

# BROADCASTING TELECASTING

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Near 43 Million  
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**21<sup>ST</sup>**  
The Newsweekly  
of Radio and  
Television  
year

## **WERE** PROGRAM TOPS CLEVELAND PLAIN DEALER POLL

### WERE Wins Double Victory In Heavy Voting Cleveland Station Alert To Local Programming Needs

**I**N the heaviest voting ever recorded Cleveland listeners voted the *Rosary* their "Favorite Program," topping every other local and network program in Cleveland. Listeners also voted the show their "Favorite Cleveland Originated Program."

The *Rosary* is a live locally originated WERE public service program broadcast seven nights a week at 7:45-8:00.

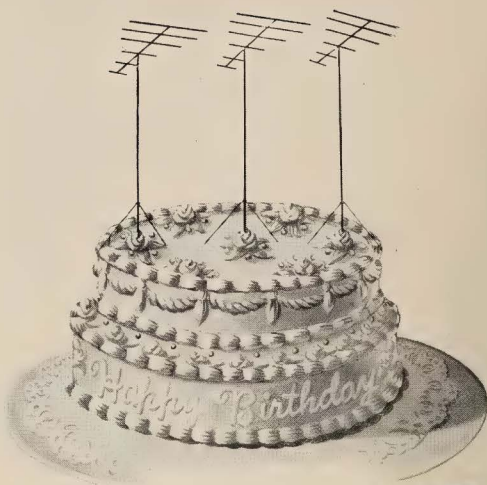
This sweeping victory points up the sensitivity of this 5000 watt Cleveland independent to the programming tastes of Greater Cleveland.

WERE delivers the programs that Cleveland wants to hear—news, music and sports . . . Cleveland Indians, Browns and Barons—programs vital to the community.

Your sales message gets across—on the station that gets across to Greater Cleveland—WERE, 5000 watts at 1300 on the dial.

O. L. TAYLOR COMPANY  
National Representatives

# A WISE Young Man of...3



A fellow matures rapidly in Television. KPIX, San Francisco's pioneer station, went on the air on December 22, 1948. Now, three years later, KPIX has the wisdom that characterizes Television's veterans ... the wisdom, among other things, to recognize that in Television you **can't** stay young ... and you must never grow old!

# KPIX

CHANNEL

# 5

San Francisco

CBS and DUMONT TELEVISION NETWORKS

Represented by The Katz Agency

CHICAGO

DETROIT

PHILADELPHIA

SAN FRANCISCO

HIGH ABOVE

NEW YORK

NEW ORLEANS

ATLANTA

HOLLYWOOD

exploring every market... from eight strategically located offices throughout the United States... giving you superior coverage with quick and thorough personal service to Advertisers and their Agencies.

All offices company owned and operated

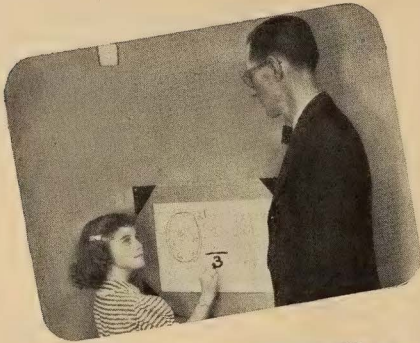


Headley-Reed Company

Radio Station Representatives







# School Report

Sunday afternoons at two, time on WDEL-TV for the Wilmington, Delaware, Public School half-hour show, "School Report." Under the general supervision of John Hunt, Public Relations Director of the Wilmington Schools, the program content is kept pertinent and timely . . . aims to interpret present-day schools to the community, and to assist teachers to understand community needs and reactions.

A recent "School Report" program in the 1951-52 series, a parent-teacher problem clinic, is pictured here. Parents dramatized some of the questions being asked about modern educational methods. A panel composed of six supervisors and teachers then explained and discussed the questions posed.

"School Report" typifies the many public service telecasts carried by WDEL-TV in its continuing endeavor to serve its viewers and to help make its coverage area a better place in which to live.

## WDEL-TV

WILMINGTON, DELAWARE



Represented by

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





# at deadline

## CLOSED CIRCUIT

ASSOCIATED PRESS, which has been making its plans quietly, has privately advised number of TV stations that it shortly will announce news service on film for its TV station membership. Prospects were told by Oliver Gramling, asst. general manager for radio-TV operations, that news service will be "something different." Announcement likely to be forthcoming in January.

UNHAPPINESS of NBC radio network top executives over affiliates' brusque rejection of some proposed sales strategies is not lessened by preliminary accountant's reports that NBC's O & O radio station operations during 1951 made net profit before taxes of some four times that of NBC radio network—figures being roughly \$7.5 million for O & O stations to less than \$2 million for network.

CHICAGO office of one of top station representative firms reports that radio billings as of Oct. 1 this year equalled all of 1950 billings, and that business since then has been "phenomenal." Most representatives during normally slowed-down holiday season were busy delivering availabilities up to 6 p.m. Monday before Christmas.

FABULOUS Glenn H. McCarthy, Texas oil millionaire, hosteler (Shamrock) and broadcaster (KXYZ Houston) contemplates going into Latin American TV in big way. On drawing boards, it's reliably reported, are half-dozen VHF stations—three in Venezuela, where he holds oil interests, and three in Guatemala.

CBS will designate Herbert V. Akerberg, vice president in charge of station relations, as its member of NARTB TV Board. This follows network action last week in joining NARTB TV for network and two owned and operated stations—WCBS-TV New York and KNXT (TV) Los Angeles [B•T, Dec. 24].

YOUNG & RUBICAM, N. Y., currently studying advertising plans for *Time* and *Life* magazines' 1952 campaign. Radio and TV schedules are expected to be continued, with definite decision forthcoming within fortnight.

FACED WITH probable biggest deluge of work in its history, FCC will seek at least another \$2 million appropriation for upcoming fiscal year over present \$6 million budget which runs until June 30. At that time Commission should be well in throes of TV city-by-city hearings.

IN RE FCC financial plight, it's no secret that it's looking for means of getting additional hearing officers to supplement seven examiners available for TV hearings. Delays in individual city proceedings, it feels, will make it more costly for both taxpayers (via government) and applicants.

WITH TRANSFER of WCOP Boston to new Baker-Beaman ownership (CLOSED CIRCUIT) (Continued on page 6)

## GOTTLIEB, DELLA CIOPPA NEW CBS RADIO V. P.'s

LESTER GOTTLIEB, director of CBS Radio network programs since July, and Guy della Cioppa, director of CBS network programs in Hollywood for both radio and television since August, appointed vice presidents of CBS Radio, Howard S. Meighan, CBS Radio president, announced today (Monday).

Mr. Gottlieb becomes vice president in charge of network programs CBS Radio. Mr. della Cioppa becomes vice president in charge of network programs—Hollywood, CBS Radio, succeeding Harry S. Ackerman who has been Hollywood vice president in charge of network programs for both CBS Radio and Television and continues as network program vice president there for CBS Television.

## STREIBERT CHAIRMAN

THEODORE C. STREIBERT, president of WOR AM-FM-TV New York, appointed chairman of Radio Advisory Commission on Information, U. S. State Dept., which he had previously served as chairman of subcommittee investigating Voice of America's facilities planning and development program and member of subcommittee on management and personnel. Radio advisory commission is one of four; others represent press, motion pictures and general business.

## LANIGAN TO JOIN ABC-TV

JOHN B. LANIGAN, specialist in consumer advertising for *Time* magazine, will join ABC as vice president in charge of television sales effective Feb. 1. Mr. Lanigan succeeds Fred M. Thrower, who resigned last month to join CBS-TV as vice president in charge of sales [B•T, Dec. 3].

## Westinghouse to Sponsor Conventions

WESTINGHOUSE ELECTRIC Corp. to sponsor \$3 million Presidential election package on CBS Radio and CBS Television, including summer political conventions, 13-week get-out-the-vote campaign and election results. Agency handling account is Ketchum, MacLeod & Grove, Pittsburgh.

Campaign will cover 100 major markets, coast-to-coast. CBS will use all interconnected cities for TV coverage, reaching balance by radio. Only Pittsburgh, Philadelphia and New York to have simultaneous radio-TV service. TV network will be expanded as fast as new cities are added to interconnected facilities.

Westinghouse and Ketchum, MacLeod & Grove have been working three months on project. Both CBS and NBC had made presentations.

Under joint policy of Republican and Democratic committees, sponsorship of Chicago Presidential nominating conventions is permitted on dignified basis. Republican convention opens July 7 and Democratic convention July 21. Convention coverage rights are not exclusive and provide 20-hour minimum for each (see early story, page 52).

Starting Aug. 11 Westinghouse will spon-

## BUSINESS BRIEFLY

CAMPANA AGENCY ● Campana Sales Co., Batavia, Ill. (Italian Balm), names Tim Morrow Agency, Chicago, to handle its account, which includes network radio. Frank Duggan is account executive.

PURINA HOOKUP ● Ralston Purina Co., Feed Division, to sponsor transcribed Eddy Arnold show on 11-station NBC western hook-up, starting Jan. 5 for 52 weeks. Package, owned by Brown Radio Productions, to be aired Sat., 8-8:30 p.m. (PST). Agency, Gardner Adv., St. Louis.

VALENTINE SPECIAL ● Elgin American Division of Illinois Watch Case Co., Elgin, Ill. (compacts, jewelry), to sponsor one-time segment of *The Big Show* on NBC Sun., Feb. 10, 6-6:15 p.m., as Valentine promotion. Agency, Russel M. Seeds, Chicago.

KRAFT BUYS ● Kraft Foods, Chicago, buys last open time period in MBS child strip series, signing *Bobby Benson Show* Mon., 4-4:30 p.m. (CST) from Dec. 31 on full network plus Hawaii, 52 weeks. Malted milk and caramels to be promoted. Kraft has ordered another segment of *Queen for a Day*, switching Tues. (Continued on page 82)

## CARPET FIRM BUYS TV

JAMES LEE AND SONS Co., Bridgeport, Penn., will sponsor series of half-hour TV shows entitled *Meet the Masters*, featuring such artists as Arthur Rubinstein, Jascha Heifetz, Marion Anderson and others to start in 35 cities, coast to coast. D'Arcy Agency, New York, placing programs, most for Sundays but specific times and station list not yet completed.

sor campaign designed to inform electorate and stimulate voting. Equal time will be provided both parties to present campaign issues through candidates and other leading figures.

J. M. McKibbin, Westinghouse vice president in charge of consumer products, said: "Westinghouse is bringing the conventions, the elections, the candidates and the campaign issues to the American people to stimulate maximum interest in the world's greatest demonstration of Democracy at its best. We have planned this program to help produce the biggest turnout of well-informed voters in the history of American elections."

Handling TV-radio project for Ketchum, MacLeod & Grove are George Ketchum, president; Edward Parrack, vice president in charge of Westinghouse account, and Lansing Lindquist, radio-TV director.

Westinghouse recently completed nationwide coverage of college football on NBC-TV network.

Total cost of entire political radio-TV coverage, including merchandising and promotion, expected to pass \$3 million figure.

for more AT DEADLINE turn page





(Continued from page 5)

## N. C. GROUPS PREPARE FM PROMOTION PLANS

FIRST FM promotion campaign under joint auspices of NARTB and Radio-Television Mfrs. Assn. will get under way Jan. 21 in North Carolina. Similar month-long drives start in Wisconsin Feb. 4 and District of Columbia March 1.

Project conceived last summer to stimulate FM receiver sales and given impetus at Aug. 22 meeting in Roanoke, Va. [B•T, Aug. 27]. Final plans for North Carolina FM drive were drawn up last Thursday at Charlotte meeting attended by 45 broadcasters and distributors.

John H. Smith Jr., NARTB FM director, told meeting that 41 N. C. stations are offering FM service. James D. Secrest, RTMA secretary-general manager, credited NARTB President Harold E. Fellows with fathering NARTB-RTMA teamwork idea in promoting FM set sales.

E. Z. Jones, WBBB-FM Burlington, is chairman of North Carolina special FM promotion campaign committee. He said FM stations will carry 10 or more spots per day, mentioning dealers names. Special programs, promotional material for dealers and newspapers as well as other projects will be provided. Earl Gluck, WSOC-FM Charlotte, president of North Carolina Assn. of Broadcasters, pledged support of that body.

RTMA's FM Promotion Committee is headed by Don Whiting, who said packets of promotional material will be supplied stations, dealers and distributors.

## ATLASS PETITION

ATLASS Amusement Co. petitioned FCC Friday for permission to intervene in license renewal hearings of WKOW Madison, Wis., scheduled to be heard Jan. 21 before FCC Hearing Examiner James D. Cunningham [B•T, Nov. 12]. Station's license renewal application was set for hearing on implication that Madison CBS outlet got its network affiliation by hiring Atlass company as management consultants, and that licensees have abdicated control of station to Atlass firm. Firm gets 50% of profits of WKOW under its contract with station.

Management firm is headed by H. Leslie Atlass Jr., son of H. Leslie Atlass Sr., CBS Central Division vice president and general manager of CBS-owned WBBM Chicago. Senior Mr. Atlass also owns 19% of WIND Chicago. Ralph Atlass, brother of H. Leslie Atlass Sr., is vice president and general manager of WIND, controls WLOL Minneapolis, KIOA Des Moines and has management contract with WMCA New York. H. Leslie Atlass Jr. is also program director of WIND.

Pre-hearing conference of attorneys is scheduled to take place Jan. 3 before Examiner Cunningham in Washington.

## RESEARCH AWARD

EDWARD L. BERNAYS Foundation Radio-Television Award, \$1,000 U. S. bond, to be presented by American Sociological Society to individual or group contributing best piece of research on effects of radio and/or TV on American society. Reports must be submitted before June 15 to F. Stuart Chapin, chairman of judging committee, at U. of Minnesota Dept. of Sociology, Minneapolis. Information available at society in care of New York U., Washington Square, New York 3.

## In this Issue—

A B•T projection of new U. S. Census Bureau figures shows 42,427,000 radio homes in the U. S. as of Jan. 1, 1952. Here's a list of the most up-to-date and accurate estimates available on the number of radio homes in all U. S. metropolitan areas. *Page 23.*

NBC tells affiliates it won't use controversial radio rate formula, now planned to become effective in mid-1952, a second time. Re-evaluation of whole rate question is promised after present plan adopted. *Page 23.*

Second part of B•T Trends for 1952 survey is in this issue. Transcription and program packaging firms expect gains: *Page 25.* Research experts see trend toward more critical measurement than mere program ratings: *Page 25.* Regional networks are optimistic: *Page 26.* Congressional leaders tell where broadcasting legislation stands on eve of new Senate and House sessions: *Page 28.* The progress of Broadcast Music Inc: *Page 63.* Index of year-end statements: *Page 25.*

Radio network gross billings last November were \$14,377,151, 9% below billings of year before: *Page 29.* TV network gross billings last November were \$13,919,327, twice as big as in November, 1950: *Page 49.*

ASCAP got \$12 million from radio and TV broadcasting in 1951—about 85% of its total income from music licensing. *Page 29.*

Gian-Carlo Menotti's new opera, composed especially for television, is reviewed. *Page 32.*

Xavier U. of Cincinnati says TV has no effect on children's learning in schools. Results of a study of 1,000 Cincinnati youngsters. *Page 50.*

Details of new NBC-TV network rate increase. Rates up 9%, but cost per thousand down to \$1.71, says NBC. *Page 49.*

It was Christmas on the air for U. S. broadcasters. *Page 70.*

Federal Civil Defense Administration briefs communications delegates on radio-TV silence plan for emergency. *Page 78.*

New test case challenging legality of state gross receipts tax on station goes to court this week in suit filed by KPOA Honolulu. *Page 34.*

## Upcoming

Jan. 7-10: National 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. 10: Radio Executives Club of New York, luncheon meeting, Waldorf Astoria Hotel, New York.

Jan. 10-12: National Collegiate Athletic Assn. meeting, Cincinnati, Ohio. (Other Upcomings page 34)

Dec. 10; Nov. 12, 5) Roy V. Whisnand, commercial manager of WKDA Nashville, has assumed general management of Boston station, in which he acquired 10% interest. Simultaneously Craig Lawrence, vice president and general manager under Cowles' ownership and veteran of 19 years with that organization, announced his resignation but has not disclosed future plans. Others on WCOP executive staff, including A. N. (Bud) Armstrong, national sales manager, and Harry Wheeler, local sales manager, remain with organization.

HIGH COST of network TV has resulted in one large national advertiser (proprietary-cosmetics) cancelling 124 pages in national weekly newspaper magazine section.

THERE'S little present danger of material shortages holding up new TV stations when FCC freeze is lifted. Government and private sources indicate substantial number of TV transmitters in production with existing schedules calling for steady flow.

WITH EACH passing day it becomes increasingly evident that one of toughest nuts FCC will have to crack on TV allocations will be lumping of VHF and UHF in city-by-city hearings (see Cislser OPEN MIKE, page 15). Increasing pressure both for and against lumping procedure points this up. Meanwhile it's expected that FCC's response to Mr. Cislser will be merely to acknowledge receipt of complaint against lumping and state that matter will be considered at appropriate time (after final allocations are announced in February).

PENICK & FORD (My-T-Fine Dessert), through BBDO, N. Y., expected to buy women's participation shows on radio and television, starting mid-January for 13 weeks in about 40 markets.

THERE ARE many buyers but practically no sellers in TV station sphere. Last week one active searcher reported that TV station market is "frozen solid."

GENERAL BAKING CO. (Bond Bread), N. Y., preparing to place one-hour television show, *Hopalong Cassidy*, once-week, in about 18 TV markets starting late January. Contracts through BBDO, N. Y., expected to be for 52 weeks.

GENERAL FOODS (Birdseye foods), buying established women's participation shows in radio, starting early in January, in approximately 50 markets for 13 weeks. Young & Rubicam, N. Y., is agency.

## UP IN PICTURE FIELD

UNITED PRESS enters spot news picture field, Jan. 1, serving newspapers and television, according to joint announcement Friday by Hugh Baillie, UP president, and Fred S. Ferguson, Newspaper Enterprise Assn. president. New service headed by Mims Thompson, former UP central division manager. TV service known as United Press Movietone News. UP purchased world resources of Acme Newspictures, NEA division.

for more AT DEADLINE see page 82

# THE YANKEE NETWORK

*announces the appointment*

*of*

**H-R REPRESENTATIVES, INC.**

*as its*

**National**

**Radio Representative**

**Effective January 1, 1952**



**H-R REPRESENTATIVES, INC.**

will also represent

Local Stations

**WNAC Boston**

**WEAN Providence**

**WONS Hartford**

**THE YANKEE NETWORK**

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.



they say it's a  
television age, BUT...

**WIBC** Indiana's first  
and only 50 KW  
radio station

has increased its share  
of nighttime audiences

**36.8%**

No doubt about it, television has grown rapidly here in Indiana. But WIBC's share of nighttime audiences has done a heap of growing, too!

WIBC's share of this "A-time" audience shows a gain of 36.8% over the comparable period in 1950, according to the latest Hooper (Feb.-April, 1951).

By contrast, all other Indianapolis radio stations showed a drop in percentage of the nighttime audience of the Hoosier capital.

So, before you buy time or television in Indiana, investigate the solid evening lineup of good listening on WIBC . . . the only Indianapolis radio station that gives you an out-of-state "bonus" coverage.

Ask your JOHN BLAIR man for particulars on these excellent nighttime availabilities.



WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana  
John Blair & Company, National Representatives

# BROADCASTING TELECASTING

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## WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

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

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

**HOLLYWOOD BUREAU** Taft Building, Hollywood and Vine, Zone 28, HEMpstead 8181; David Glickman, *West Coast Manager*; Ann August.

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

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

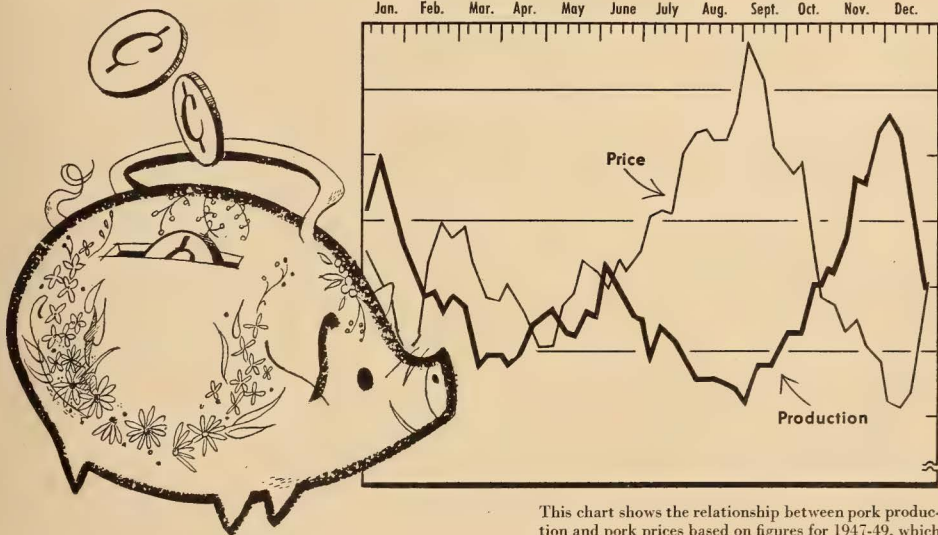
\* Reg. U. S. Patent Office  
Copyright 1951 by Broadcasting Publications, Inc.

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

BROADCASTING • Telecasting

# WHAT LAW

## Makes Pork Cost Less in December Than It Does in September?



The good old law of *supply and demand*. With pork, it works like this:

More than half the pigs are born in spring — also according to law, the *law of nature*. They spend the summer and early fall growing to pork-chop size.

Then, along about the time the first leaves fall, all these pigs begin to come to market. And the same thing happens that happens with any other perishable commodity (strawberries

or eggs or oranges) when there is suddenly a lot more than there was.

The price just naturally goes down!

That chart at the top shows how the cycle goes. *More pork — lower prices* through the winter months; *less pork — higher prices* through the summer.

But summertime is always the time when a big new meat crop is “growing up” on America’s farms and ranches.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago

• Members throughout the U.S.



# new business



## Spot . . .

**O**LYMPIA BREWING Co., Olympia, Wash., planning spot campaign on eight Alaska stations. Contracts are for 52 weeks. Company also starts sponsorship of 9-9:15, Sat., newscast on 32 stations of Western Mutual-Don Lee Network. Contract for 52 weeks. Agency: Botsford, Constantine & Gardner, Seattle.

## Network . . .

**WARNER-HUDNUT Inc.**, N. Y., renews Walter Winchell, Sun., 9-9:15 p.m., on ABC Radio, for 52 weeks. Agency: Kenyon & Eckhardt, N. Y.

**FRIGIDAIRE DIV.**, General Motors Corp., Dayton, Ohio, sponsoring Pulitzer Prize Playhouse on ABC-TV. Started Wed., Dec. 19, 10-11 p.m., EST.

**AMERICAN CHICLE Co.** renews two shows, *The Top Guy* and *Defense*

Attorney, effective Dec. 31, for Clorets. Agency: Dancer-Fitzgerald-Sample, N. Y.

**S. C. JOHNSON & SONS**, Racine, Wis., to sponsor *Robert Montgomery Presents*, Mon., 8:30-9 p.m. CST, on full NBC-TV Network on alternate weeks. Agency: Needham, Louis & Brorby, Chicago.

## Agency Appointments . . .

**SUNNY SALLY VEGETABLE GROWERS**, L. A. (packaged fresh vegetables), names Davis & Co., L. A. Regional radio and TV will be used.

**ROBERT WILLIAM FOODS Co.**, L. A. (macaroni products), appoints Davis & Co., L. A. Media will include radio and TV.

**LEHON Co.**, Chicago (asphalt roofing products), names Ewell & Thurber, same city. Radio is used. Account executive is E. E. SPROUL.

**RING-IN DISTRIBUTING Co.**, S. F., appoints Richard N. Meltzer Adv. Inc., S. F., to handle regional advertising for Ring-In, automotive chemical product. Radio and TV will be used.

**KERN FOOD PRODUCTS Inc.**, L. A. (preserves and jellies), names Davis & Co., L. A. TV being used.

**PURE FROZEN Lemon Juice Corp. of America** (Nilcar), Chicago, names Ruthrauff & Ryan, same city. **ROBERT ARCHER** is account executive.

## Adpeople . . .

**FRANK A. DUNN**, Los Angeles branch manager Libby, McNeill & Libby, S. F., named sales manager of western division.

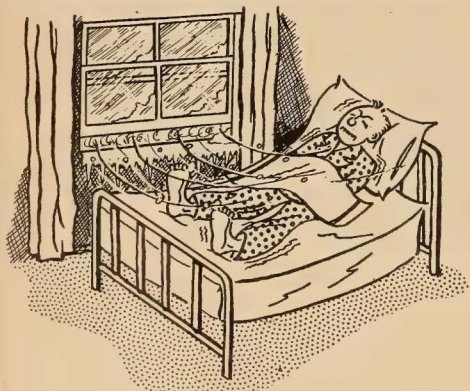
**HAROLD C. KAVALARIS**, grocery products promotion manager, Sperry Div. of General Mills Inc., S. F., named national promotion manager of General Mills Inc., Minneapolis. He is succeeded in S. F. by **RICHARD N. CONFER**, formerly with Minneapolis office.

**ROBERT BEATTIE**, general sales manager; **CLARK PETTIT**, advertising and sales promotion manager, and **FRED TWINING**, assistant general sales manager, Golden State Co., S. F., have formed partnership to purchase entire stock of Robison's Dog Food Inc., S. F. Mr. Twining has resigned from Golden State to head dog food company. Other partners are remaining in present positions.

**JOSEPH E. GRIESEDIACK** elected vice president and assistant general manager Falstaff Brewing Corp., St. Louis. **KARL K. VOLLMER** elected vice president and named director marketing department. **HERBERT A. GOODWIN**, vice president in charge of sales, resigns to join Blatz Brewing Co., Milwaukee. **R. B. WIGHTMAN** appointed advertising director Falstaff.

**EDWARD H. SMYTHE**, sales and advertising manager, Branded Goods Div., Rockwood & Co., assumes same position for grocery store products of Walter Baker Chocolate & Cocoa Div. of General Foods, Dorchester, Mass. He succeeds **ANDREW C. QUALE**, named sales manager for bulk products.

# LACK OF COVERAGE



You wouldn't go to bed in the dead of winter and use a towel as a cover—you'd use a blanket or two. Why? Naturally, it's to keep warm—but basically it's a question of coverage.

The same thing is true in advertising. In Chicago and the Middle West, you're out in the cold in thousands of Middle Western radio homes if you're not using WGN.

WGN blankets the Middle West like no other station—WGN reaches more radio homes per week than any other Chicago station. Why use a towel sized medium when WGN offers such tremendous coverage.

Get the most for your money—make WGN YOUR BASIC BUY.

A Clear Channel Station . . .  
Serving the Middle West

MBS

**WGN**

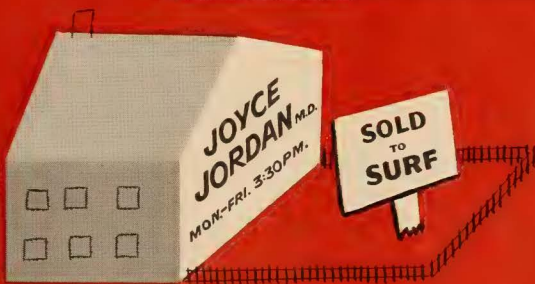
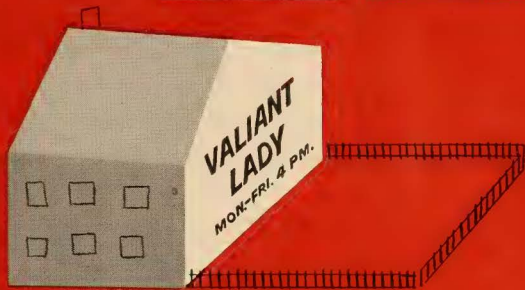
Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee  
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston  
Geo. P. Hollingsbery Co.  
Advertising Solicitors for All Other Cities  
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peach Street  
Chicago—307 N. Michigan Avenue • San Francisco—400 Montgomery Street



# Smart Neighborhood for Advertisers!



Follow the lead of such shrewd time buyers as Surf and Philip Morris. Cash in on the huge, home-grown audience awaiting you on ABC's week-day afternoon block of daytime dramas. It's an hour and a quarter of deftly written, superbly produced dramatic favorites...aired at a time when homemakers can listen. It's the buy you've been searching for! For further details, see back cover of this insert.



# ABC RADIO

American Broadcasting Company



	SUNDAY				MONDAY				TUESDAY				WEDNESDAY	
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC		ABC
6:00 PM	Cartier Prods. Drew Pearson (127)	Pearson Pharr My Friend Irma (19)	Quaker Sp. Fiction of the Yukon	Texas Ranger Joe McCre (see footnote)	Not in Service Man-Fri 6-7 a.m.	Metrol. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S	Not in Service	Metrol. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S	Not in Service	Metrol. Life Ins. Allan Jackson (26)
6:15	Seaman Brass Men. Headlines (18)	"	"	"	"	You and the World S	"	No Network Service	"	You and the World S	"	No Network Service	"	You and the World S
6:30	CBC Winnipeg Concert (alt.) CBC Vancouver Symphony	C-P-P Dental & Shave Dreams Our Miss Brooks	Nick Carter	Reynolds Melba The Big Show (175)	"	No Network	"	Bill Stern Sports Review (MM)	"	No Network	"	Bill Stern Sports Review (MM)	"	No Network
6:45	"	"	"	"	"	P&G Ivory Lowell Thomas (165)	"	Sam Oji Co. 3-Star Extra (34)	"	P&G Ivory Lowell Thomas (165)	"	Sam Oji Co. 3-Star Extra (34)	"	P&G Ivory Lowell Thomas (165)
7:00	"	Amer. Tab. Co Jack Benny (193) R	Affairs of Peter Salem	The Big Show OT	Co-op Headline Edition	P&G Oxyd. Lav Drell-Bosch (124) R	Co-op Fuller Lewis Jr. (34)	Pure Oil Co. News Time (33)	Co-op Headline Edition	P&G Oxyd. Lav Drell-Bosch (124) R	Fullen Lewis Jr. (124) R	Pure Oil Co. News Time (33)	Co-op Headline Edition	P&G Oxyd. Lav Drell-Bosch (124) R
7:15	"	"	"	"	Co-op Elmer Davis	P&G Tide Jack Smith Show (152) R	"	Dinner Date S	Co-op Elmer Davis	P&G Tide Jack Smith Show (152) R	Dinner Date	No Network Service	Co-op Elmer Davis	P&G Tide Jack Smith Show (152) R
7:30	The Great Adventure S	Recall Amos 'n' Andy (192)	Little Symphonies	"	General Mills Lone Ranger (153) R	Campbell Soap Club 15 (165) R	Amor. School & Bellone alt. wk. Gabriel Muller	Miles Labs News of World (162)	General Mills Silver Eagle (157)	Peggy Lee Show S	Dana Mutual Ins Gabriel Heaster	Miles Labs. News of World (162)	General Mills Lone Ranger (153) R	Campbell Soap Club 15 (165) R
7:45	"	"	"	"	Am. Oil-Hamm. Ed. R. Murrow (100)	See footnote	"	Miles Labs 1 Man's Family (159) H R	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Mutual Newsweek (7:45-7:55)	Miles Labs 1 Man's Family (159) H R	"	Am. Oil-Hamm. Ed. R. Murrow (100)
8:00	Stop the Music S	Coca-Cola Charlie McCarthy Show (201)	This Is Free Europe	RCA Harris & Faye (182)	General Motors Henry Taylor (158)	Elec. Auto-Life Suspense (165)	Woman of the Year	AK of RR's Railroad Hour (181)	Newsland Theatre S	People Are Funny (176)	The Black Museum	duPont Cavalcade of America (162)	Stirling Drug Mystery Theatre (228)	Level-Life Busy Big Town (151) R (8-3-25)
8:15	"	"	"	"	World Wide Flashes S	"	"	"	"	"	"	"	"	Mr. Chamclean
8:30	American Chicle Stop the Music (229)	Philip Morris Playb. on Bw. (187)	Enchanted Hour	U. S. Steel Theatre Guild on the Air (172)	The Big Hand S	Lever-Lipton Hollywood Talent Scouts (165) R	Crime Does Not Pay	Firestone	Met Auditions of the Air S	C-P-P Shampoo & Shave Cream Mr. & Mrs. Worth (193) R	Story of Doctor	Lewis-Howe Co. Tommies Hollywood Theatre (169)	American Chicle The Top Guy (212)	Chaschough Dr. Christian (162) R
8:45	Leiland Stop the Music (187)	"	"	"	Paul Whelanman Ten Club S	Lever-Lux Luc Radio Theatre (180)	Crime Fighters	Bell Telephone Telephone Hour (176) R	Co-op Tower Meeting	Wm Wrigley Life of Luigi (186)	Official Detective	Liggett & Myers Chesterfield Bob Hope (178)	Co-op Regue's Gallery	Norge Red Skelton (54)
9:00	Warner-Hoodnall Walter Winchell (237)	Electric Cos. Carols Archer (177)	Opera Concert	"	"	"	"	"	"	"	"	"	"	"
9:15	Murlane Dieblich (236)	"	"	"	"	"	"	"	"	"	"	"	"	"
9:30	TBA	Meet Millie	Sterling John J. Anthon Hour	Philip Morris Eddie Cantor (146)	"	"	Co-op War Front - Home Front	Giles Service Band of America (183) N	"	Sterling Drug Pursuit (153)	Mysterious Traveler	Pat Milk Fibber McGee & Mally (156)	Co-op Mr. President	Liggett & Myers Bing Crosby (193)
9:45	TBA	"	"	"	"	"	"	"	Chr. S. Publ. Co Gity S. Monitor Views News: 15	"	"	"	"	"
10:00	Burton Drive Corp. Paul Harvey (116)	10-10-95 Bob Trout	Okl. City Symphony	564 Question S	News of Tomorrow S	R. J. Reynolds Bob Hawk Show (173)	A. F. of L. Frank Edwards (135)	Coca-Cola Mario Lanza Show (188)	News of Tomorrow S	The Line-up	A. F. of L. Frank Edwards (135)	Philip Morris Playhouse on Bw. (137)	News of Tomorrow S	Patrol Blue Ribbon Bouts (170)
10:15	Gloria Parker Show S	(10-35-30) The People Act	"	"	Dream Harbor S	"	Co-op I Love A Mystery	"	Dream Harbor S	Co-op I Love A Mystery	"	"	Dream Harbor S	"
10:30	Co-op George Sokolsky	Langines-Witman Choralists (154)	"	Tin Pan Valley S	Time For Relax	Phillips Petro Rex Allen Show (58)	Bonds Far Bonds	Dangerous Assignment (MM)	Unlited-or Wait? S	Robert Q's Watworks	Dance Orchestra	The Man Called "X" S	Lain Quarter Orchestra S	"
10:45	Dr. Gino S	Music For You	"	"	"	Robert Q. Watworks	"	"	"	"	"	"	"	"
11:00	News S	News	News	News from NBC	"	News	Co-op Bankage Talking	News from NBC	Band S	News	Co-op Bankage Talking	News from NBC	Band S	News
11:15 PM	Thoughts in Passing S	Elmer Roper	Music	Clifton Ullay	Sports Report S	Dance Orchestra	"	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	"	News of the World Morgan Beatty	Sports Report S	Dance Orchestra

	SUNDAY				MONDAY - FRIDAY				SATURDAY				SUNDAY
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
9:00 AM	Milnes Gross Opera/Album S	Trinity Choir	Elder Michael Happiness Hour	Co-op World News Lockwood Deb	General Foods Breakfast Club (26)	Co-op News	Co-op Rait. Hurleigh	No Network Service	Co-op No School Today	Co-op News	Network Opens 10 a.m.	Heavy-Body (8:30-9:30) (MM)	Co-op National Vespers S
9:15	"	News S	"	We Hold These Truths S	Sweet & Co. Breakfast Club (20) R	Barnyard Follies S	3:15-3:30 Co-op Tell Your Neighbor 9:25-10 News	"	"	Barnyard Follies S	"	"	"
9:30	Prophecy, Inc. Voice of Prophecy (19)	E. Power Biggs	Christian Ref. Church Book to God	Carnival of Books	"	"	Harmony Rangers	"	"	"	"	Brown Shoe (176) Smitin' Ed McGonnell	Marines Inv Review S
9:45	"	"	"	"	Hudson Coal D&H Miners Spl. (24)	"	"	"	"	Garden Gate	"	"	2:15
10:00	Message of Israel S	Church of Air S	Radio Bible Club (311)	National Radio Pulpit S	Sterling Drug My True Story (212) R	Ten-Reid-Wardock, Arthur Godfrey (178) R	Co-op Cecil Brown (92)	P&G Welcomes Travelers (144)	"	Lee Kellon Orchestra	Miscellaneous Program S	Mind Your Manners	Concert of Europe S
10:15	"	"	"	"	(See footnote)	Lever-Rings Arthur Godfrey (180) R	Lanny Ross	"	"	Galen Drake	"	"	2:45
10:30	Negro College Chorus S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S	General Mills Betty Crocker (91) R	Philby Arthur Godfrey (151) R	Co-op Take a Number 16:30-16:55	Campbell Double or Nothing (146)	Raiton Space Patrol (284)	Make Way Youth	Leslie Nichols	Pat Milk Mary Lee Taylor (146)	This Week Around the World S
10:45	"	"	"	News Highlights S	News Against the Stern (255)	National Biscuit Arthur Godfrey (193) R	"	"	"	Helen Hall	"	"	3:15
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Willman	Feeless Starch Time (55) Spl.	General Foods When a Girl Marries (94)	Lever Bros. Lane Journey (257)	Sterling Drug Ladies Fall (11-11-25)	C-P-P Strike II Rich (117)	Junior Junction S	Dream of Wheat Let's Pretend (154)	Georgia Crackers	Tintar S. Maughan Theatre (134)	Dr. Billy Graham Hour of Decision (22)
11:15	"	"	"	Disic 4 Quartet	Morning Serenade S	General Foods Break the Bank	"	"	"	S. C. Johnson (11:25-11:30)	"	"	3:45
11:30	The Christian In Action S	Invitation to Learning" S	Northwestern Review S	U.N. Is My Beat S	Bristol-Myers (MWF) (290)	Contin. Baking Grand Slam (56)	Lorillard-Kraft Queen for a Day	C-P-P King's Bow (171)	Eddie Fisher Show	Cannon Mills Give & Take (18)	U.S. Marine Band	Hollywood's Love Story S	Gospel Bst. Co. Old-Fashioned Revival Nr. (242)
11:45	"	"	"	Green Cross Song Festival	Philby Morris (Thu) (257)	P&G Ivory Snow Rosemary (141)	"	Armour Dill Dive Garnaway (173)	"	"	"	"	4:15
12:00 N	News S	People's Platform	College Choirs	America United S	Prudential The Jack Berch Show (256)	General Foods Wendy Warren (159)	Miles Labs Curt Massey Time	No Network Service	101 Ranch Boys Show	Armstrong Cork Theatre of Today (186)	Quaker Man on the Farm	News At Noon	4:30
12:15 PM	Branch Time S	"	"	"	Seretan Victor Lindlar (148)	Lever Bros. Aunt Jenny (143)	Johnson & Son News (12-15-12:25)	The Kate Smith Show (MM)	"	"	"	Public Affairs S	4:45
12:30	Co-op Piano Playhouse	Howard K. Smith	Co-op Hazel Markel	The Eternal Light	Not in Service	Whitehall Helen Trent (175)	Miscellaneous Program	"	American Farmer S	Garnation, Stars Over Hollywood S (152)	6th Army Band	U.S. Marine Band	5:00
12:45	"	Chas. I. Collingwood	Down Bible Frank & Ernest	"	"	Whitehall Our Gal Sunday (181)	"	Faith In Our Time	"	"	"	"	5:15
1:00	San Francisco Sketch Book S	String Serenade S	Vanderventer & The News S	Critic at Large S	Co-op Paul Harvey	P&G Ivory, Spa & Spa, Big (150)	Co-op Cedric Foster	Homelowners S	Navy Hour S	Yoni Grand.Cen.Sta. (177)	Bonds Far Bonds	Allis-Chalmers Natl. Farm & H. How (174)	5:30
1:15	"	"	Book Associates Various	Mike 95	Co-op Ted Malone	P&G Oxyd. Ma Perkins (153)	Bob Poole Show (1:15-1:25)	Pickens Party Rpt.	"	"	"	"	5:45 PM







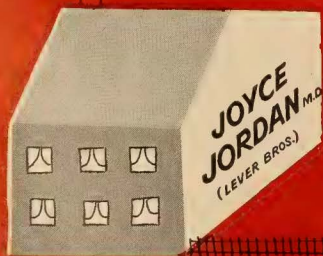
What a block...  
What a buy!

**MARRIAGE FOR TWO.**  
Newest dramatic success  
of veteran scripter Elaine  
Carrington! This engrossing  
tale is now available to  
*local* and/or national  
advertisers as an ABC  
Radio Co-op Program. 4 pm.

FOR  
SALE

**VALIANT LADY.** The  
intensely human story  
of social worker Joan  
Scott, a woman who meets  
life on its own terms.  
Written by writer-  
extraordinary Hector  
Chevigny. 3:45 pm.

FOR  
SALE



**MARY MARLIN.** Old, old  
favorite... listed among  
radio's top ten for more  
than 13 years! Now given  
new life by the dynamic  
storytelling of  
authoress Mona  
Kent. 3 pm.

FOR  
SALE



Any one of these great  
shows offers an advertiser  
a large, ready-made  
audience of receptive listeners.  
Blocked together, the pulling  
power of each of ABC's  
five afternoon dramas  
is multiplied by five. They exert  
more influence, more pressure  
on housewives than any  
other advertising medium  
of comparable cost.  
Don't delay! Contact your  
ABC Radio representative today!

**ABC RADIO**  
American Broadcasting Company

# open mike



## Oh, No

EDITOR:

Your proof-reader appears to be as confused as we buyers of radio and TV time when it comes to Hooper, Pulse, Nielsen, et al acceptances.

On page 88 of last week's [B\*T, Dec. 17] a news item which was headed "Popularity Data—Hooper Releases Nine Area Study" went on to describe A. C. Nielsen's new popularity TV ratings for programs aired in markets with a minimum of three stations.

This being the season for forgiveness and good will toward men, no more will be said except to wish you and your staff . . . a happy New Year.

Herbert Gruber  
Chief Timebuyer  
Ceil E. Presbrey  
New York

[EDITOR'S NOTE: The forgiveness of Messrs. Hooper and Nielsen is also solicited.]

\* \* \*

## Big Boys' Bonanza?

EDITOR:

Immediate opposition should be registered by all prospective UHF applicants direct to the [FCC] against the proposal of the Federal Communications Bar Assn. in urging the FCC to "lump" all TV applicants in an area into one general hearing, regardless of whether the applicants wanted only VHF or UHF.

Little has been said in the trade press about the following situations that anyone can see developing.

(1) New applicants, especially those in the operating business, are being staggered by the fantastic legal fee estimates being handed out in Washington to prospective TV applicants. I have friends who are long-time station owners and who have been quoted fees as high as \$60,000 in a metropolitan market! This is based on long, expensive legal hassles, hearings, transcripts, high powered witnesses, counsel, etc. How many remember the long and bitter and expensive fight to get FM channels in New York City?

(2) Were the Commission to grant the FCBA request the natural result would be that people who were willing to go into UHF right now, would be blocked by being lumped with applicants whose primary interest is VHF. These applicants are willing to fight it out for VHF but don't want anyone to get UHF started until the VHF channels are passed out. These applicants are banking on the belief that if they lose out on VHF then they can take "second

best" in line, a UHF channel.

(3) The next inevitable result would be "law" to death many small applicants who simply can't match the legal costs of the big money applicants. This is an old dodge with many a rich corporation being sued by an individual. And the legal dodges and expenses involved in even AM radio today can surely wear out and break many a little fellow. Thus, control passes by default to the big money applicant.

(4) If TV is to be the property of the big money people, individuals or corporations, God help this country. Radio was built on the work of hundreds of small operators. TV deserves the same spark of initiative and personal perspiration and personality. Mere money alone does not insure a successful business in any line. If the TV grants are to go to the big money applicants, I predict a demand by many small folks for Congress to step in and stop the whole proceedings.

(5) Opposition should also be registered to the proposal advanced by Comr. [George E.] Sterling that networks and others be given the right to hold up to 7 TV grants, 2 of which would be in UHF. Here is a grab of more power for the big operators, and in a field where even the FCC admits there are not enough channels to go around. Why, with such scarcity, should networks and group operators be given more grants?

It is now a fact of electronic life that the limited spectrum makes UHF a "must" for developing a truly national TV system. If such is the case, and there are enough willing applicants of a localized nature for UHF, why open the doors to more grants to networks and chain operators? I personally think the number of grants to be held by any one individual or group or corporation, major or minor interests, should be three, and not five as at present.

S. A. Cisler  
Vice President  
WKYV Louisville

[EDITOR'S NOTE: Broadcaster-Owner Cisler has been a crusader for many an independent radio cause. His TV views, largely as expressed here, also were communicated to the FCC in a letter to Chairman Wayne Coy.]

## L.A. Ad Tests

SIXTH annual examinations for advertising to be conducted by Southern California chapter of American Assn. of Advertising Agencies, will be held in Los Angeles, Feb. 16. Application blanks may be obtained from Jack Waterman, c/o Dudley L. Logan Adv., 448 S. Hill St., Los Angeles 3.

# THE NEEDLE!

Vice-Pres. Gen'l. Mgr.

Associated Program Service 151 W. 46th, N.Y. 19

## GREETINGS AND SALUTATIONS

. . . at year's end, to all our subscribers and other good friends . . . to the dozens of broadcasters who've told us: "Ask anybody to call us—we'll tell 'em what a grand service you've got!" . . . to the officers and members of the many state broadcasters' associations who have invited us, past-present and future, to work with them . . . to our many helpful informants in the retail and economic fields for invaluable help in making "The Needle" an unparalleled source of selling inspiration for radio salesmen . . . to our newest subscribers: WCAU-TV, Philadelphia; WMC-TV, Memphis; KING-TV, Seattle; WSAZ-TV, Huntington, W. Va.; WCUE, Akron; WKBO, Harrisburg, Pa.; KFJZ, Ft. Worth; KIEM-KRED, Eureka, Cal.; WSOO, Sault Ste. Marie; KATE, Albert Lea; KXL, Portland . . . to some nice folks in our own field, like Milt Blink and Alex Sherwood of Standard; Nat Donato of C. P. MacGregor; Cliff Ogden of Capitol . . . and others!

## WHAT THE APS RELEASE LOOKS LIKE

Every month each APS full library subscriber-station (and many subscribers to the special small libraries, too) receive a big carton of fresh new broadcast material. A glance at the release for January '52 will give you a good idea of what this package contains. First, there are seven discs . . . six containing music and one containing Mitch's transcribed sales meeting (No. 11), titled "Facing Competition from Television." Eight outstanding artists are featured, all of them adding to the already deep list of selections under their names in the APS catalog. There's Glenn Osser and his Orchestra . . . the Ted Dale Strings . . . Al Goodman and his Orchestra . . . Vic Damone . . . Mindy Carson . . . Buddy Weed . . . George Wright at the N. Y. Paramount Organ . . . and the Hank D'Amico Sextette. Five categories of music are covered in this release: Light and Popular Concert (we also call it "Radio Music") . . . Popular Vocal . . . Novelty-Instrumental . . . Piano Solo . . . and Organ Solo.

What about the music itself? It covers an astounding variety of tastes; of standard and contemporary titles. There are 47 different selections, and here's a partial cross-section: By Goodman; Waltzes from "Der Rosenkavalier" . . . Hora Staccato . . . Fantasia . . . Impromptu in C Sharp Minor, Op. 66, By Glenn Osser; Slow Poke . . . Another Autumn (from the new hit musical "Paint Your Wagon") . . . It's All Over But the Memories. By Ted Dale; Penthouse Serenade . . . Canto Indio . . . Play, Fiddle, Play . . . La Rosita. By Damone; I Could Write a Book . . . The Birth of the Blues. By Mindy Carson; I'll remember April . . . Many Happy Returns of the Day . . . Gee, But You're Swell, By George Wright; Star Dust . . . My Gal Sal . . . Falling In Love With Love . . . If I Love Again, By Buddy Weed; The Dancer . . . Ballerina's Dream.

Is this a special release? Nope. The APS December package was just as large (all our releases contain seven discs) and featured Ralph Flanagan and His Orchestra . . . Dick Jurgens and His Orchestra . . . Denny Vaughan and His Orchestra (also featuring selections from "Paint Your Wagon") . . . Kay Armen . . . Edward Linzel in sacred instrumental organ selections . . . the Westminster Choir . . . Earl Shelton and His Orchestra . . . and the Satisfiers. The December transcribed sales meeting: "Creative Radio Selling."

## THIS MUSIC BUSINESS . . .

. . . is no simple matter, if you take it seriously and approach it conscientiously. It's easy to "fake" a monthly library release . . . or a whole library, for that matter. "Unknowns" will work for scale, and there are plenty of "big names" around who will knock out a few selections for a fast buck. But you can't program that kind of junk, and most of it comes along on free phonograph records (drat 'em!) anyhow. Building a library and keeping it fresh and useful and sparkling with new releases is a planned, long-range project and we thank our lucky stars at APS that a master like Andy Wiswell is available to do our planning in this field. Nobody in our industry can touch him!

ASSOCIATED PROGRAM SERVICE

151 W. 46th Street, New York  
Plaza 7-7710



# what happens

# when



# goes to MONTANA?

The XL Stations Make LIFE the LEADER in Montana in the short span of weeks.

Let the proven "Sales Power" of the XL STATIONS make your PRODUCT the leader in the Pacific Northwest.



**KXL KXLY KXLF**  
**KXLL KXLJ KXLK KXLQ**  
Eastern Sales Manager - Wythe Walker - New York  
Western Sales Manager - Tracy Moore - Los Angeles







John W. Hollow  
HELENA NEWS  
AGENCY  
Helena



Peg Robertson  
SILVER BOW  
NEWS COMPANY  
Butte



Julius E. Hilgard  
HILGARD NEWS  
AGENCY  
Great Falls



Floyd E. Green  
GALLATIN VALLEY  
NEWS AGENCY  
Bozeman



Percy Frazier Jr.  
FRAZIER NEWS  
AGENCY  
Missoula

## MESSAGES FROM THE MEN WHO SELL **LIFE**

"The picture changed when LIFE had the advantages of advertising on KXLJ as clearly proven by LIFE outselling magazine X by 436 copies."

John W. Hollow

"Sales were up an average of 10% over the same period a year ago. We feel that this increase is directly attributable to the radio advertising done on KXLF . . ."

Peg Robertson

"For a period of nine weeks in 1950, magazine X sold 8,191 copies as against 7,832 for LIFE. It's a little different story since LIFE'S spot campaign on KXLK. During the same period in 1951 magazine X sold 8,239 as against 8,607 for LIFE. LIFE outsold magazine X by 368."

Julius E. Hilgard

"The recent spot announcements on KXLQ for LIFE definitely held up the sale through a period which normally shows a slump in magazine sales . . . an average gain of 80 copies per issue."

Floyd E. Green

"Figures on our sales of LIFE, since the spot announcements on KXLL show that with the issue of March 26, we had 202 copies unsold, . . . April 16, one copy unsold. On the May 14 issue, sales increased by 115 copies over our original quota."

Percy Frazier, Jr.



## WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

IN THE NATION'S CAPITAL  
YOUR BEST BUY IS

FIRST in WASHINGTON

**WRC** 

5,000 Watts • 980 KC

Represented by NBC SPOT SALES



## feature of the week

PHILADELPHIA'S radio and TV owners and operators have inaugurated the opening of their own central office at 1900 Rittenhouse Sq., Philadelphia, and appointed a fulltime executive secretary.

Ruth Chilton Burns has been appointed executive secretary of the Philadelphia Radio and TV Broadcasters Assn. Mrs. Burns, the former Ruth Chilton, who has been active in practically every phase of the industry in the past 26 years, began her career in New England. Along with Dorothy Lewis, she helped set up the Assn. of Women Broadcasters of the NAB and subsequently became its first national president.

The announcement of the appointment of a full-time executive secretary and opening of their own office was made at the association's December meeting at the Middy Club in Philadelphia.

President of the new organization is Benedict Gimbel Jr., president and general manager of WIP. Patrick J. Stanton, owner of WJMJ, is secretary and Max Leon, president of WDAS, is treasurer.

The Advisory Committee is headed by Roger Clipp, general manager of WFIL, with Benedict Gimbel Jr. serving on the committee. The third member of the committee will be rotated throughout the year. Mr. Stanton is the first to serve in this capacity.

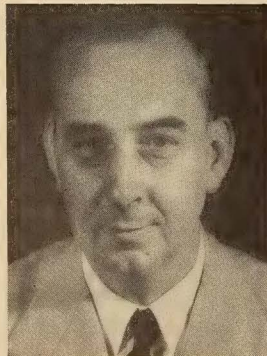
The association plans to serve as a clearing house for all public service programming, to aid charitable campaigns using radio and TV and to assure maximum cooperation. It will also sift and make recommendations to the member stations as to which campaigns should receive priorities.

Through regular bulletins and monthly meetings, the broadcasters will be kept abreast of major changes affecting the industry.

Members of the Philadelphia Radio and TV Broadcasters Assn. are: William A. Banks, WHAT; Roger Clipp, WFIL and WFIL-TV; William Caskey, WPEEN; Benedict Gimbel Jr., WIP; Paul F. Harron, WIBG; E. Douglas Hibbs, WTEL; Max M. Leon, WDAS; Lawrence M. C. Smith, WFILN; Patrick J. Stanton, WJMJ; and Donald Thornburgh, WCAU and WCAU-TV.



## strictly business



GEORGE T. HARDING

THE entire radio career of George T. Harding, radio division manager in the Dallas office of Branham Co., has been spent in Texas. Since 1928 he has ranged from the then 50 w KGDR San Antonio through Austin, Dallas and Corpus Christi stations, and then to Branham seven years ago.

His Branham job, Mr. Harding

says, represents journey's end for him professionally speaking, pending the time when he will retire, buy that small Texas dream ranch, and pass the years with gun and rod.

This "Branham network" jurisdiction in the Southwest takes in not only his native Lone Star State, but Oklahoma, New Mexico, Colorado and Louisiana as well. He estimates he travels some 20,000 miles a year in his far-flung bailiwick from the Gulf of Mexico to the Rockies (he makes Denver two or three times a year), from the Mississippi River to the Rio Grande.

As a radio-TV representative, he has to keep in close touch with leading Southwest agencies and accounts, plus division managers of the many national companies with regional headquarters in Texas and neighbor states.

He became a Radio Pioneer at the recent New Orleans NARTE meeting when Henry Slavick, WMC Memphis, and Ralph Wentworth, BMI, suggested he sign.

His entry into radio in San Antonio in 1928 has a kind of classic quality. A younger George Harding (he's now 52) was assisting in

(Continued on page 67)

## K-NUZ Dood it Again!



...WINS

AWARD FOR 1951  
AS IN 1950

Yes, for the second time K-NUZ is winner of the Nabisco Promotion Award for outstanding sales promotion of Nabisco Milk Dog Biscuits. K-NUZ again demonstrates its ability to pull and keep on pulling.

For information call  
**FORJEO**  
National Representative  
or **DAVE MORRIS**  
General Manager  
at Keystone 2581

P. O. Box 2135  
TWX HO 414

**K-NUZ** 

HOUSTON'S LEADING  
INDEPENDENT





## agency beat

**M**AX D. ANWYL and PAUL C. HARPER Jr. elected to board of directors Needham, Louis & Brorby, Chicago. Mr. Anwyl is secretary-treasurer, and Mr. Harper is an account executive and also directs the agency's training program.

**JOHN RIDER**, co-owner KATY San Luis Obispo, Calif., named general manager Vick Knight Inc., L. A. Agency has erected own building at 812 N. Fairfax Ave., Hollywood, where operations will be headquartered.

**ROLAND H. CRAMER**, service group head of Chicago office, **G. LES-TER WILLIAMS Jr.**, manager of Cincinnati office, and **WILLIAM J. BREEN**, service group head at New York offices of McCann-Erickson, elected vice presidents.

**WILLIAM E. BERCHTOLD** to McCann-Erickson, as vice president and chairman of advisory committee on advertising plans for Chicago office. He is former executive vice president and chairman of plans board Foote, Cone & Belding, N. Y.

**CAR R. GIEGERICH**, account executive on E. R. Squibb & Sons, Amer-  
*(Continued on page 64)*



## on all accounts

**F**LORENCE MURDOCH, an ef-fervent personality who describes herself as "a creative type dishwasher who gets real dreamy when the dishes are very greasy," uses any and all kinds of detergents in television. Tracking back and forth between an ivory tower and the front office at Earle Ludgin agency, Chicago, she concentrates her poodle-clipped head on video problems confronting Ekco Products, Stopette deodorant and McLaughlin's Manor House coffee.

These clients buy such popular network features as the *Frank Sinatra Show*, *What's My Line?* and *Stud's Place*, in that order, all of which are her "babies." A television specialist, in spite of herself and a natural affinity for the simplicity of black and white, Florence Murdoch has been entrenched in the visual medium since 1946.

Mrs. Murdoch (her husband, Bill, has an advertising specialty firm) supervises commercials (scripting and production), often writes them, and helps plan overall campaign and show tactics. With the Ludgin agency seven years, she has served as writer, contact woman and planner on appliance, home economics and consumer products accounts, along with the



Mrs. MURDOCH

various and sundry tasks that face that busy Chicago agency.

Born in Louisville, Mrs. Murdoch attended the U. of Chicago, in violent fashion breaking a family tradition that all the girls go to Vassar. During vacations, she worked as a general reporter on the Louisville *Courier-Journal*, and, after graduation, as a movie critic and assistant woman's editor on the same paper.

After her marriage (she met Mr. Murdoch when he was visiting Louisville on business) she moved to Chicago and joined Aubrey, Moore and Wallace agency.

Convinced that too many printed ideas originate an overall campaign and are then transposed into the TV medium, Mrs. Murdoch thinks original television ideas are needed, along with a swing away from the often popular concept among advertising people that those in printed media are the real

thinkers.

A proponent of the integrated approach to advertising—wherein the individual combines account planning with creative production—Mrs. Murdoch "knows what makes the watch work, but perhaps has sacrificed some of the creative impulse in the discovery."

She and her husband, who are in  
*(Continued on page 75)*

## Over a Million People Will Meet Joe Sprague



## WHAM AMBASSADOR for Radio!

There are no "forgotten listeners" in the vast territory of WHAM-land.

Glenn (Joe) Sprague sees to that. Joe has just been appointed Area Co-ordinator for WHAM. His full-time job is to travel up and down the 23 counties of our primary area to "make friends and influence people" on behalf of the station and its sponsors.

He knows that there are nearly 500,000 WHAM listeners who have no TV service, or very poor TV service. RADIO via WHAM is their basic medium. Joe's job is to find out every day what our listeners want, and see that the station gives it to them.

It's another WHAM "plus" . . . another reason why WHAM continues to be Western New York's most influential radio medium.



The Stromberg-Carlson Station  
Rochester, N. Y.

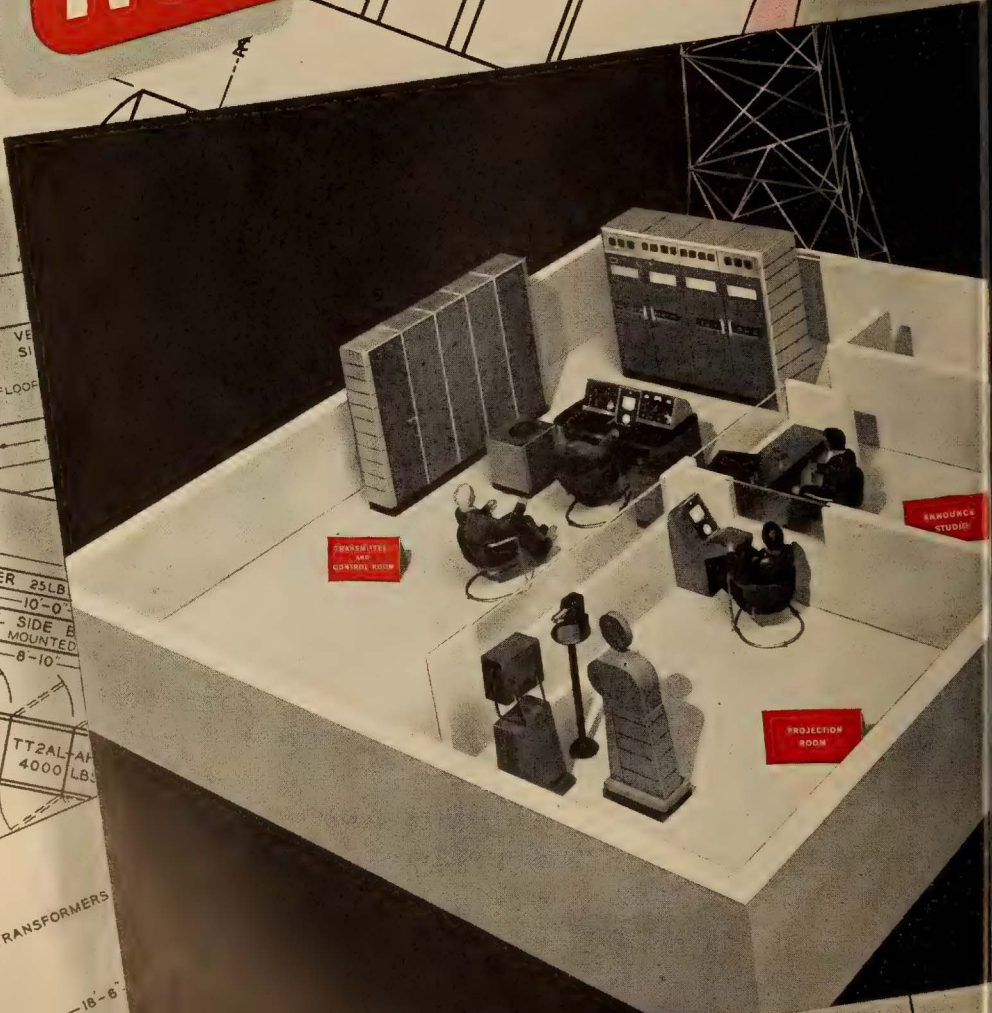


Basic NBC—50,000 watts—clear channel—1180 kc  
GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

# NOW

# Ready-to-use plans

NOTE:-  
ALL WEIGHTS  
ARE APPROX.



TRANSFORMERS  
VE  
SI  
FLOOR

SPEAKER STAKE  
AND  
CONTROL ROOM

ANNOUNCE  
STUDIO

PROJECTOR  
ROOM

DIPLEXER 25LB  
10'-0"

VESTIGIAL SIDE B  
CEILING MOUNTED  
8'-10"

TT2AL-AP  
4000 LBS

300 LBS  
300 LBS  
TRANSFORMERS

500 LBS  
500 LBS

INPUT &  
MONITOR  
RACKS  
20x44x84 HIGH

NOTE:-  
ALL WEIGHTS  
ARE APPROX.

500 LBS  
500 LBS

CONSOLE  
36x69



# ...for any TV power up to

# 200 kw!\*

THE drawings spread across these pages are layouts of typical TV transmitter rooms using RCA equipment. They are prepared expressly for TV station planners in accordance with the best engineering practice known today. Each plan represents the basic or minimum TV transmitter room equipment needed to get "on the air" for a specific power. Each indicates the approximate space needed for the equipment—including approximate weights of individual units. Each provides wide flexibility for equipment rearrangements to meet the special or future requirements of individual stations.

"Ready-to-use" plans like these are just one of RCA's many television services now available to you—through your RCA Sales Representative. For a complete engineering analysis of your station requirements, call this expert. He can show you exactly what you will need to get "on the air" for a minimum investment.

\*Effective radiated power

Typical 2-kw TV station layout for VHF (ERP range, 2 to 20 kw)

A low-cost arrangement for getting up to 20 kw ERP with an RCA high-gain antenna. The installation includes: an RCA 2-kw transmitter, control console, transmitter monitoring equipment, audio equipment, sync generator, video equipment, and power supplies.



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

# Best Buy

IN BALTIMORE

Just one word tells the story of  
WITH in Baltimore—BARGAIN!  
You get *more* for your money on  
WITH! Here's why: WITH delivers  
*more* listeners-per-dollar than any  
other radio or TV station in town.

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

THE RESULTS STATION

# WITH

BALTIMORE, MARYLAND



TOM TINSLEY, PRESIDENT—REPRESENTED BY HEADLEY-REED



## RADIO HOMES

By J. FRANK BEATTY

THE NATION'S broadcasting stations are serving more than 42,270,000 radio homes as the new year opens.

This record figure showing the size of the radio market available to advertisers is based on:

(1) An official Jan. 1, 1952, estimate by Director Roy V. Peel of the U. S. Census Bureau that the nation has 155,800,000 persons who live in 44,380,000 households (occupied dwellings).

(2) The Census Bureau's official 95.6% radio saturation factor compiled from the last decennial census (April 1950).

Actually the number of radio homes can be estimated at around 43,000,000 by adjusting upward the 95.6% saturation figure, nearly two years old, to present set ownership.

According to Radio-Television Mfrs. Assn. figures, 13,056,000 home radio receivers have been manufactured since the census was taken in April 1950. Most of these are now in service.

The estimate of 44,380,000 households in the United States, compiled for BROADCASTING • TELECASTING by the Census Bureau, is based on the bureau's estimated total population of 155,800,000 and an average of 3.516 persons per household (as of April 1950).

In a preliminary estimate last summer the Census Bureau placed the number of radio homes in April 1950 at 40,093,000 out of an estimated 42,520,000 occupied dwellings. This radio homes figure was based on the bureau's 95.6% radio saturation factor [B•T, June 11].

Just last week the Census Bureau revised its estimate of the number of households (occupied dwellings) in April 1950 to 42,856,051.

Revised 1950 data on the number of radio homes in large cities have been compiled by BROADCASTING • TELECASTING (see table). These figures are based on the number of households in these cities as of April 1950 and latest BMB radio homes percentages.

The Census Bureau said it could not break down its new national total of 44,380,000 households by states, counties or cities.

Within a few weeks the Census Bureau will start releasing its official 1950 radio and TV set figures

by states, cities and counties. These will come out one state at a time, with Delaware slated to head the parade. All 48 states will be available by summer, it is believed.

The bureau has been delayed in assembling the radio set figures by pressure of high-priority work for defense and other government agencies.

Thus these new radio homes figures by cities are based on data nearly two years old, no other figures being available. The Census Bureau explained that since the increase in number of households is not at all uniform it cannot localize the national estimates.

The new city figures are revisions of the radio set data published in the BROADCASTING • TELECASTING 1951 MARKETBOOK (Aug. 20).

Population of the United States increased by 4,224,000 between April 1950 and Nov. 1, 1951, a gain of 2.8%, according to the

Census Bureau. Its Nov. 1, 1951, total population estimate of 155,356,000 increased to 155,800,000 in the Jan. 1, 1952, estimate supplied BROADCASTING • TELECASTING.

The total population estimates include several hundred thousand members of the armed forces serving on foreign territory. In estimating total households at 44,380,000 as of Jan. 1, 1952, the Census Bureau used the April 1, 1950, figure of 3.516 persons per household, explaining that a preponderant ratio of households established since that date were in the husband-wife or husband-wife-one child category. This would tend to offset any discrepancy caused by service in the armed forces.

The Census Bureau found that the number of households increased 30.3% in metropolitan areas between 1940 and 1950, compared to 14.3% in other areas.

Fastest growth in number of household, 35.2%, occurred in cities

of medium size—250,000 to 750,000—with those in areas of 50,000-250,000 increasing 32.5%. In cities of 750,000 or more the rate was 27.6%.

As of April 1950, when the decennial census was taken, 24.5 million or 57.2% of the 42.9 million households were in standard metropolitan areas.

Taking the nation as a whole, the bureau found 8 million or 23.0% more households in 1950 than in 1940. The increase ran from 51.1% for the fast-growing Pacific states down to 12.6% in the West North Central area. South Atlantic and Mountain areas showed gains higher than the national average.

The bureau noted that increases in the number of households are generally greater than increases in population because of the continued drop in average population per household.

A household is defined by the bureau as including all of the persons who occupy a house, apartment, or other group of rooms, or a room that constitutes a dwelling unit. A standard metropolitan area, except in the case of New England, is defined generally as a county or group of contiguous counties which contains at least one city of 50,000 or more. In New England standard metropolitan areas are defined on a town rather than county basis.

## 43 Million Radio Market Is Open to Advertisers

### Households and Radio Homes 1950

(1950 Households are from just-released Census figures. Radio homes are BROADCASTING • TELECASTING estimates)

Standard Metropolitan Area	Radio Homes		Households	
	1950	%	1950	1940 Increase
Akron, Ohio	117,289	119,317	91,561	30.3
Albany-Schenectady-Troy, N. Y.	150,190	154,199	132,309	16.5
Albuquerque, N. M.	37,966	40,346	18,079	123.2
Allentown-Bethlehem-Easton, Pa.	118,308	122,599	102,767	19.3
Altoona, Pa.	37,659	39,683	36,284	9.4
Amarillo, Texas	25,784	26,886	17,058	57.6

(Continued on page 80)

## RATE FORMULA

## NBC Refutes Radical Revisions

By RUFUS CRATER  
REPORTS circulated late last week that NBC President Joseph H. McConnell had said the network's controversial new rate formula will be abandoned or revised after the round of rate adjustments which has been planned for effectuation in mid-1952. But they were discounted by Mr. McConnell as a misinterpretation.

He also told BROADCASTING • TELECASTING that he was not sure when affiliates would be notified how the formula will affect their own rates, but that he would send the notifications "at an appropriate time."

He said his lack of a definite

target date did not indicate that the rate adjustments would not be made. Other officials had set Jan. 1 as target date for getting out the notices and July 1 for making the adjustments effective.

Reports of contemplated abandonment or revision of the rate formula arose after an unheralded conference on Thursday at which Mr. McConnell and Executive Vice President Charles R. Denny discussed the rate question with three prominent affiliates opposed to the formula.

Mr. McConnell told BROADCASTING • TELECASTING that what he told the trio was actually a reiteration of earlier statements that

NBC does not intend to keep the formula—or its provision taking TV penetration into account in appraising radio rates—so "rigid" that it could not be changed "as the necessities dictate." He said he made no commitment to revise the formula at any given time.

Meanwhile, at least one affiliate predicted there will be a substantial number of dis-affiliations if NBC goes through with its plan to apply the formula even once.

Affiliates participating in the Thursday conference were Paul W. Morency of WTIC Hartford, who heads the all-radio Affiliates Com-

(Continued on page 62)



# JENNINGS

## To Assume ABC Post

WARREN JENNINGS, account executive, radio spot sales division of ABC, since December 1950, has been appointed national spot sales manager for ABC's owned radio stations, effective Jan. 1.



Mr. Jennings

Mr. Jennings' background includes work with trade and consumer publications, advertising

agencies, and TransAmerican Broadcasting & Television Corp. From 1941 to 1950 he served as eastern sales manager in the New York office of the Crosley Broadcasting Corp. He is former president and secretary of the Radio Executives Club of New York.

## JACKSON PROMOTED

### Elected McGillivra V. P.

HUB JACKSON, manager of the Chicago office of Joseph Hershey McGillivra Inc., has been elected vice president and director of the station representative firm.



Mr. Jackson

A veteran of 18 years of station and advertising experience, Mr. Jackson has previously served at WGAC Augusta, Ga.; KABC San Antonio; KTHS Hot Springs, Ark., and the Russell M. Seeds Agency in Chicago. It is planned that Mr. Jackson will advise McGillivra-represented stations in programming and will endeavor to increase their billings from the national spot field.

## Neubauer Named

RUDI NEUBAUER has been named sales manager of WMAQ, NBC owned and operated station, effective today (Monday). He succeeds Howard B. Meyers who resigned to join The Taylor Co., station representative firm, as Chicago manager. Mr. Neubauer has been employed by NBC Chicago since June 1929 when he joined the press department as an office boy. In 1942 he entered spot sales, returning to it early this year after a stint in AM network sales. Among the NBC accounts with which he is credited are International Harvester, Standard Oil of Indiana and Pabst Sales Co.

## King Midas Appoints

KING MIDAS Flour Mills, Minneapolis, has named Cruttenden & Eger, Chicago, to handle its advertising. Radio spot is used regionally. Account executive is T. W. Blakeslee.



Sid Hix

Drawn for BROADCASTING • TELECASTING by Sid Hix

"John wanted an heir. He's afraid he'll be too old to run a TV station by the time his application is thawed."

# WFAA-AM-TV

## Operations Are Separated

SEPARATION of the radio and television operations of WFAA Dallas, and appointment of Martin B. Campbell, general manager, to the new position of supervisor of radio and TV properties for the *Dallas Morning News*, with his office at the *News*, effective Jan. 1, has been announced by E. M. (Ted) Dealey, *News'* president.

Alex Keese will become manager of WFAA-AM and Ralph Nimmons will continue as manager of WFAA-TV. Mr. Keese's former title was assistant general manager for sales (AM & TV). WFAA-AM, WFAA-TV and the *News* all are in separate locations.

"This whole organization," Mr. Dealey stated, "is too big for a combined operation. It makes sense to run them separately.

"TV is in its infancy to some extent and may be compared now to the position radio occupied in the late 1920s. Radio grew rapidly, and it was necessary to give radio management the authority and responsibility to fulfill its possibilities. When TV came along, its management was placed with radio, but now it requires separate management."

Mr. Campbell, said Mr. Dealey, will be in a position at the *News* to keep in touch with both the AM, TV publishing operations and take to each the thinking of the others,

"tying the three separate entities together at the top."

James M. Moroney, vice president of the *News*, who formerly supervised radio properties, will devote his entire attention to increased duties with the paper.

At a staff meeting, Mr. Moroney took occasion to emphasize the future of WFAA-AM.

"I for one," he said, "have never believed radio is going downhill because of television. I think it will continue to go uphill and this separation should help it. . . . AM radio will continue to grow, but will find its own niche as an advertising medium."

Mr. Campbell, commenting he would "miss the rat race we've been in," said: "With the team we have at each station, we can't expect anything but the best."

His office was formerly in the Santa Fe Bldg. WFAA studios will be in the *News'* new building, across from Dallas Union Terminal. WFAA-TV is in its own building on Hines Blvd. (see page 50).

\* \* \*



Mr. NIMMONS



Mr. CAMPBELL



Mr. KEESE

# HANNA NAMED

## To Head All GE Station

ROBERT B. HANNA Jr. has been appointed manager of the newly established broadcasting stations department of General Electric, Schenectady.



Mr. Hanna

Mr. Hanna formerly managed the company's stations, WGY, WGF M (FM) and WRGB (TV) Schenectady.

In his new position he will be responsible for all activities in the company's AM, FM and TV operations and the company's five international short wave stations.

## REED APPOINTED

### By John Pearson Co

APPOINTMENT of Frank M. Reed, midwest advertising executive, as manager of the Chicago office of the John E. Pearson Co. radio and television station representative firm was announced last week by President John E. Pearson.



Mr. Reed

Mr. Reed succeeds George W. Clark, who has resigned to open his own representation company, [B.T., Dec. 24]. The appointment is effective Jan. 7.

In the advertising field for 28 years, with experience in all types of media, Mr. Reed started with Stack Adv. Agency (later Stack Goble) in Chicago in 1923 as an office boy. He remained with the agency, most of the time as a space buyer, until it was dissolved in 1942. He then joined WIND Chicago as a salesman and later moved to William G. Rambeau Co., station representative.

He next joined Hill Blackett & Blackett-Sample-Hummert as director of media and in 1949 went with Mr. Blackett as head of media in the merger with Grant Adv. Agency. About a year later he joined MacFadden Publications in Chicago as a space salesman.

## Pinex Ups AM Spot

PINEX Co., Fort Wayne, Ind., adds to its AM spot schedule for Pinex cough syrup starting Jan. 2 with three one-minute and two half-minute breaks weekly for nine weeks in 13 markets. They are Milwaukee, Burlington, Iowa; Joplin, Mo.; South Bend, Yankton, Sioux City, Akron, Indianapolis, Rock Island, Toledo, Cedar Rapids, Topeka and St. Joseph, Mo. Agency is Russell M. Seeds, Chicago.



# PROGRAM FIRMS IN '52

WITH no visible barrier standing in their way, transcription and program packaging firms are confident they will show profitable revenue gains in 1952. The optimistic view is due mostly to the heavy use of spot radio throughout the country.

During the past year the transcription industry's billings reached a high peak because of spot programming. A majority of the firms think this will continue into 1952

on a more extensive national and regional basis.

The general consensus of the transcription industry's executives, answering a BROADCASTING • TELECASTING questionnaire, was that the billings will rise about 16% over 1951.

Only one company felt it had suffered a bad year, several thought their business had remained the same and would continue to do so through 1952. Some felt that television had curbed business, while others felt that TV had given the transcription business a needed boost.

Many of the companies have

made plans to expand their activities to meet the need for both radio and television transcriptions. Most believe that if they offer better programming, talent, production and technical achievements their billings will top previous years.

Several of the companies are going to supply subscribers with extra services. Some are going to offer publicity and promotional services, while others have planned low cost features for local and regional markets.

Business forecast for the coming year by regions follows:

### NEW YORK

The business prospects for the coming year in New York look very bright. Many of the firms think that the open-end type of transcription will greatly increase 1952 billings.

Firms have made plans for new service and better programming in 1952, pointing to both national and regional advertisers. Most companies are well ahead of their 1951 schedules and expect further increases before the end of 1952.

Expressing confidence in the open-end transcription, Frederic W. Ziv, president of Frederic W. Ziv Productions, feels that if advertisers use it as the "tool" they will gain the most from their advertising expenditures.

One of the main reasons that local and regional advertisers have been using these open-end shows, has been the utilization of top grade talent, scripting, production and technical know-how, according to Mr. Ziv.

"Television advertisers who needed radio to do a supplemental

job in specific cities or areas, were leaning more and more toward the flexible open-end tool, which permitted maximum freedom in the selection of time, day and station, with which to capture the greatest possible listening audience city-by-city."

Looking optimistically toward 1952, Mr. Ziv has planned bigger and better open-end programs especially for national and regional advertisers.

Maurice B. Mitchell, vice president and general manager of Associated Program Service, reports that the firm's new plan to present broadcasters with what they need, want and can afford, will be carried into 1952. Commenting on the plan, Mr. Mitchell said it has "rolled up sales records in 1951 far in excess of anything we had done in previous years."

With shipments running well



Mr. Ziv



Mr. Mitchell

ahead of their manufacturing facilities, he expressed optimism that 1952 would "be a top year." The company plans to bring into use a new service heretofore unavailable to radio stations. Mr. Mitchell thinks this undisclosed plan should contribute to higher revenues and better service to subscribers during the coming campaign.

Robert J. Clarkson, general man-

ager of Columbia Transcriptions, thinks the use of the transcription has strengthened spot radio a great deal. "This is reflected by the tremendous volume of open-end transcribed features being placed throughout the country."

He feels that the industry will see expanded and increased business during 1952. He thinks the microgrove record and tape recorder will enable agencies and producers to move into a new sphere of transcribed programming.

### HOLLYWOOD

Transcription firms in Hollywood, with the exception of one, have experienced an excellent year, business-wise.

The majority of them anticipate expanded activity and increased billings during 1952, with both national and local spot business contributing to a higher volume of business.

Gerald King, president of Standard Radio Transcription Services, sees more use of library music by stations. He said "...transcription libraries will become an even more important part in smart operation of radio stations, where music reigns supreme."

Arthur B. Hogan, president of Universal Recorders, expects business to continue its rapid climb. The firm is making ready for the "...strong demand for recording services in the television field. . . . Television represents the growth factor while radio is still the bread and butter of the recording business."

"The continuing percentage in-

(Continued on page 36)

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# RESEARCH

HIGH COSTS of television and the need to measure more accurately the relative strength of radio and TV are influencing sponsors and agencies are influencing sponsors and agencies to seek closer tabulation on the listener consumer dollar potential.

These insights were seen in reflections of representatives of the radio-video research field who responded to queries from BROADCASTING • TELECASTING.

Among the respondents were Albert E. Sindlinger, president, Sindlinger & Co.; Charles G. Callard, director of research, Jay & Graham Inc., publishers of Videodex; A. C. Nielsen, president, A. C. Nielsen Co.; C. E. Hooper, president, C. E. Hooper Inc.; Joseph B. Ward, managing director, Advertising Research Bureau Inc., and

## Experts Eye TV Costs, Rating Data

James W. Seiler, director, American Research Bureau.

Mr. Sindlinger commented, "Broadcasting's present evaluator, the 'rating' concept, reminds us of the blind man managing a roller-skating rink. He can hear the 'noise' of the skaters, but he can't see to count them.

"Broadcasting is beginning to realize," said Mr. Sindlinger, "that it cannot remain profitable with its continued use of the 'popularity match' which only indicates the 'rating' noise of the skaters.

"When the economics of television demand that 'blind-man' rating management be fired and replaced by management who can 'see through circulation,' radio may also realize that it should have been a billion dollar industry this year, instead of being a half-billion industry.

"We contend," added Mr. Sindlinger, "that broadcasting's basic

evaluation should be 'cumulative circulation,' and that ratings should only be used as instantaneous, minute-by-minute program profiles."

Looking to the future, Mr. Sindlinger foresaw that, "If broadcasters haven't realized in 1951 that the present 'rating' concept is the root of most of their problems (rate slashing and the trend toward 'more of the same' in programming), we believe they will discover this in 1952, for television has inherited from radio the 'rating' concept."

Taking stock of the past year, Mr. Nielsen said, "The industry witnessed during 1951 a noteworthy emphasis on detailed analytical data, enabling it to observe, as it never had before, all the dimensions of radio and television audiences.

"As advertisers, agencies and

(Continued on page 37)



# REGIONAL NETWORKS

## See Spot Benefits

THE NATION'S regional networks, capitalizing on the desire of spot and area clients for reduced advertising costs per message, look to 1952 with a great measure of enthusiasm.

Without exception, these executives who banded their stations to facilitate concentrated sales campaigns for particular markets or areas, predict a sizable boost in their billings.

In a sense, the regional networks are handling some business from advertisers caught in the confusion over competitive media costs, television and the major network rate situation.

Saturation buying of selected markets is the theme, with accent on the better secondary market stations. In the case of regional chains, provision is made for basic and supplemental outlets covered under single contracts.

Those regionals reporting in the annual yearend roundup compiled by BROADCASTING • TELECASTING number well over 150 stations. The coverage range extends over into such states as Arizona, California, Washington, Nevada, Montana, Utah, Wyoming, Colorado, New Mexico, Oklahoma, Texas, Maine and the District of Columbia.

Highlights of the survey are these:

- Cutbacks in automobiles and electrical appliances will be more than offset by food, drug and other billings.

- Spurt in population and retail sales figures has been phenomenal in many markets.

- Many advertisers are expected to alter budgets earmarked for other media—while deferring TV plans—in favor of regional network placements.

While regional network executives neglected to mention FCC's continuing TV station freeze, it was a foregone conclusion that they felt removed from this problem until such time as more stations go on the air.

It is not without significance, that a heavy bulk of regional operation is centralized in present TV-less markets. Thus, choice of media here is virtually devoid of any television consideration.

Yet, three of the larger regionals—the Don Lee Broadcasting

System, the Oklahoma Network Inc. and the Metropolitan Network in the District of Columbia area—are concentrated in video markets. They foresee sizable gains in billings early next year and refuse to believe that radio is dying.

Optimism is the byword at the 41-station Intermountain Network, Lynn L. Meyer, vice president in charge of sales, informed BROADCASTING • TELECASTING. He predicts a surge of from 10% to 15% in the network's total billings the next three months over the 1951 quarter.

### Hard Line Cutbacks

"We realize that there is a possibility of cutbacks in production of hard lines and electrical appliances," Mr. Meyer said. "However, we feel that any curtailment on the part of automobile manufacturers and appliances will be more than offset by increased schedules from . . . foods, drugs, farm machinery and equipment and farm seeds."

The Oklahoma Network Inc. reports that increase in billings among its seven basic and two sup-

plemental stations has been "spotty" thus far, but its 1952 advertising outlook is "somewhat better than it has been for some time." This report was given by Brown Morris, KADA Ada, secretary-treasurer of the network.

"Our network is composed of the old time, well-established stations in Oklahoma, and with advertisers more and more buying time on better secondary market stations, we feel sure that our billings will increase in 1952," Mr. Morris stated. Oklahoma radio generally should prosper, he added.

Basic network stations are KADA Ada, KWSH Seminole, KBIX Muskogee, KTMC McAlester, KVSQ Ardmore, KSWO Lawton and KCBC Enid. Supplemental outlets are KTOK Oklahoma City and KOMO Tulsa.

A 10% surge in billings for the Columbine Network (16 stations) in 1951-52 first quarter comparisons was foreseen by Edwin E. Koepke, sales manager of Columbine and KMYR Denver, Col.

Little change in billings was foreseen for the Arizona Network by President John L. Hogg, KOY



Mr. Craney



Mr. Boggs

Phoenix commercial manager. In addition to KOY, other stations are KTUC Tucson, KSUN Bisbee and KYMA Yuma.

The billings of the Oregon Trail Network (KSRV Ontario, KBKR Baker, KLBK LaGrande) should jump about 5% during the January-March quarter over that period this past year. Reporting on prospects was Lee W. Jacobs, network general manager.

On the East Coast, the situation billingswise probably will remain stable for the Maine Broadcasting System, according to W. H. Rines, manager.

The five station (5 AM, 2 FM) Metropolitan Network, fanning out over the Washington, D. C. metropolitan area, views the first quarter of 1952 with unbridled optimism. Total billings should mount about 25% over the corresponding period this past year, according to Joseph L. Brechner, WGAY Silver Spring, Md., network chairman. He stated:

### Cites Pulse Ratings

"Radio and general business prospects are excellent in and around the nation's capital. The tremendous growth of the suburban communities in Maryland and Virginia . . . means increased business for the individual stations as well as the network."

Citing Pulse ratings for Metropolitan, Mr. Brechner reasons: "As this new pattern of saturation buying in one Metropolitan market, through one contract delivering five AM and two FM stations, is more firmly established, national spot advertisers will begin to see the advantage of this saturation coverage at low cost and begin urging similar sales networks in other major metropolitan markets."

The XL stations of the Pacific Northwest cite a population jump of 40% and increased retail sales of 200% in the past 10 years as a barometer for general business prospects. Billings during the first quarter of 1952 should at least keep pace with those for the same period this year, according to Ed B. Craney, president of XL stations. He stated in part:

"We no longer just sell announcements and program time. Our sales are built on the theory that some people get their information from the printed word while others get their information from what they hear on the radio. The problem for the merchant to solve to his own satisfaction is the percentage of his budget to place in the 'those who hear' market. . . ."

The XL group reaches into Ore-

(Continued on page 29)



confusion over competitive media costs, television and the major network rate situation.

Saturation buying of selected markets is the theme, with accent on the better secondary market stations. In the case of regional chains, provision is made for basic and supplemental outlets covered under single contracts.

Those regionals reporting in the annual yearend roundup compiled by BROADCASTING • TELECASTING number well over 150 stations. The coverage range extends over into such states as Arizona, California, Washington, Nevada, Montana, Utah, Wyoming, Colorado, New Mexico, Oklahoma, Texas, Maine and the District of Columbia.

Highlights of the survey are these:

- Cutbacks in automobiles and electrical appliances will be more than offset by food, drug and other billings.

- Spurt in population and retail sales figures has been phenomenal in many markets.

- Many advertisers are expected to alter budgets earmarked for other media—while deferring TV plans—in favor of regional network placements.

While regional network executives neglected to mention FCC's continuing TV station freeze, it was a foregone conclusion that they felt removed from this problem until such time as more stations go on the air.

It is not without significance, that a heavy bulk of regional operation is centralized in present TV-less markets. Thus, choice of media here is virtually devoid of any television consideration.

Yet, three of the larger regionals—the Don Lee Broadcasting

# RECRUITING ADS

RECRUITING planners for the U. S. Army and Air Force are picking up the threads and crocheting a new pattern for media advertising.

This was learned last Thursday following a meeting of top military personnel procurement authorities in the Pentagon. A definitive policy to govern future recruiting programs is expected to crystallize sometime in January.

Army-Air Force policy had been shredded under the impetus of Congressional criticism last October, with the result that radio, TV and other advertising media were deprived of monies for recruiting drives.

Later the Defense Dept. reassured the broadcasting industry that none of the money lifted from radio would go into printed media [B•T, Dec. 10].

### Seek Overall Policy

Last week's conference was held to devise an overall policy for recruiting, without immediate regard to media but eventually touching on advertising for individual campaigns. About \$700,000 out of 1951 military funds remain intact after cancellation of radio network plans involving Frankie Laine, Bill Stern, and the football *Game of the Week*.

Future Pentagon policy also will bear on a \$3.1 million outlay for fiscal 1951-52, now frozen because of the Congressional rider which attached all advertising funds. About \$2.1 million of that was earmarked for national advertising [B•T, Oct. 22].

In evolving policy, personnel procurement officers are concerned themselves with type of campaigns to be used (based on manpower needs), as well as funds for fiscal 1952-53. Despite reports to the contrary, no estimates on propor-

## Army, Air Force Setting Policy

tionate use of each media have been determined as yet for the \$700,000 now in reserve, and will not be set until campaigns have been devised.

The original 1950-51 budget called for \$901,000 in radio expenditures covering the ambitious network shows planned through Grant Advertising Inc. About \$70,000—or 10%—of the \$700,000 reserve was earmarked for radio, with a small sum ticketed for a minor spot campaign and for TV production.

The 1951-52 budget makes no provision for radio purchases and only \$45,000 for television on the ground that the previous \$900,000-plus allocation included sound broadcast money. The 1952-53 budget will be submitted in January.

Shortly after Congress reconvenes Jan. 8, the Defense Dept. also will take official steps on Capitol Hill to thaw the freeze on the \$3.1 million fund for advertising-recruiting. It was this ban which actually persuaded the military to drop radio programs, though funds had been committed before last July 1. This procedure will involve consultations with the Senate and House Appropriations Committees.

It was explained that the Defense Dept.—and not the Military Personnel Procurement Service—will handle this matter.



Mr. Meyer



Mr. Jacobs



# FOLSOM

## Sees Military Production Up

THE AMERICAN public purchased approximately 5 million TV receivers during 1951, bringing the total in use through the country to more than 15 million video sets, Frank M. Folsom, RCA president, said in a year-end statement. He noted that these sales, plus installation and service costs, added more than \$1,500 million to the national income.



But, Mr. Folsom stated, "the glamour of television sometimes overshadows the fact that the radio and phonograph businesses are also in a very healthy condition. As a matter of fact, production of radio receivers and radio-phonograph combinations during the year was approximately 12 million units—more than twice the figure for television sales. As a result, the number of radio sets in use throughout the United States at the year-end is more than 100 million, or an average of more than two sets per family. No other medium of communications reaches so many persons."

Production of radio and TV sets during 1952 "is expected to be somewhat lower than it was in 1951," Mr. Folsom said, due to a scheduled sharp increase in military business. He anticipated that "the industry as a whole will produce between 4 and 4½ million television receivers and 9 to 10

million radio sets and radio-phonograph combinations."

Government contracts for scientific research, engineering development and production of military equipment" were accepted by RCA during 1951 in rapidly increasing numbers, Mr. Folsom reported. "This volume of work, substantial in 1951, is expected to be three or four times greater in 1952 and will reach record levels during 1953. Next year's military output will probably equal in dollar volume the 1942 rate, when RCA plants were devoted 100% to war production."

Increases in transmitting power expanded the service areas of many TV stations and, coupled with improvement in receiver design, stepped up the distribution of TV sets in those areas, Mr. Folsom said. Noting that "present conditions indicate that public demand for TV and radio sets will continue at relatively high levels during 1952," Mr. Folsom said that if the TV freeze is lifted "10 or more new stations may go on the air." He expected present markets to be developed further and looked for a growing replacement business. "The trend," he said, "is increasingly in favor of larger screen sizes."

Anticipating the shortage of

supplies for non-military production to be most acute during the first half of 1952, Mr. Folsom looked for this condition to ease during the latter months of the year, when "expanded production of suppliers begins to reach manufacturers." RCA Victor, he stated, "expects to produce both television and radio receivers to the full extent of its material allocations throughout 1952."

Increased manufacturing facilities during the past year, added to those built earlier "under the impetus of television, give RCA the greatest production potential of its 32-year history," the RCA president said. He cited "miniaturization of equipment" as one of his company's outstanding engineering contributions to military requirements.

### Cites UHF Progress

In addition to introducing a new line of "superpowered" TV receivers which through greater selectivity, picture stability and freedom from noise interference in sound reception give improved service to many communities, RCA also has developed better equipment for UHF television transmission and reception, Mr. Folsom said. He noted that the RCA-NBC



MR. FOLSOM

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UHF TV transmitter near Bridgeport is "the first and only UHF transmitter operating on a regular schedule."

The vast volume of radio and TV sets and other electronic apparatus has focused attention on renewal tubes and parts, Mr. Folsom said. He reported "appreciable progress" in the development of the transistor, an eventual substitute for certain tubes, during 1951.

Recorded music sales "rose sharply" last year and the trend seems set to continue through 1952, Mr. Folsom noted. He also reported that RCA Victor, after intensive market research, "has finalized its plans for entering the room air conditioner field during the coming year."

## TOP 10 RADIO-TV ACHIEVEMENTS

RCA's Dr. Jolliffe Lists for 1951

TEN MAJOR radio-TV achievements of 1951 were listed by Dr. C. B. Jolliffe, vice president and technical director of RCA, in a year-end summary issued last Thursday. His selections:

1. Field-testing of RCA's compatible color TV "under regular broadcasting conditions, showing the public and industry its potentialities for service," and including showings on a 9-by-12-ft. screen at a Broadway theatre. Tests also included transmissions from New York to San Francisco and Los Angeles and back—a distance of almost 8,000 miles—on Oct. 16, 17 and 18.

2. National Television System Committee's adoption of field-tested standards for a compatible color system, which were incorporated in the RCA-NBC equipment and field tests started. Other companies also began tests.

3. "Emergence of the practicality of the UHF . . . portion of the broadcasting spectrum for television's expansion into 70 new channels that can provide for more than 2,000 UHF stations and bring TV coverage within range of nearly every American community. Major contribution toward this goal resulted from operation by RCA-NBC of America's first UHF experimental station on regular schedule, at Bridgeport, Conn., which has become the testing ground for the receiving-set industry."

4. "Inauguration of coast-to-coast television service employing microwave radio relays."

5. "Start of pilot production of the transistor, a tiny device which will eventually replace certain types of

electron tubes and play an important role in communications of the future."

6. "Development of new and improved electronic equipment for the armed forces. An important example is 'miniaturization,' or diminishing the size of electronic instruments through development of smaller components; also, the development of special electron tubes to meet the exacting demands of military applications."

7. "Super-electronic computer, designed and built by RCA scientists in cooperation with the U. S. Navy, as 'Project Typhoon,' conducted 1,000 test runs of proposed guided missiles at an enormous saving to the government in expended materials."

8. "Theatre television, which became a new industry and service and spread across the country for independent operation in networks linked by radio relays or coaxial cable."

9. "Multiple transmitting antenna, developed by RCA, which made possible broadcasts by five TV stations and three FM stations simultaneously from the tower atop the Empire State Bldg. in New York."

10. "Extension of the usefulness of industrial TV, one of the most significant being the television microscope, which extends the range and versatility of the light microscope."

Dr. Jolliffe noted that many of these achievements represent fruition of research and pioneering conducted continuously by RCA and the electronic industry and expressed the view that 1952 will see even greater productivity by radio-TV scientists and engineers.

## SESAC VIEW

Good Year Is Seen

PAUL HEINECKE, president of SESAC Inc., last week foresaw "another great year" for transcription libraries in 1952.

"We believe that transcription libraries will be more in demand than ever," Mr. Heinecke stated. "Stations across the country need the fine music that comes to them only in libraries."

"Libraries give the stations musical attractions not available in any other form, but also sales aids, scripts and valuable other specialized services," he continued.

Expressing confidence, Mr. Heinecke said the "SESAC Library Service includes commercial sales aids of many varied kinds with suggestions for selling shows to sponsors. There are unique stripes in quantity for local markets. We also regularly send out disc jockey tips, to be used as audience builders."

## Fred T. Caldwell

FRED T. CALDWELL, 68, director of International Telephone & Telegraph Corp. and former president of its manufacturing associate company, Federal Telephone & Radio Corp., died Dec. 21 at Memorial Hospital, New York. His wife, the former Shirley Osborne, survives.

## MILLER NAMED

Bar Committee Head

APPOINTMENT of Neville Miller, Washington radio attorney, as chairman of the American Bar Assn. Standing Committee on Communications was announced Thursday by ABA President Howard L. Barkdull.

Mr. Miller will serve out the three-year term of the late Louis G. Caldwell, expiring in 1954. The committee has jurisdiction over all legal questions involving communications. Other members are Ben S. Fisher, Eugene L. Gary, John C. Kendall, John T. Quisenberry, Carl I. Wheat and Barmore P. Gambrell.

## Fleischl Named

M. M. FLEISCHL, acting general manager of WMCA New York since July 1, has been named vice president and general manager, Nathan Straus, president, announced last week. Mr. Fleischl succeeds Norman Boggs, who resigned in July to join Don Lee network as vice president in charge of sales. Mr. Fleischl has been with the station since 1941, serving as an account executive, local sales manager and overall head of the station.



# CONGRESS OUTLOOK

## Leaders See Radio and TV in Front Ranks

By SEN. ED C. JOHNSON (D-Col.)

CHAIRMAN, SENATE INTERSTATE & FOREIGN COMMERCE COMMITTEE  
RADIO and television have progressed to a point in this country where immense benefits have accrued to practically all people, rich and poor, country and city. No other country can boast of such a notable achievement. Free enterprise and private initiative under our kind of democracy have brought about this spectacular



Sen. Johnson

development and are entitled to take a low bow.

Its phenomenal and breathtaking advances; its potent capacity to convey messages; its growing influence on our people, and its impact on practically every phase of life, has unleashed expectancy and hope which unerringly, like the magnetic compass which heads north, points to a changed social... cultural outlook.

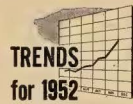
It should be recognized that the many problems confronting the radio and television industry are not deliberately designed. They are a natural outgrowth of the dynamic nature of the industry. They are the logical forerunners of any important development in its early stages.

The hectic and anxious days of the past year have unquestionably established the communications industry, particularly television, as the need of this hour. The rapidity with which events appear on the screen of life demanding accurate understanding, appreciation and analysis makes us wonder what on earth we would do without radio and television. They are truly democracy's greatest need.

It is needless to emphasize that the heavy and abnormal demands of the military program will play a significant role in the development which takes place within the radio and television industry during the coming year. Already color television has become a casualty of the war, or at least rearmament has been used as an excuse to postpone all scientific development in the color television field. Just what short-range or far-reaching effect the military demands will have on television construction and television as a whole when the freeze is lifted by the Commission is beyond the realm of common-sense conjecture. One thing is certain, it will have an effect. The question remains, to what extent and to whose advantage will it be used?

I cannot close this tribute without commending the industry for its adoption of the Television Code. Whether this voluntary plan of censorship will prove effective or not will only be determined by time. This willingness to handle an obvious problem within the industry rather than to wait for governmental interference is in the best American tradition.

THERE are basic issues involving radio and television which as yet have not been ironed out in the legislative mill on Capitol Hill. If tackled in the second session of the 82nd Congress, which convenes next week (Jan. 8), legislative history in communications may be recorded.



Views of three key leaders, who keep their fingers on the industry's pulse, are printed here. Sen. Ed C. Johnson (D-Col.), chairman, Senate Interstate & Foreign Commerce Committee, points to the broadcast arts as having been established as "the need of this hour." He poses a question of what will happen, from the defense aspect, when the TV freeze is lifted and gives the industry a pat on the back for its TV code. House Interstate & Foreign Commerce Committee Chairman Robert Crosser (D-Ohio) also commends the industry's TV code efforts and expresses hope that the McFarland Bill—to modernize the Communications Act—will be processed by his committee, where it now rests for action. Senate Majority Leader Ernest W. McFarland (D-Ariz.) predicts electronics "will play a decisive role in the days ahead" whether we are at peace or at war, and that it can contribute to lasting understanding.

By SEN. ERNEST W. McFARLAND (D-Ariz.)

SENATE MAJORITY LEADER; CHAIRMAN, SENATE INTERSTATE & FOREIGN COMMERCE RADIO SUBCOMMITTEE

THE YEAR immediately ahead promises to be an important—even a vital one—for the people of this country and of the world. Events and decisions which may well affect the entire course of human events and world history are in the making. And in my judgment, electronics will play a decisive role in the days ahead—whether they are days of war or peace.

History will mark this period of world development as the electronic age. Few of us yet realize how intimately and vitally some aspect of electronics affects our daily lives and our future. For many years I have earnestly believed that the part of electronics which deals with the transmission of sight and sound—radio and television—can be the surest road to world wide understanding and peace.

When men and women know and understand each other, a basic cause of troubles between them is removed. The more we can let the other peoples of the world hear and see about us, the more surely we move toward peace. I believe in breaking down every barrier and iron curtain that prevents the world-wide exchange of news between the peoples of the world, and that is one reason I have earnestly advocated building up a world-girdling American communications service capable of the cheap and easy interchange of ideas between mankind.

The other side of the coin deals with the role of electronics in the



Sen. McFarland

By REP. ROBERT CROSSER (D-Ohio)

CHAIRMAN, HOUSE INTERSTATE & FOREIGN COMMERCE COMMITTEE  
THE BILLS dealing with communications matters which have been referred to the House Interstate & Foreign Commerce Committee reflect fairly accurately the problems which will be presented during the coming year.

First of all, as in the case of every other aspect of our individual and communal lives, the communications industry will be affected



Rep. Crosser

by the differences in viewpoint of the different nations of the world. Legislation designed to strengthen the security of the United States with respect to radio communications has already been acted upon by the committee during the first session of this Congress (electromagnetic radiation control and authorization for additional radio monitoring stations).

A majority of communications bills referred to this committee deal with one or more of the wide range of problems presented by the triple relationship between American broadcasters, the public interest and the Federal Government. These problems have been with us since the inception of the broadcasting industry and are proof of the vitality of this industry.

One of the bills which has already passed the senate (S 658) [McFarland Bill] deals generally with many facets of this relationship. It is the privilege of this committee to continue during the second session of the 82d Congress, the study of this bill which was begun late during the 81st Congress. The House Committee on Interstate & Foreign Commerce, in keeping with its record of exercising the greatest of care in dealing with all legislation referred to it, is intent on concluding the study of this matter and hopes to make a lasting contribution in this difficult field.

### Educational TV

Other bills referred to this Committee are concerned particularly with television programming, including the presentation of educational television programs and the prevention of violations of good taste in television programming. I am pleased to know that the television industry has voluntarily undertaken to cope with these problems and is seeking to set its own house in order without interference by the Federal Government. The Committee on Interstate & Foreign Commerce will be greatly interested in observing what the results will be of the television industry's own efforts in this direction.

event of a global conflict. It is no secret that American inventive genius and industrial enterprise in electronics are providing a trusty shield in the field of military preparedness. In the air, under the sea, and on the land our armed forces become more and more dependent on the amazing advances made in the art of electronics. Once, signaling or communications as it was termed, was an auxiliary of a military force; today it is the heart around which each arm of the military revolves. We fervently hope and pray that we will not have to employ the wizardry of electronics in war, but it is good to know that our experts lead the world in that field.

I hope that we will be able to turn our efforts and attention to the problems of purely domestic commercial development of the electronics art. It will be a great deal more comforting to all of us if we can afford to concern ourselves, for example, with such matters as how far and to what extent the government should be concerned with radio and television programming; or the problem of allocation of television channels for our cities and towns; or the problem of the use of such channels by various segments of the entertainment industry. These are important problems but our concern and attention to them will be determined largely by time and future events.



# NETWORK GROSS

11 Months Down 4.5%

## KBIG Signs KLAC

FIRST sponsor signed by KBIG Avalon, Southern California's newest daytime station scheduled for March opening, is another radio station. KLAC Los Angeles will have daily series of 30-second spots, Monday through Friday, preceding KBIG's sign-off at sunset. *Make Believe Ballroom* is the KLAC show to benefit by KBIG's announcement.

COMBINED gross time sales of four nationwide radio networks for November totaled \$14,377,151, a decrease of 9% from the November 1950 gross, Publishers Information Bureau reported last week.

For the 11-month period, this year's cumulative gross was \$160,099,546, a drop of 4.5% below the gross for the same period of last year.

Individual network figures for ABC, CBS, MBS and NBC (PIB does not include Liberty data) are given in the following table. Second table gives monthly figures for each network, corrected as of Dec. 26.

## ASCAP MONEY

Tune Rights Get \$12 Million

PAYMENTS from broadcasters for the right to use ASCAP tunes during 1951 aggregated in the neighborhood of \$12 million, according to preliminary estimates.

This sum, which includes both radio and television rights fees, accounts for about 85% of the gross income of \$14 million which it is estimated ASCAP will receive from all sources for music licensed during the past year.

Radio stations and networks, by far the largest source of revenue to the society, will pay some \$9 million for 1951 broadcast rights to the tunes of ASCAP member writers and publishers when the year's accounts are all settled, according to calculations based on ASCAP revenue of approximately \$6.5 million for the first nine months of the year.

Television networks and stations with ASCAP licenses will contribute another \$2.75 million in ASCAP royalty fees for 1951, that figure being calculated from the three-quarters payments of \$2 million by this group. This figure does not include the interim payments being made monthly by TV broadcasters who have not accepted licenses from the society but are using its music under a special arrangement pending court determination of the proper fees for such use. These interim fees, it was estimated, would add another quarter-million to ASCAP's 1951 TV revenue.

In accordance with its long-standing custom, ASCAP mailed checks for final quarter royalties to its writer and publisher members to reach them before Christmas, estimating the three-month revenue, with adjustments to be made at the end of the first quarter of 1952.

Dividends for the final quarter of 1951 were said to total nearly \$3 million, bringing the year's distribution to approximately \$11 million. All of the society's receipts are disbursed to members after the overhead and other expenses have been cared for.

### NETWORK RADIO

	November 1951	November 1950	Jan.-Nov. 1951	Jan.-Nov. 1950
ABC	\$ 3,220,760	\$ 2,940,967	\$ 30,408,627	\$ 32,372,337
CBS	5,257,454	6,455,478	63,506,265	64,200,179
MBS	1,583,291	1,357,529	16,203,944	14,779,584
NBC	4,315,646	5,040,404	49,980,710	56,333,806
<b>Total</b>	<b>\$14,377,151</b>	<b>\$15,794,378</b>	<b>\$160,099,546</b>	<b>\$167,685,906</b>

### NETWORK RADIO 1951 TOTALS TO DATE

	ABC	CBS	MBS	NBC
January	\$ 3,099,418	\$ 6,833,626	\$ 1,542,887	\$ 5,215,947
February	2,702,721	6,097,737	1,426,705	4,731,626
March	2,891,339	6,793,966	1,648,006	5,085,636
April	2,980,183	6,487,717	1,539,801	4,897,882
May	2,991,227	6,745,098*	1,510,818	5,329,752
June	2,720,268	6,201,963	1,191,691	4,739,193
July	2,267,674	4,387,193	1,347,841	3,728,687
August	2,210,352	4,440,261	1,329,375	3,808,906
September	2,165,971	4,645,527*	1,324,061	3,713,235
October	3,158,714*	5,615,723*	1,759,468	4,414,200*
November	3,220,760	5,257,454	1,583,291	4,315,646
<b>Total</b>	<b>\$30,408,627</b>	<b>\$63,506,265</b>	<b>\$16,203,944</b>	<b>\$49,980,710</b>

\* Revised as of Dec. 26.

## Regional Networks

(Continued from page 26)

gon, Washington, Montana and Idaho. Television will be added once the freeze is lifted, Mr. Craney added.

Don Lee Broadcasting System will go along with the conviction that "AM radio is here to stay," in the words of Norman Boggs, vice president in charge of sales. Stating that "our outlook is fine," Mr. Boggs singles out a recent sale of four half hours and one hour per week of Class A time in three Don Lee O&O markets—Los Angeles, San Francisco and San Diego.

"The budget, interestingly enough, came right out of money earmarked for TV," Mr. Boggs said. He predicts a 5% to 10% rise in Don Lee billings next January through March over the same period this year. Don Lee has 45 stations covering such states as California, Washington, Oregon, Idaho and Nevada.

Radio should keep pace in the Texas market, according to D. C. Hornburg, secretary-treasurer of the Texas State Network. Mr. Hornburg, seeing radio spending at the same level as in 1951, notes "prospects for 1952 continue to be bright. There is considerable influx of industry into the state of Texas that should stimulate general business activity, and as a consequence, radio advertising."

Business prospects are also looking up in two U. S. territories—Alaska and Hawaii—though in the latter instance one reservation is attached. Key regional operations are Alaska Broadcasting System (six stations) and the Aloha Network (four stations), headquartered in Seattle, Wash., and Honolulu, respectively.

William Wagner, president of ABS, thinks network billings may

rise as much as 10% in the next three months over January-March 1951.

"Alaska has finally come into its own as an important market," he observes. "Radio in Alaska is outstandingly the best medium to cover the market. The business outlook is tremendously both generally and for radio." The network numbers six



Mr. Wagner

stations.

Prospects for Hawaii appear "slightly more favorable for 1952 radio revenue," R. M. Fitkin, general manager of the Aloha Network, says. For Aloha, Mr. Fitkin felt a 20% increase is indicated in 1952-51 first quarter comparisons. R. M. Fitkin draws one reservation:

"Our economy is dependent upon labor peace which is the largest problematical condition each year. Steady growth in the territory is still evident and anticipated for the immediate future."

Comprising the Aloha Network are KIPA Hilo KTOH Lihue KHON Honolulu and KMVI Wailuku.

## KVWO to Go on Air

WILLIAM T. KEMP, president of KVWO Cheyenne, Wyo., announced last week that the new station is ready to go on the air in January or early February. The new outlet will operate on 1370 kc with 1 kw day. It will be affiliated with MBS and Intermountain Network.

## BUICK DRIVE

To Use Networks, Spots

A RADIO "saturation" campaign using network and spots [CLOSED Circuit, Dec. 3] will be launched by Buick's 1952 models starting Sunday, Jan. 13, through Friday of that week. Seven network shows will be used on a total of 1,147 network stations, plus 410 local stations for spot announcements.

Included in the plan is a segment of *The Big Show* on NBC on Sunday, Jan. 13, 7-7:15 p.m., followed on Monday by *Big Hand*, mystery show on ABC, 8:30-9 p.m.; on Tuesday, the *Peggy Lee* show on CBS, 7:30-7:45 p.m., and on Wednesday, *Top Guy* on ABC, 8:30-9 p.m.

On Thursday, Jan. 17, two shows will be used: *Hollywood Playhouse*, 8:30-9 p.m. on ABC, and the *Peggy Lee Show* on CBS, 7:30-7:45 p.m. On Friday, *The Martin and Lewis Show* on NBC will continue an extra 15 minutes beyond its usual 9 p.m. closing time for Buick, and Mutual's Fulton Lewis news program at 7 p.m. will be sponsored.

In addition to these network shows, Buick will use daytime spots on 410 local stations.

Kudner Agency, New York, handles the Buick account.

## KMAC 25th Birthday

KMAC San Antonio celebrated its 25th anniversary last Wednesday and at the same time observed completion of a reconstruction program at its building, located at 222 W. Commerce St. General manager of the station and its FM affiliate, KISS, is Howard W. Davis, who has been at the post since 1933. KMAC is affiliated with CBS, Mutual, Liberty and Texas State Network. A special section of the *San Antonio Light* carried tributes to the station.

## UBC N.Y. Office

NEW YORK office has been opened at 507 Fifth Ave. by United Broadcasting Co., headquartered in Washington. Richard Eaton, UBC president, announced that Robert L. Wittig, formerly with Ra-Tel, had been named New York manager. United stations are WOOK Washington; WINX Rockville, Md.; WSID Baltimore; WARK Hagerstown, Md.; WANT Richmond, Va., and WFAN (FM) Washington.



Big





# Moment!

This was it. For General MacArthur . . . and for KCBS.

Thousands of eyes were on the General as he arrived in San Francisco. Thousands of ears were tuned to 50,000-watt KCBS as it turned in what turned out to be the year's top special-events broadcast. (The KCBS local staff covered the event for the CBS Radio Network; all other networks imported special staffs.)

For its broadcast, KCBS received the National Association of Radio News Directors' Award "for distinguished achievement in the field of radio reporting of an outstanding special event." As the awards committee commented: "It was truly a superb example of radio reporting . . . broadcasting in a class by itself!"





# IN REVIEW

**AMAH! AND THE NIGHT VISITORS**, first opera ever created for television, as broadcast Christmas eve by NBC-TV set a standard that will be hard to match, let alone better. Composer, cast and production crew cooperated admirably to deliver to the home viewers an hour of entertainment that magically combined the intimacy that is television at its best with the splendor that is opera.

Gian-Carlo Menotti, commissioned by NBC to compose an opera expressly for video presentation, came through with a simple Christmas story inspired by the 15th century painting of Hieronymus Bosch, "The Adoration of the Magi." A lame shepherd boy, Amahl, and his widowed mother are visited in their humble cottage by three magnificent kings, following the star in quest of the newborn saviour. While the mother rallies her neighbors to provide food and entertainment for her regal guests, Amahl talks with them and is fascinated by their story of the newborn babe who will rule the world by love alone. As they depart, he offers his crutch as a gift to the holy child and miraculously is able to walk without it. Cautioning his mother to care for the household pets, he bids her farewell and joins the Magi in following the star.

Mr. Menotti, who a dozen years ago wrote an opera for radio, also at NBC's commission, and who has since won critical plaudits and the public tribute of sold out houses with *The Medium* and *The Consul*, did not relax his skill nor relinquish his standards in composing *Amahl and the Night Visitors*.

Chet Allen, 12-year-old soprano who made his video debut in the role of the peasant boy; Rosemary Kuhlmann as his mother; Andrew McKinley, David Aiken and Leon Lishner as the three kings, and Francis Monachino as their servant, both sang and acted their parts to the hilt. And Mr. Menotti, who before the opera began explained that the characters were based on his childish conception of the Magi, gave them plenty of attractive touches, such as the inclusion of licorish lozenges in a king's jewel chest for the delight of the boy.

Samuel Chotzinoff, general music director of NBC, who produced the

program, and Mr. Menotti, serving as stage director for his own opera, confined the action to limits suitable for the best TV reproduction. Eugene Berman's sets provided adequate background for the players. John Butler's choreography was keyed precisely in the right tone for the peasant dances. And Thomas Schippers, the conductor, got from each performer the right effect at the right time.

The viewing public, by its response which completely clogged NBC's telephone switchboard following the telecast, displayed

## KTHS MOVE

**EIGHT-YEAR-LONG** struggle of KTHS Hot Springs, Ark., to use 50 kw on its 1090 kc frequency moved a step closer to reality last week when FCC Hearing Examiner Basil P. Cooper issued an initial decision proposing to grant the move of the station to Little Rock, Ark., permitting 50 kw operation with a nighttime directional antenna.

As a supplementary measure, the hearing examiner proposed to renew the license of KTHS at Hot Springs so it can continue to operate on 1090 kc with 10 kw day, 1 kw night until it moves.

Examiner's initial decision means that much of the notoriously undeserved areas in Arkansas and surrounding states will receive for the first time a primary radio service. The examiner found that KTHS at Little Rock will furnish the only primary daytime service to 4,644 square miles with 90,233 persons, and the first primary nighttime service to 13,348 square miles with 356,239 persons.

Operating as proposed at Little Rock, KTHS will not receive objectionable interference within its normally protected groundwave contours either day or night from any existing or proposed station, the examiner found. During daytime hours of operation, it will serve an area of 24,900 square miles with a population of 885,874 within its 0.5 mv/m contour, he determined. At night, KTHS will serve an area of 14,580 square miles with a population of 558,606 within its 0.5 mv/m groundwave contour and 532,000 square miles with a population of 10,688,487 within its 0.5 secondary, skywave contour.

All of the skywave service area will be interference-free if foreign stations give the proposed KTHS operation the protection contemplated in the proposed North American Regional Broadcasting Agreement. If foreign stations continue to operate as at present, examiner opined, the secondary skywave service area will be reduced to 492,400 square miles with a population of 9,672,716.

A major consideration in the hearing examiner's findings was the fact that the move of KTHS from Hot Springs to Little Rock will result in the elimination of the

agreement with this reviewer's feeling that *Amahl and the Night Visitors* ranks with the best that television has offered to date. Hall Brothers, who sponsored the program for Hallmark greeting cards, appropriately confined the commercials to a simple statement of sponsorship and a visual name card.

## Chirurg Dividend

**BOARD** of directors of the James Thomas Chirurg Co., New York and Boston, voted to pay an extra year-end dividend of \$5 per share. This is in addition to regular dividend of \$5 per share, bringing total payment for 1951 to \$10 per share.

## Change to Little Rock With 50 kw Proposed

interference the Arkansas station now gives to WBAL Baltimore and XERB Rosarito, Mexico — both class 1-B stations operating with 50 kw on 1090 kc.

NARBA treaties since 1944 specified a Class 1-B operation on 1090 kc in Arkansas. It was impossible for Hot Springs to support a 50 kw station, KTHS owners felt, particularly in view of the elaborate array that would have been necessary to protect WBAL and XERB.

In 1944, KTHS asked for permission to move to West Memphis, Ark., across the river from Memphis, Tenn. This was denied in 1950 on the ground that such a move would make the station essentially a Tennessee, not an Arkansas, facility and NARBA terms specified that 1090 kc was to be used in Arkansas.

In August 1950, KTHS asked for permission to move to Little Rock, and that is the application which the hearing examiner proposed to grant last week.

Hearing was occasioned by two other applications for the same facilities, but both were withdrawn by the applicants. WNOE New Orleans wanted to change from 1060 kc, 50 kw day, 5 kw night with directional antenna, and KGRH Fayetteville, Ark., from 1450 kc, 250 w.

KTHS is licensed to a subsidiary of the *Shreveport* (La.) *Times*. Same principals own KWKH Shreveport. Hearing Examiner Cooper found that the 0.5 mv/m daytime contour of KTHS at Little Rock will serve 7.38% of the area and 6.7% of the population served within the 0.5 mv/m contour of KWKH. He also found that the 2 mv/m daytime contours of the two stations do not overlap, nor does any part of the normally protected 0.5 mv/m nighttime groundwave contour. Therefore, the examiner found that the overlaps did not violate the FCC's duopoly rule.

# WJOY CHOSEN

Is NYHT Contest Winner

**FIRST PRIZE** in the 1951 "Friendly Town" radio contest conducted for the fourth consecutive year by the New York *Herald Tribune* Fresh Air Fund was awarded Wednesday to WJOY Burlington, Vt., "for its efforts during the last year to provide vacations in the country for children of needy New York families."

Some 275 local stations in the 13 eastern states from Maine to West Virginia participated in the contest. Additional prizes were awarded to other stations as follows:

WENE Endicott, N. Y., second prize; WKNE Keene, N. H., and WYPO Stroudsburg, Pa., tied for third place. Honorable mentions went to WNOB Gardner, Mass.; WTWN St. Johnsbury, Vt.; WSNJ Bridgeton, N. J.; WHEB Portsmouth, N. H.; WMSA Massena, N. Y.; WGY Schenectady; WLAN Lancaster, Pa.; WSLB Ogdensburg, N. Y., and WRAW Reading, Pa.

In announcing WJOY as winner, Fund officials pointed out that 246 invitations for summer vacations in the Burlington area were extended to New York City youngsters. "We at WJOY had a real thrill working to make Burlington the top Friendly Town," Albert E. Spokes, general manager of station, said in a telegram to Frederick H. Lewis, *Herald Tribune* Fresh Air Fund director. "We consider the . . . campaign one of our most important and worthy public services . . ."

## Expresses Appreciation

Earle Pudney of WGY Schenectady, chairman of the Friendly Town Radio Committee, said "our stations appreciate the interest taken in them by the broadcasting systems whose presidents judge the contest."

Network executives serving as judges were: Niles Trammell, NBC board chairman; Robert E. Kintner, ABC president; Frank White, president of MBS, and Lawrence W. Lowman, CBS vice president and general executive.

## Sweeney Named

MICHAEL SWEENEY, who has been engaged in the advertising business in New York and Chicago for some 20 years, will join the New York office of the O. L. Taylor Co., station representation firm, effective tomorrow (Tuesday). For the past year, Mr. Sweeney has been with the Frederick W. Ziv Co. in Baltimore and Washington, and before that had served in ABC sales in New York for eight years.



Mr. Sweeney

Special performance.)  
Sponsor: Hallmark Bros. (Greeting Cards)  
Composer: Gian-Carlo Menotti.  
Cast: Chet Allen, Rosemary Kuhlmann, Andrew McKinley, David Aiken, Leon Lishner, Francis Monachino.  
Producer: Samuel Chotzinoff.  
Associate Producer: Charles Polacheck.  
TV Director: Kirk Browning.  
Stage Director: Gian-Carlo Menotti.  
Production designed by Eugene Berman.  
Conductor: Thomas Schippers.  
Choreographer: John Butler.





# WAGE • Syracuse, N.Y.

offers you a revolutionary concept of  
**MERCHANDISING**

for selling the rich Central New York Market

Not merely satisfied to offer you a loyal audience of 184,000 families, at the lowest cost per thousand in Central New York, WAGE tops off a smart advertising buy by going all-out on that vital PLUS factor—merchandising. A full-time merchandising department, actively supported by the entire commercial staff, never stops developing new merchandising approaches, tailored to your needs.

Just a few successful examples of WAGE'S unique merchandising: Jumbo postcards . . . letters . . . direct mail folders . . . point of purchase posters . . . program tie-ins . . . cross-courtesy plugs . . . window displays . . . newspaper ads . . . WAGE State-Fair . . . personal appearances . . . WAGE-Savers (home grocery lists) . . . ticket tie-ins. **No other station in the area offers so much!**



WAGE's general manager, commercial manager, station representative and full-time merchandising chief cook up new ideas to reinforce a spot campaign. Put your problem before this WAGE Merchandising Board and watch selling ideas spark, merchandise move!

GET FULL DETAILS FROM YOUR

**O. L. TAYLOR MAN**



# TAX FIGHT

## NARTB Enters Hawaiian Suit

NEW TEST CASE challenging the legality of state gross-receipts taxes on broadcasting stations goes to trial Jan. 3 before the Territorial Court of Hawaii, equivalent to a state court.

The action arose when KPOA Honolulu filed suit to recover money it had paid to the territory under protest. The tax law was passed in 1947.

NARTB is entering the trial as a friend of the court. The association has long contended such taxes are unconstitutional and took a part in the drawn-out litigation surrounding the New Mexico gross receipts tax case. Vincent Wasilewski, attorney, and Neal McNaughten, Engineering Dept. director of NARTB, left Washington

Friday night for Honolulu.

Representing KPOA in the trial is Attorney Kenneth C. Davis. The station tried last winter to get an injunction from the U. S. District Court, Hawaii, to restrain collection of the tax on the ground that radio is an instrument of interstate commerce and not subject to such intrastate levy.

### Appeal Pending

At that time the federal court dismissed the suit without prejudice, holding that while it had jurisdiction it would await decision by a state court. KPOA has pending an appeal in the Ninth U. S. Circuit Court of Appeals.

Mr. McNaughten is to testify as an engineering witness. It is under-

stood KPOA will contend it operates in interstate commerce despite the 2,000-mile separation from the mainland. The station's signals are said to be picked up with regularity in California and are heard even on the East Coast of the United States.

The Hawaiian tax case is described as similar to the New Mexico case and 1935 Fishers Blend case. In the latter instance the U. S. Supreme Court held a state tax unconstitutional. New Mexico, however, is collecting its 2% gross receipts tax on local advertising of stations in the state but not on national advertising. This compromise came out of the intricate maneuverings that marked the litigation there.

## Upcoming

- 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. 10: Radio Executives Club of New York luncheon meeting, Waldorf Astoria Hotel, New York.
- Jan. 10-12: National Collegiate Athletic Assn., meeting, Cincinnati, Ohio.
- 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. 18-19: South Carolina Broadcasters Assn. winter meeting, Hotel Columbia, Columbia, S. C.
- Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicollet Hotel, Minneapolis.
- Jan. 21-23: Newspaper Advertising Executives Assn., convention, Edge-water 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. 4: Maritime Broadcasters Assn. meeting, Fort Cumberland Hotel, Amherst, Nova Scotia.
- Feb. 9-29: International Radio and Electronics Exhibition, Bombay, India. (Further information obtainable from Consulate General of India, 3 E. 64th St., New York 21, N. Y.)
- Feb. 10-15: NARTB Radio and TV Boards, San Antonio, Tex.



**KOIN** features  
the Largest Local  
Staff of Artists  
of Any Pacific  
Northwest Station!

- "Newspaper of the Air"
- "Come and Get It"
- "The KOIN Klock"
- "Music to Remember"

are just four of KOIN's top locally produced live programs designed to bring listeners of the Oregon country the finest in radio entertainment.

Another reason KOIN is tops in the market and your best buy to cover Oregon and Southwest Washington.

## AUDIENCE DATA

### Mailings by March—Baker

KENNETH H. BAKER, president of Standard Audit & Measurement Services Inc., reported last week that work on the compilation and processing of approximately 700,000 names for the company's new station audience coverage measurement is nearing completion and ballots will go into the mails the first of March according to schedule.

Test mailings to work out the ballot form and the mechanics of mailing have just been completed, he said.

Approximately 350 stations and one network—CBS Radio—have signed up as subscribers for the service, the third in radio history. In addition to these, he said, new contracts will be accepted but with a 10% penalty fee for missing the deadline.

Compared to the BMB Study No. 2, conducted in 1949, the new survey will report 228 "new" cities separately from the reports for their counties. These are cities which had no stations at the time of the last BMB study but do have one or more outlets now. Twenty-one other "new" cities will be reported because of population changes bringing them within the minimum requirements, while around 40 cities will be deleted because they no longer have stations, etc.

**KOIN** A MARSHALL FIELD STATION  
AVERY KNODEL, Inc., National Representative  
and KOIN F-M Portland, Ore.

**CBS**





**CBS**

**740 kc**

*The Only*

**50,000 WATT RADIO STATION**

*in the South's largest city*

**HOUSTON, TEXAS**

*the 14th market in the nation*

**JOHN BLAIR & COMPANY, National representative**

DALLAS    DETROIT    NEW YORK    LOS ANGELES    CHICAGO    SAN FRANCISCO    ST. LOUIS



**Program Firms**  
(Continued from page 25)

crease in national spot sales strongly indicates that phonograph records and transcriptions are becoming of increasing importance in competing for listening audiences," that is the comment of D. K. Broadhead, president of Allied Record Manufacturing Co. Mr. Broadhead feels that local programming in metropolitan and secondary markets, via radio, will come about in 1952.

"Every indication points to a very big year in both media for new programming," Walter B. Davidson, West Coast representative of Lang-Worth Feature Programs, said "Broadcasters and telecasters are demanding better programming and better service

ager of Cheshire & Assoc., feels the closing year has been a "rugged one for many of the supposedly well established transcription operators." Commenting on the coming year, he said, "Perhaps it's wishful thinking but we believe the widespread cutting back of network program activities during 1951 can only stimulate the transcription in 1952." He believes that "low-cost" dramatic features are in demand by advertisers.

Expectations for expanded activities and higher billings are put forward by Clifford E. Ogden, general manager, Broadcast Div., Capitol Records, in his comment. Mr. Ogden looks for more local and national spot business for radio, increasing Capitol's subscribers list. The firm also plans to enter the TV field because of growing demand for film programs and specialized music.

E. Lloyd Jones, vice president and business manager, Bruce Eells & Assoc., summed up the coming year this way; "Although radio will continue to more than hold its own during the coming year, that stepchild television will blossom to full maturity with the inevitable lifting of the freeze, thus resulting in greatly increased revenues for all connected with the industry..."

"A bonanza year" is the anti-

ipation of C. P. MacGregor, president of C. P. MacGregor Co. He feels that TV will be no hindrance to the transcription business during 1952, as some think. "Across the country there are countless areas where the TV screen is 'blacked out', — and where transcribed radio spot programs still remain the best possible medium

ming and better promotion and publicity service for clients.

All of those reporting are optimistic about 1952, because network advertisers are switching to spot radio and television.

Milton Blink, executive director of United Television Programs, feels 1952 billings will continue to rise above the company's \$500,000 billed in 1951.

Among the 1952 goals is the initiation of a free publicity and promotion service to all clients. One of the prime causes for Mr. Blink's optimism for 1952 is the "eagerness with which small advertisers have greeted the UTP idea . . . of providing them with relatively inexpensive but effective means of merchandising via television."

William K. Ermeling, program representative for various transcription companies, looks for ". . . a trend to more spot programming, the main reason being that spot is easily and completely controlled. It also offers a highly personalized approach."

Morton Jacobson, president of Morton Radio Productions, thinks one of the main reasons for higher billings in 1952 is the "former radio network advertisers who have put most of their money into tele-



Mr. Blink



Mr. Broadhead Mr. MacGregor

for the sponsors' sales promotion campaign.

"Add to this fact the all important matter of tax-restricted advertising budget appropriation for the merchants of the metropolitan areas, and the answer is conclusive that transcribed radio spot programs, for the local and regional advertiser, will continue to be as sure and permanent as death and taxes."

**CHICAGO**

The majority of Chicago's transcription firms feel that 1952 will bring forward more spot program-



Mr. King Mr. Davidson

for 1952. A mighty healthy sign, and Lang-Worth is expanding its activities in the West as well as the East, to answer the growing demand for its services."

Bob Reichenbach, general man-

**THE RIGHT APPROACH TO CENTRAL OHIO'S \$6 MILLION\* CAR AND ACCESSORIES MARKET**



**CENTRAL OHIO'S ONLY CBS OUTLET**

**WBNS** PLUS WELD-FM  
Ask John Blair

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

You're riding high when you approach Central Ohio's multi-million dollar car and accessories market dominated by WBNS RADIO. Use the only CBS outlet in a prosperous 24-county area to get more listeners at a lower cost per prospect. WBNS influences listening and buying habits with the 20 top-rated programs\*\*. For time availabilities and rates, write directly or contact your John Blair Representative.

SMART ADVERTISERS TRAVEL THE WBNS HIGHWAY — THE RIGHT ROAD TO MORE SALES!



\*S.M. Survey of Buying Power  
\*\*Latest Hooperating



vision and the rest into spots. . . . Transcription companies have gotten a lot of business in the past couple of years from break-ups in advertising budgets as clients left network radio."

### DALLAS

In Dallas James E. Sellers, partner in The Sellers Co., expects that billings will keep rising. "We have had all we could do in 1951. It hasn't slackened up any. The only thing I see that would slow us down next year is a lack of materials. Other than that, I don't see a thing to worry about."

### PHILADELPHIA

General consensus in Philadelphia is that business will continue to increase. An increase of 17% is expected during the coming year with many advertisers using more transcribed radio spots.

Gene Hessel, president of Air-Tone Sound & Recording Co., thinks that billings will increase 15% during 1952. He also feels that business will be held down slightly, due to the limited availabilities of time on stations.

William P. Robinson, owner and president of Robinson Recording Labs., finds that many advertisers who turned to TV, have found it expensive and have returned to radio. He expects business for his firm will increase 20% over the 1951 volume.

### BOSTON

In Boston John W. Spellman, sales manager, Trans-Radio Recordings, feels business for the coming year hinges on international and national events. Should the FCC unfreeze channels, and with the coming political campaigns, TV set sales will increase, thus increasing transcription business. Business in the area has remained the same and he expects it will follow the same road in 1952.

### CANADA

Canadian firms expect business will continue to increase during 1952, with more spot radio being used in place of costly network programs. Business was very good in 1951, partly due to advertisers preparing for TV.

Len Headly, manager of RCA Victor Recording Studios, Toronto, thinks "spot broadcasting or selective radio . . . is getting the benefit of the change in preparation for TV."

Spence Caldwell, president, S. W. Caldwell Ltd., Toronto, feels that transcribed spot business will continue to climb, due to the high price of network shows. "As far as radio is concerned in Canada, most big stations are sold out to all intents and purposes and could only better their business by increasing their rates. Smaller stations are getting an increasing amount of supplementary business mostly on transcription."

## Research Experts

(Continued from page 25)

broadcasters continue to base important decisions on such data, 1952 will probably see this trend intensified; accurate program ratings are fundamental, but less and less often will they be the sole criteria of program performance," Mr. Nielsen opined.

"Equally significant, this year," Mr. Nielsen observed, "has been the growth of the concept of relat-



Mr. Nielsen



Mr. Sindlinger

ing audience measurement to consumer purchase data. Next year should witness more general use of such data."

In conclusion, Mr. Nielsen said, "Both these trends are vital to the two top media: To TV, because its increasing costs must be shrewdly applied; to radio, because its proper use still can mean intense impact at low cost."

Mr. Callard saw that "one change that has been noticeable is the increased control of television expenditures and television research by the sponsor.

"This is due," explained Mr. Callard, "to several quite basic and fundamental reasons. TV costs represent a high proportion of the advertiser's appropriation and serious financial consequences result frequently when mistakes are made. With other media, mistakes may not be as noticeable, but in the case of television, errors are measurable and in fact are frequently obvious to practically the entire industry.

"A second reason for increased control by the sponsor," continued Mr. Callard, "involves the coordination of television activities with other media as well as coordination with dealer promotion. This requires individual market data which are used to economize the total advertising appropriation."

Mr. Ward said that although radio is groggy from the impact of television, 1952 "seems destined to be a year of determined action by radio." He foresees a return "to the battle lines" of the men who



Mr. Ward



Mr. Hooper

made radio as great as it is.

Mr. Hooper reasserted his confidence in radio and opined that most of radio's difficulties are centered within itself.

He strongly advised the securing of new facts on radio audience measurement and adoption of a new form of hard, competitive selling. "And the steps must be taken in that order," advised Mr. Hooper; "first the facts, then their interpretation, then the solicitation.

"Radio has been so economical for advertisers to use, so productive of results, so profitable to own that it has defied comparison with other media. In fact, to make those comparisons it has failed to learn of its strength. The healthiest sign in radio is its own current, if belated, demand for comparisons with other media. Radio can stand comparison," Mr. Hooper declared.

Mr. Seiler foresees expansion of TV programming to include the entire day. "In television, 1952 should belong to daytime programming," he asserted. "Experimentation during the past year leaves no room for doubt that the TV set can attract commercially valuable



Dr. Roslow



Mr. Seiler

audiences from early morning throughout the day.

"In many time periods," Mr. Seiler continued, "TV sets-in-use have doubled and tripled during the past 12 months and other dormant hours await only the proper program formula."

As for radio, Mr. Seiler also seemed confident. "Radio also will

prove its continuing worth in 1952. Perhaps much listening may move from the living room to other locations, but again, 1952 programming and radio's unique advantages over any other medium will firmly establish its value to both advertiser and listener."

Sydney Roslow, director, The Pulse Inc., N. Y., said: "At the close of the year, an indication of the present status of radio listening in relation to its past, a comparison of the average ¼ hour homes using radio should be of interest.

### AVERAGE ¼ HOUR HOMES USING RADIO, ENTIRE WEEK, 5 A.M.-12 MIDNIGHT

	Weighted Average	
	All-Pulse Markets	New York
1942		17.9
1943		20.2
1944		21.7
1945		23.3
1946		24.1
1947		24.0
1948	24.2	24.9
1949	24.1	
1950	22.6	23.5
(1st 10 months) 1951	21.9	22.6

"The first 10 months of 1951 show a loss of only 9.5% from the 1948 high in the multi-market weighted average, and 9.2% in New York. The current level in New York is still higher, however, than the years before 1945.

"Complete Pulse TV data are available in New York, Philadelphia and Chicago from 1949 to December 1951 showing average ¼ hours homes using TV for the entire week in these cities.

These data show "viewing has held up remarkably well in these markets considering the terrific advances in TV ownership from less than 25% in December 1949 to approximately 60% in November 1951. In New York the percentage gain in average ¼ hour viewing from noon to midnight between 1949 and 1951 is 17.5%, but the actual number of homes reached is many times greater."

## McLendon Honored

### In 'Sporting News' Grid Poll

GORDON B. McLENDON, LBS president, has been named the No. 1 football broadcaster for 1951 by *The Sporting News*. Previous recipients of the annual award were Harry Wismer, ABC sports director, in 1947, 1948 and 1950, and Red Barber, CBS sports counselor, in 1949.



Mr. McLendon

Mr. McLendon covered 12,500 miles to fill his footballcasting engagements, traveling by plane, rented auto, taxicab and once when his car developed trouble, by pickup truck. On one occasion, he was forced to use a ski-equipped plane to reach Green Bay, Wis.

## POLITICAL FEATURE

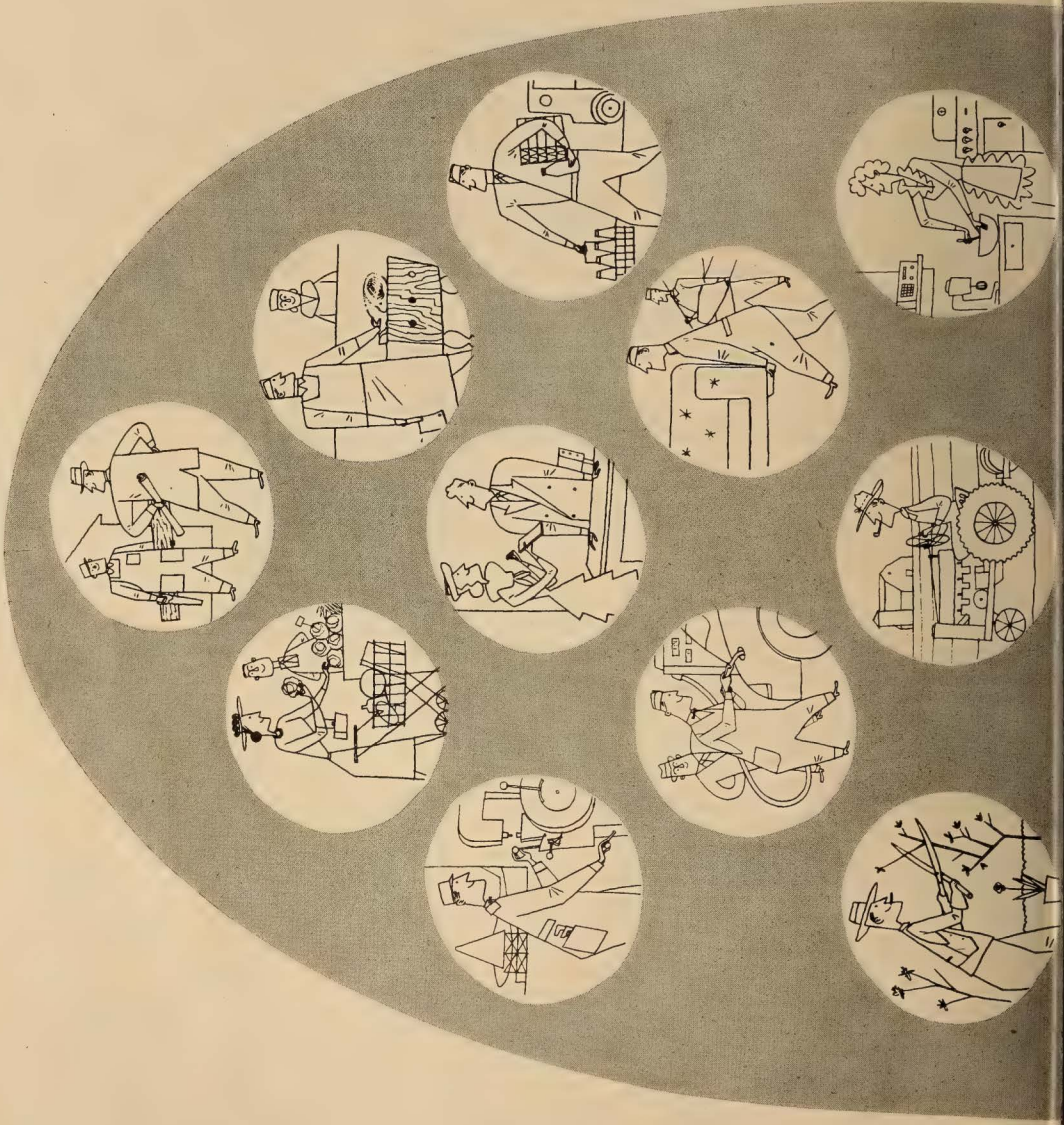
### MBS Aims Both Parties

MBS was scheduled to serve as a "battle front" for political canonizing yesterday (Sunday) with a full-hour broadcast, *Politics—1952*, featuring key Democratic and Republican spokesmen.

Election strategy was the keynote of the program, with a half-hour segment devoted to each party—on free time, in the public interest—from 10-11 p.m. EST.

Frank E. McKinney, Democratic National Committee chairman, was moderator for the 10-10:30 p.m. portion, presiding over key talks by Vice President Alben Barkley, Senate Majority Leader Ernest McFarland (D-Ariz.) and others. Guy Gabrielson, GOP committee chairman, was chief speaker for the minority party in the latter half.







# BUSINESS IS BIGGER ON COLUMBIA PACIFIC!

Radio is bigger than ever on the Coast.

And sales are bigger than ever on the Columbia Pacific Network — with 21% more sponsored quarter-hours than last year. Because Columbia Pacific now delivers a bigger share of audience than last year . . . a bigger share of audience than any other West Coast network.\*

**COLUMBIA PACIFIC NETWORK**

Represented by CBS Radio Spot Sales

\*NRI, Jan.-Sept. 1951-1950



# WCOL SALE

## Sawyer Purchase Approved

SALE of WCOL Columbus from the Pixleys to Secretary of Commerce Charles Sawyer for \$100,000 [B•T, Sept. 3] was approved by the FCC last week.

Action followed after the Commission had set the purchase for a hearing on the question of overlap among WCOL and WING Dayton and WIZE Springfield, all Ohio [B•T, Oct. 29]. The latter two stations already were owned by Mr. Sawyer.

Comr. Robert Jones dissented without a written opinion.

In his petition for reconsideration [B•T, Dec. 3], Mr. Sawyer pointed out that none of the stations overlapped during nighttime hours. During daytime hours, his petition pointed out, the 0.5 mv/m of WING completely overlaps the interference-free contour of WIZE and the 2 mv/m contour of WING covers substantially all of the 2 mv/m contour of WIZE.

During daytime hours, WCOL and WIZE overlap to the extent of two square miles, having a population of 75 persons, petition mentioned. This area is the only area receiving signals from all three stations, petition pointed out.

Daytime overlap between WING and WCOL comprises an area of 774 square miles, with a population of 36,600. This is 6.85% of the area and 3.47% of the popula-

tion within the daytime service area of WING, and 29.4% of the area and 7.67% of the population within the daytime service area of WCOL, it was reported. Substantially all of the overlap occurs in Columbus, petition pointed out.

Columbus is 43 miles from Springfield and 65 miles from Dayton. Springfield is 24 miles from Dayton.

WING operates on 1410 kc with 5 kw; WIZE on 1340 kc with 250 w, and WCOL on 1230 kc with 250 w. Mr. Sawyer and family own all of WING and WCOL, 52% of WIZE.

## POLITICAL 'BIAS' CHARGE

### Complaint Names WALL

CHARGE of political bias has been filed with FCC against WALL, Middletown, N. Y. Station is withholding comment pending its reply to an FCC request for its side of the story.

Complaint against the station was filed by Thomas J. V. Cullen, chairman of the Orange County (N. Y.) Democratic Committee. Mr. Cullen claimed that in the November elections, WALL's News Editor Charley Zaimes was on the payroll of the Orange County Republican Committee. All of the Democratic candidates were defeated in last month's elections.

CFCL is call letters of new 1 kw station on 580 kc at Timmins, Ont., which will handle mainly French-language programs.

## HST's Car

NEW communications railway car for use by President Truman is about ready to go into service, according to the White House. It replaces a rebuilt baggage car first used by President Roosevelt during the war. Changes in the car, made at the St. Louis Car Co., are being made at an Army Signal Corps shop in Baltimore following a recent shakedown run. Equipment includes radio-teletype and telephones that can be cut into lines when the train stops. The Signal Corps will operate the car.

## MAIL FRAUD TRIAL

### Is Scheduled Jan. 15

HAROLD COWAN and Ralph Whitmore, former partners in a Hollywood mail order agency bearing their name, go on trial Jan. 15 to answer 17 counts of mail fraud.

Accused of misrepresenting quality of Christmas tree ornaments advertised a year ago, the duo was indicted by a federal grand jury in Los Angeles last March [B•T, March 5]. This followed extensive investigation by postal authorities and the U. S. Attorney's office.

Federal Judge Leon R. Yankwich, before whom they are scheduled to appear, denied motion for dismissal of the charges [B•T, May 28]. After many delays, trial was set for the mid-January date [B•T, Nov. 5]. It is understood they will waive jury trial.

The pair reportedly made more than \$100,000 in their pitch deal. Stations throughout the country received numerous complaints from dissatisfied purchasers, it was reported.

Messrs. Cowan and Whitmore as individuals and as a company last September filed petitions in bankruptcy [B•T, Oct. 1]. Mr. Cowan totalled his liabilities as \$338,826.98, with assets \$7,056.23. Mr. Whitmore gave total debts as \$329,910.61, and assets \$9,556.23. Company liabilities and assets were exactly the same as those reported by Mr. Whitmore.

## Opens Law Office

BERNARD KOTEEN will open his own law office Jan. 1 in the Wyatt Bldg. in Washington, engaging in administrative practice and specializing in radio-TV. Mr. Koteen was with the FCC from January 1946 until June 1948, leaving as chief of the review section, Legal Dept., to join the Washington law firm of Cohn & Marks. During World War II he was a Navy lieutenant commander acting as administrative officer and personal assistant to Rear Admiral J. J. Broshek, director of the Navy Dept.'s ship maintenance division. He is a 1940 graduate of Harvard Law School.

# STATIONS SWITCH

## WEEK, KTOK Involved

APPLICATION for the exchange of WEEK Peoria, Ill., for KTOK Oklahoma City [B•T, Nov. 12] was filed with the FCC last week.

Essence of the involved parlay is this: (1) O. L. (Ted) Taylor transfers his KTOK to Sen. Robert S. Kerr (D-Okla.)-Dean McGee group. (2) The Kerr-McGee group transfers its WEEK to Mr. Taylor. (3) No money changes hands, (4) Mr. Taylor sells WEEK to Fred L. Vance and family for \$225,000. Mr. Vance is a former employe of WEEK and spent his youth in that city. He now is manager of the Dallas office of the O. L. Taylor Co., station representative.

Part of the agreement is a pledge that a TV application for Peoria will be filed by a new corporation owned 55% by Mr. Vance, 30% by Kerr-McGee group and 15% by Mr. Taylor.

Total assets of WEEK, operating with 1 kw on 1350 kc, were given as \$150,336.60; current liabilities, \$10,511.30. Total assets of KTOK, operating with 5 kw day, 1 kw night on 1000 kc, were listed as \$232,273.63; current liabilities as \$31,347.79. WEEK is an NBC affiliate; KTOK is ABC.

## Other Broadcast Holdings

Kerr-McGee group also owns KRMG Tulsa, on 740 kc with 50 kw day, 25 kw night. Tulsa is 98 miles from Oklahoma City. In addition, Sen. Kerr's brother, A. M. Kerr, owns 15.3% of KMUS Muskogee, Okla., and 21.1% of KIHN Hugo, Okla. KRMG is already a TV applicant for Tulsa and it is expected that an application for Oklahoma City will be filed for KTOK following FCC approval of the transfer.

Mr. Taylor also owns KANS Wichita, Kan., and KRGV Weslaco, Tex.

## CBC GRANT

### Receives \$25 Million

CANADIAN Broadcasting Corp. has been granted \$25 million by Ottawa to aid in the financing of CBC's operations for the next five years. Grant for the current fiscal year ending March 31, 1952, amounts to \$4,750,000, which is included in the total amount.

Money is to be spent for improving CBC services and for more sustaining programming. CBC has announced that part of the grant will be used for new studios at various locations, new stations and repeater stations. In the Atlantic Coast provinces CBC will spend about \$2,500,000 on new studios at St. John, a new French-language transmitter near Moncton, for increasing the power of CBH Halifax, and also Newfoundland stations, and for the building of a number of small repeater stations in the Atlantic Coast region.

# WDBJ FOR ROANOKE AND SOUTHWEST VIRGINIA

The million people in WDBJ's coverage area will earn nearly a billion dollars this year. Here's WDBJ's family coverage, according to the 1949 BMB:

Day — 110,590 families in 36 counties

Night — 85,830 families in 31 counties

and 3 to 7 days weekly

Day — 90,320 families

Night — 66,230 families

For further information:

Write WDBJ or Ask FREE & PETERS!

**WDBJ** Established 1924  
CBS Since 1929

AM — 5000 WATTS — 960 Kc.  
FM — 41,000 WATTS — 94.9 Mc.

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION



# Bee Baxter of KSOO Wins McCall's Mike Award

for Outstanding Service to the  
Community by a Woman Broadcaster



Thank you, McCall's, for the nationwide award to Bee Baxter for Outstanding Service to the Community by a Woman Broadcaster. We are confident that the many thousands of midwestern housewives in Bee's daily audience join with KSOO in congratulating Bee on this occasion. Bee Baxter is an example of the outstanding local personalities who have maintained KSOO's leadership in Sioux Falls and its rich trading area.

KSOO now moves into its twenty-fifth year of service on its established 1140 kc. clear channel assignment with new and expanded 10,000 watt\* facilities. Now Bee Baxter and the other top KSOO personalities will serve additional thousands of midwestern families.



# KSOO

*The Voice of Sioux Falls*

Soon—  
10,000 watts daytime  
\*5,000 watts night time

ABC Affiliate

Represented by AVERY-KNODEL, Inc.



**THE LATEST WCKY STORY**

**A BIG PLUS**

**FOR WCKY ADVERTISERS**

---

**THE OUT-OF-HOME AUDIENCE**

---

**WCKY is the #1 Station in Cincinnati  
For Out-of-Home Listening**

**INVEST YOUR AD DOLLARS WCKY'S-LY**

# THE LATEST WCKY STORY

HERE'S THE BILLBOARD REPORT

## • *Out-of-Home Listening*

### ... CINCINNATI

... *According to Pulse Reports*

The percentage of radio sets in use out of the home during the average quarter-hour period in July in Cincy was 2.6. Compare this with the percentage of sets in use in the home in the average quarter hour, which was 19.8. Thus, the summer out-of-home audience was about 13 per cent of the at-home audience, and about 11.6 per cent of the total.

The top Cincy shows for out-of-home listening during the summer of 1951, according to Pulse, follows:

DAYTIME  
MONDAY-FRIDAY

1. BASEBALL	WCPO	12:30- 4:30	1.4
2. GAY 90'S	WCKY	5:00- 5:30	1.1
2. VARSITY RHYTHM	WCKY	4:30- 5:00	1.1
3. BING CROSBY	WCKY	12:30-12:45	.9
3. GUY LOMBARDO	WCKY	12:45- 1:00	.9
3. MAKE BELIEVE BALLROOM	WCKY	3:00- 4:30	.9
3. MARY MALONE	WCKY	2:00- 2:30	.9
3. NEWS	WCKY	12:00-12:15	.9
3. SUPPER SURPRISE	WCKY	5:30- 6:00	.9
3. WALTZ TIME	WCKY	1:00- 2:00	.9
3. NEWS	WCPO	12:00-12:15	.9

ON THE AIR EVERYWHERE

24 HOURS A DAY

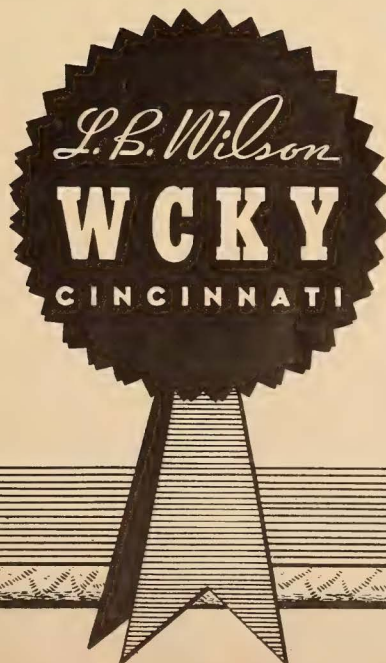
7 DAYS A WEEK

CALL COLLECT:

Tom Welstead  
Eastern Sales Manager  
53 E. 51st St., New York City  
Phone: Eldorado 5-1127  
TWX: NY 1-1688

or

C. H. "Top" Topmiller  
WCKY Cincinnati  
Phone: Cherry 6565  
TWX: Ci. 281







## Disbarred?

THE NEW YORK State Bar Assn.'s Committee on Civil Rights wants to exclude television and radio (along with newsreels and still cameras) from "public" hearings to protect the rights of witnesses and maintain the dignity of the proceedings.

But as far as the bar committee is concerned, newspapermen can go right in.

Just how does the press offer greater protection to the witness than TV or radio? It doesn't. TV and radio report exactly what is happening as it happens. They do not report what a reporter *thinks* has happened or, more to the point, what an editor thinks *should* have happened. The simple truth is that the greatest protection an honest witness can have is accuracy in the reporting of his testimony.

Why should TV and radio be lumped with newsreels and still cameras in the bar committee's list of objectionable instruments? They shouldn't. They have none of the annoying characteristics—i. e. glaring lights—that movie and still cameras have. In every instance that we know of, the lights to which witnesses have objected have been kleigs placed for newsreels or flash bulbs exploded by still cameramen.

The arguments of the New York bar committee have been heard before from others, and for want of counter-arguments from more imaginative minds they are apt to be adopted as policy. It's time someone began fighting to get TV and radio the equality they deserve.

## Radio's Platform—1940-52

OVER THE long Christmas holiday weekend, we browsed through back issues of this journal (then carrying the bonnet: BROADCASTING—Broadcast Advertising). Our eyes lit on the editorial page of the final issue of 1939.

The words had a familiar ring. We were discoursing on the year ahead, and how it behooved every person identified with radio to take inventory. The theme was that, happily, there are two basic components in American radio—the public and the broadcaster. In between are such essential personages as the client, the advertising agency and the federal regulatory authority. Then the observation:

But as long as the broadcaster satisfies the listener, he meets his service obligation.

There was a once-over lightly of the problems of the old year and of the traditions established by radio. We thought it advisable to set down in type the immediate objectives of radio, as a sort of creed in which it dedicates itself not only to the public service but to a vigorous defense of those principles for which it must stand to perpetuate that service.

We then enunciated our "platform for American radio," which we said we would modify as conditions warranted. The "platform," as it was published the year 1940, was as follows:

*American radio as free as the press.*

*Maintenance of a free, competitive system of broadcasting.*

*Programs providing greatest good for the greatest number.*

*The right to render public service without undue restraint.*

*Maintenance of highest moral, social and economic standards.*

*Stand aloof from political partisanship on the air.*

*Build radio circulation to saturation in 30,000,000 American homes, with radios*

*in every classroom, office and automobile. Keep abreast of modern technical developments.*

*Foster sound and progressive development of commercial television and facsimile.*

With the passage of a dozen years, how many of these tenets need revision?

There's the one seeking to build circulation "to saturation in 30,000,000 homes." Today there are 100 million sets in 42.4 million households (see story page 23)—covering better than 95% of the population. More than 75% of the new automobiles have radios, and in the classroom radio is virtually standard equipment. Better than par for that course.

Foster commercial television and facsimile? TV okay. Facsimile is a *fait accompli* technically, but is used for commercial rather than mass distribution (broadcast) purposes. The answer might be that it's still cheaper to get a newspaper delivered to your front door. But if newspaper rates keep increasing (they're 15 cents in Los Angeles) facsimile may still beckon.

So, with these slight alterations, we commend to all persons identified with broadcasting (which includes television broadcasting) a re-dedication of *Radio's Platform* for the next dozen years.

## Comes the Congress Dawn

IN ANOTHER week Congress reconvenes. It will be a rip-snortin' exhibition from the opening gavel until the electioneering gets under way in the fall of this Presidential campaigning year.

Never before in our generation, or perhaps even in modern history, have there been so many issues for the political spellbinders. And with television yet! The Korean conflict, the corruption scandals, the crime investigation are but the top-billings in a gigantic mosaic of headline grist.

You might think, under these circumstances, that legislation pertaining to the broadcast services would be lost in the melee. Perish that thought. Those TV allocations are too enticing a political morsel. And remember, Sen. William Benton, he of the huckster background who has taken the reformer veil, is determined to make what we choose to call his "Board of Radio and TV Censorship," his campaigning *cause celebre*.

There are a score of legislative proposals affecting the broadcast arts that probably won't see the light of day. It's these others with political connotations that concern us.

And while on the subject of Congress, we would be remiss if we didn't take editorial note of an important change. It isn't the retirement of a Senator or the empty seat of a Committee chairman. It is the resignation of Edward Cooper as executive aide to the Majority Leader, who for ten years before had served as the communications expert of the Senate. Ed Cooper has joined the Motion Picture Assn. of America as the chief of its television department. The MPAA couldn't have found a better informed or qualified expert.

Ed Cooper served his superiors and his nation well. What isn't generally known is that communications in general and radio in particular have been spared many a crisis by virtue of the presence of Ed Cooper on the Senate side. He commanded the respect of both Republicans and Democrats. It was the force of his logic and his knowledge of the media that blocked many an abortive legislative thrust. He sat as a 97th Senator insofar as the communications services are concerned.

We wish Ed Cooper well. But we confess we would feel better about a fair shake for radio if he were still there in the Senate.



our respects to:



GEORGE RICHARD SWIFT

FROM apprentice to general manager of WCBS-TV New York, the flagship station of the CBS Television Network.

That, in capsule form, is the success story of G. Richard (Dick) Swift, who began his 20th year in the field of broadcasting Dec. 30. His first day in the business was the same date in 1932 when, as an ambitious youngster just out of high school, he brushed aside a job his father had arranged for him on a trade newspaper and went to work for CBS instead, as a "Junior Assistant Production Man." It was an impressive title—but it really meant apprentice.

Opportunities for learning were plentiful at CBS, then a comparatively new, yet booming network, and it wasn't long before the young Mr. Swift had absorbed and learned enough to produce and direct several important network programs. His first step up the ladder came when the Program Dept. put him in charge of popular music, which permitted him to discover and introduce some of today's headlines in the field—singers Nan Wynn and Barry Wood, for example.

While popular music director, Mr. Swift spotted a vocal coach he thought showed promise as a conductor. He urged his superiors to give the man an opportunity and finally succeeded in getting time on the network for a variety show featuring a new maestro. Today that former vocal coach is one of radio and television's best-known conductors—Ray Bloch.

Later, Mr. Swift became producer of one of CBS' bigger network shows, *Phil Cook's Almanac*, which he continued producing and directing when Mr. Cook established his early-morning program on WCBS.

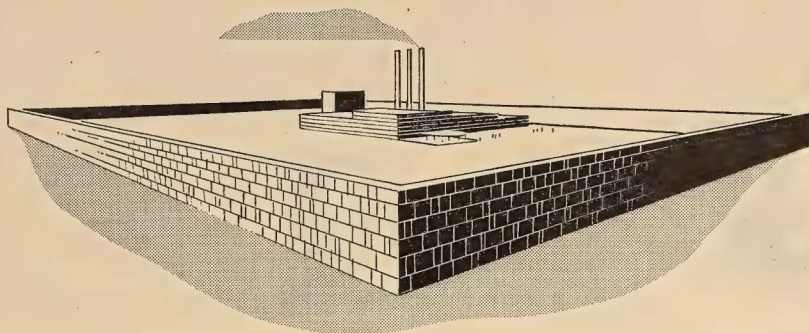
Eager to acquire a working knowledge of all facets of radio, Mr. Swift accepted a permanent appointment at WCBS under Arthur Hull Hayes (now vice president in charge of the network's San Francisco office) and began learning the ins and outs of the business side of radio.

He was assistant program director for the station. Later, on his own initiative and to round out his experience, he asked to be transferred to the sales staff.

On May 20, 1946, he was appointed assistant general manager and program director. In this capacity, he developed some of the station's most popular shows, including Arthur Godfrey's, *This Is New York*, Phil Cook's and Margaret Arlen's.

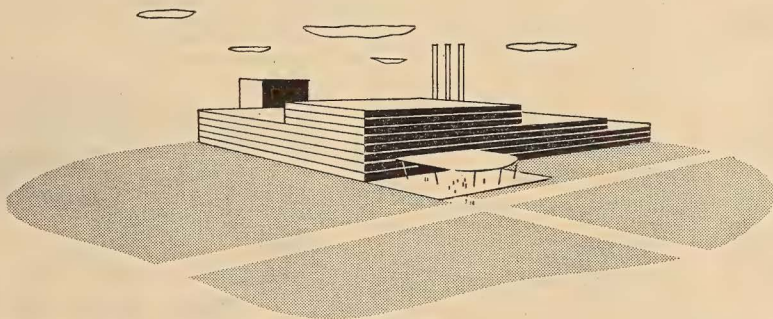
In March of 1949 he was named general  
(Continued on page 81)





## THE DISAPPEARING WALL

Sometimes *mental* walls, too, need  
to be removed. Radio can help.



Typical of industry's new attitude toward community relations is the gradual disappearance of the unfriendly and forbidding factory wall.

Although a protective fence may sometimes be needed for security reasons, industry has found that friendship... with neighbors as well as with customers... pays dividends. In labor supply, for example. In cooperation with local suppliers. And in relations with local government.

It isn't always a physical wall, however, that stands between a plant and its community. Sometimes an imaginary wall exists in the minds of the community's members... a vestige, perhaps, of bygone policies.

In removing mental walls, in improving liaison between plant and community, radio programs can help tremendously. And at reasonable cost. Radio

can be as informal as you like, as flexible as you need, as friendly as only the human voice *can* be. Does it take special circumstances or particularly unique skill to use radio to good effect in community relations? No. Almost any company can benefit. And in six of the nation's leading industrial areas... Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon... Westinghouse stations are ready to help. They are in their 32nd year of helping industry make friends with its neighbors.



**WESTINGHOUSE RADIO STATIONS Inc**  
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV  
National Representatives, Free & Peters, except for  
WBZ-TV; for WBZ-TV, NBC Spot Sales



## HEART FUND Radio, TV Units Named

BRUCE BARTON, board chairman of BBDO, who is national chairman of the 1952 Heart Fund Campaign, last week named Thomas M. McDonnell, radio director of Foote, Cone & Belding to head the National Radio Committee for the fund drive and Rodney Erickson, manager of Young & Rubicam Radio and TV department, to head the National Television Committee.

Mr. Barton also announced these additional committee appointments:

Radio Committee—Frank Stanton, president, CBS; Frank White, president, Mutual; Theodore L. Bates, president, Ted Bates & Co.; Theo Gannon, director, radio-TV program development, William H. Weintraub & Co.; William R. Joyce, William Morris Agency; Frederick A. Long, director of radio-TV, Geyer, Newell & Ganger; Garth Montgomery, vice president, director of radio-TV, Kenyon & Eckhardt; Arthur Pryor Jr., vice president, radio-TV, BBDO; and Roy Winsor, Blow Co.

Television Committee—Robert E. Kintner, president, ABC; Philip H. Cohen, vice president, director of radio-TV, Sullivan, Stauffer, Colwell & Bayles; Myron P. Kirk, vice president, director of radio-TV, Kudner Agency; P. A. Louis, director of radio-TV, D'Arcy Adv.; Tom McDermott, director of TV, Benton & Bowles; Julius F. Seebach Jr., vice president, WOR and WOR-TV New York; Lewis H. Titterton, vice president, radio-TV production, Compton Adv.; Willson M. Tuttle, vice president, director of radio-TV, Ruthrauff & Ryan; and Sylvester L. (Pat) Weaver Jr., vice president, television, NBC.



Yes, sir,  
such an excavator  
moves a lot of earth  
with each scoop.

And KWK  
can supply a lot of  
sales-drive to help  
move your product in  
the St. Louis area.

Contact your Katz man  
to unearth the facts  
about the  
high power job  
KWK can do for you.

Globe-Democrat Tower Bldg.  
Saint Louis



Representative  
The KATZ AGENCY

## front office



FRANK C. OSWALD, assistant to secretary-treasurer WGAR Cleveland, appointed administrative assistant to EDWARD LAMB, president Edward Lamb Enterprises (WTOD Toledo, WTVN (TV) Columbus, Ohio, WUCU (TV) Erie, Pa.).

FRED K. LEO, publicity director, president and commissioner All American Girls Professional Baseball League, appointed public relations director and member of sales staff WHBF-AM-TV Rock Island, Ill. Mr. Leo has served with WMRO Aurora, Ill., and WMBD Peoria, Ill.



Mr. Leo

CHARLES D. MELTON, acting manager WSIC-AM-FM Statesville, N. C., appointed manager. He succeeds EARL BOYLES, resigned.

PAUL ELLIS, merchandising specialist Kraft Foods Corp. in Seattle-Tacoma area, named merchandising supervisor KRSC Seattle.

## Personals . . .

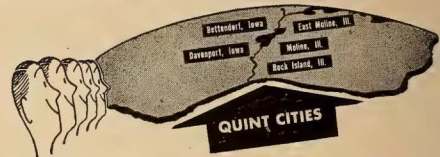
CHARLES H. CRUTCHFIELD, vice president and general manager WBT and WBTW (TV) Charlotte, N. C., named to national radio and television committee of Brotherhood Week. . . . PAUL H. GOLDMAN, vice president and general manager KNOE Monroe, La., was selected "high man" among workers on membership committee of local Chamber of Commerce. . . . ARTHUR HULL HAYES, CBS vice president and general manager KCBS San Francisco, appointed director Redwood Empire Assn. . . . JOHN D. SCHEUER Jr., operations assistant to general manager WFIL-AM-TV Philadelphia, named to serve on membership committee of American Public Relations Assn. . . . MURRAY B. GRABHORN, managing director of NARTSR, named national chairman of radio and television committee for Good Neighbor Day.

## Harry R. Farrall

HARRY R. (Pat) FARRALL, 55, assistant to the publisher and advertising director of the Warren Tribune-Chronicle and vice president-general manager of the Tribune station, WHHH Warren, Ohio, died Dec. 22 after a two-week illness from a heart condition. Mr. Farrall started his newspaper career in East Liverpool, Ohio. He went to Warren in 1934 when he joined the Tribune as advertising manager. Mr. Farrall had served as president of the Warren Chamber of Commerce for the year ended last March 31 and was chairman of its board at the time of death.

## Arthur Pollock

ARTHUR B. POLLOCK, 74, president of CFCA (FM) Kitchener, Ont., and of Dominion Electrohome Industries, died Dec. 17 at his home after a lengthy illness. He started making radio receivers in 1925 and a few years ago was granted the first Canadian FM license for a station not affiliated with an AM station. He is survived by his wife, one son, and two brothers.



1922 WOC 1952  
30 Years Later

## BUSINESS BETTER THAN EVER

WOC is the oldest radio station west of the Mississippi River. Carried 1st network broadcast of a Presidential Inauguration west of the Mississippi—Calvin Coolidge, March, 1925. Carried 1st network broadcast of a World Series west of the Mississippi—Cardinals vs Yankees, 1926. It has scored many other 1sts—including one of 1st stations west of the Mississippi affiliated with NBC.

Today, WOC can point to local BUSINESS BETTER THAN EVER.

24.2% more local advertisers bought time on this station July 1, 1950 to June 30, 1951, than in any previous 12 month period.

Local advertisers spent more money for time on 14.4% WOC during this period, than in any previous 12 months.

Get the facts about this radio station where BUSINESS IS BETTER THAN EVER. Get them from your nearest F & P office . . . or from us direct.

Col. B. J. Palmer, president  
Ernest C. Sanders, manager

## Davenport, Iowa

Basic NBC Affiliate  
5000 W.—1420 Kc.

Free & Peters, Inc.  
Exclusive National Representatives

