,560
Toiletries & Toilet Goods	Gillette Safety Razor Co.	419,135
Transportation, Hotels & Resorts	Assn. of American Railroads	76,307
Miscellaneous	American Federation of Labor	104,604



# AM NETWORKS ANSWER TV's CHALLENGE

ONE BIG question confronting radio networks at the close of 1950 is whether, or how long, time rates can be kept from collapsing.

BROADCASTING • TELECASTING  
Dec. 25, 1950

THE QUESTION was answered this year.

All four old-line networks dropped their prices from 10 to 15% in time periods most affected by television viewing. It was an emergency measure to alleviate the clamor of advertisers for even lower rates.

But as 1951 drew to a close, emergency tactics had been replaced by long-range strategy. The networks were all taking careful measure of themselves and of

their times to find a way of extending their usefulness into a healthy future.



It was not an easy job. Last week Frank White, president of Mutual (the only one of four networks whose year's billings increased) summed up the network problem this way:

"Like Alice's Looking-Glass characters, we have to run hard to stay in the same place. . . ."

But though the job wasn't easy, it was not so hard as to defy achievement. There were plenty of signs that networks were entering 1952 in a far more vigorous state

of mind and better fighting trim than they had entered 1951. Part of the revitalization came from the awareness that 1951 had not been nearly as bad as some had predicted it would be.

It looked as though the total gross billings of the four radio networks whose figures are reported by Publishers Information Bureau would be about 4.4% below billings for 1950.

## \$175,350,000 Gross

Although PIB reports are complete only through October, a projection and estimate by BROADCASTING • TELECASTING indicate that total gross billings in 1951 will be \$175,350,000, compared with the \$183,519,037 that PIB reported for the year of 1950.

Network by network, the BROADCASTING • TELECASTING estimates for 1951 and PIB totals for 1950 were:

	1951	1950	Pct. Change
ABC	\$32,600,000	\$35,270,845	-7.6
CBS Radio	70,000,000	70,744,669	-1.1
MBS	17,750,000	16,091,977	+10.3
NBC	55,000,000	61,411,546	-10.4

Total \$175,350,000 \$183,519,037 -4.4

(Note: CBS Radio and NBC rate cuts effective July 1, were made in gross card rates and hence are reflected in PIB figures which are computed on the basis of gross card rates. ABC and Mutual readjustments were in the form of extra discounts, and since their gross card rates remain unchanged, their reductions are not indicated in PIB reports.)

## CBS Radio

Howard S. Meighan, president:

"In my opinion radio faces several basic problems in its economic progress toward the future. Among them:

"1. The reallocation of leisure time by the newspaper and magazine-reading, movie-going and radio-listening public which is now adding TV viewing to its entertainment fare.

"2. The reallocation of advertising dollars by the magazine, newspaper and radio advertising user who is now experimenting with costly TV.

"3. The reallocation of emotional interest on the part of the movie, legit and radio artist and artisan to whom TV is the biggest thing since sex and Shakespeare.

"Each of these problems can be illustrated in spectacular fashion as we all know. Viewed with a myopic eye, the full nature of any one of the problems could be completely depressing.

"A calm, long-range analysis, however, indicates strong hypotheses that might well end up as accomplished facts. It seems as little likely that television will kill

(Continued on page 37)

## Network Presidents Look to 1952 . . .



Mr. Kintner



Mr. White



Mr. McLendon



Mr. McConnell



Mr. Meighan

\* \* \*

## MBS

Frank White, president:

"Certain years in this business seem, in retrospect, to mark special milestones for broadcasters, while other years have mostly made history for advertisers. I think 1951 will go down in the record books as a year of turning-point significance for both broadcasters and advertisers.

"My own book rates 1951 as the year in which the radio industry—and a great many of its clients—woke up and faced facts. It is true that Mutual's own awakening took place some time before but the main evidence of our fact-facing

did not become fully visible until this year. In short, we had pioneered in many of the advances which the whole industry has taken, toward the common goal of an even-better vehicle for moving customers' goods; and the over-all shape of this advance is what distinguishes the year now closing.

"One of the biggest facts of '51 was the form in which TV emerged as an advertising medium . . . with aspects other than its novelty and glamor coming clear for the first time. There was evidence of new audience highs for certain shows in certain areas, and certain spon-

(Continued on page 36)

\* \* \*

## ABC

Robert E. Kitner, president:

"This past year has been the most successful in the history of ABC. In both radio and television, our network registered notable gains—in the acquisition of new, outstanding programs and in the utilization of our facilities by many more of the nation's top advertisers.

"During 1951, television took the giant stride to the Pacific Coast which the entire industry had so long awaited. [For story on television networks, see page 46.] During the coming year the results of that stride will manifest them-

selves and we believe that nowhere will those results be more in evidence than on the television network of ABC. In its Hollywood ABC-TV Center, our network already has the largest, most completely equipped and most modern television production site on the West Coast. From it, drawing upon the wealth of talent and technicians available in Hollywood, we plan to bring to ABC viewers top productions, both live and on film.

"Similarly, the completion of the

(Continued on page 35)

## NBC

Joseph H. McConnell, president,

"A little over a year ago, we at NBC decided that the time had come to emphasize and utilize radio's strong points to the fullest. We felt then, and subsequent developments have proved us correct, that the investment of funds, more specific tailoring of programs and new intensified sales approaches would benefit the radio network greatly. We have acted upon our beliefs.

"Today, we sell radio on its fundamental value to advertisers. We have formulated techniques that have made the NBC radio network one of the most compelling and attractive buys offered advertisers by any medium. Our news service is in the process of calculated expansion and our musical programming is being augmented to appeal to all tastes. Our current plans include bringing to NBC listeners, at low cost to advertisers, the greatest names in the entertainment field.

"As a result, we feel that we have adopted a realistic policy towards radio's position in the broadcasting world of today, and

(Continued on page 81)

\* \* \*

## LBS

The year 1951 also saw the rise of a fifth national network, Liberty Broadcasting System, which at year's end was busting out all over.

Gordon B. McLendon, LBS president:

"Having never put across a point by being vague, I shall be as blunt as I know how.

"With the Supreme Court's decision in the *Lorain Journal* case, there is obviously an increasing legal and judicial concern with the possibility of monopoly inherent in competitive relationships between

newspapers, AM, FM and TV.

"I predict that in 1952 many people, including the Federal Communications Commission, will arrive at the conclusion that competition in the communications field is being strangled to death. If nothing is done, within 10 years economic circumstances will have created a monopoly of communications within this country that has been exceeded only in dictatorships. With the advent of TV, there began the formation of a hor-

(Continued on page 81)



# AM STATIONS

*Life Can Be Beautiful Despite TV*

AM STATIONS in both TV and non-TV markets expect their total billings to increase in 1952.

Even more surprising to the portion of the advertising world that still hasn't discovered radio is here to stay is the revelation in a BROADCASTING • TELECASTING year-end survey that AM stations in TV markets expect total billings to go up even more than their brother stations in areas not having any television.

Reduced to digits, the situation looks this way:

- AM stations in TV markets believe total billings will increase 13.09% in 1952.

- AM stations in non-TV markets expect total billings to go up 12.32%.

- Average increase in total billings for all AM stations will be 12.65%.

The estimate of a 12.65% average increase for all AM stations matches closely a September prediction that



autumn business would go up 14.53% over autumn of 1950 [B•T, Sept. 17].

Forecast estimates are based on returns from substantial lists of stations in both TV and non-TV areas. The stations are believed to represent a true cross-section in each category.

## Breakdown of Responses

Not all types of billings will increase in 1952, AM stations indicate. In non-TV markets the AM stations expect:

- Local billings will increase an average of 12.79%.

- National spot billings will increase 13.74%.

- Network billings will go down 6.82%.

The AM situations in TV markets judging by the station forecasts, will be like this:

- Local billings will increase an average of 15%.

- National spot billings will go up 9.55%.

- Network billings will drop 2.75%.

Taking the average changes forecast by all AM stations, both TV and non-TV markets, the combined results figure this way:

- Local billings will increase 13.66%.

- National spot billings will increase 11.72%.

- Network billings will drop 5.60%.

Roughly the same trends were forecast just one year ago, at a

time predictions were freely made that radio was doomed to wilt away day by day. All available signs show that the year-old survey estimates were well founded though station income was struck by a network-instigated flush of rate-cutting.

A year later the shock of rate-cutting has been dissipated to a considerable extent but stations are expecting their network income to be a little lower than it was in 1951—down 5.60% according to the estimate of all AM outlets participating in the survey.

## TV Hasn't Hurt

Looking at individual estimates, only one AM station in non-TV markets looked for a drop in total billings and that was a 10% decline. Small decline was forecast in local business by one station and two outlets predicted national spot would be down slightly. Nearly a third of stations figured network billings would increase in 1952. In TV markets the situation almost exactly paralleled the non-TV areas.

Isolated instances of unusual optimism were apparent in both TV and non-TV regions. Highest increase in non-TV areas was an estimated 25%. On the other hand, a number of estimates in TV areas were 25% or over, with one looking for a 50% boost in total billings.

Interesting aspect of the broadcast study lies in the scarcity of television comments. Judging by comments of radio executives TV has not hit them hard enough to hurt. At the same time, TV stations have been riding an upward wave and a high percentage of them are operating in the black or are close to that point.

Some cities are enjoying better relations with large retailers, historically the softest phase of broadcast operation. Apparently the industrywide fight to persuade retailers that radio can sell for them is beginning to leave its impact.

## See Good Year

Added up, the comments of broadcasters give the idea that 1952 will be a fine radio year, probably the best in the medium's 31 years.

Typical broadcaster comments follow:

Hugh K. Boice, general manager, WEMP Milwaukee: "We expect radio business in Milwaukee to be as good or better than 1951—an all-time high. Radio continues to meet its competition from within—television, and its ability to produce good sales results against other

(Continued on page 65)

## WHAT'S AHEAD IN '52 FOR AM RADIO?

Prospective First Quarter, 1952  
Compared with First Quarter, 1951

### TOTAL BILLINGS

Radio in All Markets  12.65% up

Radio in Non-TV Markets  12.32% up

Radio in TV Markets  13.09% up

### LOCAL BILLINGS

Radio in All Markets  13.66% up

Radio in Non-TV Markets  12.79% up

Radio in TV Markets  15.00% up

### NATIONAL SPOT


Radio in All Markets  11.72% up

Radio in Non-TV Markets  13.74% up

Radio in TV Markets  9.55% up

### NETWORK

5.6% down  Radio in All Markets

6.82% down  Radio in Non-TV Markets

2.75% down  Radio in TV Markets



# ADVERTISERS

## Scant 6% Will Reduce Budgets

AN OVERWHELMING percentage of national advertisers will increase radio expenditures during the coming year or else hold them at the same level.

This same favorable trend—a little more so, in fact—will appear in the television budgets of national advertisers.

Only slight evidence of declining radio expenditures appeared in final tabulations of a BROADCASTING • TELECASTING survey conducted among leading advertisers spending a heavy share of the total national figure.

The survey results showed:

● Fifty-three percent of national advertisers plan to increase their radio expenditures next year; 41% plan to spend the same amount on radio and 6% will reduce expenditures.

● Fifty-six percent of national advertisers plan to increase their television expenditures in 1952; 44% will spend the same amount. No advertiser indicated intent to reduce TV expenditures.

While the survey results are on a sample basis, replies came from a substantial share of major advertisers who buy national radio and TV in large amounts and the returns are believed typical of large-company budgets.

Optimism predominated the replies compared to the feeling of uncertainty that prevailed just a year ago when memories of military reverses in Korea were still fresh.

Last year's survey failed to disclose any specific evidence that national sponsors were enamored of TV and would discard radio. At that time 57% of advertisers planned to increase radio appropriations in 1951. The 1952 figure is practically the same—56%. However there was a little evidence that radio might be cut but this amounted to only 6%.

Few pessimists were found among major radio and TV advertisers as they disclosed 1952 advertising plans and tried to look into the general economic picture. Many fear that shortages of raw materials may cut into civilian production but there is no evidence of panicky thinking as was the case a year ago when one advertiser could not predict "even future existence for 1951."

Some national advertisers ope-

rate on a fiscal year basis and could not give specific data on their 1952 budgets. Others said they would not give any information and a number submitted figures for use in compilations but not for publication.

In some cases the expanded TV budgets are based on rising costs or on use of a larger number of stations. Cost increases appeared both in the program itself and in the rates of stations.

The list of major advertisers planning to raise their radio for 1951 covers a diversified field and is not concentrated in any particular line.

Some of the highlights among the advertisers' returns follow:

Norwich Pharmaceutical Co. is optimistic over business prospects though recognizing uncertainties and tax problems. The company will spend about the same amount for spot radio but increase TV expenditures somewhat due largely to rising rates, according to John Alden, vice president in charge of advertising.

International Silver Co. hopes to use both radio and TV next year, said George Morrison, advertising manager. Plans are not yet settled. Business prospects look "reasonably good."

Radio expenditures of General Mills will remain about the same but TV will be "up substantially," L. H. Crites, radio-TV program director, disclosed. The company is looking forward to the new year

"with confidence and optimism."

Another leader in the media field, Procter & Gamble Co., plans no radical changes in its advertising activity during the first six months of 1952 but can make no predictions about the last half of the year because of its fiscal-year basis.

On the other hand, S. C. Johnson & Son plans TV and radio commitments "considerably greater than in 1951," according to William N. Connolly, advertising director. He believes 1952 will be a generally good year for business, with a highly competitive situation among soft goods manufacturers. Total personal income is expected to increase, with a slight rise in prices probable.

### Triples TV Budget

George Oliva, advertising director of National Biscuit Co., said TV expenditures will reach \$1 million in 1952, triple the 1951 figure. Radio expenditures will remain around the \$1,600,000 point next year.

Both radio and TV will be increased over 1951, said George J. Abrams, advertising manager of Block Drug Co., Jersey City. Spot radio will account for a third of the \$3 million radio-TV budget, with television getting the rest. Business prospects are considered encouraging "particularly with Ammident still climbing," Mr. Abrams added.

Ben N. Pollack, sales promotion manager of Richfield Oil Corp. of

New York, advised that the company, big radio users for a decade, proposes to switch its advertising from radio to newspapers. A co-op program will be available to Richfield distributors, he said, giving them a chance to use local radio as in past years.

Esso Standard Oil Co. will increase both radio and TV slightly in 1952, said Robert Gray, director of advertising and promotion. With business outlook excellent, Esso will spend about \$1,300,000 in radio and \$1,500,000 in TV next year.

"Radio and TV should become increasingly important media for Trans World Airlines in reaching broader markets for air travel," in the opinion of S. J. Henry Jr., assistant advertising director. TWA is planning \$99 coast-to-coast sky-coach service and transatlantic tourist service early in 1952, subject to federal approval, and looks for increased traffic. The company spent a half-million in radio and TV during 1951 but hasn't made specific plans for 1952.

Shell Oil Co. plans "to spend more money in radio plus television next year than in 1951," said D. C. Marschner, advertising and sales promotion manager. The share going to each medium will depend "upon how far radio costs go down and how much television costs increase." He said Shell intends "to remain flexible," and described the business outlook as "good."

Tom Debow, advertising manager of Cities Service, said total radio-TV expenditures in 1952 will exceed \$1,250,000 compared to \$1,133,000 spent in 1951. The company uses network and local radio along with TV.

Toni Co. is unready to give details of its 1952 budget "but it will be the highest in Toni history and a new high in the cosmetics industry," said R. N. W. Harris, president. Radio, TV and printed media "will share almost equally," he noted. The company has extensive merchandising plans for 1952 and anticipates "its biggest year ever."

V. H. Gies, sales and advertising vice president of Mars Inc., said the company "expects to spend approximately 10% more in advertising in 1952 than in 1951," anticipating increased volume for quality merchandise. While he would

(Continued on page 73)

## MEDIA ROLE

## Advertising Faces Bigger Responsibility—West

By PAUL B. WEST

President, Assn. of National Advertisers

ADVERTISING over the years has been called on to carry a larger share of American industry's overall selling job. It is greatly to the credit of the efficiency of radio, and now to television, as well as to the other advertising media, that this advertising job is being done well

while the overall expenditure for advertising as compared to total sales expense is declining.

Next year—and particularly in the future when the artificial conditions resulting from the mobilization effort end

and the country at large will be even greater as regards both its primary role of moving merchandise at lower cost and in its public service function as exemplified in the campaigns of the Advertising Council. On this score, I feel confident that the broadcasting industry will make a growing and increasingly effective contribution to these important tasks.



Mr. West

—advertising's responsibility to in-



B. Abrams

Mr. Henry

G. Abrams

Mr. Caperton

Mr. Crites

Mr. Harris

Mr. Piggott

Mr. Alden

Mr. Connolly

Mr. Oliva



gets  
e cus-  
reads  
writing  
co-op  
Rich-  
giving  
radio



Mr. Knight Mr. Hixson Mr. Hanna Mr. Lewis Mr. Abel Mr. Temple Mr. Stewart Mr. Belding Mr. Chalmers Miss Gilbert

\* \* \*

\* \* \*

# AGENCIES

**OVERTONE** of an energetic activity in radio and television billings in tune with a predicted good advertising year is pointed up in **BROADCASTING • TELECASTING's** year-end survey of advertising agencies.

A majority of those surveyed, some 58%, 1% more than last year, plan to increase radio budgets;

13% expect to cut them (by an average 10%) while 29% look for the same volume of



business as last year.

In television, 77% predict allotments will be increased, a little more than 22% believe spending will stay on an even keel and far less than 1% expect to cut back.

Factors which stand out in agency executive opinion:

● Radio is still a good buy for the client. Reason for the expected upsurge in radio buying is a two-fold pattern:

(1) Local advertiser, finding himself jockeyed out of the TV picture because of growing production costs or higher station rates, wants radio. He's attracted by the low-cost.

(2) National advertiser, crowded by high TV costs or lack of availabilities, wants radio mostly on a spot basis.

● Agencies, located in New York, Chicago and Los Angeles, handling most radio-TV dollars, see a comeback in radio and plan budgets accordingly. Reasons vary. Two basic ones are:

(1) Radio is now selling itself and shows signs of promoting its low-cost sales appeal.

(2) In addition, growth of out-of-home listening, such as portables and auto radio, is beginning to tick with the advertiser.

Comparisons with the trends reported last year in agency business are summarized as follows:

● **RADIO**—Some 57% of agencies had planned to increase budgets this year, 58% next year. Sixteen per cent had expected to decrease budgets in 1951, only 13% in 1952.

● **TELEVISION**—While 82% this year looked to bigger budgets in TV, the percentage for next year is down 5%, although hinging on

TV freeze lift and addition of new markets. For this year 18% expected same spending in television, for next year it's more than 22%.

Other trends underlined in the agency survey are:

● Daytime hours in radio in key market centers, particularly where TV is present, are enticing advertisers' dollars.

● West Coast agencies are very conscious of out-of-home listening.

● Midwest looks to a hand-in-hand radio-TV billings increase.

Typical comments from agency spokesmen:

## NEW YORK

Arthur Pryor, vice president in charge of radio and television, BBDO, says: "I believe there will be a normal increase in expenditures in both radio and TV."

Edward Aleshire, Harry B. Cohen Agency, observes: "It's going to be even better than this year." Agency places billings in the \$1.5 million class and expects radio to be up 25% in the first quarter next year as compared with the same period last year. Same for TV.

James E. Hanna, vice president in New York for N. W. Ayer & Son, says in his "shop" radio billings will remain level and TV billings will increase, the latter as a result of both new business already booked and rate increases taking

effect on current business. "Crystal-balling," he notes, "for the industry at large" is "downward trend in radio will continue at a lesser rate. TV billings will be split among more advertisers. . ."

Harold L. McClinton, president of Calkins, Holden, Carlock, McClinton & Smith, which handles volume in the \$1.5 million category, predicts radio will be up 100% at his agency, television down 10%. His comment: "It looks to me like both radio and television will be excellent in 1952. I personally think radio is on its way to recovery, especially if it's sold right as to rates, frequency and size of program segments. Television obviously is going to keep on rolling."

An agency that places more than \$5 million in time, Benton & Bowles, expects "substantial" increases in both AM and TV next year. Estimates come from Walter Craig, vice president in charge of radio and television.

Although he predicts "1952 will be a bigger radio and TV year than '51 in line with general business forecasts and outlook," William Chalmers, vice president in charge of radio and TV, Grey Adv., estimates the agency will spend the same in both media next year's first quarter as in the same period this year.

Another even keel prediction for radio comes from Adrian Samish,

vice president in charge of radio and television, Dancer-Fitzgerald-Sample, which is hiking TV by 25-50%. He comments: "1952 will be brighter than ever. We believe in radio as a good advertising medium and see no reason to cut back." The agency handles more than \$10 million in radio-TV billings.

William Von Zehle, president, William Von Zehle Co., thinks radio and television are "terrific" and the agency estimates a boost of 25% radio, 40% television.

John A. Cairns, president, Anderson & Cairns, says his agency expects to double radio-TV billings the next year's quarter (100% increase). Agency handles billings in the \$1.5 million category.

Of this he remarks: "An increase of more than 100% in 1951 radio and television billing reflects the increasing importance of TV as an advertising medium. At the same time, it is interesting to note that our radio billing has also increased. Perhaps that shows that our clients are not yet ready to consign radio to the graveyard."

Maxwell Dane, vice president and general manager, Doyle, Dane & Bernback, sees 15% increases in both media—"in many areas the downward trend in radio has been stopped and radio will hold its own in '52. . ."

Frank Gilday, vice president and business manager of Cecil & Presbrey's radio and TV department, thinks next year will bring a continuation of the "selectivity" trend in television.

William B. Lewis, president, Kenyon & Eckhardt, estimates radio will be down 10%, television up 25%, at his agency and finds a challenge to both radio—"it can take advantage of the weakness evident in the present structure of television"; it needs "showmanlike selling and merchandising"—and television—"its programming must improve and be fresh enough to keep viewing up to past levels."

Similar trend is predicted by Everard W. Meade, vice president and director of radio-television, Young & Rubicam, who says his agency plans radio to be down 10%, television up 50%. Agency places more than \$10 million in radio-TV.

Mr. Meade turns prophet with: "1952: The year of expanding new techniques (look at Ed Murrow,

(Continued on page 88)

# AAAA

## Cost Conscious Sponsors Expected in New Year

By FREDERIC R. GAMBLE

President, American Assn. of Advertising Agencies

**BROADCASTING** enters 1952 with some new assets to its credit.

There is the recombination of the national organization, as the NARTB, under new leadership. And there is the reconstitution of Broadcast Advertising Bureau, with an aggressive sales program and under new leadership.

There is also the reconstitution of Advertising Research Foundation as a fully tri-partite organization open to broadcasters and other media as participating subscribers. Given strong support by broadcasters, there is opportunity here for good and constructive action.

There is also—throughout broad-



Mr. Gamble

casting, on the part of many advertisers and broadcasters—a healthy tendency to review time and talent costs in relation to general program effectiveness. It is healthy, I think, because business will be increasingly cost conscious about advertising as a whole during 1952.

The coming year is not one when we can be complacent about the country's advertising effort. The volume of advertising is not keep-

(Continued on page 81)





Mr. Young   Mr. French   Mr. Headley   Mr. Meeker   Mr. Wallace   Mr. O'Connell   Mr. Raymer   Mr. Pearson   Mr. Walker   Mr. Wise

# REPRESENTATIVES

PROSPECTS for both radio and television national spot business seem bright for the new year in the view of most station representatives offering comment last week.

Approximately 10 to 15% increase in radio billings was predicted by some for the first quarter

of 1952 as compared to the same period of 1951, while estimates for TV ranged widely from "about the same" to as much as 33% increase. Many declined to estimate TV prospects specifically. A few see radio dropping in the first quarter while others expect billings to continue the same.

Interesting trend noted by several representatives, particularly on the West Coast, is a swing by advertisers "back to radio" after spending major portions of their budgets in TV. They noted loss of sales especially in fringe areas of TV markets and the smaller non-TV markets where they had eased their radio spending in favor of video.

Similarly, some representatives reported increasing acceptance by national advertisers of local programs on local stations in smaller markets in lieu of attempting blanket coverage via "powerhouse" stations in the major markets.

Network "flexibility" and "selective" plans, as well as rate adjustments, drew fire in several quarters in defense of network affiliates. One executive predicted a swing to independent status by some affiliates when the chips are down because of the noted strength and success of many independents today. Another, however, thought many affiliates would just "knuckle down." Affiliates' selectivity of network programs also was predicted as competition stiffens.

Several executives praised the "sell radio" drive undertaken by broadcasters this past year as responsible for the more healthy industry condition, while others suggested a better state would ensue if radio and TV sold against other media and not against each other.

Several executives modified their bright estimates with "ifs" relat-

ing to the international situation and unexpected upheavals in the domestic economy.

Prospects for radio in Canada were brighter than the U. S., if the estimates of executives there bear true. Strong swing to local station programs and local spots was noted. More business for the locals also was predicted as the Canadian Broadcasting Corp. puts into effect its plans to reduce commercial programs, particularly in the daytime.

Paul H. Raymer, head of the New York firm bearing his name, observed that "the impetus generated by the aggressive 'sell radio' campaign is certain to be reflected all through the broadcasting industry. Both radio and television

should enjoy their most prosperous year in 1952.

"Prospects for increased billings in the national spot field are particularly encouraging. With shortages threatened, advertisers will direct their campaigns into areas where now they enjoy the greatest distribution. In fields not affected by cutbacks or curtailed production, advertising will be appropriated for particular markets where potential is greatest. Thus, the flexibility of national spot will be utilized more than ever before to meet changing conditions."

Comparing the first quarter of '52 with first quarter of '51, Mr. Raymer said:

"Although the first quarter of

'51 was considerably ahead of comparable period in 1950 for radio I look for substantial gains in first quarter of '52. Radio's successful effort to sell itself has brought about the realization that it is still the medium to reach the mass audience at the lowest cost per impression.

"Television, still enjoying a rising curve, will introduce new advertisers to the medium. Because production costs are, in some cases beyond the reach of moderate advertisers, spot television will witness its greatest quarter in the first quarter of 1952."

John E. Pearson, head of John E.

(Continued on page 70)

## Radio-TV Prospects Good

# POW REPORTS

CONTINUOUS service to the American public by both Radio and TV networks—lasting well beyond normal broadcasting hours—was provided Tuesday night when the Communist list of 3,198 American prisoners of war in Korea was released through Tokyo and Washington sources.

Radio programming for the last evening was almost exclusively given over to reading the lists, with CBS Radio broadcasting all night and into the first scheduled programs for Wednesday, ABC Radio continuing until 5:36 a.m. and NBC devoting substantial time to the news break up to its usual 1 a.m. signoff. Television coverage, too, was a costly and hour-consuming process, with ABC-TV cameras at work until 2:03 a.m.; CBS-Television until 4:13 a.m. and NBC-TV until 5:10 a.m. The DuMont TV Network also ran over its usual schedule.

Mutual program executives decided that the listing of unverified names "might cause greater confusion and contribute still further to public anxiety." MBS newsmen, while reporting release of names, advised listeners to telephone MBS affiliates in each community to check on individuals for whom they were concerned and network spokesmen reported thousands of calls were received.

Via CBS Radio continuous broadcasts started at 11:15 p.m. EST and lasted for the succeeding 10 hours with announcers alternating be-

tween reports of the list from the Pentagon, which gave serial numbers, next of kin and addresses of prisoners, and the list received by wire from Tokyo, which was not verified by the U.S. Government. The Jack Smith-Dinah Shore-Ginny Simms Show was interrupted at 7:22 p.m. EST with a bulletin and broken into again two minutes later, with the first six names.

Three switches were made to Washington on Edward R. Murrow's CBS Radio news broadcast from 7:45-8 p.m. to read names just received from the Pentagon, and when lists were available from both Washington and Tokyo at 11:15 p.m., the CBS Radio news staff took over to keep the station on the air all night, with final names broadcast shortly after 9 a.m. the following day.

Work was supervised by Edmund A. Chester, director of CBS Radio news, and Wells Church, editor-in-chief—both of whom worked throughout the night—while correspondents Bill Downs, Bill Costello and Bill Shadel worked from the Pentagon all night, supported by a staff of announcers in New York who worked in shifts.

ABC Radio started coverage at 1 p.m. EST Tuesday when Paul Harvey reported on his news show that a list was about to be released by the enemy. Spot announcements repeated the information through-

(Continued on page 60)

## Radio TV Cover Fully

### The Prayerful Night

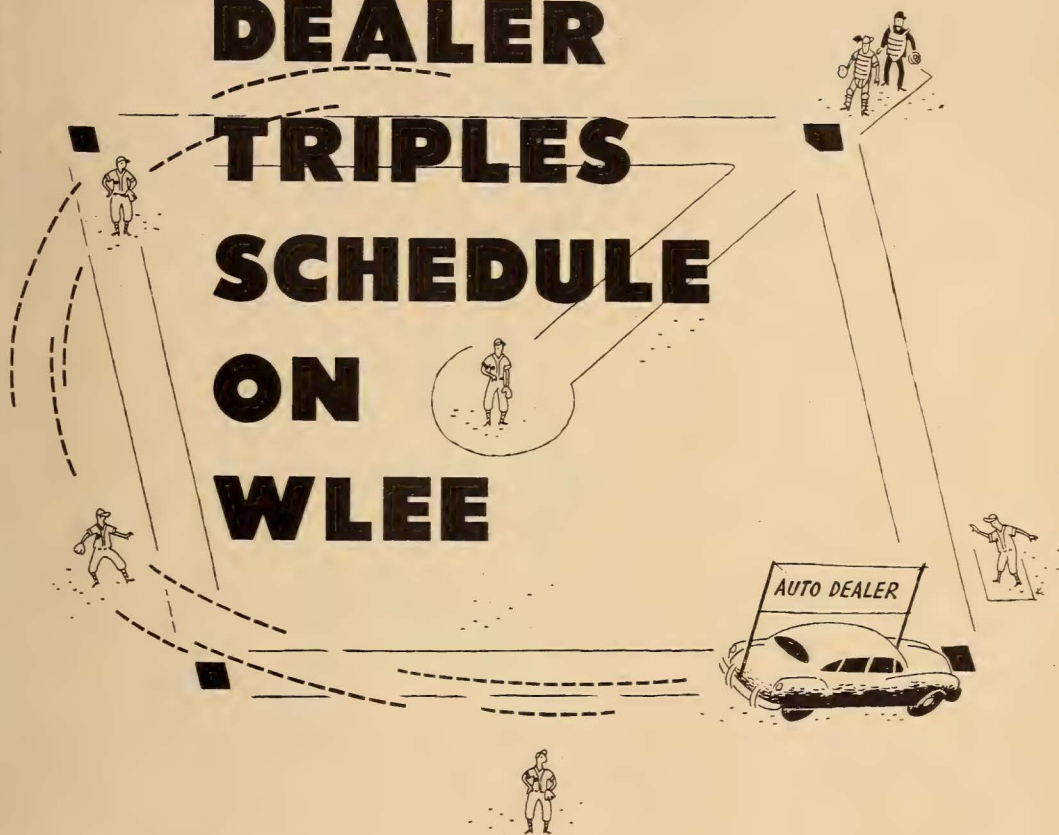
A radio drama that had no playwright, actors or plot and yet was the most moving within memory was enacted on Tuesday night. It was the reading of the lists of American prisoners in Communist hands, and no one who listened could have heard it without a squeezing of the heart. For those waiting for one name among thousands it must have been an agony that ended either in prayers answered or hope deferred. Others who had no direct personal stake thought of these people with compassion, could picture them watching through the long night before the radio as if it could change the world for them—as indeed it could.

The unadorned reading of names and serial numbers, next of kin and addresses had never been so poignant, so charged with emotion. Nothing like it had happened before. To share glad tidings is in keeping with the spirit of the season, and for thousands of people Christmas came over the radio on Tuesday night. For those who waited in vain, the rest of us can only prayerfully hope that Christmas is still to come.

Editorial from Washington Evening Star Dec. 20.



# AUTO DEALER TRIPLES SCHEDULE ON WLEE



A large Richmond automobile dealer tested WLEE with a few spots. Results were so good that he signed up for a daily news broadcast for thirteen weeks. After that, he *tripled* his schedule on WLEE for a *one-year contract!*

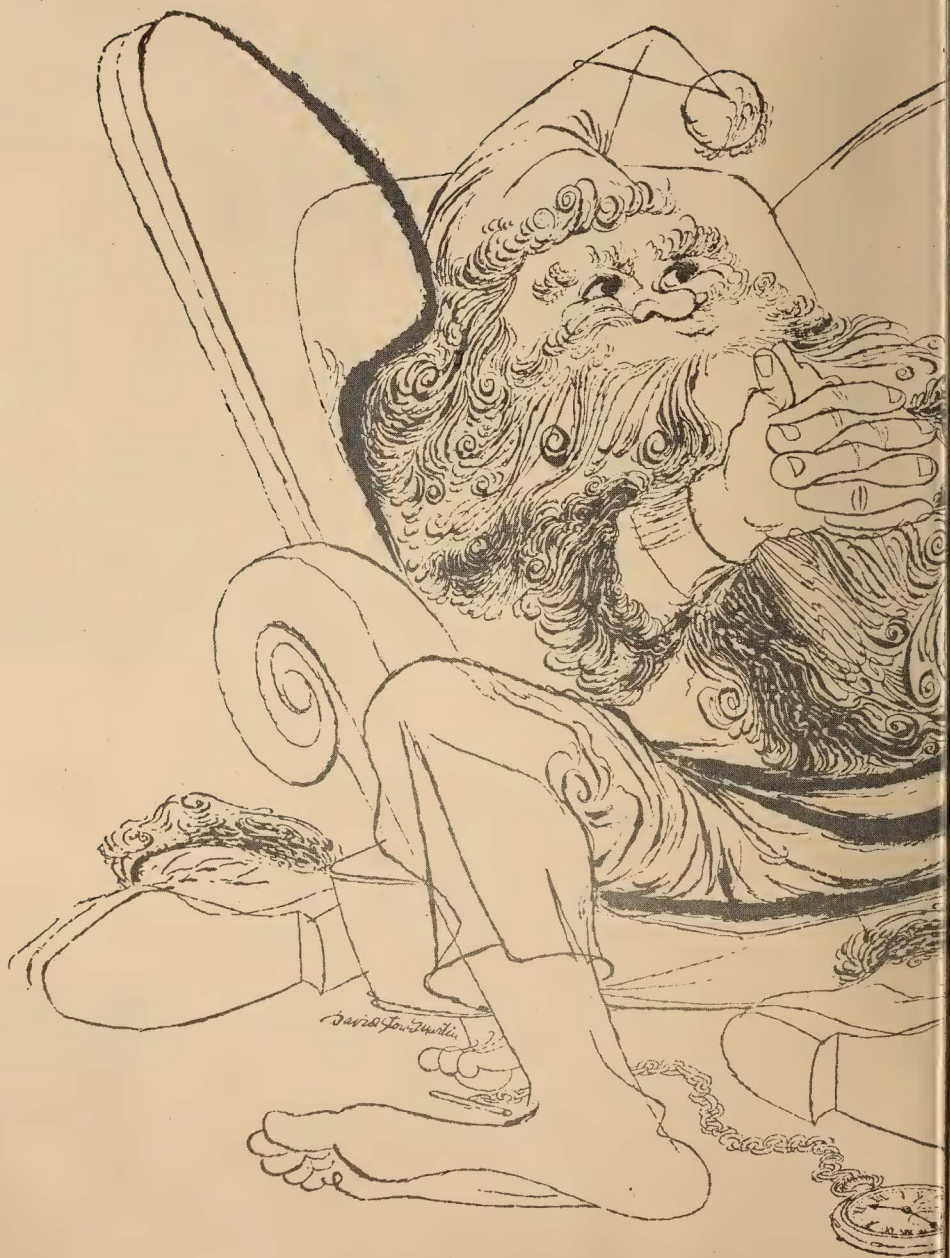
Local merchants buy WLEE for just one good reason: *WLEE produces low-cost results!* More and more national advertisers are following the Richmond folks, and buying WLEE. Get WLEE on your schedule in Richmond! See your Forjoe man for the whole story.

## WLEE

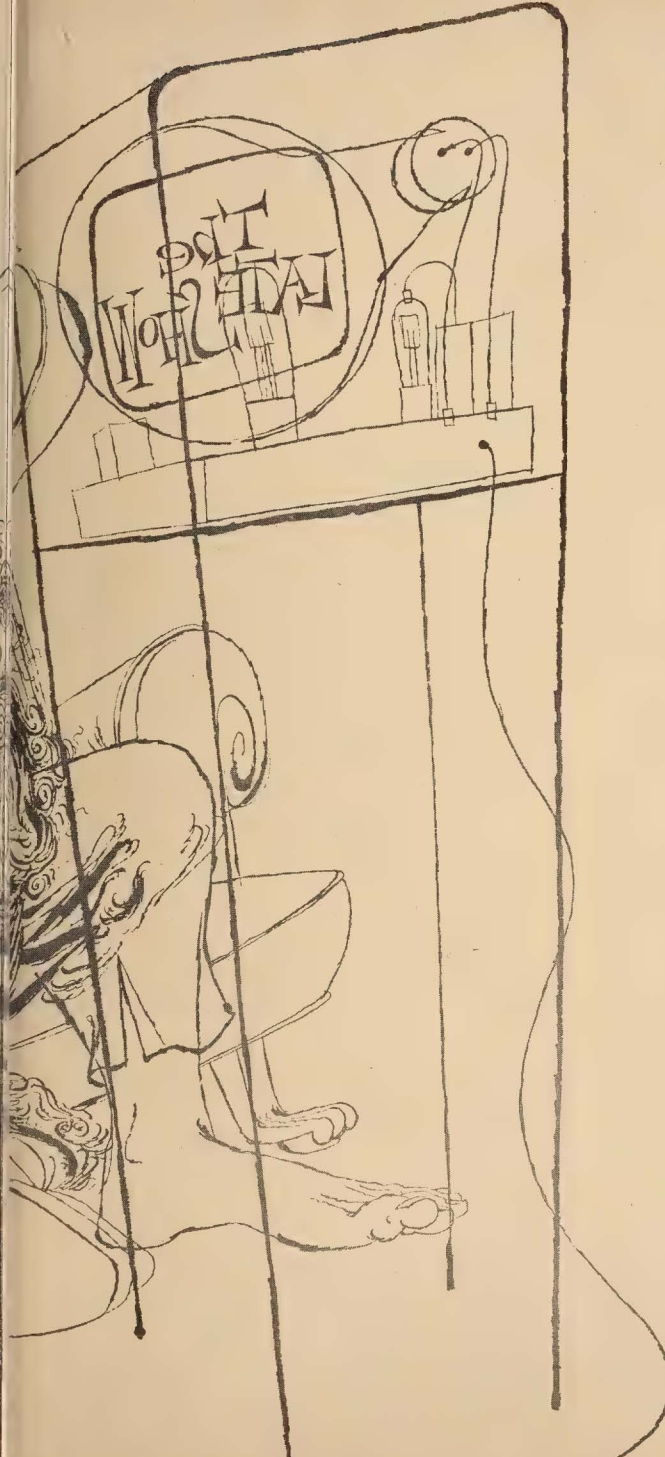
MUTUAL IN RICHMOND



TOM TINSLEY, President • • IRVIN G. ABELOFF, General Manager • • FORJOE & CO., Representatives







# IF SANTA'S LATE

...you can probably blame us.

We just wanted to make stay-up-late set-owners happy. So we put "The Late Show" on the air with TV's best movies, every night of the week.

The result? Telepulse says "The Late Show" has the highest rating of *any* multi-weekly local program seen on *any* New York TV station!

And Santa's *already* been seeing "The Late Show's" advertisers. (Ask the frozen juice canner who doubled his sales in just two months!)

Let us show you how *every* night can be Christmas Eve. Ask WCBS-TV or your CBS Television Spot Sales representative about participation in "The Late Show" today.

## WCBS-TV

CBS Owned • Represented by

CBS Television Spot Sales



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## RCA TRANSMITTER

### New 1-kw Model Announced

A NEW 1-kw AM broadcast transmitter less than half the size of former models is now in commercial production by RCA and will be available early next year, the Broadcast Equipment Sales Section of the RCA Engineering Products Dept. announced last week.

Housed in a single lightweight aluminum cabinet with steel base and designated the RCA Model BTA-1M, it introduces superior circuit design and performance, the announcement said. Power consumption is cut by about 25%, with savings in operating and maintenance costs as well as in space, through streamlined mechanical construction and improved circuits and components, authorities reported.

Among design features listed were the small size, a single tuning control, fewer electron tubes, use of screen grid tubes in all R-F stages, and circuit changes which result in higher fidelity, better frequency stability, and elimination of neutralizing. There are only 15 tubes of four common transmitting types. Maximum power output capacity is 1,100 w, while power consumption is reported at 3,200 w at zero modulation and 4,250 w at 100% modulation.

## NARTB

By HAROLD FELLOWS

President, National Assn. of Radio and Television Broadcasters

IT ALWAYS seemed to me that the practice of year end statements was something like looking over your shoulder at the tracks you've made, which is a good way to run into a tree in front of you. So here are a few predictions, or "year-ahead" glimpses, for 1952.

1. Sen. William Benton (D-Conn.) will withdraw his controversial legislation which would set up a national review board for radio and television.

2. All of the problems between the American Society of Composers, Authors and Publishers and the radio and television broadcasters will be settled to the entire satisfaction of both parties.

3. The government will not attempt to raise taxes.

4. Newspapers and magazines will issue a joint statement acknowledging that radio and television are better advertising media.

5. No state government will try to set up a system for censoring television programs.

6. No labor unions doing business with radio and television will seek higher wages and/or shorter hours for their members.

7. Priorities on everything will be lifted.

8. Absolutely no proposed legislation contrary to the interests of

## Many '52 Problems Seen Calling for Joint Action

broadcasters will be introduced in the Congress.

9. There will be no new wage or salary regulations, or regulations of any kind for that matter, to hamstring broadcast operations.

Now, of course, none of these things is likely to happen.

Therefore my safest prediction is that many more broadcasters will join NARTB in order to solve their common problems together.

In a serious mood, some 25,000 miles of travel throughout the nation during the district meetings and numberless inspiring conversations with the nation's radio and television broadcasters have convinced me that we're heading for the biggest year ever in the history of the air media—barring international developments which would shackle the whole economy.

This "bigness" will not be measured only in upward business curves, either. Radio and television again will demonstrate their tremendous impact upon the American mind in the coverage of the national elections. In this and other ways, they will justify the faith of the millions who listen and look each day.



Mr. Fellows



## ABC—AM Networks Answer

(Continued from page 26)

coaxial-microwave link to the West Coast will enable us to present to western audiences many of our fine New York-originated programs such as *Celanese Theatre*, *Herb Shriner, Pulitzer Prize Playhouse* and the Paul Whiteman programs.

"The opportunity for the advertiser, through such television attractions, to reach new, large and growing markets will undoubtedly accelerate the allocation of large advertising budgets specifically for the new medium. The trend toward this was definitely established during 1951 with the result that television finally began to pay its own bills.

### End of Year Sales

"In radio, the year was a very productive one for ABC. Since October, the network has been sold out during the forenoon period. Our afternoon and evening program structure has been revised to offer more attractive opportunities for the advertiser seeking to reach mass audiences at lowest dollar cost. The acquisition by our network of new, top radio attractions saw many of those leading advertisers either starting to use our network radio facilities or returning to the roster of ABC's clients. National spot and local sales have maintained an encouraging level.

"We look forward to 1952 as an opportunity to enhance the steady progress ABC maintained during the past year; as a period during which to offer greater proof of our advertising slogan that "America Is Sold On ABC."

Ernest Lee Jahneke Jr., Vice President for Radio, ABC:

"When you hang out an SRO sign, business must be pretty good. Since October 1, 1951, ABC's radio network has displayed just such a sign.

"From 8:55 a.m. to 12:30 p.m., Monday through Friday, ABC was sold out in its morning radio time

periods, amounting to a total of 17 hours and 55 minutes. During 1951 we used the slogan, "America Is Sold on ABC," in our newspaper, magazine and on-the-air advertising. It could quite properly have been, "Advertisers Are Sold on ABC."

"And the advertisers that were sold on ABC and accounted for that SRO sign across the morning board include such names as, Bristol-Myers Co.; General Foods Corp.; General Mills Inc.; Lever Brothers Co.; Philip Morris & Company, Ltd.; The Philco Corp.; Prudential Life Insurance Co. of America; Serutan Co.; Sterling Drug Inc.; Stokely-Van Camp, Inc., and Swift & Co. Proof beyond doubt that national advertisers still consider network radio the Number One medium on a cost basis that no other medium can equal insofar as reaching a mass audience is concerned.

"Expectations are that the year ahead will maintain the same high level of productivity for radio. Renewals already indicate a bright outlook for 1952 and with the ABC radio network comprising over 300 stations (the largest in its history), there is every reason to expect that, with the re-appreciation by advertisers of radio's basic importance and potency that next year will be an even more successful one for ABC's radio network."

John H. Norton Jr., ABC Central Division vice president:

"We at the Central Division and at WENR AM-TV Chicago look to 1952 for our finest commercial and programming year. A studio realignment in both radio and television, plus some new and novel programming ventures and solid commercial potentials for these ventures, should bring a banner year during 1952. . . ."

## Upcoming



Dec. 27-28: 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.

Jan. 26-27: National Advertising Agency Network, Eastern Regional Meeting, New Weston Hotel, New York.

Feb. 9-23: International Radio and Electronics Exhibition, Bombay, India. (Further information obtainable from Consulate General of India, 3 E. 64th St., New York 21, N. Y.)

Feb. 10-15: NARTB Radio and TV Boards, San Antonio, Tex.

Feb. 25: FCC-Theatre Television hearing, Washington.

Mar. 3-6: Institute of Radio Engineers convention, Waldorf-Astoria Hotel, New York.

Mar. 22-April 6: Chicago International Trade Fair, Navy Pier, Chicago.

Mar. 30-April 2: NARTB 30th Annual Convention, Conrad Hilton Hotel, Chicago.

April 16: Brand Names Foundation's "Brand Names Day" conference, Waldorf-Astoria, New York.

April 17-20: Ohio State U. Institute for Education by Radio-Television, 22d annual meeting, Deshler-Wallick Hotel, Columbus, Ohio.

April 19: Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.

June 8-11: Adv. Federation of America 48th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.

June 22-26: Advertising Assn. of the West, Annual Convention, Olympic Hotel, Seattle.

"to have  
and to  
hold..."

and maybe we could continue the parallel with "from this day forward." Once they're wooed and won as a W L A V client, they live with us happily ever after.

The truest testimony to the power of radio and W L A V is this partial list of long-time clients:

11 YEARS	9 YEARS
Boston Store	Economy Shoes
Mich. Gas Co.	Fox Brewing Co.
Holsum Bread	Sears Roebuck
	Texas Company
10 YEARS	8 YEARS
Bennett Fuel	Central
Burkholder	Reformed Church
Chevrolet	Children's
Fox Jewelers	Bible Hour
Herrud Packing	General Mills
Wurzburg	Goebel Brewing
	Hickok Oil Co.

"from this day  
forward..."

once on WLAV,  
always on WLAV,

Represented by JOHN E. PEARSON

**WLAV**  
Grand Rapids, Mich.  
AM-FM  
ABC for  
Michigan's Second Market

## FM OUTLETS

FM STATIONS are looking for a much better year in 1952 than was the case in 1951, according to information from a cross-section of FM-only, separately programmed and duplicated operations.

Judging by present prospects, these stations figure business will increase an average of 31% above 1951 during the first quarter of 1952. Their predictions range from a modest 10% increase up to a doubling of business over last year.

Actually, the number of stations in the FM-only and separately programmed brackets constitutes only a relatively small portion of the FM picture. A heavy share of FM stations are merely duplicating AM programs.

Traditionally cheerful in their public comments, FM station man-

agers did not indulge in flights of fanciful statistics in comparison to the bold forecasts of past years. Those who have survived on the merits of their programming and signals appeared to be spending less time denouncing their "enemies" and more time improving their service, establishing business entities that occupy a place of growing importance in the overall

electronic world.

Every FM station responding to the BROADCASTING • TELECASTING questionnaire anticipated an increase in first quarter billings. They expect an average increase of 29% in local business. The individual station figures run almost parallel in the total and local business brackets, showing the domi-

(Continued on page 44)



Mr. Dillard



Mr. Wheeler



Mr. Frankel



Mr. Tighe



## MBS

(Continued from page 26)

sors were able to trace sizable sales gains to TV. And there also was evidence of new limitations in TV, through clearance problems, rising talent costs, etc. Viewed in broad daylight these plusses and minusses gave all observers—including network radio and its sponsors—their first really like-like picture of this newest medium.

"The broad daylight of '51 has also revealed radio in a new clarity. Like Alice's Looking-Glass characters, we have to run hard to stay in the same place; we have to exert every effort (mental as well as physical) to make radio still more effective—in order to keep it the most effective medium known to man. And the fact that radio is that Number One medium is the most important fact to be faced in 1951.

### New Developments

"To keep it so and make it better, has meant developing new opportunities for the national advertiser, at both the network and local levels. It has meant strengthening our outposts in those vast areas where other media fail to penetrate. It has meant building new programs, and new sales techniques, to bring these uniquely mass audiences within easier reach of sponsors.

"Here at Mutual, at least, that is what 1951 has meant. And here at Mutual, the signs of what it has meant to advertisers are equally plain. We close the year with a sales gain of nearly 30% for December, compared with 1950, and a 12-month increase of over 11%.

"Crystal-gazing is no purpose of this piece, but I am convinced that if the radio networks continue in 1952 to work toward the common goal we have set up in 1951, the new year will rank with the one just past as a year of positive benefit to listeners, advertisers, and stations alike."

Adolf N. Hult, MBS vice president in charge of sales:

"The revival of radio as an important, low-cost advertising medium has been particularly evident in the Midwest during 1951. This has been strongly reflected by increased activity on the part of both broadcasters and advertisers.

"Radio's progress in the mid-west area seems to have stemmed from realistic and comparative appraisals of both broadcasting and telecasting, leading in a number of noteworthy cases to the return of major advertisers to the extensive use of radio. Sales activity has been on a steady increase throughout the Midwest. And Mutual's sales staff in this area established new records in 1951 under the direction of Carroll Marts, MBS midwestern sales manager. . . ."

## BAB

## Even Greater Plans Detailed For Radio in '52

By WILLIAM B. RYAN

President, Broadcast Advertising Bureau Inc.

THIS coming year radio will continue to reign as the leader among advertising media.

It will continue to be the most accessible means of mass communication for news, music, entertainment, education and public information—but with a greater *acknowledged* superiority than ever enjoyed heretofore.

This greater superiority has been ever present but never analyzed, much less fully acknowledged.



Mr. Ryan

Radio needs, and the Broadcast Advertising Bureau intends to provide, a comprehensive insight into radio's so-called "bonus" audience—the extra-set market plus out-of-home listening—including the much discussed automobile-radio coverage.

To accomplish this the BAB intends to:

- (1) Issue an interim report on all material now extant on out-of-home listening and automobile-radio coverage.
- (2) Conduct a national sampling of automobile-radio listening.
- (3) Make a pilot study to determine the size of the extra-set market.

Fruitless searching? Not by a far sight.

NBC research reports that 46.9% of the automobiles in the United States are radio-equipped. That represents 19,100,000 *uncounted* sets. Add to that the 5,000,000 sets located in public places and you have a tremendous distribution that still doesn't embrace all out-of-home set possibilities.

As for the extra-set audience, *Tele-Tech* magazine reveals that 47% of the American homes have two radio sets; 10% three and 5% four.

### 'Bonus' Audience

The true story of radio's impact cannot be established until all of this "bonus" audience has been evaluated and incorporated into already established listenership figures. Radio cannot afford to continue giving away, and in many instances failing to even call attention to, an audience greater than that comprising total circulation of

## WVAM—CBS and WJSW—MBS Combine for a greater WVAM

The merger of WJSW and WVAM means better facilities, better programs for WVAM. It now means WVAM is:

**1st in Power  
1st in Programs  
1st in Popularity**  
in the Altoona, Penna. area



Represented by Weed and Company

Globe-Democrat Tower Bldg.  
Saint Louis

Representative  
The KATZ AGENCY

Prosperous  
New Year  
1952

KWK wishes its many friends a Merry Christmas and a



major individual components of other media.

When these facts are available radio will not be solely evaluated by ratings indicating listenership but, instead, will also be bought and sold on the long overdue basis of "results."

'52 is earmarked in BAB's books as the real year of awakening to both radio's coverage and impact. They're an unbeatable combination!

## CBS Radio

(Continued from page 26)

off radio any more than radio killed off newspapers, magazines, movies, the legit stage or phonograph records. Radio changed, in some respects temporarily, all of these forms of communication and entertainment. But each has a place of its own, basically unduplicated by any of the others.

"Each of the problems I have outlined has characteristics which will solve themselves in the right atmosphere. But all will be governed by two broad factors one of which, if true, will be found distinctly unpalatable.

### Expansion Problem

"If the number of radio stations has greatly over-expanded, as many people think, the current reduction in total hours of listening, and a coincident lessening of available advertising dollars, will not support, as in the past, the present number of radio stations.

"On the other hand, our vastly increasing population and economy can and will support in the future an additional time-consuming and sales-producing medium like television with less impact on like but competitive media.

"There will be more people and more leisure time per capita to

allocate among leisure pursuits like radio listening.

"There will be more goods and services to be sold to more people in the home. The growth of super marketing indicates a coincident growth of pre-selling rather than point-of-purchase selling. Thus advertisers must and will allocate more advertising—and selling—money through reach-them-at-home-at-low-cost channels than the American selling system has ever used before.

### Each Area Different

"At some point talent will understand that each of the four great areas of the theatre—legit, motion pictures, radio and television—is different. That each demands different artistic characteristics of its artisans. That each provides a distinctly different form of satisfaction of the public, none entirely replacing another. That a star or pre-eminent artisan of one area of the theatre is only rarely more than second best in another. That radio offers to the masters of theatrical illusion challenges and satisfactions that visual theatre can not.

"During the current transitional period CBS Radio intends to broaden its relative and substantial lead over the other networks in size of audiences and in consequent advertising billing. It intends to further its efficiency in keeping up with the changing times in our business. And it intends, with its traditional mental and physical vigor, to make the most effective possible adjustment to television—to the end that listeners gain maximum satisfaction and advertisers maximum values in the new radio medium that results."

## NBC Pay Boost

NBC EMPLOYEES will receive a 5% cost of living increase, effective on Jan. 1, 1952, they were notified last week.

## Will Continue Crusade On Threats to Spot

By MURRAY GRABHORN

Managing Director, National Assn. of Radio & Television Station Representatives Inc.

IN REFLECTING upon the turbulent months of 1951, it is gratifying to be able to look ahead with confidence and optimism.

The past year saw radio reborn with the discovery of a true set of values which, while always existent, were temporarily forgotten by many in the fear of television; like a

grown man who suddenly becomes afraid of the dark until he remembers to turn on the light.

The storm has not been weathered entirely, but the ship is riding it out, and with stations more determined

Mr. Grabhorn

than ever, to hold to a straight course, without careless exploring of uncharted waters, she will sail on safely to a calm future.

Spot broadcasting, both in AM

and TV, enjoyed the most prosperous year in its 15 years of steady, uninterrupted, and phenomenal growth. Ever mindful of the importance of this revenue to stations, NARTSR has waged a militant crusade against certain new network policies which threatened this revenue at the station level. It will continue to do so, raising its voice whenever it becomes apparent that stations will suffer if they accept the adoption of any fear-born network policy which undermines the basic concept of radio broadcasting under the American System.



Advertisement

## From where I sit by Joe Marsh

### "Fireman, Save My—"

*Volunteer Chief Wilson was telling a few of us about some of the extra jobs firemen do. Like rescuing tree-climbing cats—and kids who get stuck almost any place.*

"Take last week," he says. "Mrs. Campbell called up from Balesville where she was shopping. Asked if we'd go to her house and see if she'd left the fire on under the potatoes!

*"Dusty Jones drives the five miles to Campbell's place, and it turns out she had left that fire on. But don't get the idea we're complaining about those odd jobs. We're always glad to co-operate."*

From where I sit, these boys—and volunteer firemen everywhere—stand for something mighty important to this nation. Most things seem to work out better when they're done voluntarily. Whether it's a ballplayer or a beverage you're choosing, whether it's the way to run a newspaper or how to practice a profession, it's the individual freedom of choice that has made America great.

Joe Marsh

Copyright, 1951, United States Brewers Foundation



**\$14 MILLION**

**GAIN\***

IN

**WISL**

**Primary Area**

**RETAIL SALES**

**TOTAL**

**RETAIL SALES**

**\$161,194,000**

**FOOD**

**\$42,984,000**

**GEN'L. MDSE.**

**\$15,628,000**

**APPAREL**

**\$12,611,000**

**DRUG**

**\$4,085,000**

*Serving the Largest  
Concentrated Market  
area between  
Harrisburg and  
Wilkes-Barre, Penna.*

**WISL**

**Shamokin, Pa.**

**1000 WATTS—FULL TIME**

**A Mutual Affiliate**

\*Source: Standard Rate and Data Service



Mr. Cone



Mr. Evans



Mr. Rogers



Mr. Foster



Mr. Weintraub



Mr. Scott



Mr. Ferguson

## Agencies in 1952

(Continued from page 29)

look at *We, the People*); the year of big Hollywood stars taking the plunge on film with their pet writers, cameramen, make-up artists; the year of top TV money shows becoming available because of the heavy budget burden; the year of more and more alternating sponsorships (Goodyear and Philco sharing Fred Coe's genius on Sunday night); the year that TV elects a President; the year that I left for Tibet."

Big TV expansion—over 100%—is the prediction of Lewis H. Tillerton, vice president in charge of radio and television, Compton Adv., who also sees radio down 15% in the first quarter of 1952 compared with the same period in 1951. Compton Adv. handles more than \$10 million in radio-TV billings.

Kendall Foster, vice president and director of television, William Esty Co., says TV has "arrived" and that his agency's clients "are reaching prospects at costs as low as 76¢ per thousand." He adds, "agency has not abandoned radio as a medium for profitable advertising. Overall radio expenditures for 1952 are at a higher level than a year ago."

Erwin, Wasey & Co., which places more than \$5 million in radio-TV billings, looks to similar budgets next year as this year, according to James Douglass, vice president in charge of radio and television, who notes, however:

"Radio picture is brighter for next year than this. Reduced program and facilities costs, 'tailored' networks, and TV costs and clearance problems are important factors to more and more advertisers re-examining radio's place in their budget."

Question in TV, he said, is "can the smaller advertiser afford the loss of frequency of impact by going to an every other week or once a month operation in order to stay within the budget or the markets covered by TV?"

"Wonderful year" is the judgment of John M. Wyatt, partner of Wyatt & Schuebel, who sees "transition period" in American advertising because of new methods of measuring media, growing science of package design and shifting problems of distribution and merchandising, and television.

William Weintraub, president, William Weintraub Co., sees a "realistic re-appraisal of (TV) costs to allow the smaller sponsors

aboard . . . cooperative programming should be increasingly attractive. Radio should continue to flourish handsomely for some time to come, but like television, radio costs will have to respond more readily to changing conditions."

### PHILADELPHIA

Comments are enthusiastic from Philadelphia. The Quaker City shapes up as an active radio and TV market for 1952. Percentage-wise, all agencies responding see an average 15% increase in radio, and double that figure for TV.

Frank Cox, partner, J. Cunningham Cox Adv. Agency, reports the agency has had such "tremendous" success in TV with its accounts that "we expect to go all out in the coming year." Mr. Cox also finds "radio daytime audience is on the increase due to the fact that most people still prefer radio to television."

E. H. Rogers, partner, Gray & Rogers, says, "We look forward to increased sales in our agency in both radio (10%) and television (30%)." Radio will continue to be important in the Gray & Rogers blueprint because of its large market and low cost, he says. He warns, however, of TV station rate increases shouldering out the local advertisers.

Frank Knight, radio-TV director, Richard A. Foley Adv., agrees to this, adding that his agency looks for both radio (15%) and TV billings (20%) to increase appreciably during 1952.

Echoing the sentiments on climbing station rates in TV, David Wermen, partner, Harry Feigenbaum Adv., warns "more and more, the pioneers among television advertisers are dropping by the wayside, unable to pay the 'freight.' In our opinion, television advertising will soon price most of the small and medium size advertisers right out of the market." Agency is considering a return to radio for some of the accounts which dropped out earlier in the year. For 1952, Feigenbaum's expected increase is radio by 20%, TV by 30%.

### BOSTON

New England's hub city expects radio spending in the main to keep a steady level, with television

sparking an increase of some 20%.

Charles F. Hutchinson, executive vice president, Chambers & Wiswell, although predicting radio will be down some 10% in the first quarter of next year compared to the same period in 1951, says "there is a good possibility that radio will hold its own," adding "of course, I refer to daytime radio." He notes the agency expects to up TV by 20%.

Janet A. Gilbert, director of media, Harold Cabot & Co., notes that both media will be increased during the year.

### WASHINGTON

In the nation's capital, radio spending the first quarter next year over the same period last year, will average 15-20% higher with a similar percentage upswing in television.

Jeffrey A. Abel, radio and television director, Henry J. Kaufman & Assoc., thinks radio-TV prospects in general will be better than last year. He sees some turnaround to radio particularly because of increased costs in television time and program content. The agency plans to increase radio in the quarter some 20-25%, TV the same.

Courtland D. Ferguson, head of Courtland D. Ferguson Inc., believes his firm will spend the same in radio for the first quarter next year as the first quarter this year, but that TV will be up 20-25%. The year, he says, will be good for both media. TV will be excellent. Mr. Ferguson asserts, unless policy of TV stations of increasing rates continues to a greater extent. There may be some money going into radio that otherwise would be placed with television because of this, he notes.

Alvin Q. Ehrlich, vice president in charge of radio and television, Kal, Ehrlich & Merrick Advertisers, predicts radio will hold its own at his agency. In fact, K, E & M is increasing radio (10-15%) and also television (same). He warns that Washington, D. C., is a retail market and for this reason some TV stations are pricing themselves out of the market.

### CHICAGO

In this market, there are no radio-TV pessimists. Good business conditions are in the wind, according to those who handle the time-



buying in the midwest citadel.

Chicago office of Young & Rubicam via Phil Bowman, radio-TV director, reports more broadcast business in 1951 than for the previous year. TV in his opinion is nearing the point where it is too expensive for many advertisers, thus setting off a trend to cut time commitments.

Maurice H. Needham, president, Needham, Louis & Brorby, estimates total radio and TV billing for the agency in 1951 was about \$4½ million and that anticipated billing for 1952 will be in excess of \$6 million.

Jack Scott, president, Schwimmer & Scott, says he believes his agency will have a better year in "overall billings as well as that for the broadcast media." He expects spot placement to increase the most, both in radio and in television.

The vice president and manager of midwest operations for McCann-Erickson, Homer Havermale, says budgets are up in both media for the agency. The spokesman, noting that it was the highest amount of billing in the agency's history, sees its radio and TV operation to be still larger in 1952 "particularly with a swing to television and to the use of radio in non-TV markets."

"We like television and these past four years have used it successfully to sell, but we are finding radio still best for some clients and likely to continue so for some time," according to Frank Baker, radio and television director, Reincke, Meyer & Finn.

The year 1952 "will be our greatest for radio and television" is the report of George Bolas radio and television supervisor, Tatham-Laird. Reasons for this "all-time high" are swing into TV by more advertisers by trends to alternate-week basis of sponsorship, and more radio use because of newer, flexible plans.

Phil Stewart, radio-television director, Roche, Williams & Cleary, sees a bigger peak in television and radio "will more strongly defend its position with a more realistic approach to programming, sales techniques and promotion."

Fairfax M. Cone, chairman of the board, Foote, Cone & Belding, predicts advertising next year will have a larger job to do to increase sales. In view of this, he says, "broadcasting — and particularly broadcasting via television, should see an increase over 1951."

"We have added four new accounts this year and expect to do much more of the same next year," says F. Sewall Gardner, manager, Dancer-Fitzgerald-Sample. "All of our billing—including that for the broadcast media—is up, and we are confident it will continue in the same manner next year."

#### SOUTHWEST

Radio billings are going up and so is television in the Southwest, according to returns. Agencies re-

port radio placement on the rise an average 12%, TV fluctuating but high.

Ray K. Glenn, president, Glenn Adv., Fort Worth-Dallas, Tex., says his agency has not sold radio short since it "reaches people aurally and there's more of them." TV, he says, is having a "terrific impact, as witness the fact we're planning to spend twice as much on it." For radio, the percentage increase is "10 or 12%."

Less enthusiastic, Wilson Crook, owner, Crook Adv., also Dallas, sees radio not as productive and losing "its glamor." And TV is hard to handle, he says, and high in cost. His firm is not changing its budgets from this year's level.

In the process of expanding its radio department, Laughlin-Wilson-Baxter & Persons, says of its clients, "many are thinking of enhancing their position in radio." Baxter, according to Don L. Baxter, in charge of the Dallas office, will increase both its media budgets in 1952.

Also increasing radio (15%) and television (65%) is Tracy-Locke Co. in Dallas, whose radio and TV director, Philip L. McHugh, sees the biggest year in the media for his firm. Biggest gains are in spot business for both with more development expected in this direction next year.

#### LOS ANGELES

Some 55% of agencies reporting in the survey expect to up radio billings in the first quarter of next year in comparison with the same period this year. They predict budgets will be 21% higher with one agency forecasting a rise as high as 70%.

Another 22% say they'll spend advertiser money on radio at the same rate as they did before. About a like number look for radio billings to slump an average 10-20%.

The West Coast's television prediction is confident. Seventy-eight

per cent of the agencies queried believe they will spend more in television. Average increase is 31% with one agency going as high as 60%. The remaining answers (22%) see TV expenditures at the same level as the first quarter 1951.

Comments generally point up the trend of advertisers to be "choosy." As expressed by Harry W. Witt, western manager, Calkins & Holden, Carlock, McClinton & Smith: "Both radio and certainly TV billings will increase during 1952. Selective buying in each medium will more than ever be the order of business."

And he warns, "for the best interest of the TV stations, there should be a leveling off of rate increases." His agency predicts radio expansion of 70%, TV 60%.

"Prosperous year" for both media is predicted by Frank Bull, partner, Smith & Bull Adv., Hollywood, who echoes the increased sentiment that the TV climb brings

(Continued on page 40)

## Announcing the appointment of H-R REPRESENTATIVES, Inc. as exclusive national sales representatives for

### WNOE

50,000 watts day  
5,000 watts night

### in New Orleans

Patt McDonald,  
V-P & General Manager

MBS

### KNOE

5,000 watts day & night

### in Monroe, La.

Paul Goldman,  
V-P & General Manager

NBC

The James A. Noe Stations



## Agencies in 1952

(Continued from page 39)

with it the threat of pricing local advertisers out of the market. "1952," he thinks, "will bring the automobile radio, long a taken-for-granted radio plus, into the limelight."

Outlook for radio-TV in 1952 looks "especially bright to me," comments Richard C. Francis, vice president and Pacific Coast manager, Campbell-Ewald Co. "Radio should benefit not only because it continues to do a good, strong selling job with the bulk of the population, but also because of the increased costs of television time and programming, and the scarcity of good availabilities, both on the TV networks and local stations."

Mark L. Mulligan, media director, BBDO, Los Angeles, sums up with: "Broadcasting should maintain and increase its position of importance. AM radio with 42 million radio homes has long ago been successfully established." Take off the FCC freeze, add the "settling down" process of adjusting viewing and listening habits, and you come up with "effective and satisfactory use of each medium by advertisers," according to Mr. Mulligan.

What TV "strategists" have yet to solve, according to John I. (Bud) Edwards, president, John I. Edwards & Assoc., Los Angeles, is

the "plight of the small local advertiser." In the aggregate, Mr. Edwards reminds, the local advertiser "represents millions in revenue which the TV stations won't get if costs are not brought within a range he can afford." The Edwards agency expects to increase radio 30%, TV 20%.

Don Belding, chairman of the executive committee, Foote, Cone & Belding, sees TV volume following the pattern set by radio in its early days and TV production gradually moving to Hollywood. FC&B's Los Angeles office reports radio spending will be down and TV billings up.

Mogge-Privett Inc., Los Angeles, is blueprinting an increase for radio (10%) and television (25%). Snowden M. Hunt Jr., director of media and research warns, as did others in the Los Angeles area, that TV is pricing itself out of normal budgets.

Erwin, Wasey & Co. finds radio expectations 30% off the volume of 1951 but TV up 50%. Despite this first quarter forecast, Whitney Hartshorne, general media director, says he believes radio "is still a most economical mass medium" and that radio prospects "are excellent for 1952, especially as re-

gards spot radio."

Both radio and TV business will be up at Raymond R. Morgan Co., Hollywood, reports Robert C. Temple, executive vice president. He notes: "TV has nothing yet to make it profitable to the advertisers who are and always have been the backbone of the radio business—the advertisers who must talk to customers five, six and seven times a week."

Upsurge in radio (25%) and television (50%) predicted at Ruthrauff & Ryan's West Coast office, brings this comment from Vice President and Pacific Coast Manager John H. Weiser:

"... Radio billing will go up; for radio has demonstrated its continued ability to be a good advertising medium... particularly in such locales as Los Angeles where the area boasts of more automobiles and radios than any other section of the country..."

TV, Mr. Weiser, asserts, "is becoming increasingly important every day... offers constantly greater audiences... we expect television business for our clients to be at a new high in 1952."

Charles B. Granz, secretary and treasurer, Walter McCreery Inc., Beverly Hills, Calif., sees a radio-TV prosperous 1952. "Regardless of the continued upsurge in television, radio in many instances is still a better buy per dollar spent." He also cites automobile radio, predicts his radio clients will spend 5% more in the first quarter, TV 10% more.

Hard selling and tough competition is ahead, says Frank Ryhlick, radio and TV director, Ross, Gardner & White, Los Angeles, which is budgeting 10% more for radio and 20% more for TV. More advertising will be coming as a result of these factors, and hence, more radio and TV, Mr. Ryhlick summarizes.

Robert M. Hixson, president, Hixson & Jorgensen, says his agency expects radio to be down 10% but TV up 50%. Daytime radio will become the more desirable for clients. He mentions auto radio, saying "it is unfortunate that radio did not include out-of-home listening in its surveys during the lush years. The total tune-in figures would not have taken such a shake-down as they are showing today."

"We believe 1952 will be a record breaking year not only for this agency [which spends from \$1-5 million in radio-TV] in radio and television, but for both of those industries," is the comment of Hilly Sanders, vice president in charge of radio and television, Dan B. Miner Co. Feeling is advertisers with small to medium budgets will stick to radio and spend more in the medium to offset TV advertising of their larger competitors, Miss Sanders adds.

Ted H. Factor, president, Factor-Breyer Inc., sees continued re-evaluation of radio as a selling weapon but that radio "still affords a low-cost method of reaching buyers."

His agency expects to keep its 1951 volume in radio, increase TV billings by 25%.

Vick Knight, president, Vick Knight Adv., says his agency plans to boost radio billings 25% but TV volume will be the same. Reason: auto radios, portables, radio-TV combinations—"if you don't think the public corroborates this right in their own living rooms, check up on the expanding sales volume of TV-radio combinations. The people want both. Competent 'doctors of advertising' will prescribe both."

T. L. Stromberger, vice president, West-Marquis Inc., Los Angeles, also reports his firm is increasing radio (10%). There were more radio sets than TV sets sold during the past year in Southern California, he reminds.

## SAN FRANCISCO

Barring full-scale war, radio and TV will be greater in the Bay Area, according to Ad Fried, president, Ad Fried Adv., Oakland, whose agency is increasing both media's budgets next year.

"Radio will still gain new advertisers—more for spots, less as program sponsors. Already in this area, good TV time is much sought after and will be still harder to obtain in 1952." Local and regional advertisers "get bounced around like rubber balls" by network shows and national sponsors who take up TV availabilities, he notes.

Radio and TV are up 15% each in the 1952 plans of Foote, Cone & Belding, San Francisco office, according to Sherwood Armstrong, radio-TV director. "TV is still a 'plus' medium in San Francisco for most clients, added to other media for extra impact," he believes. And radio, "continues strong, especially spots and good transcribed shows."

"We anticipate that our radio billings will remain about the same. If any change is shown it will be an increase, because we are actively working radio into every client budget, wherever possible. The same situation holds true of television," according to Katherine Pavia, owner, Pavia Agency, San Francisco.

Walter Guild, president, Guild-Bascom & Bonfigli—"In 1952 television will probably continue to be oversold, exasperating, and unprofitable to agencies. Radio, especially in non-TV markets should have a bonanza year."

Seeing radio down 25%, television 75% in his agency, Sam Ewing, owner of the San Francisco agency bearing his name, notes, "Television prospects for 1952 look especially good, and we intend to concentrate on TV package shows and spots for our accounts as against radio advertising."

## NORTHWEST

Trend is to TV in the Northwest, with agencies giving the medium a 100% vote of confidence.

In North Dakota, last year's farm income averaged \$9,000 per farm family. KFJR, with the nation's largest area coverage, is the medium more and more advertisers are using to tap this wealthy rural market. Ask any John Blair man for KFJR facts and figures.

# KEYFR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.



a repeat of the area's 1951 forecast a year ago.

Judging from returns, increased TV activity should hover about the 25% level.

Radio, agency executives note, will hold its own despite this video expansion.

Trevor Evans, vice president, Pacific National Adv., Seattle, although fearful that radio is facing "tough competition," notes that "it continues good in fringe areas . . . with more saturation buying and some indications of better merchandising by stations, we expect to place as much radio business in 1952 as in 1951, perhaps a little more." Improved set ownership and programming should give the TV advertiser a "better buy" than a year ago, he says.

A spokesman for MacWilkins, Cole & Weber's Seattle office finds stimulus to additional radio time-buying hinging upon TV expansion since many advertisers "are apt to use radio as a stop-gap until TV is available."

Irving E. Stimpson, partner, Frederick E. Baker & Assoc., Seattle, whose agency plans to keep first quarter radio spending at the same pace as this year, warns: "With so much attention on TV at the present time there is a tendency to overlook the fact that radio produces results. We endeavor to discourage the 'either television or radio' attitude in considering media and recommend



**ATTENDING WRVA Richmond buffet supper were (l to r) Mahlon Burton, Richmond food broker; George Castleman, CBS Radio Sales, New York; James Clark, WRVA sales manager, and Edloe Snead, Richmond food broker. Guests inspected station, met staff, learned market served.**

both for the individual jobs they do."

Combination radio-TV is noted by Gerald A. Hoek, partner and radio-TV director, Wallace Mackay Co., who says this type of selling is preferred by local accounts for mass coverage. TV is getting the extra dollars, he observes, and newspapers are feeling the "squeeze more than any other one medium."

"TV production and programming continue to be the major headaches. To do a top-notch job

requires excessive time and money. To do an average job is to endanger a client's good money," he concludes.

## CANADA

Northern neighbor agencies, at the rate of three out of four queried, will increase their radio percentages. Average rate of increase is 13%. There are no reports of Canadian agencies cutting radio billings for 1952.

Where television can be placed (in U. S. markets), the picture is the same with agencies at a rate of two to one increasing TV billings; only one agency will keep TV expenditures at the 1951 level.

Frank Flint, radio director, McKim Adv., Toronto, sees "an upswing in radio interest in Canada. An aggressive campaign by the industry could double the volume now being done. Canadian rates are too low, and could be increased to the advantage of more radio advertising. This is the golden age of radio advertising in Canada, but the industry must pull together."

Two spokesmen, Olive Jennings, radio director, Grant Adv. of Canada, and John Crosbie, radio director, J. Walter Thompson Ltd., have one eye on future actions by the government which closely governs the broadcast media.

Miss Jennings sees no change in radio, although it's been going "up-hill the past few years. There are more advertisers interested in radio than ever before, both big and small."

Echoing this sentiment, Mr. Crosbie adds that "there is every prospect Canada will expect continuance of the previous intelligent approach to radio advertising in 1952."

Spot radio activity for Canada radio is predicted by R. Wakely, radio director, Harry E. Foster Adv., Toronto, who says: "For some of our large advertisers we are picking up local shows right across Canada, and we use major market as well as small market stations." His agency, expecting 10% increase in radio in the first quarter next year over this year's first quarter, plans to handle less radio network business.

A. F. Percival, radio director, Ronalds Adv., also Toronto, is radio-enthusiastic, pin-pointing an expected 25% increase in the first quarter over the same period this year because of increased budget, added broadcast time and increased station rates. Bulk still goes into nighttime network, he says.

## Mrs. Amanda Russell

MRS. AMANDA RUSSELL, mother of Frank M. Russell, NBC Washington vice president, died last week at the age of 80. She was a native of Ohio and lived during her last years in Virginia. Surviving in addition to Mr. Russell are two other sons, Ted Russell of Washington and Marvin Russell of Cleveland, and a daughter, Mrs. Lois Test, Elba, N. Y.

THE  
**HOOPER  
WINNER**  
IN  
SPRINGFIELD

# WTAX

The latest Hooper shows  
WTAX Delivers

(Oct.-51)

## 36.8

MORNING

Monday through Friday

## 40.2

AFTERNOON

Monday through Friday

## 44.1

EVENING

Sunday through Saturday

•WTAX has more daytime audience than other stations in Springfield combined.

•WTAX has THREE TIMES the afternoon audience of the next ranking station.

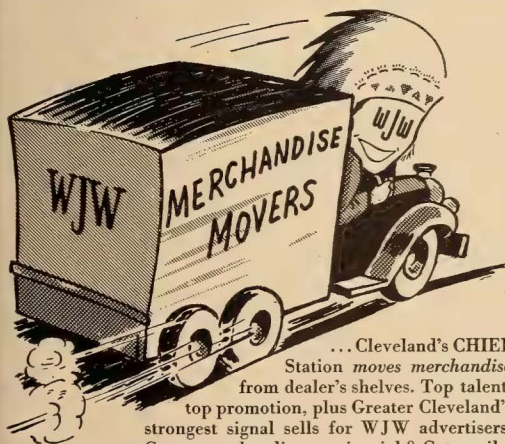
•WTAX has an evening audience twice as great as the next ranking station and more than the others combined.

IN  
SPRINGFIELD, ILLINOIS  
IT'S

# WTAX

AM and FM  
CBS IN SPRINGFIELD  
Weed & Co., Nat'l. Representatives

December 24, 1951 • Page 41



... Cleveland's CHIEF  
Station moves merchandise  
from dealer's shelves. Top talent,  
top promotion, plus Greater Cleveland's  
strongest signal sells for WJW advertisers.  
Got a merchandise moving job? Get avail-  
abilities NOW from—

CLEVELAND'S *Chief* STATION

# WJW

5000 W.  
WJW BUILDING

BASIC ABC  
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.





## Radio, TV Romp Into '52

FOR A LOT of years we've been doing the kind of annual year-end business survey that appears in this issue, and on most of those occasions, after assembling predictions from the best brains in broadcasting, we've been just a little scared.

We have been afraid that the predictions, which invariably have been optimistic, will not be borne out when the balance sheets come in. Happily not only for us but for broadcasters, events have corroborated forecasts. Each year since we began keeping these figures 14 years ago, total broadcasting business has increased.

Well, here we go again, and, as usual, we have that out-on-a-limb feeling. As you will notice in several places in this issue, the people in broadcasting think 1952 will be a big year, bigger than 1951 for both radio and television.

For both radio and television? How can this be when radio is supposed to be drawing its last breath?

Well, we have news for you. That breath that radio is drawing is not its last; it's just a second wind. Unless for the first time in history everybody in broadcasting is wrong, total radio business will start out in 1952 at much higher levels than it started this year.

The only type of radio that is the exception is national network which, according to the forecasts, will continue the downward trend that has obtained the past three years. It is significant, however, that the amount of decline that most of our sources anticipate for networks is by no means as much as some pessimistic executives, including network people, have at times expected.

It is important to realize that though the total billings of the four networks will be down somewhat in 1951, according to our estimates, one of them will have bigger billings in 1951 than in 1950 and another will just about equal its record year of 1950. The favorable 1951 records of two networks justify optimism for all four in 1952, we believe. A general revitalization of network activity can be expected.

Television, of course, is expected to continue its phenomenal growth. There's no telling how big that boy can get.

We're not as scared by these rosy predictions as by some in the past. We take comfort in knowing that they are made by the most responsible leaders of the media and their customers. We have awfully good company on our limb, and we're very sure the limb won't be sawed off. It never has been in 10, these 14 years.

## TV Pork-Barrel

AMID ALL the stench over corruption in government, there is considerable concern that some of it might dip into radio, or at least the broad communications-electronics field. Thus far, the only public disclosure touching broadcasting is that involving Zenith, which retained former Collector of Internal Revenue James P. Finnegan, who was paid \$50,000 to help get films for the Zenith Phonovision experiments a year ago.

Over the years, radio has been singularly devoid of scandal and influence-peddling. That is not to say that political influence, sometimes, hasn't been tried. It has been attempted, and will continue to be, so long as our government is set up along party lines. But the FCC, except for an isolated instance or two, hasn't been used as a patronage pay-off.

Will it continue that way? Here we take

pause. What about television? The battle royal soon will begin, coincident with the thawing of the freeze, earmarked for February. The FCC is playing it straight. If there have been any pressures, the FCC has ignored them. Until the new allocation plan is formalized nothing could be done anyway.

TV is the new bonanza. Stories of fabulous profits have whetted the ardor of the politicians. The influence peddlers soon will be on the prowl. They swarm to the government easy money areas like flies to sugar.

Already inquiries are being made about "good political lawyers." One of the newer gags in political circles is that they're going to build a subway from the White House to the FCC to expedite appointed TV applications.

This is the sort of nonsense that is heard as the freeze deadline draws closer. It will gather intensity as conflicting situations develop—for example, more applicants than there are facilities in a given city. Enter the guy, who knows another guy who has four votes in his vest pocket. The "right lawyer" must be hired, cash in advance. Lots of people are going to get burned.

The only way to prosecute a TV application is through competent legal and engineering preparation. There's bound to be some politics, i.e., the vigorous support of particular applicants by Senators and Congressmen. It has always been thus. The current FCC makes a practice of appending such communications to the applicant's file. It should continue that practice, even to the extent of memoranda covering telephone calls.

It is obviously the FCC's intention to adhere to the spirit and the letter of the law and of its regulations. It is just as obvious that, because of the scarcity factor, and the grandiose stories of the stakes involved, the spirit and the letter of the law and of time in the history of licensed broadcasting.

The disclosures of corruption in RFC, Internal Revenue and Dept. of Justice, could well have a salutary effect on the upcoming TV battle royal. It will focus attention on the TV proceedings. Thereby the FCC's job should be eased, along with the tasks of the legitimate applicants and their lawyers and engineers.

Even with those possible benefits, it should be evident that efforts to establish a TV patronage pork-barrel are in high gear.

## Noel, Noel

WE ARE about to put the cover on our type-writer, which suffers the fragilities of great age and is apt to take a paralyzing chill if left exposed to drafts, and join our exuberant fellows at the Annual Office Christmas Party.

We suspect that thousands of others in and around broadcasting are doing likewise. By the time this is read, millions of paper cups will have wilted in a drenching of warm whisky, many executives will be finding it hard to get back on a last-name basis with their secretaries, and at least a few intemperates who took advantage of the chance to tell the boss how to run the company will be scouting around for positions with other firms. All this has become an expected, indeed ritualistic, element in the intricate tribal ceremony that marks the business community's observance of Christmas.

But the Christmas spirit is indomitable and seems always to survive the ravages of corporate celebration. Accordingly, we go forth with cheer in our heart, a lilt in our voice and, not to be totally impractical, a vial of olive oil which we shall gulp when we reach the water cooler down the hall. It is the gay Yuletide, faithful reader. . .

Happy Holiday Season



our respects to:



JOSEPH EDWARD BAUDINO

MANAGEMENT problems come in bunches to Joseph Baudino.

As vice president and director of Westinghouse Radio Stations Inc., as well as general manager, he controls the destinies of six broadcast stations with their FM components and one TV station, plus numerous operating segments and experimental units.

That's enough to keep the average executive in a state of managerial epilepsy, but the reassuring Baudino smile doesn't disappear easily.

Just to make certain the excitement of office activity is matched by a lively pace at his home in Bethesda, Washington suburb, he spends the evening directing a lively brood of five daughters ranging from 4 to 21.

The two jobs are major management undertakings, but Mr. Baudino takes both in stride with the help of experienced and able aides at the office and the calm efficiency of Mrs. Baudino at home.

Only known competitor in the field of radio genealogy is Eddie Cantor, whose five-girl record was matched when Anne Denise Baudino was born in 1947. The event inspired the comedian to wire Mrs. Baudino in Mercy Hospital, Pittsburgh, that he had a copyright on the five-daughter technique and planned to file suit for infringement.

In line with tradition, the Baudino family has a female collie, Bonnie. A few days ago a WRS co-worker in Washington observed that "Joe Baudino's salary goes into six figures—a wife and five daughters," a partial understatement at the present high cost of collie fodder.

The Baudino romance, incidentally, was radio inspired. It developed when the young Illinois U. engineering graduate joined Westinghouse in 1927 and was assigned to KDKA Pittsburgh where he quickly became speech equipment manager. At KDKA he met Rosalind Shields, a staff secretary. A friendship developed and they were married July 27, 1929.

The KDKA assignment lasted until 1931 when Mr. Baudino was transferred to WBZ Boston as chief engineer. By 1936 he was back in Pittsburgh at "KD," as the station is known in Westinghouse parlance, this time as chief engineer.

He soon found all the outlets an engineer could desire for his technical proclivities. Westinghouse was working on a dream—the finest plant that could be built. Most of the problems known to the engineering profession developed before the new project was completed atop

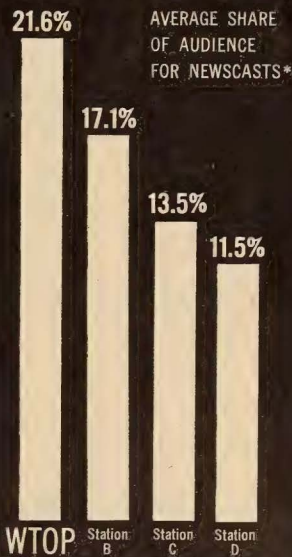
(Continued on page 68)



**In  
Washington,  
D. C.**



**WTOP newscasts  
have larger  
audiences than  
those of  
any other  
station**



\*Pulse, Sept.-Oct. 1951; all news shows

**W T O P**

THE WASHINGTON  
POST-CBS RADIO  
STATION

REPRESENTED BY  
CBS RADIO SPOT  
SALES



## FM Outlets

(Continued from page 35)

nance of local sponsorship, in FM. While an average increase of 11% is expected in national spot, there also were signs that this segment of FM business might fall off in some cases.

No figures were available on the business of FM networks, most of which are loosely tied regional or state groups.

Among comments of station operators were indications that FM listening is continuing to increase, with FM set circulation moving upward at a steady pace.

FM outlets featuring good music have established solid places in many communities. Some of this service is fed to regional hookups.

Edward A. Wheeler, WEAU (FM) Evanston, Ill., a suburb of Chicago, said revenue from local accounts "is at the highest level in our five years of operation." WEAU's income from store broadcasting activities is at a three-year peak. Mr. Wheeler commented particularly on the fact that percentage of renewals on all business is the highest ever, along with the number of advertisers.

Everett L. Dillard, WASH (FM) Washington, like Mr. Wheeler a pioneer in FM broadcasting, said 1951 business was up nicely from 1950 and he predicted a further gain in 1952. "The trend is steadily upward," he said.

Another FM-only station opera-

tor in Washington, George A. Bernstein of WCWM (FM), joins Mr. Dillard in looking for a substantial if not spectacular increase.

Raymond S. Green, WFLN (FM) Philadelphia, said the station has felt "a positive increase in acceptance of our good music policy in this market. It is our opinion that 1952 will produce FM's best business year. The general business prospects look good for this area."

Lou Frankel, of WFDR (FM) New York, also FM-only, said the station has just made a survey indicating the FM field "can be cracked." He contended AM stations are not programming creatively and aggressively, therefore suffering from TV and printed media competition. He called participating spot business "classified space" and criticized failure to build and sell programs.

Thomas B. Tighe, WJLK-FM Asbury Park, N. J., duplicating WJLK AM programs, looks for an increase in local business and more national spot, contending "the community station in TV markets is the favorite now for radio listeners." He argued that local business provides "a safe base and can be sold on yearly contracts."

R. B. Torian, KNOB (FM) Long Beach, Calif., said, "Radio in this area continues to grow and FM listening is up. Our billings are up 100% over 1950 which is proof that radio and the FM medium are getting bigger all the time."

## front office



**D**ONALD G. BUCK, manager of TV station clearance ABC, appointed regional manager of television stations department succeeding KAREL CANNON, resigned. Mr. Buck first joined ABC Sales Service Dept. in 1944, after having served four years in Army. Shortly after joining network, he was promoted to assistant sales service manager and named manager of TV station clearance. He will be succeeded by MALCOLM (Bud) LAING, assistant manager of NBC TV Station Clearance Dept.

PAUL GODOFSKY, executive vice president and station manager WHLI and WHLI-FM Hempstead, L. I., elected president and general manager. Mr. Godofsky announced that he will continue the policies and operation which have established WHLI as an integral part of the Long Island community. He succeeds his brother, ELIAS I. GODOFSKY, who died last month [B•T, Dec. 3].

MARVIN R. BRIGGS, account executive ABC-TV Hollywood, returns to KGFJ Hollywood, as commercial manager. He succeeds JAMES STRAIN who joins Capitol Records Inc., Hollywood.



Mr. Briggs

CHARLES R. COLLINS Jr. appointed account executive WFBR Baltimore. He was with WITH Baltimore.

KETTEL-CARTER Co., Boston, named New England representative for KWBW Corpus Christi, Tex.

O. GRADY COOPER Jr. named sales manager WMJM Cordele, Ga.

WILLIAM F. SCHNAUDT appointed general manager WCSS Amsterdam, N. Y., succeeding CECIL WOODLAND, resigned to become general manager WQAN Scranton, Pa. Mr. Schnaudt was with WPTV Albany.

FORJOE & Co., N. Y., appointed national representative for WLEX Lexington, Ky.

CAROL EWING, controller KNBH (TV) Hollywood, named business manager NBC-TV Hollywood. JAMES F. TURNER, assistant controller KNBH, named controller. MARVIN BIERIS remains Mr. Turner's assistant.

CAL CASS, recent dischargee of U. S. Marine Corps, named to sales force WINS New York, to succeed ROBERT ADAMS who has joined Raven Adv. Corp.

## Personals . . .

THEODORE C. STREIBERT, president WOR-AM-TV New York, was chairman of speakers panel at Wesleyan U.'s second annual vocational clinic held Dec. 7-9. . . . SAM ALTDORFER, vice president WLAN Lancaster, Pa., father of daughter, Nancy Jo. . . . DAVID M. SEGAL, owner KTFB Texarkana and KDMS El Dorado, Ark., and president WGVN Greenville, Miss., KDAS Malvern, Ark., and KDKD Clinton, Mo., has applied to Civil Aeronautics Board for authority to operate a feeder airline in Texas and Oklahoma. . . . JOSEPH STAMLER, WMGM New York sales staff, father of son, Gary Marc, Dec. 12. . . .

## SUIT SETTLED

In SESAC v. WCKY

SETTLEMENT was reached between SESAC and WCKY Cincinnati last Monday in a SESAC suit charging 11 infringements of its catalog. The proceedings were dropped during the trial under way before Judge John H. Druffel, U. S. District Court in Cincinnati.

David R. Milsten, of Milsten, Milsten, Johnston & Morehead, SESAC counsel, said WCKY took out a five-year SESAC license as of Jan. 1, 1951. Suit was filed in November 1949. It was understood

WCKY paid part of attorneys fees as well as court costs.

SESAC counsel also included Victor Whitlock, general counsel, and Murray Seasongood, Paxton & Seasongood, Cincinnati. Representing WCKY was Sawyer Smith, Covington, Ky.

REACHES  
93,217  
RADIO  
FAMILIES

WEEK  
POUGHKEEPSIE

REPRESENTED BY DEVNEY

**GOING  
5000  
WATTS  
IN  
JANUARY**

**LANSING  
MICH.**

SEE RAMBEAU  
New York—Chicago—  
Los Angeles—  
Impact Radio Sales,  
Detroit