

BROADCASTING TELECASTING

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21ST
The Newsweekly
of Radio and
television.
year

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

Bargain

in Baltimore is

WITH

ask your Headley-Reed man to prove it!

What's the 1960 picture?

Will our rockets have reached the moon?

Will the uses of atomic energy
be a boon to mankind?

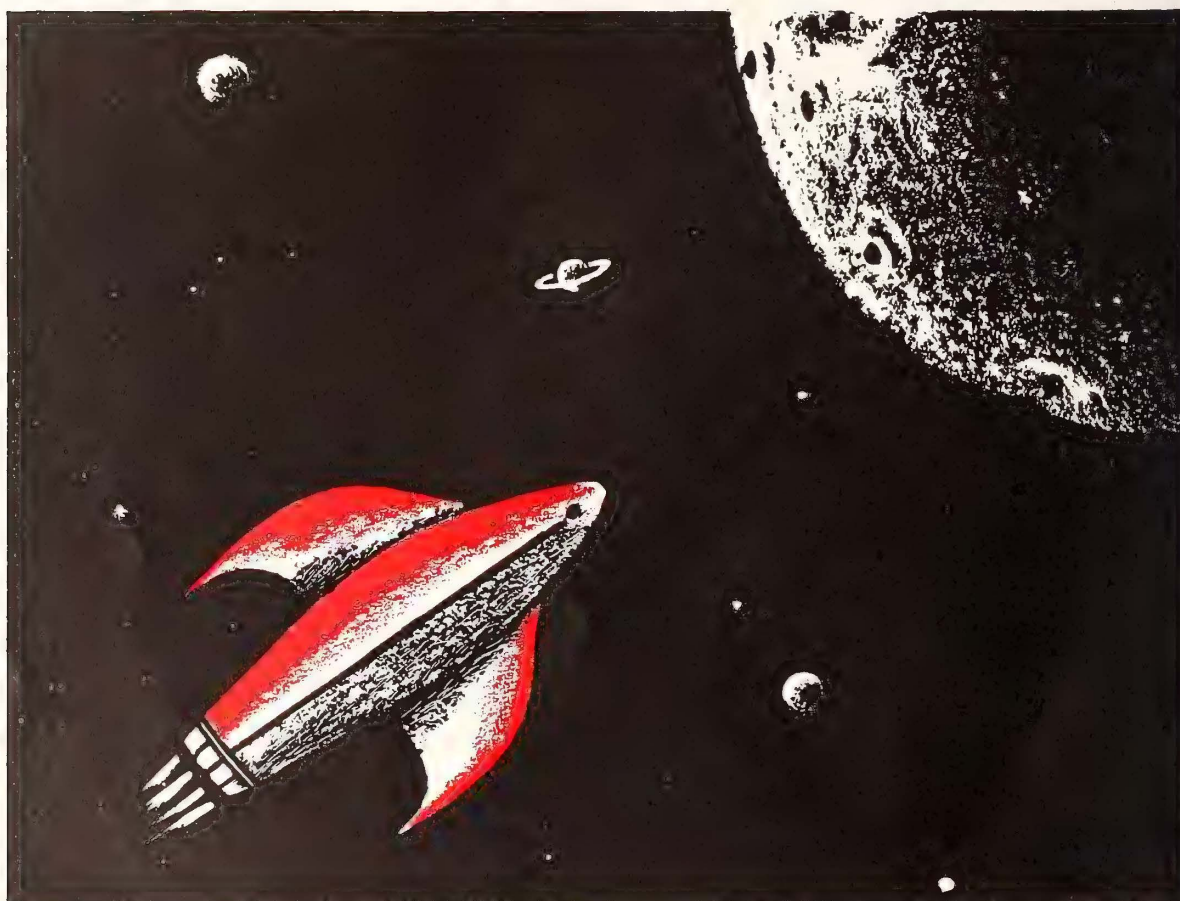
And what about broadcasting? Will radio be
a satellite of television? Perhaps a new miracle
of air transmission will be exciting the world.

In 1960, as today, you can bank on this:
Havens and Martin Stations will be experimenting,
pioneering, and programming for
the listeners of Virginia.

Half the joy of broadcasting is vision.

Much of the rest is serving.

Watch the First Stations of Virginia in 1952 . . .
WMBG-AM, WCOD-FM, WTVR, The South's first
television station, affiliates of N B C.

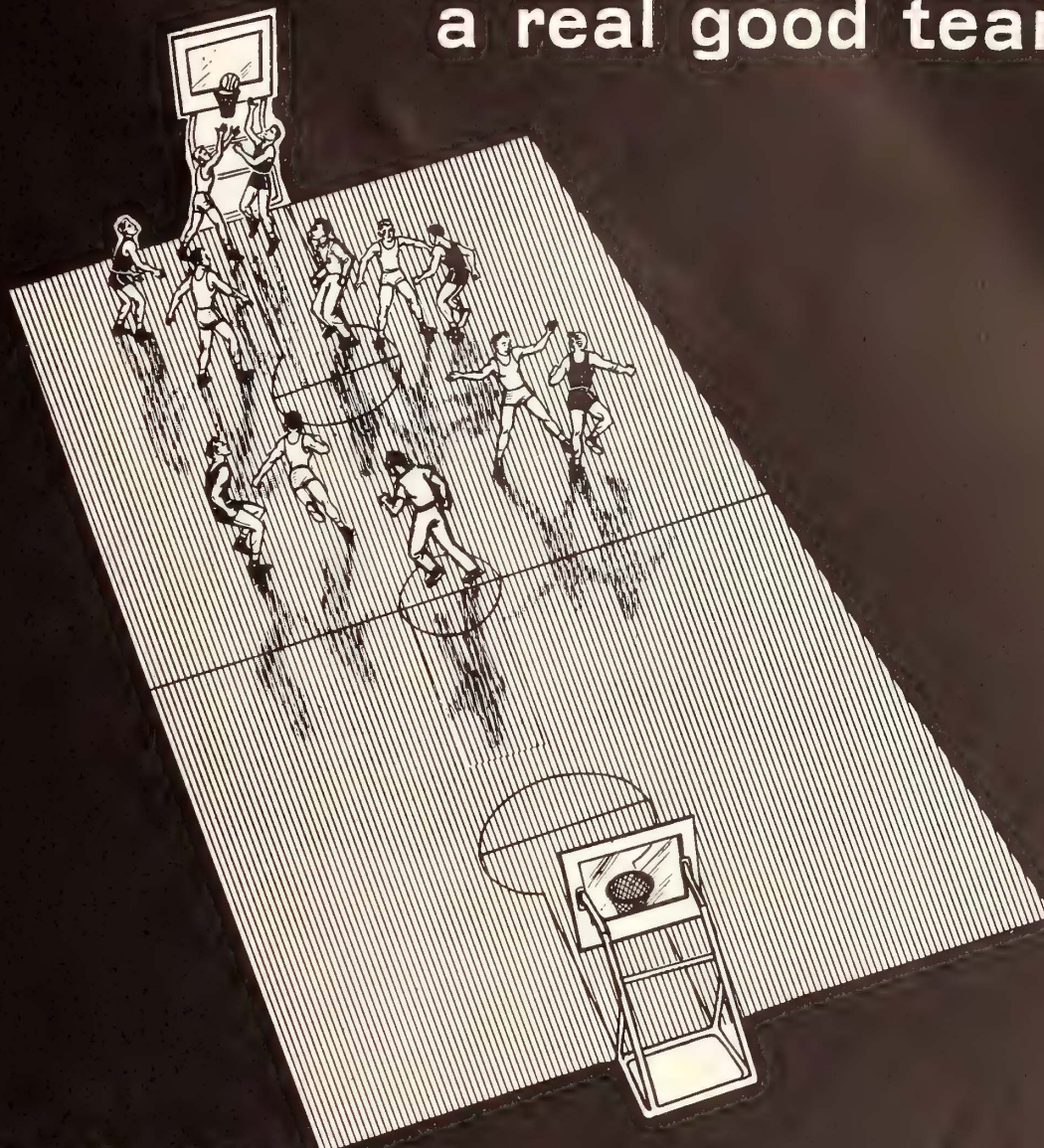


WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

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

a real good team! ★



★ **Headley-Reed Company**
Radio Station Representatives

TWENTY experienced radio time salesmen, efficiently covering every potential prospect in the United States.

FOUR traffic experts using direct Western Union wire, TWX to all stations, and 50,000 telephone calls per year in the clearing and placing of spot schedules.

SEVEN specialists in producing the best in research and sales promotional data.



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



The ABC's of OPS

Twice every week, the battle against inflation becomes personally significant to thousands of housewives in WDEL-TV's viewing area. In cooperation with the Delaware District Office, Office Price Stabilization, Mrs. Edwin Wiedericht, information specialist, appears on WDEL-TV for informal chats with homemakers about OPS and its attempts to keep prices stable.

Other OPS experts in various fields appear on the program from time to time to explain to thousands of viewers what OPS offices are doing to help check inflation.

Cooperation with government offices and with all State and community agencies is a significant segment of WDEL-TV's public service programming.

WDEL-TV

WILMINGTON, DELAWARE



Represented by

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



at deadline

CLOSED CIRCUIT

FULL SCALE split of Voice of America operations anticipated within next few weeks, stemming from imminent resignation of Edward Barrett as Assistant Secretary of State for public affairs after fulfillment of two-year government service commitment. Slated for new post of Administrator of Foreign Information Administration, responsible only to Secretary of State, is Dr. Wilson Compton, former president of Washington State College, now on a special assignment as director of U. S. Advisory Commission.

IMPENDING Voice split, T. L. Barnard, now general manager of information program, to leave as executive vice president of Compton Adv., shortly departs on special mission in Europe. Not expected to announce future plans until his return. Expected acting assistant secretary, to handle domestic aspects of Mr. Barrett's operation, will be named. Mentioned as possible interim appointee is J. H. Sargeant, now first assistant to Mr. Barrett.

SEN. William Benton (D-Conn.), reportedly training on lease to get new Senate hearings on his radio-TV review board proposal, is up against tough statement by Sen. Ed C. Johnson (D-Col.) strongly expressing fear of censorship danger. It can be revealed that Sen. Johnson is leaving question of hearings up to Senate Majority Leader Ernest W. McFarland (D-Ariz.), who's not very enthused with Sen. Benton's proposal.

FIRST official radio homes data from 1950 U. S. Census will match **BROADCASTING • TELECASTING** county-city estimates [B•T, Jan. 7, Sec. 31] within minor fraction of percentage point, according to check of its work sheets by Census Bureau. Official census figures for radio and TV homes in Delaware due in fortnight.

CHANCES bright for return of \$700,000 military recruiting budget to radio and other mass media as Pentagon and Grant Adv. officials work out final details of revised policy. Much of fund diverted from media two months ago under proposed policy of higher-ups, based on Sen. O'Mahoney's budget rider for next fiscal year.

ROCTER & GAMBLE, Cincinnati (Duz), will start radio spot campaign Jan. 21, using day and night minutes in eastern half of country only. Compton Adv., N. Y., is agency.

IT'S NOW said that strength of pressure exerted on Senate Foreign Relations Committee may decide how soon that group's subcommittee will begin hearing North American Regional Broadcasting Agreement, which awaits Senate ratification. Understood FCC via State Dept. had to put bite on committee in order to get subcommittee named.

FROM INSIDE Brazil come reports that President Vargas' regime has designs on con-

(Continued on page 6)

CLEVELAND LAYS PLANS FOR JOINT RADIO DRIVE

PLANS for joint radio promotion campaign in Cleveland set in motion Friday when representatives of all eight Cleveland radio stations conferred with Broadcast Advertising Bureau officials in New York, scheduling second meeting this week in Cleveland to establish committee formally.

BAB spokesmen said Cleveland is first city to take advantage of expanded BAB services designed solely for promotion of radio. Organization pattern presumably will follow similar joint promotion campaigns in Tulsa, Detroit, and Rochester. Program is expected to be laid out among lines of Southern California Broadcasters Assn.'s promotional activities.

Participants in Friday meeting: F. C. Wolf, Ralph G. Rehor, WDOK; Bob Neal, WERE; Lloyd Venard, Michael Sweeney, O. L. Taylor Co. (WERE representative); Carl George, John Garfield, WGAR; Gordon Gray, Goodwill Stations (including WGAR); Hank Poster, Mutual, representing WHK; Stephen S. Machcinski, Adam J. Young Jr. Inc. (WJMO representative); Samuel R. Sague, WSRB; Hamilton Shea, NBC, representing WTAM. Representing BAB were President William B. Ryan, Vice President Kevin Sweeney and Local Promotion Director John F. Hardesty.

ABC SELLING RADIO, TV TIME DURING CAMPAIGNS

PRESIDENTIAL candidates or groups supporting such candidates will be able to buy air time immediately over both ABC Radio and Television, Ernest Lee Jahncke Jr., ABC vice president for radio, and Alexander Stronach Jr., vice president for television, announced Friday.

Requests to buy time have already been received from groups supporting two candidates, according to Thomas Velotta, vice president in charge of ABC Radio news and special events, who will head special unit created to handle such sales for both radio and television networks as well as ABC-owned radio and TV stations. Other members are Thomas P. Robinson and Donald Buck, director and assistant director of political sales, respectively.

NCAA Votes Continued TV Restrictions

STRICT control of football telecasts voted overwhelmingly late Friday by National Collegiate Athletic Assn. at Cincinnati convention (early story, page 59). Vote was 163-8.

Program will be enlarged slightly, however, to include games from 30 schools compared to coverage of 18 last autumn under experimental program of football television restriction.

NCAA delegates in effect adopted recommendations of special TV Committee that met earlier in week. Committee had studied preliminary results of survey covering impact of telecasts on gate receipts.

General opinion of delegates, despite this vote, was that colleges must learn how to live with TV. Coaches and athletic directors con-

BUSINESS BRIEFLY

SEARS RETURNS • Sears, Roebuck & Co., long dormant as broadcast advertiser, returns to radio in February with two quarter-hour strips on Liberty network. Sears still scanning political convention prospects on ABC AM-TV. Agency, J. Walter Thompson Co., Chicago.

GOETZ PREPARING • M. K. Goetz Brewing Co., St. Louis (Country Club beer), preparing radio spot campaign in five midwestern states where distribution is heaviest. Agency, Compton Adv., N. Y.

BLOCK'S BIGGEST • Block Drug Co. planning largest campaign yet for Amm-I-Dent. TV sponsorship enlarged with intensive spot radio drive in sight. Agency, Cecil & Presbrey, N. Y.

PLANE SCHEDULE • American Airlines, N. Y., planning three-week early morning radio spot schedule in New York, Chicago and Los Angeles, starting Jan. 28. Agency, Ruthrauff & Ryan, N. Y.

SANKA PENDING • General Foods, N. Y., contemplates buying five minutes on CBS Saturday nights following *Gangbusters* for Sanka coffee. Agency, Young & Rubicam, N. Y.

WINE PURCHASE • Garrett & Co., Brooklyn (Virginia Dare wine), scheduling evening announcement campaign in radio starting early March. Agency, David Mahoney Agency, N. Y.

KELLOGG WESTERNS • Kellogg Co., Battle Creek, Mich., to sponsor *Gene Autry* (Continued on page 94)

STRIKE BRINGS BUSINESS

IN WAKE of Baltimore transit strike last week, paralyzing retail business in local stores, firms began turning to radio-TV Friday for phone order business. Responding to Thursday night wire offer of WAAM (TV) general manager, Ken Carpenter, two department stores early Friday contracted for TV time. Mr Carpenter's telegram to seven larger stores promised retailer announcements would be given priority over regularly scheduled commercials and telecasts.

ceded they are selling football and need promotional value of visual medium.

Seven colleges known to have voted against NCAA curtailment of TV were Notre Dame, Pennsylvania, Kansas, Georgia Tech, Wayne, Ohio State and Rhode Island. Eighth was not identified.

Feeling voiced NCAA would expend football telecast program from year-to-year.

Television action was taken after dinner hour Friday as delegates engaged in hot debate over recommendations of college presidents that football should be cut down to amateur size.

for more AT DEADLINE turn page



at deadline

STREAMLINED HEARINGS PROPOSED BY FCC

RECOMMENDATION to streamline FCC hearing procedures, in preparation for large number of TV hearings expected when freeze is lifted, was adopted by Federal Communications Bar Assn. at annual meeting Friday. Recommendation called for establishment of joint FCBA-FCC-Assn. of Federal Communication Engineers committee to work out streamlining and simplification procedures.

"Unless a cooperative program is evolved to simplify the procedures by adopting new trial techniques," report of Leonard Marks, chairman of FCBA Committee on Practice & Procedure, said, "tremendous delays will occur resulting in retarding the development of television throughout the country."

Report called attention to lag between practices in FCC hearings and developments in Federal Courts, lack of uniformity on methods to establish certain facts, applicability of rules of evidence, etc. Report also called for revisions of FCC Rules "to prevent inequities," and bring them up-to-date, revealed that some meetings between FCBA-FCC-AFCE already have taken place.

SEMI-COMMERCIAL STATIONS PROPOSAL DRAWS OBJECTIONS

OBJECTIONS to suggestion that educational stations be permitted to go semi-commercial were filed with FCC Friday by WMBD-AM-FM Peoria, WHBF-AM-FM-TV Rock Island and WDWS-AM-FM Champaign. Three broadcasters asked Commission to strike suggestions of Joint Committee on Educational TV along those lines, to deny them or to hold new rule-making hearing on these issues. They claimed issue of quasi-commercial operation by educational station were not included in allocation issues and that JCET was out-of-order in suggesting it.

Recommendation to let educational station carry commercial programs temporarily while it is the only TV service in community was broached by JCET last month [B•T, Dec. 10, 1951]. JCET listed 14 cities where educational station would be only one, 17 others where only VHF station would be educational.

Three objecting stations declared that if FCC agreed with JCET recommendations, educational station should be forced to compete for channel with commercial applicants.

"JCET wants to have its cake and eat it too," the stations' motion said.

FORM PROMOTION FIRM

BEN KAUFMAN, formerly with MBS, United Artists Corp., Universal Pictures and Metro-Goldwyn-Mayer, and George Schrier, formerly publicity manager of WJZ New York and of ABC co-op program department, have formed Kaufman & Schrier, publicity and promotion organization, at 400 Madison Ave., New York. Telephone: Plaza 3-6640.

WTMJ-TV EDUCATION SERIES

SERIES of educational video programs is being presented by WTMJ-TV Milwaukee in cooperation with 10 Wisconsin colleges and universities. Programs, covering wide scope of collegiate subjects, appear under title *Education on Parade*, Sat., 2-2:30 p.m. First program was heard Jan. 12 and series will continue through school year.

In this Issue—

FCC is getting up a sweat trying to meet its schedule for the TV thaw. But that's nothing to the sweat that some station seekers will raise before their applications are acted on. Here's the latest and newsiest word on the new TV allocations plan and how long it will take to apply it. *Page 23.*

There's been \$700,000 worth of business sold on networks in the first two weeks of 1952—\$120,000 on radio and the rest on television. *Page 27.*

The Owl Drug Store, of Quincy, Ill., is a wise Owl indeed when it comes to using radio advertising. Here's how radio made this store the biggest distributor of veterinary supplies in a 100 mile radius. *Page 93.*

New session of Congress begins with several important pieces of broadcasting legislation hanging fire. *Page 24.* One is an amendment to political broadcasting laws to relieve broadcasters of the vexing libel problem that has always hovered over them: *Page 25.* Another is a new bill that would ban beer, wine and liquor advertising from the air. *Page 26.*

Philip Loeb, allegedly backlisted out of his long-time role in *The Goldbergs*, says he will sue the publishers of *Red Channels*. *Page 60.*

The National Collegiate Athletic Assn.'s Television Committee thinks that strict control of football telecasts accomplished its intended purpose of protecting the gate. It looks as though the policy will be continued. *Page 59.*

Networks are jockeying to clear stations for radio-TV broadcasts of the political conventions. *Page 27.*

TV set makers display their new lines, but the buyers aren't rushing to place big orders. *Page 59.*

A television success story in the field of selling ideas. How a citizens' committee put over a big bond issue and a school tax levy in Dayton. *Page 70.*

Complete list of winners of the annual retail radio program contest co-sponsored by Broadcast Advertising Bureau and the National Retail Dry Goods Assn. *Page 29.*

Ford Foundation's new radio show and the TV debut of *My Friend Irma* are reviewed on *Page 32.*

Upcoming

Jan. 14-15: BAB Research and Promotion Advisory Committees meeting, BAB Hqtrs., New York.

Jan. 15: FCC-Paramount hearing begins, Washington.

Jan. 18: Washington State Assn. of Broadcasters Radio Sales Clinic, Tacoma, Wash.

Jan. 18: Board of Governors, Canadian Broadcasting Corp., Victoria Bldg., Ottawa.

Jan. 18-19: South Carolina Broadcasters Assn. winter meeting, Hotel Columbia, Columbia, S. C.

Jan. 19-20: National Advertising Agency Network, Western Regional Meeting, Nicoller Hotel, Minneapolis.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 6)

trol of television, following pattern of Dictator Peron in neighboring Argentina, where all modes of intelligence transmission (i.e., newspapers, radio and television) are clutched to bosom of dictatorship. Fact that license of newest television station in Sao Paulo (Paulista) has been kept under experimental authorization although it had planned to take air on Dec. 24, gives credence to reports, plus disclosure that when Vargas took office last year, he placed all broadcast licenses on temporary basis "pending an investigation" of purported "Communist influences."

CREATION OF new bureau within FCC to handle field services, now part of Chief Engineer's office, expected to be authorized shortly. Plan encompassed in report considered last week drafted by McKinsey & Co. management consultants, retained last year. Final McKinsey (facetiously described as Kinsey) report to be considered this week covers remaining FCC operations, which includes Secretary's office, licensing operations

CONTEMPT citation by Senate against Clevelanders Louis Rothkopf and Morris Kleinman for refusing to answer questions of Kefauver Crime Committee last summer [B•T, Aug. 20, 1951] while radio, TV and newsreel cameras faced them, hasn't been forgotten. Cases are being readied for grand jury action by U. S. District Attorney's office in District of Columbia. There may be jury consideration in very near future, it's understood.

LEVER BROTHERS, through BBDO, N. Y., reviving advertising campaign for Breeze detergent with radio spot schedule to start Feb. 4 for four weeks.

HARBINGER of future policy of military in regard to production of radio-TV programs seen in release of *The Big Picture*, defense newsreel type battle report, available for institutional TV sponsorship. Program, now on 56 TV stations, released through Army Radio-TV Branch, which is stepping up informational activity in response to demand from broadcast media for more comprehensive coverage.

IN RADIO field, Army is expanding its "home town" coverage programming to embrace both Far Eastern and Caribbean commands. Because of lack of trained "teams," and necessary equipment overseas, production of "home-towners" has been limited.

VOICE OF DEMOCRACY FINALISTS SELECTED

NAMES of 12 high school students who will compete for four national awards announced Friday by Robert K. Richards, NARTB, chairman of Voice of Democracy contest committee. National judging board will select four winners by listening to blind transcriptions. Awards to be presented in Washington Feb. 22, including \$500 scholarships.

Finalists are Sylvia Haining, Glendale, Calif.; Dwight Clark Jr., Fort Collins, Col.; Mara Gay Massilink, Burlington, Iowa; Janet Jeanne Clowers, St. John, Kan.; George A. Frilot III, New Orleans; William Montgomery Harlow, Springfield, Mo.; Walker N. Peterson, Great Falls, Mont.; Maranne Legato, Cliffside Park, N. J.; Thaddeus Zolkiewicz, Buffalo; David C. Wright Jr., Greensboro, N. C.; Gary Francis Grief, Spokane, Wash.; Mary Durfee, Madison, Wis.

for more AT DEADLINE see page 94

**The Bolling Company is built
upon the conviction that sta-
tion representation can and
should be better. It is, for the
Bolling Stations! Ask them!**

New York • Boston • Chicago • Los Angeles • San Francisco



CHARLES F. BRANNAN
Secretary of Agriculture

"...too much importance
cannot be placed on
the work they are doing!"

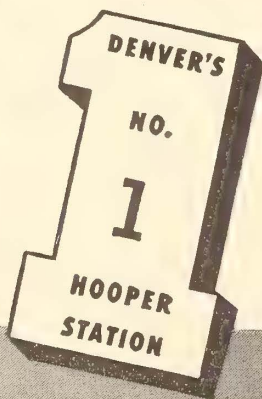
So spoke Secretary of Agriculture Charles F. Brannan about the winners in the annual KLZ-Denver Post soil conservation contest—now completing its fourth year.

More than \$10,000 in cash has been awarded the region's farmers for outstanding soil conservation practices.

This annual soil conservation contest is but one of the many public services performed by KLZ's outstanding farm department.

KLZ

5000 WATTS—560 KC
CBS RADIO



REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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Bruce Robertson, Senior Associate Editor.

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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.

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* Reg. U. S. Patent Office

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Annual subscription for 52 weekly issues \$7.00.

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

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

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

IF YOU WANT TO SELL THE FARMERS ON THE TEXAS AND LOUISIANA GULF COAST

LET
George
DO IT!

MATHIESON CHEMICAL CORPORATION

525 GULF BUILDING # HOUSTON 2, TEXAS

December 19, 1951

DISTRICT SALES OFFICE

Mr. George Roesner
Radio Farm Director
Radio Station KTRH
Rice Hotel
Houston, Texas

Dear Mr. Roesner:

As we conclude our second year of advertising on your radio program, we would like for you to know that we consider that it has been highly successful. You will recall that in February of 1950 we began advertising on your "Farm Front" radio program over KTRH. That was our first venture into radio advertising of our agricultural chemicals. The results that were obtained were so favorable that in 1951 we decided to try similar programs in several other areas. In fact, we were on seventeen different stations this year, and in 1952 we plan to use about twenty such programs.

We think we can say without a doubt that your "Farm Front" program has been most helpful in selling our products. We are pleased with the high level of ethics on which your program is conducted, and are pleased to notify you that we are increasing our time with you another year.

With kindest regards, I am,

Yours very truly,

MATHIESON CHEMICAL CORPORATION

G. A. Wakefield
G. A. Wakefield
Southwestern Sales Manager
Agricultural Chemicals

GAW: gaw

cc - Mr. C. J. Murphy



GEORGE ROESNER

Radio Farm Director
KTRH, Houston, Texas

In coverage area, (1949 BMB), that includes some **136,393** farms, where the farm income amounts to over **\$683,000,000** a year, George Roesner is the number one salesman to farmers.

With an educational background that includes a BS in Agriculture and an MS in Agriculture, from Texas A. and M. plus three years of teaching Vocational Agriculture, George Roesner is eminently qualified for the position of Radio Farm Director on KTRH, a position he has held for the last six years. He is also Chairman of the South-west Region Radio Farm Directors.

George is highly respected by the farm groups in the area and he is constantly in demand to judge fairs, stock shows and other events and as a featured speaker. In the course of his outside activities as a Radio Farm Director George travels over 40,000 miles a year. He is an active and honorary member in many farm groups such as Future Farmers of America and Future Homemakers of America.

His program, the "FARM FRONT," broadcast every day, (except Sunday), from 5:45 a.m. to 6:30 a.m., is the major source of market, weather and general farm information to thousands of farmers. This fact has been substantiated by direct mail surveys as well as personal sales contacts by George himself for his sponsors.

There are a few co-operative availabilities on the "FARM FRONT" for sponsors who would be non-competitive with such fine firms as

TENNESSEE COAL IRON & RAILWAY COMPANY

UNCLE JOHNNY MILLS

MATHIESON CHEMICAL COMPANY

DR. LE GEAR MEDICINES

HOUSTON LIGHTING & POWER COMPANY

TEXAS RICE PROMOTION ASSOCIATION

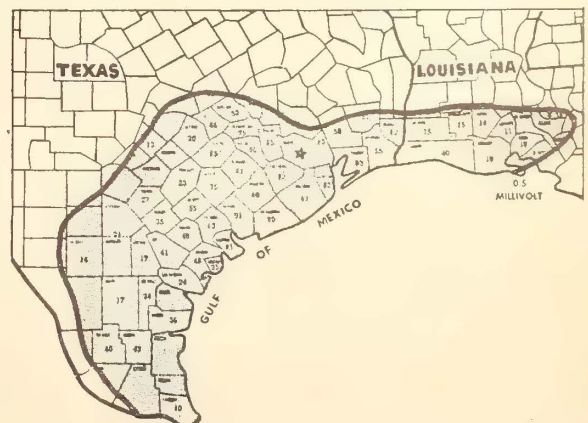
For detailed availabilities and rates
call or write

CBS KTRH 740

HOUSTON, TEXAS

The only full time 50,000 watt station
on the Texas Gulf Coast

John Blair & Company, National Reps.



this

THE TV VERSION OF "tello-test"

A 15-minute, 5-time-a-week show that will be the bell-ringer of 1952 as a viewership-getter and sales-maker!



AT LAST

a practical program, custom-built for television...a show that has legitimate, visual values...that will not be great occasionally and sour the balance of the time...but will consistently possess a high measure of interest for the viewer...and wonder of all wonders, finally, a TV package that is sensibly priced so that now an advertiser at the local level can realistically afford this medium and use it to immediate advantage.

WHAT'S MOVIE QUICK QUIZ? Stripped down to its basic elements, it's the same as the radio show, "Tello-Test." An emcee phones out and asks a provocative question. Except in this case, there's a minute movie to illustrate the question. And for each succeeding call—there's a *brand new minute movie* and a brand new question. (All movies are original, dramatic productions, exclusively made for this program.) Sounds sort of simple and obvious, doesn't it? But you've got to see the pilot film to appreciate the know-how and the planning that has gone into MOVIE QUICK QUIZ. What we're trying to convey is—MOVIE QUICK QUIZ is a most ingenious combination of quiz technique with TV eye appeal—and therefore, cannot help but do a terrific job as a viewership-getter and sales-maker!

AWARDS! Glory be, the contestant wins those good old U. S. Savings Bonds. Every day, the show pyramids with another bond added to the jackpot. What's more, the loot comes as part of the package. Donated by leading manufacturers for a quickie tag mention at the end of the show.

MERCHANDISING HOOK! We've got one that's sure-fire. Guaranteed to bring droves of panting people (and we mean droves!) every day into the sponsor's place of business. Ask us about this hook. It's a lulu!

LEGALITY? Simon-pure. Of course, you'd be a fool not to watch the minute movies—but you can answer each and every question out of your own realm of knowledge, without hints from the films.

QUIZ WHIZ! It's about time we told you that the whole thing has been engineered by Walter Schwimmer, who virtually invented the quiz giveaway show for radio. As most of you know, Schwimmer created and developed "Tello-Test," the country's most successful, most widely syndicated quiz. Now locally broadcast on over 250 radio stations, coast-to-coast. For high listenership ratings and for

is it!

MOVIE QUICK QUIZ



outstanding selling jobs for advertisers—"Tello-Test" has few equals in the land. Schwimmer and his staff of quiz experts have put in two years' work and a barrel of money into research and on-the-air tests to develop MOVIE QUICK QUIZ, the TV version of "Tello-Test." That's your guarantee the bugs have been removed, that the show will work successfully and smoothly, that the gimmicks are sound, and that all the features will be delivered as promised.

HERE'S WHAT WE GIVE YOU. We repeat, MOVIE QUICK QUIZ is a 15-minute, five-time-a-week show, to be telecast by each station locally. Can be put on morning, noon or night. Can be sponsored by local retail chain, local store, national advertiser, or used

as a spot carrier by station. We furnish all minute movies, questions and answers, special slides, film opening and close, operational instructions, and jackpot awards. Station provides emcee. (For stations without camera equipment, we have the answer—ask us.)

HERE'S WHAT YOU DO. You can now buy MOVIE QUICK QUIZ in one or more markets. Practically the entire country is open. So far, we have only exposed the show in three or four spots, where, we must confess, the show was instantly snapped up. You must buy the complete strip, minimum 26 weeks. May we mildly suggest that it may be a wise idea to be opportunistic. Wire or phone your nearest United office—prices and pilot film immediately available.

MOVIE QUICK QUIZ is a Walter Schwimmer Production

Other successful **UTP** releases:

ROYAL PLAYHOUSE • HOLLYWOOD OFFBEAT • REBOUND
FASHION PREVIEWS • SLEEPY JOE • THE CHIMPS
FEATURE FILMS • OLD AMERICAN BARN DANCE



**UNITED
TELEVISION
PROGRAMS inc. •**

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444 Madison Ave.
140 No. La Brea

Chicago • Central 6-0041
New York • Plaza 3-4620
Hollywood • WEbster 8-9181

• Exclusive distributors for Bing Crosby Enterprises, Kling-United, Marion Parsonnet and others



KWFT
WICHITA FALLS, TEX.

620 KC
5,000 WATTS



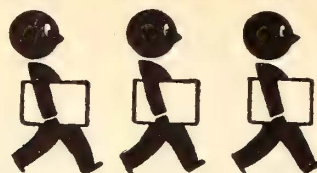
KLYN
AMARILLO, TEX.

940 KC
1,000 WATTS

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

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

National Representatives
JOHN BLAIR & CO.



agency

GUY FRY, art director, Gray & Rogers Adv., Phila., opens own office in same city as consultant in advertising and commercial art.

ROY T. LOCHTEN, media director, Lamb & Keen Adv., Phila., appointed vice president.

JACK MILLER, account executive, Grant Adv., Mexico City, rejoins Lund & Heitman Adv., Honolulu, as commercial manager.

CARROLL K. O'ROURKE, account executive, MacWilkins, Cole & Weber, Portland, elected first vice president of Oregon Advertising Club, that city.

MEYER GOLD, formerly partner in Mason-Gold Adv., Minneapolis, to The Mayers Co., L. A., as account executive.

ETHEL W. CORDNER, William H. Weintraub & Co., N. Y., to Doherty, Clifford & Shenfield, N. Y., as copy writer.

AL GROSS JR., account executive, Hank & Hank Adv., S. F., to advertising department of Cutter Labs, Berkeley, Calif.



on all accounts

LONG after the broadcasting and advertising industries have forgotten the autumn of 1951—year of the National Collegiate Athletic Assn. football experiment—Lansing B. Lindquist will probably waken frequently in the middle of the night from violent nightmares centered around snow stadium roofs, Los Angeles' heavy "dew" and Frost-Free Laundromats.

It's all over now and Mr. Lindquist is learning all over again how to sit quietly at his desk in the Pittsburgh headquarters of Ketchum, MacLeod & Grove. All he has to worry about now are normal radio and TV accounts with billings running up into several millions.

Those familiar with the NCAA-Westinghouse football project concede it was one of the most complex in the history of either radio or TV. In 10 weeks Westinghouse telecast 20 pickups involving 30 teams. Mr. Lindquist was on the road constantly arranging everything from schedules, commercial structures and announcing staffs to pickup crews and technical facilities. The assignment included the first football games ever seen coast-to-coast, in both directions.

Fortunately Lansing Lindquist knows his way around the electronic media. He got the radio

bug two decades ago while attending Drake U. in Des Moines, joining WHO as singer and producer of small vocal groups in 1931. Three years later he joined the Cowles Des Moines stations—KSO-KRNT in those days—as a performer script writer, traffic manager and assistant program director. Next step was program director of WNBX Springfield, Vt., in 1937 with transfer a year later to a second Wilder station, WSYR Syracuse.

Entering the Air Force in 1942 he wound up at the War Dept. public relations setup in the Pentagon with among others, Ed Kirby and Jack Harris. After *Army Hour* planning duties and other assignments he became chief of Gen. Douglas MacArthur's Radio Section, PRO, in Tokyo.

Following the war he returned to WSYR, managing WSYR-FM and working on plans for the TV operation that followed. He married Kay Swanner, whom he had met at the Pentagon, in 1947. The next year he joined WOL Washington as program director, then freelanced around Washington until his affiliation with Ketchum, MacLeod & Grove April 1, 1950.

His accounts at the agency in-
(Continued on page 54)



Mr. LINDQUIST

beat



ARTHUR A. BAILEY elected president of Ward Wheelock Co., Phila. **WARD WHELOCK** appointed chairman of board; **WILLIAM R. FARRELL** becomes first vice president.

KATHERINE DOYLE SPANN, Elliott & Daly, S. F., to L. C. Cole Co., S. F., as account executive.

ELAINE K. SEWELL, advertising-promotion department, Barker Bros., S. A., home furnishing chain, joins Anderson-McConnell Adv., that city, to head newly created public relations division.

MERRY COLEMAN, partner in Coleman-Jones Adv., L. A., announces formation of Coleman-Packard Adv. Agency, same city.

BERNARD JAY SHAW, WATV (TV) Newark, N. J., appointed account executive at Zlowe Co., N. Y.

J. GREGORY JULIANO, *The Detroit News*, appointed to public relations staff of Betteridge & Co., Detroit.

THELMA CLARK, buyer with American Merchandising Corp., L. A., to Bogerts & Tibbitts, Hollywood, on Vernon Kilns (dinnerware) account.

ALTES BREWING Co., San Diego (Altes Golden Lager beer), names Phillips-Ramsey Co., that city, to handle advertising. Radio and television will continue to be used with other media.

RUSSELL BRANCH has joined John L. Roach Advertisers Production Agency, L. A., as production manager.

MARION HARPER JR., president, McCann-Erickson, N. Y., appointed chairman of advertising and publishing division of the 1952 Boy Scout Fund Drive.

EARL BRONSON, radio-television director of Schwimmer & Scott, Chicago, to Charles S. Temkin Agency, same city, as radio-TV manager.

MENO SCHOENBACH, southwestern information chief for U. S. Dept. of Agriculture, to Herbert Rogers Co., Dallas, as executive vice president of the advertising and public relations agency.

KEITH BABCOCK, manager, Biow Co., S. F., to Ryder & Ingram, Oakland, as copy chief.

JAMES M. CECIL, president, Cecil & Presbrey, N. Y., appointed member of board of trustees of New York U. Bellevue Medical Center.

L. E. MCGIVENA & Co., N. Y., elected to membership in American Assn. of Advertising Agencies.

JOHN D. SPEIRS, Lennen & Mitchell, N. Y., appointed treasurer.

FERGUS MEAD, vice president, Buchen Co., Chicago, named to National Industrial Advertisers Assn.

ROBERT F. DEGEN, account and merchandise executive, Ted Bates & Co., N. Y., appointed associate professor of marketing by New York U.'s School of Commerce, Accounts and Finance.

JACK SIMPSON, radio-TV director, Russel M. Seeds Agency, Chicago, to Foote, Cone & Belding, same city, as radio-TV executive on the Armour & Co. account.

THOMAS J. HARRIS, vice president, Hamilton Adv., Chicago, opens Thomas J. Harris Adv. Agency, same city.

EARL H. TIFFANY JR., account executive, H. B. Humphrey, Alley & Richard, N. Y., named vice president.

ROBERT C. RANSOM, advertising sales promotion department of Tide-Water Associated Oil Co., S. F., to advertising department of Borden Dairy Delivery Co., S. F.

C. W. BAILEY, Allied Radio Corp., Chicago, to Marsteller, Gebhardt & Reed, Chicago.

tv penetration... penetrate what?

Among the new terms which have come out of the tv business along with "hassle" and "boo-boo" is the classic of misdirection . . . PENETRATION.

Television sets are purchased and used, but a gross of them couldn't penetrate a toy balloon.

In the interest of good radio stations everywhere, WBEN points out that what's good for the new goose is good for the old, experienced gander. If advertising is going to be placed on the basis of "penetration," radio should be credited for having achieved 100% "penetration" a couple of decades ago.

A count of radio-set sales last month showed that Buffalo's top distributors are still selling up to 2 or 3 radio sets for every tv set sold. An honest effort to estimate the number of automobile radios shows that there are about 50,000 more auto sets than there are total tv sets in the WBEN area. Probably an "impartial survey" would show radio's "penetration" to be 300%!

What's penetrating what? . . . or is this whole business just so much electronic jabberwocky?

WBEN

NBC BASIC

BUFFALO

Represented Nationally by Petry

A Word About The Colonels' Ladies At F&P!

WITH something of a shock, we suddenly realize that, despite all we've had to say about the *good men* here at F&P — we've never paid public tribute to the many young ladies in our employ, all of whom help so much to make "F&P Radio Service".

You probably know one or two of them, yourself—at least the sound of their efficient and helpful voices on the telephone, or their cryptic initials at the bottom of their bosses' letters. But we hereby acknowledge that without their quick hands and sharp brains, the wheels of this pioneer organization would grind quickly to a stop.

Aside from the invaluable F&P Colonelettes in our Accounting Department and other "staff" positions, every F&P account man has the full-time assistance of a capable "girl Friday", who knows the ins and outs of his daily duties just about as well as he himself does.

Like our Colonels themselves, our Colonels' Ladies are in every case selected, cream-of-the-crop people who are chosen for their special qualifications, and who quickly learn to take as vital and informed an interest in spot radio as do the account men with whom they work. The efforts of all these intelligent and capable women are a substantial part of the "pluses" which make *Free & Peters Radio Service*.



FREE & PETERS,

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK

CHICAGO

DETROIT

ATLANTA

FT. WORTH



INC.

By Ewing Galloway, N. Y.

HOLLYWOOD

SAN FRANCISCO

REPRESENTING RADIO STATIONS:

EAST, SOUTHEAST

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

.....

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

MIDWEST, SOUTHWEST

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

.....

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

MOUNTAIN AND WEST

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

"COVERAGE ALONE ISN'T ENOUGH"



It takes more than WGST's heavy penetration of Atlanta's 36 county trading zone to sell your product in this booming area. It takes WGST's top local and ABC programs, WGST's high-powered sales support to retailers and wholesalers and it takes WGST's local acceptance. That's why more Atlanta advertisers buy more time on WGST than any other Atlanta station. Get the full story by contacting WGST or our national reps.



new business



Spot . . .

INTERNATIONAL MILLING Co., Minneapolis (Robin Hood Flour), to sponsor 26 quarter hour programs, *The Robin Hood Show*, to be released on approximately 100 stations. Records to be cut by Radiozark Enterprises, Springfield, Ohio, at Western Records, Hollywood. Agency: Kastor & Sons, Chicago.

DR. HISS SHOE STORES, L. A. (health shoes), renews *Flying Feet* on five ABC California stations (KFMB San Diego, KITO San Bernardino, KPMC Bakersfield, KECA Hollywood, KMOD Modesto), Sun., 8:30-9 a.m. PST, for 52 weeks from Jan. 6. Agency: Hal Stebbins Inc., L. A.

LUCKY LAGER BREWING Co., S. F., Dec. 16 started half-hour weekly TV film, *Foreign Intrigue*, on KNBH (TV) Hollywood for 52 weeks. Other stations may be added. Agency: McCann-Erickson Inc., S. F.

CALIFORNIA TELEVISION REALTORS Assn., L. A., sponsors *Homes for Sale*, KTTV (TV) Hollywood, Sun., 12-12:15 p.m. PST, for 52 weeks from Jan. 13. Agency: Alan Lane & Assoc., L. A.

STANLEY MFG. Co., Decatur, Ill. (Sweetose syrup), began sponsorship of *Smiley Burnette Show* Jan. 7 on 14 stations three mornings weekly for 52 weeks. Agency: Ruthrauff & Ryan, Chicago.

HARTZ MOUNTAIN PRODUCTS, Chicago (pet foods), starts Sunday afternoon music programs on Canadian stations. Agency: Paul-Taylor-Phelan Ltd., Toronto.

Network . . .

ADMIRAL CORP., Chicago, renews annual radio and TV sponsorship of Golden Gloves Chicago finals March 7 and All Star football game August 15. Coast to coast telecast over DuMont. Mutual Network to broadcast both events.

LIGGETT & MYERS TOBACCO Co., N. Y. (Chesterfield Cigarettes), to alternate sponsorship of *Dragnet* Thursday on NBC-TV with series of five mystery dramas. Starting March 20, TV version of *Gangbusters* will alternate with *Dragnet*. Agency: Cunningham & Walsh, N. Y.

VITAMIN CORP. of America, Newark, N. J., to sponsor Monday telecast of *The Goldbergs* returning to NBC-TV network Feb. 4, Mon., Wed. and Fri., 7:15-7:30 EST. Agency: Duane Jones Co., N. Y.

CROSLEY DIV. of Avco Mfg. Co., Cincinnati, began sponsorship of *Father Knows Best* Jan. 10 on NBC Radio. Show dropped by General Foods Corp. (Maxwell House Coffee) after two year sponsorship. Agency for both companies: Benton & Bowles, N. Y.

Agency Appointments . . .

CAMPANA SALES Co., Batavia, Ill., names Tim Morrow Agency, Chicago, to handle D.D.D. prescription business. Wallace-Ferry-Hanley, Chicago, handles Campana's Italian Balm.

VAL-SWEET SALES, S. F. (packers of Val-Sweet grape nectar), appoint J. Walter Thompson Co., S. F.

MOTHER'S CAKE & COOKIE Co., Oakland, appoints Honig-Cooper Co., S. F. Heber Smith is account executive.

LOUIS MILANI FOODS, L. A. (1890, other salad dressings, food specialty products), appoints Leonard Shane Agency, L. A., to handle advertising for all media in major markets nationally, effective Feb. 1. JIM WARD named senior account executive on account.

THRIFTY DRUG STORES Co., L. A. (California chain), with annual appropriation of around \$2 million for all media, appoints Factor-Breyer

(Continued on page 85)

BROADCASTING • Telecasting

BULLETIN TO ADVERTISERS

WDAF, pioneer radio station of The Kansas City Star Company,
is proud to present to national spot advertisers
and advertising agencies the

HENRY I. CRISTAL COMPANY

as its exclusive representative in national spot radio advertising.

"Hank" Cristal is a pioneer in his own right and needs
no introduction to the advertising fraternity.

WDAF salutes Mr. Cristal and his associates,
and welcomes this fine representation,
knowing it will reflect to the benefit
of station, advertiser and agency.

Offices of the Cristal Company:

300 Park Ave., New York City 333 N. Michigan Ave., Chicago

WDAF

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

KANSAS CITY

5000 WATTS—FULL TIME—610 KILOCYCLES—BASIC N.B.C.

Available!



FOR THE FIRST TIME IN OVER FIVE YEARS, "DUTCH" BERGMAN'S SPORTS SHOW, ON WRC, IS AVAILABLE FOR SPONSORSHIP.

6:35 p.m.—Monday through Friday

When Arthur J. "Dutch" Bergman takes to the air for his nightly sports show on WRC, he brings with him a background rich in athletic experience. Before joining the WRC sports staff eight years ago, "Dutch" had chalked up several years as head coach and scout for the Washington Redskins and ten years as athletic director and head football coach at Catholic University.

The flavor of Bergman's big-league contacts with sports luminaries across the country and down to the average fan provides a tightly edited ten minutes of radio sports reporting. Bergman's sports show is the highest-rated of its kind in the early evening hours.

This availability can't last long, so get on the phone right away and call your nearest NBC Spot Sales office or the WRC Sales Department, RE-public 4000.

FIRST in WASHINGTON
WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES



feature of the week

HUBERT HOLLOWAY, who discusses international and national issues and events in a folksy style over WLW Cincinnati, has been hailed by listeners and the press as "something new in radio."

Mr. Holloway, veteran newspaperman and writer, is heard five nights weekly over WLW on his five-minute program, *I See Today* by Holloway.



Mr. Holloway

A Cincinnati *Times-Star* columnist has this to say: "He's not Will Rogers. He's not H. I. Phillips. Cobb. But in my opinion he offers a humorous slant on the news that is original but reminiscent of those three great humorists. He is Hubert Holloway, latest importation of WLW and a discovery of James D. Shouse, board chairman of Crosley Broadcasting Corp."

The *Times-Star* columnist added that Mr. Holloway is a "welcome relief from some of the newscasters who take themselves so 'veddy-veddy' seriously."

A writer for the Cincinnati *En-*

quirer commented in a column: "Something different in the way of radio commentary is the five-minute stint of Hubert Holloway. . . . If it weren't so overworked, 'homespun' might be the word for his easy, half-satirical style. Stripping it down to lean meat also keeps his commentary on the unusual side."

Typical of Mr. Holloway's broadcasts is the paragraph with which he opened his Dec. 18 program:

"Hello folks. . . . I see today that we are having some tough sledding in trying to run the world. Some of the folks who used to help run it now say we are trying to bring back the balmy days by acting balmy. It seems that people in older nations have the idea that we are youth having a fling. They claim we don't look at price tags."

Mr. Holloway himself feels this way about his commentaries: "What America needs today, even more than a five-cent cigar, civil service for Presidential candidates or a \$1,000 automobile, is a good laugh at itself."

"My objective is to take things in the news and make people think about them by applying humor to make it palatable."



strictly business

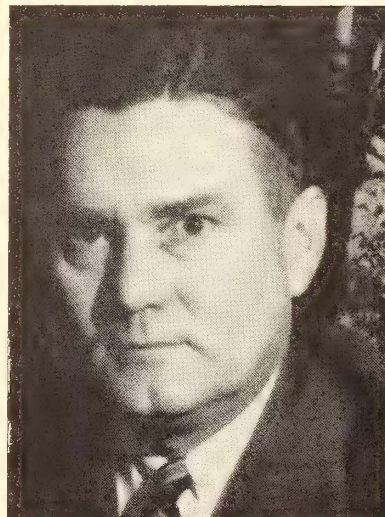
SIMPLICITY is of "paramount importance" in television commercials, in the view of Otis Parker Williams, general sales manager of Video Varieties Corp., New York.

He feels that the elimination of gimmicks, lots of people and busy settings are a must.

"Don't forget," he warns, "you are asking people to take 20 seconds of their time to hear your message. . . . Good taste is of primary importance."

For current filmed commercials, Mr. Williams has helped contact some 30 companies, including Benrus Watches, Bordon Co., Falstaff Beer, McKesson & Robbins, Whelan Drugs, and—shown only in the Midwest so far—an up-to-the-minute series for Thor Washing Machines, featuring Imogene Coca in her only commercial endorsement.

Video Varieties and its New York subsidiary, West Coast Sound Studios, also produce TV programs—such as the 39-week Betty Crock-



Mr. WILLIAMS

er series for General Mills last year—and screen tests, and has even turned out a few feature films.

Business film clients include such organizations as General Electric, (Continued on page 80)

CLEVELAND WSRS

"The Family Station"

CLEVELAND'S
ONLY
NEWS STATION
ON THE AIR

24 Hours daily
around the clock

WSRS

● "The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS

LOCAL NEWS
EVERY SIXTY
MINUTES ON
THE HALF HOUR
AROUND THE
CLOCK

On the air
24 hours daily

"The Family Station"

WSRS

CLEVELAND

NAT'L REP. FOR JOE & CO.

Crossing the Bar

EDITOR:

In your Dec. 24, 1951, issue . . . you have reported in considerable detail certain findings and recommendations of a Committee on Civil Rights of the New York Bar Assn.

It appears that this committee would hope, through its recommendations, to establish a bar against the use of radio and/or television and newsreels at any and all judicial or quasi-judicial proceedings in the nation. . . .

I am alarmed that this type of thinking is afoot in our country, especially at the level of the New York Bar Assn. . . . If I am not mistaken (and I don't think I am) all Congressional committees, courts, commissions, etc. established to function officially in the public's interest under law already possess all of the authority needed to promulgate any restrictions needed to safeguard dignity and decorum and to protect the rights of any and all participants in any proceeding against abuse of any kind . . .

Gerald R. Chinski
Houston, Tex.

* * *

Educating Educators

EDITOR:

. . . Unfortunately, there is no denying BROADCASTING • TELECASTING editorials about education's failure to grasp its opportunities in radio, years ago, as well as its probable inability to embrace television possibilities now. However, there may be reason to think that educators do appreciate their present position in TV considerably more than they did during the early days of radio. Whether they can and will take action in time is the question! Sure, I know it's later than I think! But there are a few more of us with commercial backgrounds in the radio-television educational area than heretofore. This doesn't take the place of degrees, you understand. We're working toward the approved doctorates, but how much more valuable it would be if we learn television through practical on-the-job training without the necessity of degrees. Briefly, that's the radio-TV educator's problem.

To a large extent our position is nebulous, academically. Our advice is rarely sought and seldom considered. Then, there is the matter of MONEY plus the slow process of educational administration . . . involving and evolving. Sort of a cross between army and bureaucracy. Don't misunderstand me! We love our work and think we're doing a good job. We're just squaring off with the facts and recognizing the "democratic process" and the "academic procedure." Should we live so long to see the outcome of these distracting abstractions! I don't know what I would do without BROADCASTING • TELECASTING. For the past 12 years, it's the only publication I know which

open mike



gives accurate, current radio-TV news. . .

Virginia Howe
Assistant Professor, Speech
Dept.

Kansas State College
Manhattan, Kan.

* * *

Not in New Haven

EDITOR:

. . . I notice in the Dec. 31 issue, on page 82, column 1, in the WICC story that Garo Ray has an interest in WNHC-AM-TV. Garo has not been a member of our organization since Oct. 1, 1951. He left

to start his own film production agency in Stratford [Conn.] . . .

Aldo DeDominicis
Secretary-Treasurer
WNHC-AM-FM-TV
New Haven, Conn.

* * *

Hot Cargo

EDITOR:

We noted with grateful appreciation the fine article in your [Jan. 7] issue about our film, *Cargo to Korea*. We have now passed the hundredth TV station who has used the film.

Our experience with this motion

picture, specifically produced for television, leads us to a number of conclusions. . .

1. If motion pictures are produced well, and relatively propaganda free, the opportunities in television for mass audiences are virtually unlimited. In few words, good documentary type motion pictures specifically produced for television offer by far the greatest value of any media of information or public relations. . . .

2. Our experience proves that good films, if they can be kept over a period of time by most television stations, will be used many times, and resulting audiences will far surpass loans of such films to theatrical distributors, clubs and other groups and organizations. . .

John Forney Rudy
Director, Public Relations
National Federation of
American Shipping
Washington

TRACTORS

. . . trade-mark of the

Prosperous Kansas Market

Tractors are an index of progressive farming. They make for low-cost, volume production and high profits.

*In Kansas, there are one and one-eighth tractors for every farm . . . and they're increasing at the rate of 1,200 a month.**

Here's a market index you can hang your hat on! It shows buying ability, promises increased production, greater buying power, more leisure time, and still higher living standards.

IMPORTANT! These modern farm

* U. S. D. A.

families are the same ones that make up WIBW's large, loyal audience. WIBW is the station they listen to most.** WIBW is the most powerful single medium you can use to sell the Prosperous Kansas Farmer.

** Kansas Radio Audience '51

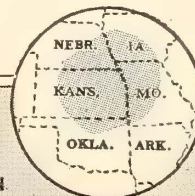


WIBW

Serving and Selling

"THE MAGIC CIRCLE"

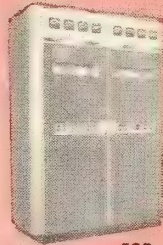
Rep.: Copper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



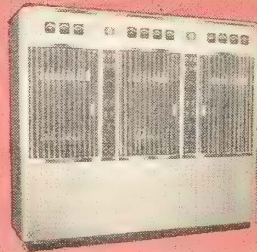
CBS
TOPEKA, KANSAS

How to get any TV

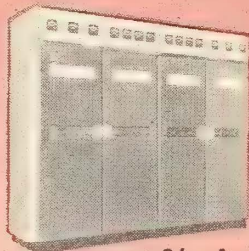
**TAKE ONE OF THESE
TV TRANSMITTERS...**



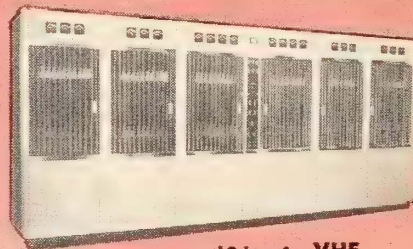
500 watts, for **VHF**
Type TT-500 A/B
(All Air-Cooled)



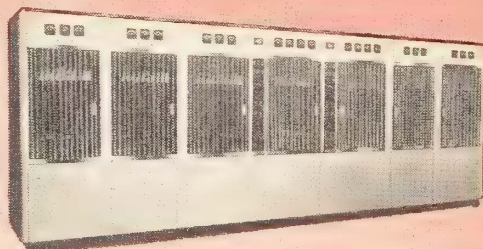
1 kw, for **UHF**
Type TTU-1B
(All Air-Cooled)



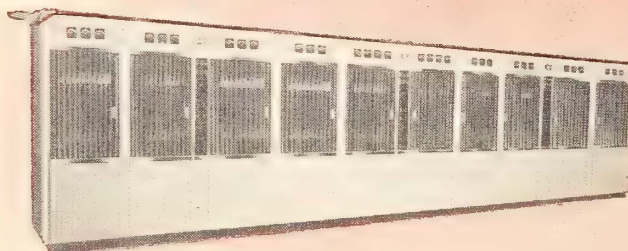
2 kw, for **VHF**
Type TT-2AL/H
(All Air-Cooled)



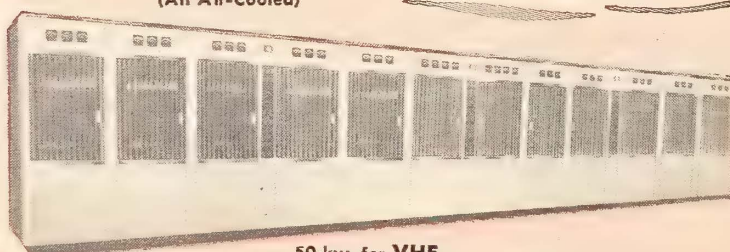
10 kw, for **VHF**
Type TT-10AL/H
(All Air-Cooled)



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



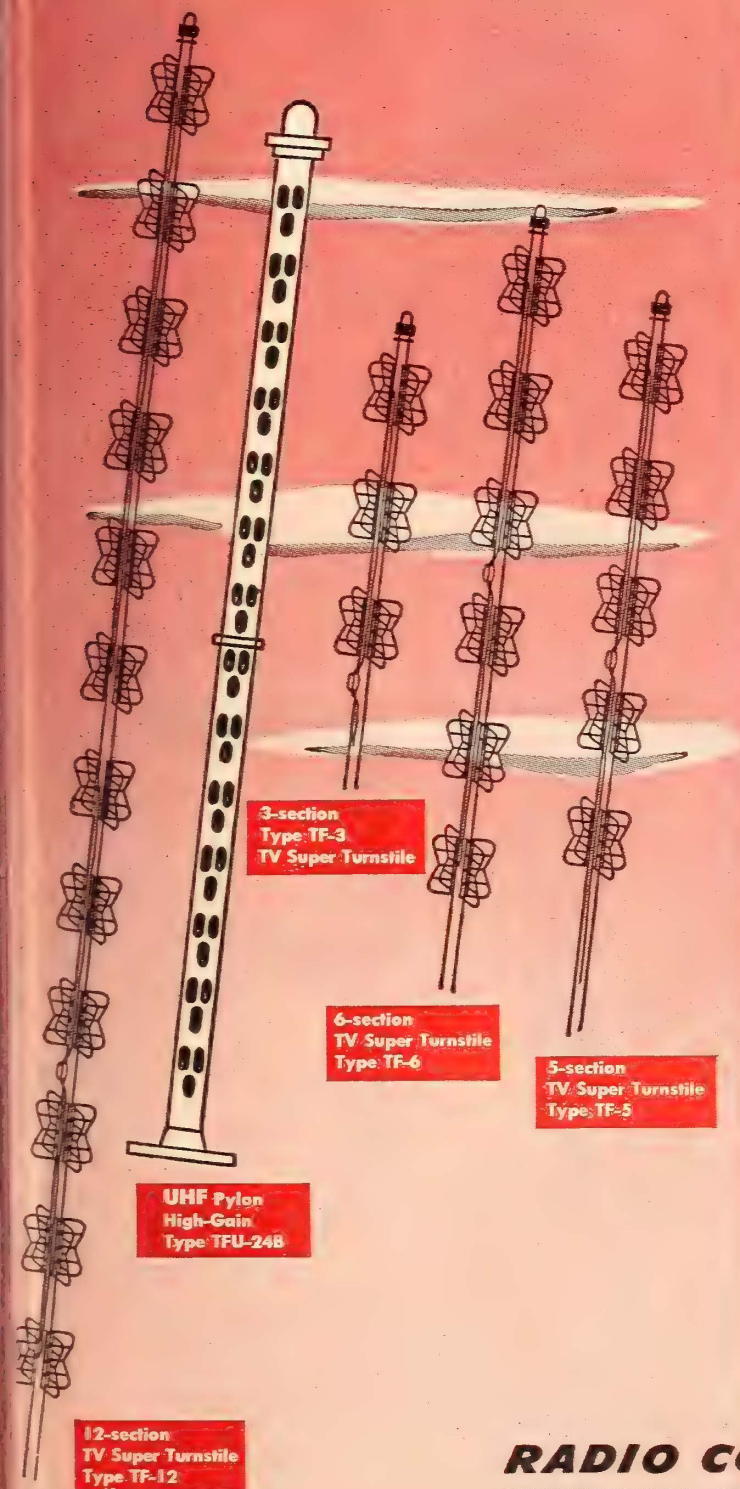
20 kw, for **VHF**
Type TT-20BL/H
(All Air-Cooled)



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

power up to 200 KW!*

...ADD ONE OF THESE TV ANTENNAS... = YOUR POWER



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

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

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

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

*Effective radiated power



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

NORTH CAROLINA IS 1 St.

North Carolina Rates More Firsts
In Sales Management Survey Than
Any Other Southern State.

More North Carolinians Listen to
WPTF Than to Any Other Station.

**and NORTH CAROLINA'S
NUMBER 1 SALESMAN IS...**

WPTF

also WPTF-FM

NBC

**AFFILIATE for RALEIGH, DURHAM
and Eastern North Carolina**

**50,000 WATTS
680 KC.**

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

IS TV HEADED FOR DOUBLE STANDARD?

TV Applicants Face Seven-Year Sweat

By EARL B. ABRAMS

DON'T be surprised if it takes between six and eight years before some TV applicants know whether they are in or out as station owners.

That is the bleak situation confronting many applicants if the FCC can't increase its staff due to lack of money from Congress.

The Commission is trying to get about \$8,000,000 from Congress for the 1953 fiscal year which begins July 1 this year. That is almost \$2,000,000 more than the \$6,116,650 it is operating on now. It wants the extra money for enlargement of its field monitoring service and the Conelrad project, but some \$600,000 is earmarked for the hiring of additional Washington personnel. A good chunk would be for broadcasting and obviously the major part to handle the new land rush—TV.

Examiners are the bottleneck in the TV processing picture. But additional attorneys and engineers are needed too.

Here is how those FCC executives responsible for getting the TV job done view their plight.

1,000 Will Want TV

When the TV freeze is lifted sometime next month (see story this page), TV-hungry broadcasters and new entrepreneurs will lump at least 500 new applications on the FCC. This will make about 1,000 facing the depleted staff of the Commission.

The Commission now has seven examiners, with five clerical assistants. Based on their work record during the past few years, each examiner seems to be able to handle from 10 to 15 applications a year.

It is obvious, say the FCC officials, that if the number of examiners remains the same, at the optimum only five examiners will be available for TV duty.

Figuring 15 applications each per year, that is 75 applications decided per year.

The same FCC officials estimate that as many as 650 applications may have to go to hearing—because of insufficient frequencies in

IN WASHINGTON last week the forecasters of television weather were beginning to predict that the TV thaw, expected next month, won't mean an early spring. For some TV station applicants there will be months and years of cloudy skies ahead. Indeed the thaw itself, although scheduled for the end of February, wasn't coming easily. The FCC was working on a new and intricate allocations plan which would, in effect, set up dual standards for thickly populated areas and for open spaces. And, at present manpower levels, the Commission looked forward to perhaps as much as eight years of work in processing the applications it expects to receive when the freeze is lifted.

many cities—if the Commission continues the lumping of all applicants for the same city in one consolidated hearing. Some observers feel that figure may be too high. They estimate 500 applications in hearing.

As a conservative estimate then, if five examiners can handle 75 applications a year, and if there are 500 applications in hearing status—that means some applicants will not know whether they have been chosen for TV station ownership for six-and-a-half years.

If the 650 applicants-in-hearing figure is used, some applicants would be in hearing status for eight years.

Above estimates are based, it is agreed, on the existing FCC personnel situation, which has seen the number of employees devoted to broadcasting activities shrink alarmingly year by year during the past four fiscal years.

Official FCC records show that the average number of employees working on broadcast matters during a whole year were 244.2 for the fiscal year 1949, 211.9 for 1950, 176.1 for 1951 and 158.2 for 1952. The fiscal year runs from July 1

of the year before to June 30 of the year indicated (i.e. fiscal 1952 ends June 30 this year).

Even more appalling is the actual count of Broadcast Bureau employees at the present time and what it was only six months ago when the Bureau was established. In the middle of 1951, the Broadcast Bureau had 117 employees. Today it has 100—a 13% reduction in force.

The Broadcast Bureau's TV Division has had between 10 and 12 people in those six months, but it cannot be considered immune to the blandishments of defense work and other fields of endeavor.

Although not directly concerned with TV, the story of what has happened to the Aural Facilities Division must be considered because some of its personnel could be used to pinch hit in processing TV applications. There were 12 engineers handling AM applications for new and major changes in facilities in mid-1951; today there are only three.

That's the story of the Broadcast Bureau. It doesn't take into account other FCC employees engaged

(Continued on page 74)

Population Density Keys FCC TV Plan

DETERMINED to make its month of February deadline for thawing of the 40-month-old TV freeze, the FCC's staff "task force" is working out final computations for an allocation plan which recognizes geographic and economic differences between areas east and west of the Mississippi. In effect, it will be a modified "dual allocation."

The project, to be presented by the staff to the Commission not later than Feb. 1, contemplates lesser mileage separations for both VHF and UHF stations in the heavily populated portions of the country than would be provided for the open spaces of the South, Southwest, Midwest and the regions of the Far West.

Populated Areas Acceptable

In effect, FCC appears willing to accept greater interference and less geographical coverage for the thickly populated areas than for the open expanses.

The Commission has instructed its staff—working full tilt on the plan to the exclusion of virtually all else—to take the realistic approach. It wants to deal in people covered, rather than in millivolts per meter.

The FCC has in mind a more or less "tailor-made" pattern after the first flush of applications are processed, adjusting assignments to provide maximum service in given areas. But, no changes are contemplated in the final allocations for at least a year after they are announced.

Minimum Separations

Minimum separations, it is indicated, will be something less than the proposed 180-miles city-to-city for VHF channels. In fact, in many cases the mileage separation will be more realistically the 170-mile transmitter-to-transmitter separation. And in a very few key cities that separation may go as low as 165 miles transmitter-to-transmitter [B•T, Nov. 12]. Proposals to narrow the separation substantially

(Continued on page 73)

FCC APPROPRIATIONS

Fiscal Year	President's Request	Congressional Appropriations
1949	\$6,907,000	\$6,717,000
1950	6,770,000	6,729,345
1951	6,912,000	6,625,000
1952	6,850,000	6,116,650

NBC RATE PLAN

Denny Takes to the Road

NBC's Executive Vice President Charles R. Denny undertook to win converts to the network's controversial new radio rate formula by personal visits last week, while other officials reported that letters notifying affiliates of their new rates probably will go out this week.

One stop on Mr. Denny's itinerary, it was learned, was WTMJ Milwaukee, whose general manager, Walter J. Damm, is one of the all-radio Affiliates Committee which condemned the NBC economic plan.

Purpose of the Denny trip, it was reported, is to win over some of the key critics of the plan—preferably before the rate letters to affiliates are issued.

President Joseph H. McConnell, who has been on the West Coast since New Year's Day, is slated to return to New York today (Monday) and officials expressed confidence that the letters would be put into the mails this week.

A majority of the affiliates receive rate reductions under the new formula and there have been threats of dis-affiliation by some stations if it is put into effect. President McConnell and other NBC officials have been adamant, however, in refusing to abandon or delay it.

JOAN DAVIS SIGNS

NBC Radio-TV Pact

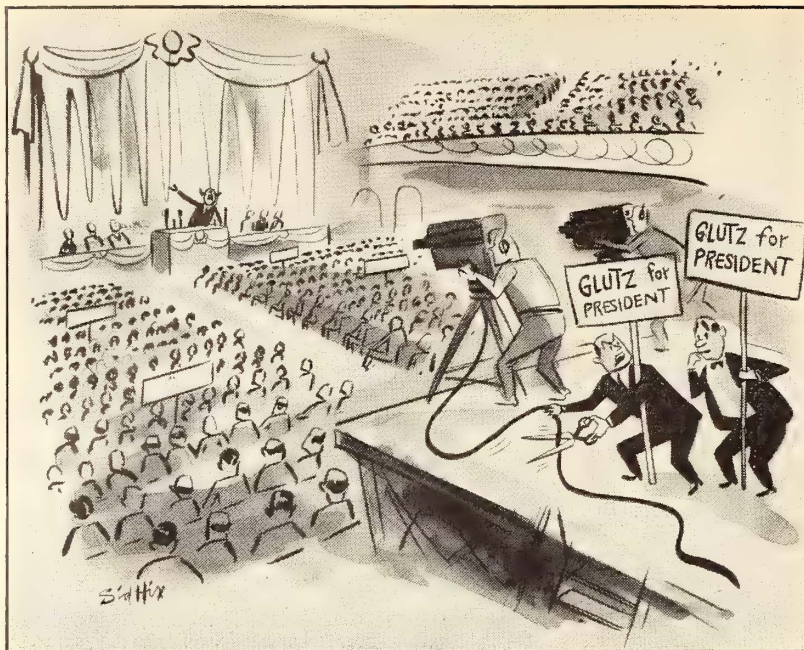
SIGNING of actress Joan Davis to a long-term radio and television contract was announced last week by NBC. Work is currently in progress on a variety-situation comedy television program for her, with audition due for completion before April. NBC also plans to develop a radio show featuring Miss Davis.

In the meantime, spokesmen said, she will continue to make guest appearances on *Big Show* and other radio programs and probably on TV shows.

* * *



LONG-TERM contract for Miss Davis (c) was negotiated by Sylvester L. (Pat) Weaver (l), NBC vice president in charge of TV operations, and Charles C. Barry, NBC vice president in charge of radio network programs.



Drawn for BROADCASTING • TELECASTING by Sid Hix
"It's the only thing we can do. Mr. Glutz left his teeth at the hotel!"

NEW ZIV SHOW

82 Market Sales Cited

SALES in 82 markets, all on a 52-week basis, were reported for the radio production, *I Was a Communist for the FBI*, last Thursday, four days after the Frederic W. Ziv Co. had announced its production of the series.

Prominent among early purchasers of the series, which stars Dana Andrews, was Timken Roller Bearing Co., Canton, Ohio, which, through BBDO's Cleveland office, bought the programs for five Ohio markets: Columbus, Canton, Zanesville, Wooster and Mt. Vernon.

Heaviest sales were reported as made directly to radio stations, both network affiliates and independents, including KSD St. Louis, WWL New Orleans, WMC Memphis, WDOK Cleveland, WVET Rochester, WGST Atlanta, WDBJ Roanoke, WKOW Madison, Wis., and WMAZ Macon.

Describing sales as "much better than anticipated," John L. Sinn, Ziv executive vice president, attributed the volume to the show being "a very timely one" and a program that provides "excellent dramatic fare." Series is based on undercover FBI experiences of Matt Cvetic, who published his initial adventures as a *Saturday Evening Post* serial, under the same title [B•T, Jan. 7].

Admiral Ad Plans

ADMIRAL Corp., Chicago, is planning to sponsor a Sunday night newscast on CBS, the only radio advertising planned by the company this year. As it now stands, Admiral will have about the same ad budget as last year, more than \$10 million. Of this, more than half has been allocated to co-op and national newspaper, with \$2 million for television. Until last week's decision to buy the CBS show, no radio plans had been made. Agency: Erwin, Wasey Co., New York.

CAPITOL RECORDS

Revamps for Radio-TV

AS FIRST MOVE in an expanded radio and television activities program, Glenn E. Wallich, president, has announced a newly created broadcasting sales division of Capitol Records Distributing Corp., Hollywood.

Clifford E. Ogden, manager of the Broadcast Division of Capitol Records Inc. has been elected vice-president of Capitol Records Distribution Corp. and will be general manager of Broadcast Sales Div.

Under setup, the new sales division will take over all sales and sales promotion of Capitol Transcription Services and other properties to be announced later, according to Mr. Wallich.

He explained that the new division will operate initially through regional offices in New York, Chicago, Atlanta and Hollywood. William Finkeldey will have Eastern Region representation, with Alvin King the Central Region and Jack Barton, Southeastern Region. James Strain for past three years commercial manager KGFJ Hollywood, has been made Western Regional representative. Additional representation will be incorporated through firm's four branches and distributors.

H. R. P. Lytle heads Broadcast Division of Capitol Records Inc., in Hollywood and will inaugurate negotiations for radio and television programs to be offered by the organization, it was stated.

Swift Transcribed Spots

SWIFT and Co., Chicago, for All-sweet Margarine, is buying from 50 to 75 markets for a five-minute transcribed strip show featuring an 1880 *Disc Jockey* with a music box popular in that period. Schedule to run six weeks starts on staggered dates between Jan. 21 and Mar. 10. Agency is J. Walter Thompson, Chicago.

MOVIE COUNCIL

Plans Radio-TV Use

COUNCIL of Motion Picture Organizations will probably use radio and—whenever possible—television in its 1952 public relations plan, presented to company heads last week, in urging the public to attend movies.

Sidestepping the question of competition with television, although spurred to continued public relations at least in part by video's impact, the Council plans to stress the local theatre, rather than Hollywood, as the source of film entertainment.

"We want to divert the over-emphasis from Hollywood and its glamor to the local theatre and exhibitor," Arthur L. Mayer, executive vice president of the Council, said Thursday.

Plans call for resuming this spring the *Movietime* personality tours, started last fall but interrupted by bad weather, in which writers, directors, and even hair dressers—"people with interesting stories to tell," Mr. Mayer explained—made tours throughout the country to promote motion picture attendance. The Hollywood representatives made both radio and TV appearances, on a local basis in addition to speaking before local civic and service groups last fall, and practice will be continued, whenever home companies grant permission for such appearances, during the spring tours, Mr. Mayer said.

Other half of campaign calls for continuance of advertising on radio and in newspapers for the industry as a whole, keyed to the theme, that there is no entertainment in the world like that provided in motion picture theatres and handled through production and distribution companies. Other aspects are to be developed with exhibitors when they meet with the council in February. The *Movietime, U.S.A.* radio series emanating from Hollywood for 18 weeks on Liberty Broadcasting System last year was part of this campaign, Mr. Mayer explained, "and chances are we will use a similar series again."

GROSS BILLINGS

D-F-S Heads Agency List

DANCER-Fitzgerald-Sample, New York, for the 18th consecutive year, leads the list of the 10 leading advertising agencies for gross radio and television time billing in 1951, based on figures released by the four leading networks, it was announced by DF&S last week.

The 10 leading agencies in order of network gross time billed are listed below:

Dancer-Fitzgerald-Sample Inc.	\$21,334,172
Young & Rubicam	18,356,745
Batten, Barton, Durstine & Osborne	15,056,657
Benton & Bowles	13,043,067
J. Walter Thompson Co.	12,813,868
William Esty & Co.	10,967,224
Cunningham & Walsh	8,593,080
Leo Burnett	8,496,643
Compton Adv.	7,921,081
McCann-Erickson	6,582,448

CONGRESS BACK

Work on Radio, TV Pends

By DAVE BERLYN

CONGRESS returned to the Washington scene last week and its appearance revived issues close to the radio and TV industry.

In the main, they cover the wide range of political broadcasts and libel, an anti-alcoholic beverage advertising move, the McFarland Bill (S 658), Sen. William Benton's (D-Conn.) proposed National Citizens Advisory Board on Radio and Television and the pending North American Regional Broadcasting Agreement.

The nation's legislators shook hands at the opening session Tuesday, giving rise to newsmen's comments that they resembled fighters clashing gloves before the bell for the opening round. An election year, this Congress could reach new heights in politicking.

President Truman delivered his State of the Union message Wednesday to a joint sitting of Congress, which was covered by all the major radio and television networks.

Points of interest to the broadcasting industry made by the President included his references to taxes, Voice of America and Congress' own operations.

On Taxes—"We are determined to preserve the financial strength of our government. This means high taxes over the next few years. We must see to it that these taxes are shared among the people as fairly as possible."

On Voice—"We should continue and expand the activities of the Voice of America, which brings our message of hope and truth to those peoples and other peoples throughout the world."

On Congress—"... Congress can do a great deal to strengthen confidence in our institutions by applying rigorous standards of moral integrity in its own operations—and by finding an effective way to control campaign expenditures—and by protecting the rights of individuals in Congressional investigations."

Radiorama In Senate

A bit of radiorama was added to the Senate opening when the new U. S. Senator from Nebraska—Fred A. Seaton—was officially declared a member of the distinguished body. Sen. Seaton is president of KHAS Hastings, Neb., of KMAN Manhattan, Kan., and vice president of KGGF Coffeyville, Kan. [B•T, Dec. 24, 17, 1951].

Floor action was nearly nil the first week and committee activities lasted. But the behind-the-scenes activities touching upon radio and television got off to a rip-roaring beginning.

Transcending all others for the time being was the emergence of a concerted movement by the "drys" to kill off wine, liquor and beer advertising on radio and television. The "drys" say they are ready to testify to show cause as to why such advertising should be blacked

out on the air. (See story and editorial on page 26.)

Not far behind was the maneuvering by NARTB and others to press for enactment of a new political broadcast law (by amending the octopus-like Sec. 315 of the Communications Act). Carrying the ball is Rep. Walt Horan (R-Wash.). Wanted is a law that will give the broadcaster a more clearly defined path he must tread in lending his station facilities to a political candidate (or person who speaks on behalf of candidate). (See story this page.)

The Senate and House Interstate & Foreign Commerce Committees were not active, marking time until the legislative program for the session comes into clearer focus. But two big broadcast issues are waiting for the match to be struck. They are the McFarland Bill and the controversial Benton Bill (S 1579).

McFarland Bill Awaits Action

The McFarland Bill, which would modernize FCC procedures by amending the Communications Act, is before the House Commerce group where it has been residing for nearly a year. It was passed by the Senate last February.

When Congress adjourned last October, the McFarland Bill, according to the committee, would place first on its agenda this year.

But as yet, no committee meetings on pending legislation have been held. However, the committee's staff has prepared an "analysis" and redraft of the two sections of the bill already studied. Copies of this will be placed before the committee once the green light is on.

Those in touch with the committee have let it be known that there is every reason to believe some type of a bill will be reported, probably at variance with the McFarland Bill. But working against such a development, these observers are quick to add, has been the notoriously slow progress of the committee in the past when confronted with a proposed revamp of the Communications Act.

The Benton Bill, which would set up a Congressionally created body to "review" radio and TV programs, and in many cases operations, lingers with the Senate Commerce group.

There, a subcommittee, under the chairmanship of Sen. Ernest W. McFarland (D-Ariz.), Majority Leader in the Senate, has held preliminary hearings on the measure. Sen. Benton has asked that group to schedule further hearings. It is very likely that the full committee will take up the matter to see whether it should be placed on the agenda.

In the Senate Foreign Relations

Committee, the situation on NARBA—the North American Regional Broadcasting Agreement—is similar, in that the committee has not set its agenda. Most likely its schedule will be brim full. However, a subcommittee already has been named to consider NARBA, which must be ratified by the Senate before becoming effective.

Still to come is President Truman's budget requests and his economic message. The White House disclosed Thursday that the President's budget would be ready next Monday (Jan. 21). The economic message, which treats broadly the same points covered in the budget in detail, is scheduled for this Wednesday.

FCC Requests in Budget

Included in the budget will be requests for money to operate FCC in the fiscal year 1953.

FCC desires a request for a whopping increase—some \$2 million—over that appropriated by Congress last year. Okayed for fiscal 1952 was \$6,116,500.

Of the total increase asked for, FCC is believed to want \$1,400,000 for monitoring stations, which was turned down by the House last August. The remainder—\$600,000—would be desired by the Commission for more hearing examiners and staff in view of the oncoming rush of business due to the prospective end of the TV freeze next month. It is also said that FCC may be asking an additional \$2 million for research to study propagation (see stories this issue).

POLITICAL SHOWS

Rep. Horan Plans Bill

FAST moving events centering in the office of Rep. Walt Horan (R-Wash.) are setting the scene for what may become a race as to whether primary and national elections will arrive before any enactment of a new law on political broadcast libel.

The developments are these:

● Rep. Horan, already author of a comprehensive bill that would narrow down the issues facing broadcasters who give time to candidates for a public office or to persons authorized to speak on behalf of candidates, plans to introduce a new bill.

● The new bill would attempt to mesh the original Horan bill (HR 5470), introduced in the House last fall [B•T, Oct. 1, 1951], with recommendations of the NARTB and also of the FCC.

● NARTB already has submitted its proposed draft of a bill to the Congressman.

● Rep. Horan has asked FCC to give him its suggestions.

Time is short, principals involved in study of political broadcast legislation admit. Congress, if it can clear its "must" legislation early, may adjourn before the national political conventions, scheduled for next July.

A new bill would have to be moved quickly through the legislative mill, assuredly stirring

thorough hearings by both the House and Senate Interstate & Foreign Commerce Committees.

Sen. Ed C. Johnson (D-Col.) already has stated that should the feeling in broadcast circles or elsewhere be strong for a Congressional inquiry into the political broadcast libel question his Senate Commerce Committee would oblige [B•T, Dec. 17, 1951].

What Bill Does

This is what the original Horan bill would do: Denote legally qualified candidates as those "in a primary, general or other election;" specify that an authorization to speak in behalf of a candidate must be in writing, and direct that the broadcaster would have no power to censor or alter or in any manner control the material so broadcast.

Departure from other bills which have been introduced is the proposed provision that the broadcaster would not be held liable in any civil or criminal action in any local, state or federal court.

FCC now says broadcasters cannot censor political candidates' speeches and under a court ruling (*Felix v. Westinghouse Radio Stations*), speeches by persons speaking on behalf of candidates may be censored [B•T, March 20, 1950].

NARTB's recommended bill is

similar to that of Rep. Horan's, which was drawn up by request of Ed Craney, XL stations, but, according to the association, intends to strengthen its meaning. Left out of NARTB's version is the language in Rep. Horan's bill which would not permit the licensee to alter or in any manner control broadcast material. Rather, he would only be prohibited from censoring.

Other technicalities in NARTB's recommendation were changed, making it clear that although the broadcaster would not be held liable in any civil or criminal action in any local, state or federal court, the candidate himself would be subject to all libel laws now on the books.

Last August, FCC said it supported Sen. Johnson's bill (S 1379) which would place broadcasts of authorized spokesmen of legally qualified candidates for public office in the same category as those of candidates themselves [B•T, Aug. 6, 1951]. The then acting chairman of FCC, Comr. Paul A. Walker also noted that the Commission recognized that the purpose of Sec. 315 of the Communications Act (dealing with political broadcasts), "can be effectively circumvented" if licensees should

(Continued on page 90)

'DRY' BILLS

One Introduced, Other 'Pends'

AS "DRY" forces turned on the heat in the Senate last week for an anti-radio-TV beer, wine and liquor advertising bill, a measure that would outlaw such advertising from all media was dropped in the House hopper the opening day of Congress.

The bill (HR 5889) was introduced Tuesday by Rep. John Rankin (D-Miss.) and referred to the House Interstate & Foreign Commerce Committee.

Broadcast advertising is specifically referred to in the Rankin bill as follows:

It shall be unlawful to broadcast by means of any radio station for which a license is required by any law of the United States, or for any person operating any such station, to permit the broadcasting of any advertisement of alcoholic beverages or the solicitation of an order for alcoholic beverages.

Little Information in Senate

In the Senate, there was scant information to queries on when the Methodist Church Board of Temperance's heralded bill to clamp down on beer-wine-liquor advertising on the airwaves was expected [B•T, Jan. 7].

Sen. Francis Case (R-S. D.), who has pointed to pressure from the "drys" asking that he introduce legislation to prohibit alcoholic beverage advertising from radio-TV, had not decided at BROADCASTING • TELECASTING's deadline what he would do.

However, he had already indicated that he would make up his mind as soon as he had the opportunity to discuss the matter with Sen. Ed C. Johnson (D-Col.),

chairman, Senate Interstate & Foreign Commerce Committee.

An eyebrow lifter in the current campaign waged by the "drys" was an unusual publication of an "interview" with Bishop W. E. Hammaker of the Board reporting the "introduction" of a bill "to banish alcoholic beverage advertising from the nation's airways."

The article, entitled "The New Advance Against Liquor Advertising, an Interview With Bishop Hammaker," and published in the January issue of *The Voice*, official publication of the Board of Temperance, not only reported the introduction of a bill—which Sen. Case told BROADCASTING • TELECASTING did not exist—but also said hearings would be held Jan. 30-31 and Feb. 1.

Sen. Johnson, according to *The Voice*, was co-sponsor of the "bill." Reached by BROADCASTING • TELECASTING, Sen. Johnson denied he was co-sponsor of any such bill but did say he "might" help introduce such legislation if and when it is ready.

Sen. Johnson also said he had been approached by the "drys" and that he was asked to hold hearings on the bill as soon as it was introduced. To this, it is understood, he had agreed in part.

Bishop Hammaker is quoted in the article as saying in response to a "question" as to "why is the hearing on liquor advertising in January to be restricted to radio and television?":

Sen. Johnson believes, and I believe, that this is a good strategy at the present time. He is an authority on public policy questions involving radio and television and is intensely concerned that radio and television should help

the nation rather than be used to break down principles and standards.

Narrowing the front of attack at this particular time will introduce the element of "freshness" of appeal and will concentrate our power, possibly permitting a break-through which will imperil the entire enemy position.

I believe that there is a rising tide of concern in regard to liquor advertising but in particular, great numbers of people seem to be troubled by the actual damage which is being done in their own homes by radio and television promotion of the use of beer and wine.

Accompanying this "interview," which went on to describe "offenses" which were said to have been perpetrated by the beer industry in its radio-TV commercials, was a cartoon showing liquor advertising as "another criminal on television." The same sketch was used in *The Clipsheet* (see adjacent cut).

Many Bills in Past

Although bills of the nature of the new Rankin Bill have been introduced frequently in the past, the envisioned Case legislation would bar alcoholic beverage advertising from only radio and television. This is unprecedented.

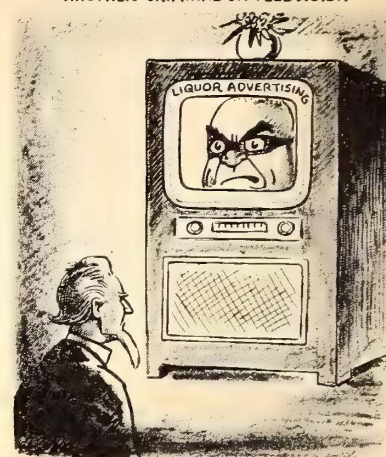
Latest proposal on Capitol Hill that got as far as a hearing was the Langer Bill, which would have banned liquor advertising from all media. It was authored by Sen. William Langer (R-N. D.) in 1949 but got no further in committee. It was defeated in 1950 by a close margin of 7-6.

During that hearing, Bishop Hammaker was a key witness.

In 1947 and in 1948 hearings were held on similar legislation. In the latter year another close vote—6-5—plugged the legislation in committee.

During the hearings on the Lan-

ANOTHER CRIMINAL ON TELEVISION



Cartoon Number CS: 276 by Somdal. Mat free, 4 x 5 inches. Mats will be sent airmail upon request. Will accept order for cartoon mats, to be sent as produced. No charge.

This cartoon appeared in *The Clipsheet* for Jan. 7. The *Clipsheet* is published and distributed by the Board of Temperance of the Methodist Church, and as can be seen in caption accompanying the cartoon as reproduced above editors are invited to use its material, which is violently pro-"dry," freely and with or without credit to the source.

* * *

ger Bill, "drys" underscored time-buying on radio-TV stations and networks by wine and beer companies in particular.

Sen. Johnson was co-sponsor of the Reed-Johnson Bill in the 80th Congress which would have banned liquor advertising in all interstate media. That bill did not get out of committee. Sen. Case noted in his statement to BROADCASTING • TELECASTING that Sen. Johnson

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DRY LESSON IN LOBBYING

AN EDITORIAL

THE DRYS are out for the kill at this session of Congress—adroitly picking an election year. They have prefabricated a bill to ban beer, wine and liquor advertising from the air.

This is a departure from past years, when the legislation has embraced all media. Broadcasters and telecasters need not be told the crippling blow that would be dealt if such legislation passed. Beer is one of the big breadwinners in local and national spot, ranking about fourth among commodity groups for radio, and mighty near the top in TV. It is a big revenue factor in network business.

The adeptness of the drys is reflected in their publicity. Indeed their timing is too good because, a week before Congress convened, they published in their official propaganda sheet, *The Voice*, a simulated interview with Bishop Wilbur E. Hammaker, executive vice president of the Board of Temperance of the Methodist Church. The "interview" stated flatly that Sen. Edwin C. Johnson (D-Col.) and Sen. Francis Case (R-S. D.) had "introduced" the bill. It hasn't been yet.

Bishop Hammaker does a resourceful job of talking to himself by asking the questions and then answering them. He also discloses his strategy. By "narrowing the front of attack" to radio and TV, he says, the element of

"freshness" of appeal is introduced, "possibly permitting a break-through which will imperil the entire enemy position."

Which means, simply, that if headway is made, then the ban on advertising of alcoholic beverages will be carried through to all other media. It is obviously intended as a first step toward return to prohibition.

As long as alcoholic beverages are legal, it would appear impossible to fathom how the advertising of them could be legislated out of existence. Moreover, the phantom "Johnson-Case Bill" is discriminatory to the 'nth, since it would bar advertising only from the air.

It behooves radio—and all other media, as well as the advertisers and their agencies—to prepare. Even "impossible" legislation can make it, if the opposition isn't ready—notably in an election year. In 1949, after hearings were held on the Langer Bill to ban all alcoholic beverage advertising, the measure was defeated in Sen. Johnson's committee by the slim margin of 7-6.

Bishop Hammaker says hearings on his "Ghost" Bill will be held before the Johnson committee Jan. 30-31 and Feb. 1. Sen. Johnson told us he had been approached by the "drys" and had given assurance that if a bill is introduced, he would consider hearings. Mr. Ham-

maker in his "Charlie McCarthy" interview, quoted himself: "It is a great advantage that Sen. Johnson, himself, introduced the bill." Then he instructed his flock to write the Senator and other Senators "requesting" that the bill be reported favorably to the Senate. "Our big day . . . will be Jan. 30," he exhorted.

Liquor advertising on the air—except perhaps in remote places like Alaska—is no problem. There's practically none of it. Beer is the primary target. Beer is acceptable, not only because it's legal (as is liquor) but because it tends to promote temperance. It seldom produces an alcoholic.

Whether the hearings are held Jan. 30-Feb. 1 or later, it is clear that there's little time to prepare the case against wily opponents—who worked during the recess, and who won't let sensitive politicians forget this is an election year. In 1949 the AFA, ANA and AAAA, and the printed media strongly opposed the overall Langer Bill. Then the NAB, under other auspices, didn't shower itself with glory. This time, the primary burden is on NARTB, because the bill, for Bishop Hammaker's "strategic" reasons, is to be directed only against radio and television—at the outset.

NETWORK BUYS

Six Advertisers Sign Contracts

By FLORENCE SMALL

MORE than \$700,000 in gross time costs alone will be poured into radio and television networks as a result of at least six major "buys" in the first fortnight of 1952. In addition, two other advertisers are about to sign up for TV shows and another for a radio series.

Radio's share of the contracts already signed probably will be about \$120,000, with TV reaping approximately \$580,000.

The two top-ranking advertisers to underwrite radio shows early this year are General Foods (Postum), New York, and Admiral Corp., Chicago. General Foods, through Foote, Cone & Belding, New York, will sponsor *Mr. Cham-leon* on Thursday nights on CBS Radio. Starting date and definite time—either 9 or 9:30 p.m.—are still under discussion. Admiral Corp., through Erwin, Wasey, New York, will sponsor Bob Trout in a 25-minute weekly world news report on CBS Radio, Sundays, 5:30-5:55 p.m. EST starting Feb. 17.

Bakers Interested in Drama

American Bakers Assn., Chicago, through Foote, Cone & Belding, also Chicago, is understood to be about to sign for a half-hour dramatic series. The advertiser is understood to be looking for Sunday afternoon time, so that the program can be heard by its dealers throughout the country. NBC radio is understood to be the favored network in current negotiations, although a firm decision is not expected for another week or so.

The new year's quartet of new advertisers in TV are all making their first TV ventures.

Two of those sponsors are not only making history for their companies by using the medium for the first time, but are also the first to sign up for NBC-TV's new morning program, *Today* (Mon.-Fri., 7-9 a.m.), which starts Dave Garro-way as "communicator." First *Today* sponsor is the Kiplinger Washington Agency Inc., which starts *Today* (Monday) to sponsor the 3:15-8:20 a.m. Monday period for its magazine, *Changing Times*. The firm will support its television advertising with a large-scale advertising and promotion campaign. Agency for Kiplinger is Albert Frank-Guenther Law, New York.

The other advertiser signed last week to participate in sponsorship of *Today* is the Kenwill Corp. of Cleveland, Ohio, makers of Magi-cotter Paintroller, a device for spreading paint on surfaces with the use of a roller. Kenwill Corp., like the Kiplinger Agency, will sponsor a five-minute segment once a week, probably on Wednesdays or Thursdays, starting the week of Feb. 18. The agency on the Kenwill Corp. account is W. Earl Both-

well, New York.

Reichhold Chemicals, New York, will sponsor a television version of *America's Town Meeting* on a coast-to-coast ABC-TV network starting Sunday, Jan. 27, from 6:30-7 p.m. EST, it was announced by Harry H. Reichhold, chairman of the board and founder of the chemical production corporation. Although Reichhold has been a heavy radio user in the past, this is its initial use of television.

In announcing the sponsorship of the program, Mr. Reichhold said:

"Our basic motive is to promote public discussion and sound thinking in relation to the complex problems we face today. I believe it is the duty of private enterprise to appropriate a substantial portion of its time and means toward the promotion of the public interest. Out of the deliberations of the early town meetings of colonial days a new and great nation on this continent was born.

"In that nation there was assured freedom of worship, of speech, of assembly, of the press, of enterprise and a dedication to self government. In many parts of the world, these sacred rights today are in jeopardy. As a result, many critical decisions face our people which can best be resolved by free and open discussions. As

a sponsor of such discussions, Reichhold Chemicals is very happy and proud to present by television *America's Town Meeting*."

The telecast will originate from ABC's 58th St. Theatre in New York, in a setting which is a replica of the legislative assembly room of Independence Hall in Philadelphia. The program will have George V. Denny Jr., as its moderator, and plans to utilize special film sequences when pertinent to the topic under discussion.

MacManus, Dohn & Adams, New York and Detroit, is the agency for Reichhold.

Rugs Get Bug for TV

The 100-year-old firm of James Lees & Sons Co., Bridgeport, manufacturer of carpets and rugs and hand knitting yarns, which has never before advertised on either radio or television, will sponsor *Meet the Masters* starting Feb. 24 on NBC-TV, 5:30-6 p.m. on alternate Sundays. The program will feature such artists as Jascha Heifetz, Artur Rubenstein, and Marian Anderson in their TV debuts. The series was filmed for television by World Artists. Each program is built around a true-to-life episode or scene chosen to dramatize and illustrate the personality and art of the particular star. The advertiser will confine its sponsorship to insti-



ON 'BURROWED' time, Lee Little (l), president-general manager, KTUC Tucson and Stan Norman (r), KTUC program director-sportscaster, introduce a talented quadruped named "Jack Benny" to the mysteries of a microphone. Mr. Norman was given "his little helper" as a birthday present.

tutional commercials.

Joseph L. Eastwick, president of the company, said that "we have decided to sponsor this series, *Meet the Masters*, in the conviction that there is great public desire for fine music. In sponsoring these programs we plan to bring guest artists and the best of music into the homes of the American people. The company is proud to introduce

(Continued on page 90)

CONVENTIONS

Networks Move to Clear Outlets

CBS-TV and NBC-TV were battling it out last week to line up stations for their coverage of the Republican and Democratic National Conventions next July, with NBC-TV claiming a substantial advantage in the area where the contest was hottest—the one-station markets.

Out of 37 markets with only one station, NBC-TV claimed on Thursday that it had commitments in one form or another for 26. CBS-TV spokesmen declined comment on their own progress. NBC estimated that by convention time—July 7 for the Republicans, July 21 for the Democrats—there would be a total of 60 interconnected markets.

Sponsors Set For Two

NBC and CBS remained the only networks with convention sponsors signed on the dotted line—Philco Corp. for NBC Radio and TV, and Westinghouse Electric Corp. for CBS Radio and TV—but ABC radio and television, the DuMont Television Network, and Mutual radio network all were searching and appeared hopeful that they, too, would be successful in finding sponsors.

Westinghouse, which originally signed for CBS Radio sponsorship under the network's Selective Facilities Plan, picking radio sta-

tions for the most part to fill in the difference between the number of interconnected TV cities and a total of 100 major markets, reportedly was reconsidering last week. Negotiations were said to be in progress looking toward the possibility of sponsorship on the full radio network. To what extent this development may have stemmed from NBC-TV's apparent lead in lining up one-station markets was not known.

Other radio-TV developments on the political front last week included:

● NBC announced Thursday that it had signed Elmo Roper, public opinion analyst who has been conducting a weekly program on CBS Radio, for a series of broadcasts and telecasts during the election campaign and for exclusive rights to the services of his research organization for 1952.

● The TV network's pool committee was at work on the difficult details of pooled coverage, which will include all pickups from the convention floor, and industry leaders were preparing to report to the Republican Convention Committee when it meets at San Francisco late this week.

● CBS-TV reported it had completed the blue-printing of technical operations for its own

convention coverage.

Signing of Mr. Roper was announced by NBC President Joseph H. McConnell, who said that on a week-by-week basis over NBC's radio and television networks Mr. Roper will keep the public informed about American public opinion on international relations, domestic policies, and the candidates. He will start a 52-week series of weekly broadcasts (Sun., 3:30-3:45 p.m.) early in March and also will appear in 13 telecasts between March and the elections in November, in addition to serving as part of the NBC news staff covering the conventions. His weekly CBS Radio program, *Where the People Stand*, was slated to terminate yesterday (Sunday).

Overall Executive Committee

The TV networks' overall executive committee on pooling arrangements consists of the men in charge of TV coverage of the convention for each of the four networks: Sig Mickelson, CBS-TV director of news and public affairs, who is chairman; William R. McAndrew, NBC-TV director of public affairs; John Madigan, ABC-TV director of news and special events, and Les Arries Jr., of the DuMont programming department.

Subcommittees which have been

(Continued on page 90)

NARTB BOARD

By J. FRANK BEATTY

RADIO members of NARTB are nominating board members to fill upcoming vacancies in even-numbered districts and one director in each at-large category. Nominating ballots were mailed last week.

Nominations are due at NARTB headquarters Jan. 21, with election ballots to be mailed Jan. 28, returnable by mid-February.

NARTB radio members voted overwhelmingly last week in favor of giving national networks representation on the board of directors. It was understood only a few votes were cast against an amendment to the by-laws, adopted along with eight other changes.

For the last several years, the national radio networks have not been permitted board membership, a ban originally proposed by the networks themselves. They have participated in NARTB as associate members.

NBC and MBS are radio members of the association. CBS and ABC are not members.

Total board membership is now limited to 48 as a result of the revised by-laws—30 radio and 18 TV directors. The radio board comprises one director from each district plus two directors-at-large for large, medium and small stations

NEW RCA SERIES

DeHaven and Fisher Signed

VOCALISTS Gloria De Haven and Eddie Fisher will be teamed together in a new transcribed radio show with musical support from Hugo Winterhalter and his orchestra when RCA Recorded Program Services releases a new Thesaurus library series in late February.

To be called *Date in Hollywood*, the 15-minute program will have a variety format, built around a musical date and set in the motion picture capital city. Signing of the principals was announced Thursday.

Date in Hollywood was identified as one of the most expensive Thesaurus library features to date in terms of talent and production costs. Spokesmen said it was planned in keeping with current RCA Thesaurus policy of assembling big-name productions, designed to earn talent fees as well as time charges for local station subscribers.

Company officials said they expressly sought an established motion picture figure, a popular recording artist, and a well known recording orchestra for its new series. Miss De Haven has appeared in pictures for 20th Century-Fox, RKO, and MGM, and Mr. Fisher, who records for RCA Victor, was chosen as one of the top two "newer male vocalists" in *Billboard* magazine's 1951 disc jockey poll. Mr. Winterhalter's group also records for RCA Victor.

Nominations Due Jan. 21

and two for FM stations. This makes a total of 17 district and eight at-large directors. Past limits were 25 radio and 14 TV directors.

Networks are permitted to appoint their own directors under the changed by-laws. If NBC and MBS name board members, there will be a total of 27 representing radio. TV networks are no longer limited to a total of four directors.

Requirements governing election of directors have been changed as a result of the membership vote. In the future all elections of directors will be conducted by mail. In the past the district directors have had a choice of balloting by mail or at meetings.

Nomination Calls for One

Election of directors-at-large hereafter will specify the nomination of one person, rather than two, on each member ballot. One of the two at-large directors in each category is elected each year for a two-year term.

No person may be elected or appointed to serve on the board as a representative of more than one classification under the revised by-laws, and no organization may have more than one representative on the board.

If a director's status changes during his term, making him ineligible to serve, the secretary-treasurer is authorized to notify the board and conduct an election to fill the vacancy.

NARTB must give 90 days notice in the future before a change is

made in the dues structure. Starting April 1, when Broadcast Advertising Bureau becomes completely divorced from NARTB, association dues will range from \$10.50 a month for stations under \$25,000 annual income to \$420 for stations over \$3 million. Until April 1, the dues range upward from \$15 a month, with 30% going to BAB, or the station could accept a 30% discount in lieu of BAB membership.

BAB's dues are half the highest hourly rate per month.

TV stations pay NARTB a monthly fee of highest five-minute or half the 15-minute rate, whichever is lower, as of Oct. 1, 1951. This is effective to Oct. 1, 1952. After that time TV stations will pay on the basis of the April, 1952 rate card effective to March 31, 1953.

Radio networks will pay NARTB \$5,000 a year in dues. The rate for TV networks is \$1,200 a year.

A new dues plan will be submitted to the board at its Feb. 13-15 meeting to be held at Lost Valley Ranch, San Antonio. It is to contain provision for multiple-station groups.

Other changes in the by-laws, approved last week by the membership, give the secretary-treasurer the right to set aside the 90-day resignation notice, for good cause, with full report on such waiver to be made to the board; adds a phrase, previously omitted by error, giving the board authority to pass on applications for associate

membership; refined definition of "network" to exclude regional, area, transcription, tape or film networks.

Because of the by-laws changes, the director-at-large elected to represent small stations will serve automatically until the actual term begins at the Chicago convention in April, it was stated at NARTB headquarters. Term of Patt McDonald, formerly of WHHM Memphis and now at WNOE New Orleans, is vacant. On the other hand Michael R. Hanna, WHCU-FM Ithaca, N. Y., who was elected last November to the term vacated by Frank Fletcher when he sold his interest in WARL-FM Arlington, Va., must run for re-election.

Members Eligible

Present board members eligible for re-election in even-numbered districts are William A. Fay, WHAM Rochester, District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSMB New Orleans, District 6; Richard M. Fairbanks, WIBC Indianapolis, District 8; Jack Todd, KAKE Wichita, District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14.

William B. Quarton, WMT Cedar Rapids, Iowa, District 10, and Calvin J. Smith, KFAC Los Angeles, District 16, are ineligible to run for re-election under a by-laws clause limiting board service to two consecutive terms.

James D. Shouse, WLW Cincinnati, is ineligible to succeed himself as director-at-large for large stations. A. D. Willard Jr., WGAC Augusta, Ga., is eligible to run for re-election as director-at-large for medium stations.

'RADIO SELLS'

A CHALLENGE to advertisers to check the "cash register results" of radio advertising against those of any other medium in an equal-investment test was sounded by BAB President William B. Ryan and Vice President Kevin Sweeney last Thursday in addresses before the Radio Executives Club of New York.

"While competing with all major media," Mr. Ryan said, "one of our main targets is TV—that overblown, expensive, unmeasured 'movies at home' medium." He said radio would beat television 2-to-1, in a point-of-sale test of the type conducted by Advertising Research Bureau Inc., "or I will forever hold my peace."

Sweeney Outlines Results

Mr. Sweeney, who outlined results of the ARBI radio-vs-newspaper tests which BAB collected in its "count your customers" presentation, stressed that the measure of any medium's effectiveness is its selling power and said BAB will undertake to help finance tests for national advertisers who want to be convinced "that radio can outsell

other media."

Mr. Ryan said advertisers' and broadcasters' attitude about radio has changed from near-hysteria last spring to one of renewed recognition that radio is still "the medium offering the greatest circulation at the lowest cost."

He emphasized that "radio does not belong in the same pigeonhole with TV" and that "the intelligent advertiser" will "use or reject radio on its merits without restricting his choice of it by comparison with TV to any greater extent than comparison of TV with newspapers, magazines, or any other medium that claims the time of people at home or outside the home."

Mr. Ryan charged that the Assn. of National Advertisers, whose studies of radio values in TV markets preceded radio network rate cuts earlier this year, had proceeded "coercively . . . to force rate reductions on networks and stations."

Striking out at reliance on program ratings as a measure of circulation, he called upon advertisers to check the "results" of their advertising.

"The circulation potential in ra-

Ryan Says, Urging Comparison

dio and the sales volume are out there waiting for the resourceful advertiser who offers a good program and takes the trouble to check his sales per dollar spent in advertising," he declared.

Many advertisers, he said, have "lost their balance, their sense of proportion" with respect to TV: "TV is a fine, expensive, *Fortune*-magazine type of medium — for products that profit most by showing a picture of the product in use or by demonstration. It has little to recommend it in comparison with radio for products that do not sell best through demonstration or picture."

Advertisers Invited

Mr. Ryan's invitation to advertisers to test radio's effectiveness against TV's was directed especially to major package goods manufacturers making nationally advertised brands in the food and drug field—and, he added, to watch manufacturers.

"For example," he said, "here is Bulova, the time-honored radio advertiser, making the horrible mistake of being taken in by tele-

(Continued on page 79)

MATERIALS

By JOHN OSBON

GOVERNMENT authorities took a cold, calculating look last week at "Mobilization-'52" and came up with a familiar forecast—continuing shortages for the nation's radio-TV set makers and commercial broadcasters.

The hard facts that pointed up a new "pinch" on critical metals for set production and station construction were these:

- Production officials predicted an approximate 10% cutback on output of civilian goods beginning April 1, though conservation practices may well cut this margin on set products.

- There will be "virtually" no materials for new industrial or commercial construction during the second quarter—that is, no authorization for projects not already underway.

Outlook for electronics in '52 brings with it a realignment of top posts within both the Defense Production Administration and National Production Authority. E. T. Morris Jr. returns Feb. 1 to Westinghouse Electric Corp., Baltimore, where he is assistant to Walter Evans, Westinghouse vice president, as manager of the company's Electronics and X-Ray Division.

Mr. Morris has been serving as chairman of DPA's "super" Electronics Production Board since last April and also doubled as chief of NPA's Electronics Products Division, succeeding John Daley last summer. Donald Parris is deputy assistant to Mr. Morris. The board is charged with evaluating military and civilian electronic requirements and assuring flow of equipment.

J. A. Milling, on leave from RCA where he is vice president in charge of RCA Service Co., is slated to succeed Mr. Morris in both capacities. Mr. Milling currently is director of NPA's End Equipment Product Division, a position which he assumed Jan. 29, 1950. A veteran of 22 years with RCA, he had headed service operations since 1948 after work on small sets, tube and other operational divisions. No replacement for Mr. Milling's present NPA post has been indicated, though his successor will come from industry.

Mr. Milling expects to assume his duties for a six-month tenure after which he plans to return to RCA. He is credited with helping set up RCA installation and TV repair operations throughout the country.

Another major change last week involved the appointment of Henry H. Fowler, who was sworn in last Tuesday as NPA administrator. He succeeds Manly Fleischmann, who will devote full time as administrator of DPA. Mr. Fowler, a

Washington attorney and former manager of the War Production Board, had been serving as NPA deputy administrator.

Construction is nearing a virtual impasse on the basis of facts unfolded to an industry advisory group by NPA last Wednesday. This picture emerges for broadcasters who are currently involved in construction, remodeling or alteration projects:

- Demands for materials by military and defense-supporting programs will virtually preclude the start of any new industrial or commercial construction after April

(Broadcasters are classified as industrial.)

- Broadcasters who received allotments in the first quarter will be allocated sufficient materials to complete their projects, providing copper, aluminum and steel are available after military needs are met.

- Broadcasters still may self-authorize certain quantities of these materials on minor projects—those which would require less than 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of copper in any one quarter.

- A plan is now under study whereby broadcasters and other applicants could receive construction permits looking toward material al-

locations in subsequent quarters. Such a system, NPA felt, would enable applicants to proceed with planning, engineering, purchase of property and other preliminary tasks.

Authorities have discounted reports that shortages of steel towers and transmitters might beset TV applicants once FCC has thawed the television freeze. Sufficient transmitters are in stock to accommodate any CPs authorized by the Commission, they claim.

The facts of electronic life were outlined on various levels—at a trade press conference called by DPA and NPA and on Capitol Hill where the Joint Senate-House "Watchdog" Committee held hearings on the preparedness program.

Trade press editors were given a preview of the '52 mobilization program Friday, with stress on electronics output, materials outlook, prospects for civilian goods production and plant expansion. Speakers were Messrs. Morris and Milling.

Mr. Fleischmann told the joint Congressional group, headed by Sen. Burnet Maybank (D-S. C.), that increased military requirements—chiefly for military and atomic energy projects—require further cutbacks in consumer durables and construction. The "price" of mobilization, he said, is temporary civilian unemployment and other dislocation. Defense Mobilizer Charles E. Wilson also appeared, elaborating on his fourth-quarter report to the President. Second-quarter allocation quotas were to be released momentarily by DPA.

The radio-TV set manufacturing industry has sustained cutbacks

(Continued on page 78)



COL. B. J. PALMER (second from left), owner of WHO-AM-FM Des Moines and WOC-AM-FM-TV Davenport, was host to a group of friends at his winter home in Sarasota, Fla. Strolling on lawn are (l to r) Mark Woods, board chairman, Woods & Warwick, New York; Col. Palmer; John Browning, general manager, WSPB Sarasota, and Niles Trammell, NBC board chairman.

RETAIL RADIO

BAB-NRDGA List Award Winners

WINNERS in the annual retail radio program contest, co-sponsored by Broadcast Advertising Bureau and National Retail Dry Goods Assn., were announced at the 40th annual NRDGA convention in New York last Wednesday.

Grand award, presented by John F. Hardesty, BAB director of local promotion, when he announced all winners, went to Schuneman's Inc., St. Paul, Minn., for its *Red Rooster* series over WDGY Minneapolis. The program also won a special award for outstanding radio coordination with other media.

[Editor's Note: For details see "The Rooster That Laid the Golden Egg," featured in BROADCASTING • TELECASTING, Nov. 5, 1951.]

"This year's contest showed conclusively that retailers are using radio advertising as a direct sales producing promotion tool, instead of a purely institutional medium," Howard P. Abrahams, manager of NRDGA Sales Promotion Division, said. "In every case, the entries were documented by a complete statement of results obtained from the radio programs submitted."

For the first time judges decided this year to make additional awards

to stores for special achievements in spot saturation and saturation coverage for seasonal promotions, in addition to the regular retailer-sponsored radio programs.

Other winners in the 15 categories were:

Special award for comprehensive use of radio: Bigelow's, Jamestown, N. Y., for *Breakfast With Bigelow's* and *Morning Extra* over WJTN Jamestown.

Shows for Family

For programs directed to a general family audience, by large stores: Burdine's, Miami, Fla., for *Sunday Symphony* on WVCB Coral Gables, Fla., first prize; Joske's of Texas, San Antonio, for *Matinee Masterpieces* on KTSA San Antonio, second prize. Small store winners were Bigelow's for *Breakfast With Bigelow's* (WJTN), first prize; Philips, Omaha, Neb., for *Good Morning From Philips* on KOIL Omaha, second prize, and Pomeroy's, Pottsville, Pa., for *Pomeroy Family Hour* over WPAM Pottsville.

For programs beamed to a women's audience by large stores: Sibley Lindsay & Curr, Rochester,

N. Y., for *Tower Clock Time* over WHAM Rochester, first prize; Burdine's, for *Fashions in Music* via WVCB. Small store winners were Wyman's, South Bend, Ind., for *The Time, The Place, The Tune* on WSBT South Bend, first prize; Linn & Scruggs, Decatur, Ill., for *Something to Talk About* over WDC Decatur, second prize.

Teen-age audience programs, sponsored by large stores: Milwaukee Boston Store, Milwaukee, for *High School Disc Jockey Review* on WEMP Milwaukee, first prize; Burdine's for *Teen-Age Fashions in Music* on WVCB, second prize. First prize in the small stores division went to Condon's Dept. Stores, Charleston, S. C., for *Teen Time* via WCSC Charleston.

Children's programs sponsored by large stores: Grand award to Sage Allen, Hartford, Conn., for *Kiddie Corner* on WCCC Hartford.

Farm audience programs by large stores: Grand award to Joske's of Texas for *Farm and Ranch Journal* on KTSA.

Spot saturation campaigns, by

(Continued on page 78)



Mr. Milling



"64% increase in share of audience."

Winslow Leighton
President
WSNY, Schenectady, N. Y.

**82% more
listeners—
100% sell-out**

BOTH W



"Waiting list for AP newscasts."

Coy C. Palmer
Station Manager
KPDN, Pampa, Texas

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

WSNY carries 88 sponsored AP newscasts each week, 52 of them on 52 week contracts. Says NY President Leighton: "We used to be a music, news and sports station. When everybody got into that act, we got a new one. Concentrated Associated Press news with music. Result: a 64% increase in share of audience and an 8% increase in listening homes in the past 2½ years . . . all in the face of strong competition."

Says Jerry Bess, of Frank Sawdon, Inc., agency for Robert Hall Clothes, largest AP sponsor on NY with 24 news programs weekly: "We have increased our budget every year for the past nine years. Now use twice as many AP newscasts on NY as ever before. This fact speaks for itself!"

TH AP NEWS

From Station Manager Palmer of KPDN: "All our newscasts are sold. In fact, we even have a waiting list for the 15-minute programs. AP gives complete, conclusive coverage at incredible speed. AP service pays us plenty of dividends."

Says Fred Thompson, owner of Thompson Hardware, biggest sponsor of AP news on KPDN: "I've had the KPDN AP news program at 12:15 P.M. for over 5 years. That proves I'm sold on the job it does!"



Associated Press . . . constantly on the job with

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

When the tallies are taken, AP news PROVES its magnetic PULL! Figures like 82% more listeners . . . 100% sell-out . . . mean stable, substantial results. AP's swift, factual, accurate news coverage delivers bigger audiences . . . eager to tune to today's vital news . . . receptive to sponsor's message.

For full details on how you can profit with AP news . . . WRITE

**RADIO DIVISION
THE ASSOCIATED PRESS**

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

THE ASSOCIATED PRESS."

IN REVIEW

Program: *The People Act*, CBS Radio, Sunday, 10:05-10:30 p.m. (Reviewed Jan. 6).
Produced by Television-Radio Workshop.
Producer-Writer: Irving Gitlin.
Director of Television-Radio Workshop: Robert Saudek.
Field Reporters: David Moore, Av Westin.
Narrator: Robert Trout.
Cast: People of Gary, Ind.

THE PEOPLE ACT, the new radio documentary series of the Ford Foundation's Television-Radio Workshop, could not have been brought to the air at a more timely moment. What with scandalous goings-on in Washington and with the past year's disclosures by the Kefauver committee, it has become easy for the citizen to believe that he has lost all measurable control over his government. *The People Act* resoundingly proves otherwise.

The first broadcast of the new series described the clean-up of Gary, Ind., which, before enraged housewives banded together to drive the rascals out, was as corrupt a city as ever existed in Rudolph Halley's wildest dreams. Beyond emphasizing the awful power of aroused womanhood—a condition already well known to most husbands—the first installment of this series graphically demonstrated the fundamental truth that democratic government remains democratic only as long as the electorate sees that it does.

At this turbulent period of the nation's political history, this point cannot be too strongly made, and the Television-Radio Workshop is performing a useful public service in making it.

The technique of radio presentation of the Gary story was not unique. It was told in the well-established documentary form, a narration by Robert Trout binding together a well-edited series of tape recordings of voices of people who were actually involved in the Gary case. Whatever it lacked in originality of concept, however, the program more than overcame in professional polish. If the other programs in this projected 26-week series are produced as skillfully as the first, the Television-Radio Workshop ought to acquire a significant audience and, more importantly, make a vital contribution to the political life of the U. S.

* * *

MY FRIEND IRMA has been transported from radio and films to television, encumbered by so many exhausted gags and worn-out situations that it is a wonder the backs of the entire company were not broken in the portage.

Irma on radio has at times attained a level of beguiling comedy. In its television debut it never rose above the low watermark of B mo-



Program: *My Friend Irma*, CBS Television, Tuesday, 10:30-11 p.m. (Reviewed Jan. 8).
Sponsor: R. J. Reynolds Tobacco Co. (Cavalier cigarettes).
Agency: Wm. Esty Co.
Supervising Producer: Cy Howard.
Producer-Director: Richard Whorf.
Writers: Cy Howard, Frank Galen.
Musical Director: Lud Gluskin.
Cast: Marie Wilson, Cathy Lewis, Sig Arno, Hal March, Brooks West, Gloria Gordon, Margaret Dumont, Don McBride.

vie farce. Historians who are academically interested in early Hollywood may find the 10:30-11 p.m. Tuesday period on CBS Television rewarding. For anyone else, however, the time could be spent more amusingly by staring at the wall.

Sample joke:

Jane (Irma's friend): He was born with a silver spoon in his mouth.

Irma: Gee, the doctor must have been surprised.

Another:

Mrs. O'Reilly: Mark my words, one day you'll be asking for my hand.

Professor Kropotkin: Your hand's all right. It's what attached to it I don't like.

The central situation in the first program of this series was built around Irma's kindly but addled arrangement of a meeting between Jane and the blue-blood mother of Jane's fiancé. Irma also invited the rabble of her ordinary friends. What ensued was utterly predictable since it has all been done before, to the letter, a thousand times.

The trouble with the television version of *Irma* is that it is not television. It is pure Hollywood movie and mediocre movie at that. Marie Wilson, as Irma, and Cathy Lewis, as Jane, performed as creditably as could be expected. They and others in the cast were in desperate need of an imaginative script.

MEDIA BATTLE

Press Urged to 'Borrow'

SALES TECHNIQUES used by radio and TV should be "borrowed" by the newspaper industry to gain more advertising and to offset rising costs. This was the analysis of Pierre Martineau of the *Chicago Tribune's* research division as he spoke Monday at the annual sales conference of the advertising department of the *Minneapolis Star and Tribune* in that city.

Because "circulation prices have been pushed about as high as they can go," the newspaper publisher has only one possible source of additional revenue, and that is advertising, the speaker said. Suggesting that newspapers adopt a creative, shirt-sleeve approach to selling, he told his audience the total amount spent in 1951 for time and talent on television in Chicago "was about \$29 million." He described this sum as "far, far more than the total revenue of any Chicago newspaper except the *Tribune*."

In the final analysis, Mr. Martineau believes "TV's spectacular growth will prove a healthy thing for us in the newspaper field if it emphasizes the value of creative selling."

Among his suggestions for "the 1952 blueprint for newspapers" was the sale of "adequacy and continuity." Radio and TV have "sold their time in cycles of 13 weeks with a discount system to encourage higher frequency. They have forced the advertiser to get better results."

Another recommendation, patterned after the broadcast media approach, was "Let's think big. When we present our plans, let's ask for enough money to do a real job. If some account's TV expenditures make you gasp, just ask yourself if you ever asked for that much."

WFDF CONTROL

Sought by WFBM Inc.

ACQUISITION of control of WFDF Flint, Mich., by WFBM Inc. through the purchase of 1,500 shares of stock of licensee Trebit Corp. for \$150,000 was revealed last week when an application for FCC approval was filed.

WFBM Inc. (Harry Bitner and family) already owns half of WFDF. Other half is being sold by Arthur R. Treanor, former Michigan publisher and NPA newsprint official. Mr. Treanor declared in the FCC application that he was desirous of establishing a new business outside the field of radio.

In addition to WFBM-AM-TV Indianapolis, the Bitners recently bought WLAV-TV Grand Rapids for \$1,380,000 from Leonard Versluis, changed its call to WOOD-TV as companion to their AM station there [B•T, Sept. 24, 1951]. The Bitners also own WEOA Evansville, Ind.

WFDF operates on 910 kc with 1 kw directional. It is an ABC affiliate.

SDX AWARDS

Feb. 8 Is Deadline

SIGMA DELTA CHI, professional journalistic fraternity, has called for nominations looking toward 1952 awards for distinguished achievements in journalism in the past year. Deadline on nominations is Feb. 8, according to Victor E. Bludorn, SDX executive director, who made the announcement.

All awards, save three for public service in each of the newspaper, radio and magazine journalism fields, are offered to individuals on the basis of work published or broadcast from Jan. 1 to Dec. 31, 1951. Thirteen fields are covered, with bronze medallions and certificates offered to the winners.

Among the awards are those presented for excellence in radio news writing and radio or TV reporting. The public service awards are made either to a radio network or station in the broadcast field.

Nominations must be accompanied by clippings, manuscript or recording with name of author, publication or radio station and date of broadcast or publication. A statement, revealing the circumstances under which the assignment was fulfilled, should accompany the nomination. They should be addressed to Sigma Delta Chi Awards in Journalism, 35 E. Wacker Dr., Chicago 1, Ill.

Brief description of radio awards follows:

Radio or TV Reporting—"For a distinguished example of spot news reporting for radio or television."

Radio News Writing—"For a distinguished example of a radio newscaster's or commentator's work."

Public Service in Radio Journalism—"For an outstanding example of public service by an individual radio station or network through radio journalism."

Other fields covered by the SDX awards are: General reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, news picture, magazine reporting and research about journalism.

MARS INC. AD PLANS

To Continue Radio, TV

MARS, Inc., Chicago candy bar manufacturer, will continue using TV and radio in its "stepped up selling drive" this year, according to sales and advertising vice president, Victor H. Gies.

Super Circus will be carried on 52 ABC-TV stations by Milky Way bars from Feb. 3 (Sunday, 4:30-5 p.m. CST segment) and *People Are Funny* on CBS Radio is now being aired weekly instead of on an alternate week basis.

Mars' 77-city radio spot campaign for the Family Choice packages continues on its current schedule of two-a-day, five days weekly *Relay Quiz* shows. Three Musketeers and Snickers sponsor two segments of *Howdy Doody* on 46 NBC-TV stations. Agency, Leo Burnett Co., Chicago.

**To Radio Advertisers and
Agency Radio Buyers - - -**

A SPOT RADIO BUY THAT IS PERFECT IF YOU ARE INTERESTED IN THE MIDDLE-WEST

HERE is your opportunity to buy six months of spot announcements on the highest rated audience radio program in the middle-west—in the broadcasts of the St. Louis Cardinal baseball games over a network of more than 90 stations in ten mid-west states.

You can buy only one spot a game or up to five spots and on stations of your choice. The program carries an almost unbelievable high audience rating. In fact, surveys show that these Cardinal games with Harry Caray and Gus Mancuso as the announcers have a larger audience than all network and independent stations combined in most markets

where all networks can be heard. Unlike most major league baseball areas, television of games is very infrequent. In 1951 only 6 Cardinal and Brown games were telecast in St. Louis. These exclusive radio broadcasts are therefore the only way millions of loyal Cardinal fans can follow, day-by-day, the team which they traditionally and overwhelmingly support.

We shall be pleased to give you all the facts on request. You can buy what you desire through your own agency or from any station or its representative. Write or wire your list of stations, rates and data you desire.

Ruthrauff & Ryan, Inc. handles the broadcasts of the Cardinal games for one of our clients and our only interest is clearing this information for our client and the stations on the network to those interested in maximum coverage at minimum costs.

RUTHRAUFF & RYAN, Inc., Advertising
812 OLIVE ST., ST. LOUIS, MO.

ABC '51 GROSS

GENERAL MILLS led all ABC sponsors in 1951 billings, according to an analysis by the network, the figure totaling \$4,612,376. Ranking second was Sterling Drug Co. with \$2,707,239 in billings.

ABC's review of 1951 sponsorship shows Swift & Co., Philip Morris & Co., P. Lorillard Co., Philco Corp. and Serutan Inc. in the million dollar class.

Chief product group was food, totaling \$9,565,175. This figure was more than double that of the tobacco class, which billed \$4,409,670. Best month of the year was December, according to an estimate for the period.

Detailed data follow:

AM Gross Network Time Sales

MONTH	1951	1950
January	\$ 3,132,359	\$ 3,454,221
February	2,694,998	3,147,208
March	2,868,970	3,454,338
April	2,969,864	3,115,897
May	2,961,018	3,242,000
June	2,586,204	2,880,220
July	2,256,155	2,255,647
August	2,184,067	2,249,885
September	2,156,902	2,416,631
October	3,130,277	3,009,205
November	3,133,749	2,973,103
December*	3,167,619	2,926,270
TOTAL	\$33,242,182	\$35,124,625

* Estimated

By Product Classifications

Food and Food Products	9,565,175
Cigars, Cigarettes & Tobacco	4,409,670
Drugs & Toilet Goods	7,207,177
Religion	1,793,319
Radios, Ref., Electrical Appliances	1,610,149
Automobiles, Trucks & Acc.	1,370,132
Insurance and Personal Loans	1,334,040
Confections	1,307,015
Laundry Soap and Cleaners	1,228,515
Household Furnishings & Acc.	874,054
Beverages	840,117
Clothing & Dry Goods	499,875
Politicals	480,670
Lubricants, Petroleum Products & Fuel	239,161
Publications	222,405
Jewelry and Accessories	121,861
Miscellaneous	94,065
Transportation & Travel	44,782
TOTAL	\$33,242,182

By Advertisers

General Mills	4,612,376
Sterling Drug Co.	2,707,239
Swift & Co.	2,386,810
Philip Morris & Co.	2,231,345
P. Lorillard Co.	1,495,217
Philco Corp.	1,469,649
Serutan Inc.	1,188,740
Mars Inc.	944,366
Heinz	942,795
Equitable Life Insurance	923,771
Gospel Broadcasting Co.	789,544
Gillette Razor Co.	745,876
Procter & Gamble	731,846
R. J. Reynolds Tobacco Co.	683,107
General Foods	667,338
Blatz Brewing Co.	649,721
William R. Warner	611,260
Bristol Myers Co.	607,409
Jergens Co.	599,941
General Motors	502,079
Dr. Billy Graham	501,498
U. S. Army	480,670
Goodyear Tire & Rubber Co.	455,045
Seaman Bros.	428,313
Prudential Insurance Co.	410,269
Lever Bros.	386,202
Burton Dixie	377,568
Block Drug Co.	353,774
American Chicle Co.	338,027
Champion Spark Plug Co.	297,882
Kellogg Co.	270,356
Lee Co.	241,087
Voice of Prophecy Inc.	238,761
Texas Co.	237,786
Pan American Coffee Bureau	237,036
Miller Brewing Co.	185,819
American Bakeries	146,020
Carter Products	142,880
Peters Shoes	141,738
Ronson Art Metal Works	130,680
Ralston Purina	118,474
Christian Science Monitor	111,911
Pacific Coast Borax	110,466

General Mills Spends \$4.6

Buick Motor Sales	107,282
Good News Back to the Bible	104,016
Lutheran Laymans League	99,770
Hazel Bishop	91,323
Norwick Pharmacal Co.	82,405
Sylvania	82,283
Ben Hur Products	69,102
Adam Hat Stores	56,920
Botany Mills	48,333
Graystone Corp.	44,692
North American Van	42,164
Club Aluminum Products Co.	41,924
Simon & Schuster	41,360
Shadow Wave	38,646
American Medical Assn.	36,837
Pontiac Division	34,000
Dulaney Co.	31,980
National Optic	29,364
M.J.B. Co.	28,755
Reynolds Metals	27,857
W. Stove	26,569
Peter Paul Co.	24,620
First Methodist Church	22,740
Vitamin Corp. of America	19,160
Institute of Religious Science	19,015
American Soul Clinic	17,972
Le Blanc Corp.	17,416
Westinghouse	14,231
Stanley Home Town Choir	13,045
Wildroot	12,966
Dr. Hiss Clinic	11,928
Doubleday Co.	10,748
Book Assn.	8,054
Fisher Body Div. of G. M.	7,842
Sealy Mattress Co.	7,332
Homecraft	5,872
Parker Publishing	5,640
Glorian Corp.	5,280
Puritan Co. of America	5,105
Lucky Lager Brewing Co.	4,576
Quality Bakers	3,460
Airways Inc.	2,618
Acousticon	1,554
McCall Frontenac Oil Co.	1,375
Arden Farms	700
California Teachers Assn.	340
F. Scully	320
TOTAL	33,242,182

By Agencies

Dancer-Fitzgerald-Sample	5,930,627
Cecil & Presbrey	2,585,120
J. Walter Thompson Co.	2,386,810

Maxon Inc.	1,713,293
Lennen & Mitchell	1,495,217
Hutchins Adv. Co.	1,469,649
Kudner Agency	1,310,036
Roy S. Durstine Inc.	1,271,024
Knox Reeves Adv. Inc.	1,008,044
Leo Burnett Co.	986,291
Warwick & Legler	923,771
Young & Rubicam	884,199
Kenyon & Eckhardt	881,616
R. H. Alber Co.	789,544
William Esty Co.	683,107
Tatham Laird Inc.	668,390
Kastor, Farrell, Chesley & Clifford	649,721
Robert W. Orr & Assoc.	599,941
Walter F. Bennett Co.	524,238
William H. Weintraub Co.	485,101
Grant Adv. Inc.	480,670
Calkins, Holden, Carlock, McClinton & Smith	410,269
N. W. Ayer & Son	386,202
Compton Adv. Inc.	384,803
Doherty, Clifford & Shenfield	384,602
Turner Adv. Agency	377,568
Grey Adv. Agency	371,767
Pedlar & Ryan	347,043
McManus, John & Adams	331,882
Western Adv. Agency	238,761
Federal Adv. Agency	237,036
Mathisson & Assoc.	185,819
Tucker Wayne & Co.	146,020
Huber, Hoge & Sons	144,183
Ted Bates & Co.	142,880
Henri, Hurst & McDonald	141,738
McCann-Erickson Inc.	129,273
J. M. Camp	121,988
Gardner Adv. Co.	118,474
Walton Butterfield Adv.	111,911
Gotham Adv. Co.	99,770
Milton Weintraub Adv.	92,161
Agency	91,323
Raymond Spector Co.	88,351
Benton & Bowles	88,351
Mogge-Privett Inc.	69,102
Sullivan, Stauffer, Colwell & Bayles	53,295
Albert J. Silberstein-Bert Goldsmith	48,333
Joseph Castor & Assoc.	42,164
Campaigns Inc.	36,837
Footo, Cone & Belding	31,980
Buchanan & Co.	27,857
Brooks Adv. Agency	26,569
Raymond R. Morgan Co.	19,015

WBT EXPANSION

Four Promotions Announced

FOUR MAJOR promotions were announced late last week by Joseph M. Bryan, president, Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBT-TV (TV) Charlotte, N. C.

Charles H. Crutchfield, vice president, has been named senior vice president and will continue as general manager.

Larry Walker, secretary, has been appointed vice president and secretary and will continue as assistant general manager.

J. Robert Covington, who has been serving as promotion manager, has become assistant vice president in charge of sales and promotion.

Kenneth I. Tredwell Jr., program director, has been elected assistant vice president in charge of programs and public relations.

"The new appointments," explained Mr. Bryan, "arise from the current expansion and future plans of the company. With the steady growth of our radio operation and the rapid increase in our television operation, particularly since the inauguration of locally originated

shows last Sept. 30, it has become increasingly obvious that realignment of our staff was inevitable."

Mr. Bryan added, "The new appointments are designed to effect further specialization of our TV and radio staffs and at the same time to provide better operational control at the top."

Commenting on the promotions, Mr. Crutchfield said, "It is a source of great pride to me to implement the company's action in advancing these three men from within our organization."

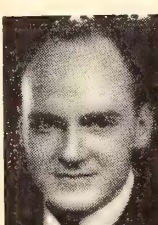
"All are men of experience. Their new responsibilities reflect both their contributions in the past and the confidence we feel in them as leaders for the rapid future expansion of our services to the Southeast."



Mr. Walker



Mr. Crutchfield



Mr. Covington



Mr. Tredwell

Majestic Adv.	17,416
Charles W. Hoyt Co.	13,043
Batten, Barton, Durstine & Osborn	12,966
Honig Cooper Co.	11,928
Alvin Wilder Adv. Co.	7,332
Schwimmer & Scott	5,105
Quality Bakers of America Cooperative	3,460
Dorland Inc.	2,618
Walter McCreery Inc.	1,554
Erwin Wasey Co. of Canada	1,375
TOTAL	33,242,182

ROLLINS PLANS

Weighed at Sales Meeting

CURRENT activities and plans of Rollins Broadcasting Inc. stations were appraised at a sales management conference held the weekend of Jan. 5 at Rehoboth, Del., executive offices of Rollins Enterprises.

The radio meeting was conducted by O. Wayne Rollins, vice president of the radio division, assisted by Madalyn Copley, secretary, and Shirley Powell, director of public relations. Rollins stations' officials who participated were Manager Jim Mayes and Assistant Manager Tom Harrell of WFAI Fayetteville, N. C.; Manager Wendell Siler and Assistant Manager Lee Mills of WRAD Radford, Va.; and Assistant Manager Norman Glenn of WJWL Georgetown, Del.

Discussion of the company's expansion program include plans for WRAP, now under construction at Norfolk, Va., and a pending application for a new Roanoke, Va., station on 570 kc. Other subjects included personnel, promotion, programming, merchandising, sales, management, and operations.

The radio session was part of an over-all conference involving all Rollins divisions. John W. Rollins, president of John W. Rollins & Assoc., a management service for all Rollins enterprises, presided over the joint meetings.

PULSE INACCURATE?

L. A. Ad Paper Asks

AFTER reviewing results of a special analysis of audience research firms, Media Agencies Clients, a Los Angeles weekly advertising trade paper, criticized the results obtained by The Pulse Inc. The special analysis was made by Tele-Que at the request of MAC.

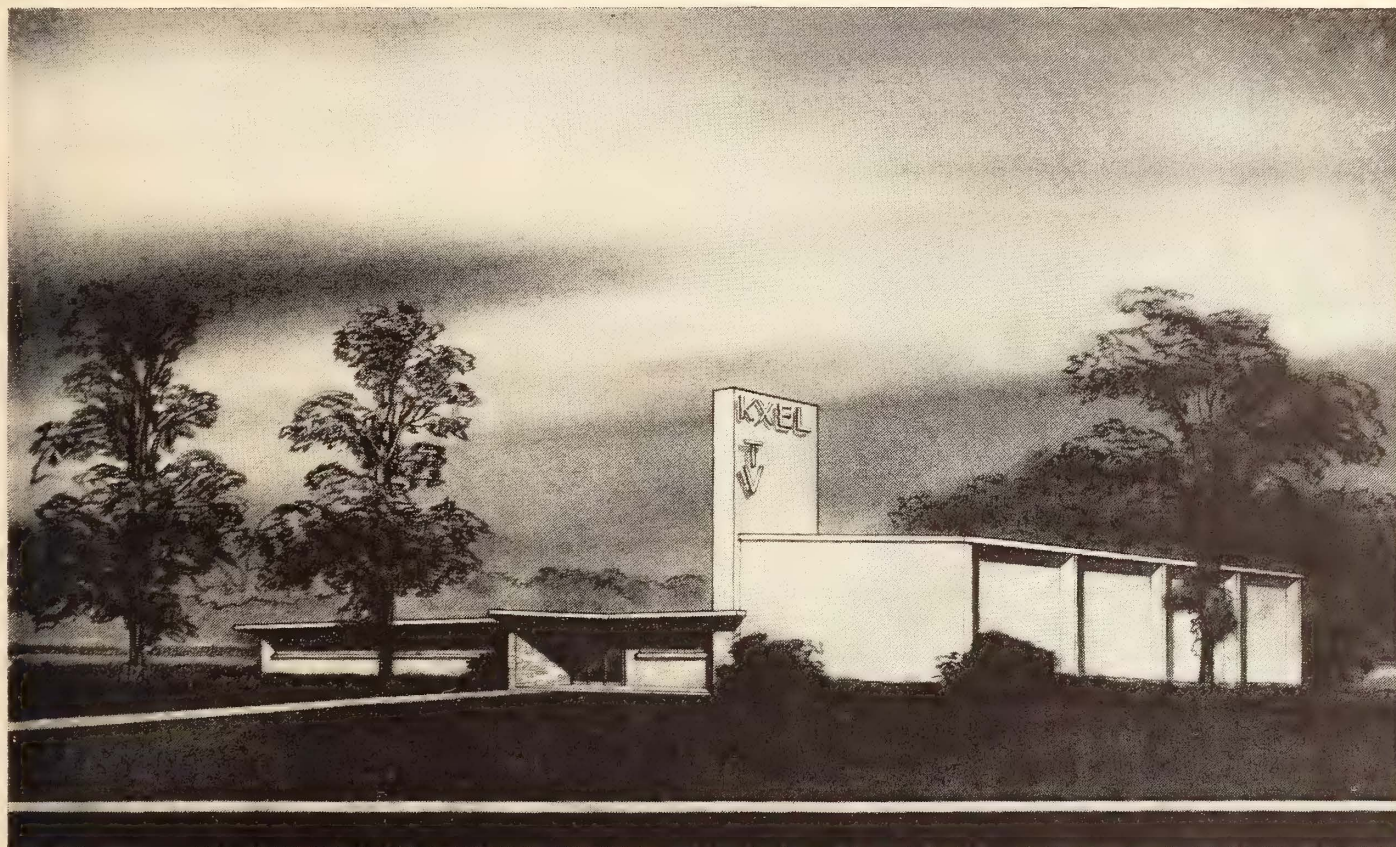
Firms which were judged by MAC to be most reliable are Tele-Que, Hooperatings, Videodex and American Research Bureau. Special analysis was made of televiewers during November 1951. Toward the end of a comparatively lengthy article, MAC offered unlimited space to The Pulse "for an early explanation of how that firm's result figures can be so obviously at variance with those of the other four services."

Bids Solicited

CONSTRUCTION bids on a new \$7 million Voice of America transmitter for the West Coast are now being accepted, the Dept. of State announced last Thursday.

KXEL Leadership

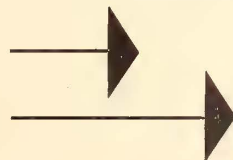
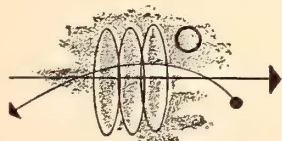
1942 – 1952



Waterloo's First

RADIO - TELEVISION CENTER

To Be Completed in the Spring of 1952



KXEL's ultra-modern studios will represent the ultimate in both radio and television facilities.

Josh Higgins 50,000 Watt
"Voice of Agriculture"

— ABC Network —
for Waterloo and Cedar Rapids, Iowa

Avery-Knodel,
Inc.

We all can argue from now until Godfrey is sustaining over sample size, coefficient of correlation (whatever that is), total audience, average audience, standard deviations, etc., etc.,—But it all boils down to . . .

five about the rating

I. Dr. Matthew N. Chappell enjoys the respect of recall-rating proponents: he was the personal choice of Sydney Roslow, Director, The Pulse, Inc., to be added to the Special Test Survey Committee. (See BROADCASTING December 17, 1951). Dr. Chappell was nominated by Sydney Roslow during the August 22, 1950 meeting in the presence of Lewis H. Avery, Kenneth H. Baker, Fred B. Manchee and A. Wells Wilbor. Irrespective of the above are these facts:

- a. The original Committee of six was *acceptable to all members except Mr. Roslow* who wrote me August 15, 1950 that he found "this Committee *not acceptable* to Pulse and that this group serve only to nominate and invite a committee acceptable to both Hooper and myself."
- b. The Committee was then expanded at Mr. Roslow's insistence who objected to Fred Manchee of Batten, Barton, Durstine and Osborn, Inc. and A. Wells Wilbor, General Mills, as their companies were not Pulse subscribers.
- c. The addition of Dr. Chappell (and E. L. Deckinger), therefore, obviously met with approval of all Committee members, including Messrs. Roslow and Hooper.

Note: The above was just one of the eleven conditions which must be met if Pulse is to participate in the experiment. C. E. Hooper accepted "... all conditions subject to approval of cost."

II. Dr. Matthew N. Chappell enjoys the respect of coincidental-rating proponents: in 1944 he co-authored a book, "Radio Audience Measurement", with C. E. Hooper, President, C. E. Hooper, Inc.

III. Dr. Matthew N. Chappell enjoys the respect of the research and the academic world as a research expert of great capacity and integrity: he is Head of the Department of Psychology of Hofstra College, which has done some laudable television research in cooperation with NBC; is a member of the American Marketing Association.

IV. Dr. Matthew N. Chappell, after a five-month study of the variations and inconsistencies between coincidental (Hooper) and recall (Pulse) ratings, has reported:

- a. "... this (coincidental) method is capable of yielding more accurate measure of the psychological behavior of listening than any other method that has been devised" . . . and provides "... the finest type of probability sample of telephone homes."
- b. "... the roster (recall) sample cannot yield ratings equally accurate for all time periods . . ."

V. Dr. Chappell proceeds to demonstrate in this report that the BIG reason recall ratings are inaccurate is not the difference in area surveyed, nor the surveying of all homes rather than telephone homes, nor even the influence of memory variation. The BIG reason is the ROSTER—presenting to the respondent a list of many program names, often similar to each other, which produces the same kind of psychological confusion that has been noted in car-card and other printed advertisement surveys.

(This fact, incidentally, coincides with the conclusion of the Special Test Survey Committee,* released August 31, 1950, that the differences between telephone-coincidental and roster-recall measurements remained even when the two measurements are restricted to telephone homes in identical areas, and that the differences are, therefore, attributable to differences in method, not sample.)

(It also coincides with the opinion expressed in a letter to me from Mr. A. C. Nielsen, President, A. C. Nielsen Co., dated July 22, 1950, in which he wrote: "... I am sure that any experienced researcher will support me in the belief that it is impossible to give this (roster [Pulse]) sort of "aid" to any respondent without creating very serious errors—entirely aside from the errors arising from faulty memory and from lack of knowledge as to what other members of the family

* Lewis H. Avery, Avery-Knodel, Inc., Past-President of the National Association of Radio Station Representatives.

Kenneth H. Baker, Acting President of the Broadcast Measurement Bureau and Research Director of the National Association of Broadcasters.

Hugh M. Beville, Director of Plans and Research, National Broadcasting Company.

Matthew N. Chappell, Chairman, Department of Psychology, Hofstra College.

fundamental facts fuss

listened to. I am sure it would be a revelation to you, if you have not already done it, to accompany for a day or two an interviewer doing this type of work! I recommend that you try it.")

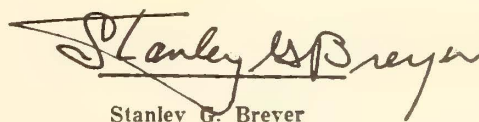
We believe any reasoning buyer or seller of time, familiar with (a) Dr. Chappell's report (b) The Conclusion of the Special Test Survey Committee noted above (c) Mr. Nielsen's statement noted above (d) Reliance upon the coincidental method by almost all broadcast research companies to establish proof of accuracy is brought to the inescapable conclusion:

The Coincidental Method—asking people NOW what they're listening to—is the RIGHT Umpire, and the Recall Method—asking people LATER what they identify on a sheet of paper as having listened to—is the WRONG Umpire when it comes to counting listeners accurately.

In March, 1951, the Special Test Survey Committee reported:—"It would be an understatement to say that there is confusion in the Radio and Television Industry—including both buyer and seller—with regard to radio and television 'ratings'. This report is written because the Committee that wrote it believes something can be done, and should be done, to straighten out the confusion."

We believe that Dr. Chappell has performed a genuine industry service in aiding us to "straighten out the confusion." Is there a qualified research authority acceptable to C. E. Hooper and Sydney Roslow (as Dr. Chappell was before his findings were published) with evidence to the contrary? In the hundreds of letters we have received from all sources since July, 1950, we did not hear from one! NOT ONE!!

Radio, because it was the most dynamic as well as the most intangible of advertising media, early established itself way ahead of all other media in its concepts, techniques and standards of research. We believe that radio today must not sink to the level of research employed by other media, but rather must raise its techniques and standards higher than ever, eventually forcing other media to reveal the bitter, disillusioning truth about themselves. A keystone of this high standard of research, we believe, is the acceptance of the coincidental method and a rejection of the recall method of measuring audience. Mr. Roslow's four page letter of acceptance July 14, 1950 (with his eleven conditions) wrote "I have never claimed that this Pulse Roster method is best." KJBS wants the best! We believe the coincidental method is the best. We intend to live by these standards, and we invite you to join us and to write us your comments.


Stanley G. Breyer

KJBS BROADCASTERS
1470 Pine Street
San Francisco 9, California

E. L. Deckinger, Research Director, Biow Company and President of the New York Radio and Television Research Council.

Herbert L. Krueger, Station Manager, Radio Station WTAG, Worcester, Massachusetts.

Fred B. Manchee, Executive Vice President, Batten, Barton, Durstine & Osborn, Inc.

A. Wells Wilbor, Director of Market Research, General Mills, Inc.

ATTORNEY GENERAL *McGrath to Stay—Truman*

DECISION of President Truman to keep Attorney General J. Howard McGrath in his office with responsibility for the governmental cleanup campaign quieted, for the time being, speculation that Judge Justin Miller would be named Mr. McGrath's successor within a few days [B•T, Jan. 7, 1951].

The President's comments Thursday only served to bolster earlier discussion that Judge Miller, NARTB board chairman and general counsel, had been offered the Cabinet post, in case of a vacancy.

While no person in official life was willing to comment on the situation, it is believed that Judge Miller's name will be around the top of the list should the possibility of Mr. McGrath's resignation come up again. The earlier speculation about a Miller appointment was backed up by definite feelers conforming to Washington's customary pre-appointment procedure.

At his Thursday news conference the President said flatly that Mr. McGrath will stay at his job. After stating there will be no change in the Cabinet post, he said he had decided the Attorney General should carry out the federal housecleaning assignment. This served also to squelch talk that Mr. McGrath might be given another high government post.

Truman Asked

President Truman was asked Thursday morning about a statement in David Lawrence's syndicated newspaper column in which Judge Miller's name was mentioned as Mr. McGrath's successor. The President said he had no comment. He explained that Attorney General McGrath will do whatever is necessary, as the government's law enforcement officer, to clean up the federal service. He added that a lot of housecleaning already has been done.

Around Capitol Hill it was indicated that some opposition might arise to appointment of Judge Miller to the Attorney General post. These purported objections were based on his connection with an industry trade association and

presumably on personal feeling tracing back to testimony before Congressional Committees.

Even if there were objection on Capitol Hill to a Miller appointment, Senate courtesy permits Presidents to name the members of their official family without serious objection.

Another candidate mentioned frequently as successor to Mr. McGrath was F. Joseph Donohue, member of the District of Columbia Board of Commissioners.

The speculation over the Attorney General's successor, in case of resignation, had included mention of FCC Chairman Wayne Coy to succeed Judge Miller as NARTB board chairman or as head of the association's TV operations.

Miller Suggestion

First suggestion that Judge Miller might be in line for the Cabinet post came in a Jan. 2 broadcast by Ray Henle on NBC's *Sunoco Three-Star Extra* program. Mr. Henle said he understood Mr. McGrath's successor had been decided upon and would be a former federal judge occupying an important quasi-judicial position in private industry. Mr. Henle added that the prospective Attorney General was a close friend of Chief Justice Fred Vinson.

President Truman had refused to answer any questions about the post at his Jan. 3 news conference.

Writing in his Jan. 9 syndicated column, Mr. Lawrence said the President had contacted four men in his search for a new Attorney General, three of them declining. A fourth, Judge Miller, accepted, according to the column.

Mr. Lawrence wrote that Judge Vinson had suggested Judge Miller's name as Mr. McGrath's successor. He added that "the facts, as learned from other reliable sources" are these:

Mr. Miller was given to understand that he might have the Cabinet portfolio of Attorney General. He then inquired of his board of directors whether he could take leave of absence for one year, because to leave completely would deprive him of re-

tirement benefits. The leave of absence was granted and he notified the White House.

Then the word came back that it would not be feasible for Mr. Miller to be Attorney General and continue, even on leave of absence, as an employee of a trade association which has a lot of business matters up before the government from time to time. So it was made clear that Mr. Miller should resign if he were to take the post. Again the former Justice sent word that he agreed and that he was ready to resign all business connections. This meant a willingness, moreover, to sacrifice a salary about three times that of the Attorney General.

Then there came a silence. Meanwhile, mediators—that is to say friends of Mr. McGrath—entered the picture and tried to smooth out the differences between the President and the Attorney General. It was known to them that the Attorney General had written a letter to the President setting forth his own position and indicating clearly that, if Mr. Truman wanted to pick a new Attorney General, it was all right with him, but that this should not be done in any manner which allowed the public to derive the impression that Mr. McGrath was guilty of any wrongdoing or impropriety in the conduct of his office.

The President then had a heart-to-heart talk on Friday of last week with Mr. McGrath, in which certain feelings Mr. Truman had about the work

upcoming



- Jan. 13-15: National Appliance and Radio Dealers Assn., annual convention, Conrad Hilton Hotel, Chicago.
- Jan. 14: BAB Research Advisory Committee meeting, BAB headquarters, New York.
- Jan. 15: BAB Promotion Advisory Committee meeting, BAB headquarters, New York.
- Jan. 15: FCC-Paramount hearing, Washington.
- Jan. 18: Washington State Assn. of Broadcasters Radio Sales Clinic, Tacoma, Wash.
- Jan. 18: Board of Governors, Canadian Broadcasting Corp., Victoria Bldg., Ottawa.
- 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: Canadian Copyright Appeal Board, Ottawa.

of the Dept. of Justice were frankly disclosed. It turns out that the Attorney General believed that he was conducting the job about as Mr. Truman wanted him to conduct it, but that, if the President wanted a different or more aggressive policy, administratively speaking, it could be done forthwith. Mr. McGrath inherited many assistants and a staff appointed for the most part by his predecessors. The press was that same day permitted to say officially that "no change" in the status of the Attorney General was "contemplated."

AD NEEDS

Cited by AAAA's Brockway At Poor Richard Club

RECOGNITION that the welfare of our country comes ahead of any business situation is the first need of the advertising business for 1952 Louis N. Brockway, board chairman of the American Assn. of Advertising Agencies stated at the Poor Richard Club in Philadelphia, Jan. 8.

Mr. Brockway said he believes that the outlook for advertising business in 1952 is good, due to the tremendous production of civilian goods, especially heavy goods such as automobiles, television sets, washing machines. "It is estimated that the total output for goods and services in 1952 will be well over \$350 billion dollars," he said.

Mr. Brockway pointed out that the Advertising Council, which had just passed its tenth anniversary was aiding the welfare of the country with campaigns for Defense Bonds, steel scrap, highway safety care, nurse recruitment, blood donor, etc. "Certainly one of our needs for '52 is greater support by business through advertising toward a better understanding of our national problems," he declared, adding:

"Another great need in the advertising business is for us to live up to our codes of ethics and good taste. If we, in advertising, are to meet the challenge of the times and are to conduct our business in a way to gain widespread public approval, all elements, advertiser, agency and media, must accept their proportionate share of the responsibility that advertising as a whole has to the public with which it deals.

"We must get more competitive—that statement is responsible for many of the abuses of advertising. You usually hear it when sales start to slip a little. There is nothing wrong with the statement or with the injunction it implies. What is wrong is the way it is sometimes interpreted. Competitive copy too often, either directly or by innuendo, makes unwarranted claims.

"The result of advertising which makes unwarranted claims harmful not only to the advertiser who sponsors it, but to every one of us in the advertising business. It breaks down public confidence in all advertising. With the breakdown of confidence you decrease effectiveness which automatically increases cost. And every one of us must be concerned about the situation; concerned even though individually you may feel that you are free from any fault of the kind."

Mr. Brockway concluded: "All of us in advertising must take the codes of ethics and principles of advertising off the wall of our offices, take them out of the frames and put them to work."



MEETING in Poor Richard Club in Philadelphia (l to r) Norman Prouty, sales director, WFIL Philadelphia; Harold LeDuc, club president; Louis N. Brockway, board chairman, American Assn. of Advertising Agencies; Ted Patrick, editor of *Holiday* magazine; John LeCorda, John LeCorda Adv. Agency, and Jay Jostyn, who is Mr. District Attorney on ABC radio and TV.

ALFREDO ANTONINI 88*



KAY ARMEN 99*



MINDY CARSON 71*



TED DALE 99*



VIC DAMONE 95*



THE DEEP RIVER BOYS 108*



RALPH FLANAGAN 50*



AL GOODMAN 85*



DICK JURGENS 121*



EVELYN KNIGHT 143*



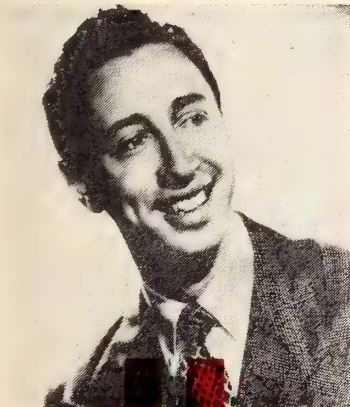
FRANKIE MASTERS 100*



GUY MITCHELL 30*



GLENN OSSER 76*



THE SATISFIERS 60*



DENNY VAUGHAN 30*



MARTHA WRIGHT 21*



all this and ...

*SEE OTHER SIDE

...ROSEMARY CLOONEY, too

*APS now proudly
announces the
newest shining star
in the greatest
array of talent
ever assembled in a
transcription library*

Rosemary Clooney joins a great roster of great artists available to APS library subscribers from coast to coast. All of them were carefully chosen for popularity, for genuine talent, for guaranteed listener appeal.

Not the usual one-shot recording date . . . not the routine disc or two . . . but real continuity of performance . . . a dependable steady supply of fresh music . . . great depth of titles . . . that's the APS talent policy. The result is a sparkling library you can program from . . . a library no other can effectively program against.

APS "the library that pays for itself"
Associated Program Service

151 West 46th Street, New York 19, N. Y.



Why pay for music you don't play? That's the reason so many Broadcasters use APS brand-new specialized libraries . . . smaller units taken from the famous APS full library . . . at prices from \$19.50 per month (one year only).

* Number following artists' names on the reverse page indicate current number of selection by these artists in the APS library.

MUNROE TO LBS

Named V. P. for Sales

APPOINTMENT of Paul C. Munroe, radio, TV and advertising agency executive, as vice president in charge of sales and administration for LBS' New York office has been announced by Liberty President Gordon B. McLendon.

Prior to joining the network, Mr. Munroe was supervisor of radio and television for William Weintraub Agency, handling *Amos 'n' Andy* and the *Kate Smith Evening Hour*. He is a veteran of 22 years in the broadcasting industry, starting in radio in 1929 as an engineer at WJAS Pittsburgh.

He will headquarter at the LBS New York office, 509 Madison Ave.

It also was learned last week that Ben Coleman, account executive with William H. Weintraub Co. for the past year, had been named LBS eastern sales manager, effective immediately.

Prior to his Weintraub association, Mr. Coleman was co-owner of Chartoc-Coleman Productions. Before entering radio, he was with *Esquire* magazine for ten years.

MBS CO-OPS

Local, Regional Up 37%

LOCAL and regional sales of cooperative programs on the Mutual network increased 37% during 1951 to reach an all-time high for the network, B. J. Hauser, manager of co-ops, announced Tuesday.

Figures show that network members made 1,345 program sales during the year, with 117 of these for MBS "Star Entertainment" shows being supplied by Metro-Goldwyn-Mayer [B•T, Sept. 24, 1951]: *Crime Does Not Pay*, *The Hardy Family*, *The Story of Dr.ildare*, *The Gracie Fields Show*, and *MGM Theatre of the Air*. Later sales were made prior to starting date of the new MBS-MGM series, Dec. 31.

Network affiliates reported 987 sales of cooperative programs during the previous year. The 37% increase during 1951 gives MBS more cooperative program sales during the year than all other networks combined.

The four leading co-ops are all news shows: Fulton Lewis Jr., now heard on an all-time high of 79 stations; Cedric Foster, broadcast by 197 stations; Robert Hurleigh, on 112; and Cecil Brown, 97.

Gross sales of MBS network previously had been estimated at \$17,875,000 for 1951, representing a gain of 11% over the 1950 figure [B•T, Jan. 7].

WDAS Moves

WDAS Philadelphia, city's oldest independent outlet (it took the air in 1922), has moved to new quarters in the WDAS Bldg., 223 Arch St. Plans for location of the station's facilities on the two top floors were drawn up by Max M. Leon, WDAS president.



WELCOME mat is out for Paul C. Munroe (second from right) on his appointment as new vice president in charge of national sales and administration for LBS' New York office. Greeting the new Liberty executive are (l to r): James H. Foster, LBS executive vice president; Gordon B. McLendon, network president; Mr. Munroe; and B. R. McLendon, LBS board chairman. Mr. Munroe will headquarter in LBS' New York office at 509 Madison Ave.

UN RADIO PLANS 250-CITY DRIVE

Seeks 20 Million More Listeners by June

DETAILS of a 250-city campaign to get 20 million additional listeners to United Nations broadcasts by June were announced last week by Dorothy Lewis, coordinator of U. S. station relations for UN Radio. She reported meanwhile that stations throughout the country have been devoting \$12 million worth of time to UN programs annually for the last three years.

The new "UN Communications Campaign" is being sponsored by some 35 national organizations, each of which maintains an accredited observer at UN. Some 8,000 civic leaders in the 250 selected cities which represent all 48 states have been designated by the national organizations and are being invited by UN Radio to form local committees to aid the listener promotion project.

Kits containing background data and suggested techniques have been sent to more than 1,000 station managers in the 250 cities as well as to network officials and local committee chairmen. The kit offers suggested material as well as tips for promotion through industry, organizations, newspapers and displays.

Assistance From NARTB

NARTB, it was reported, has agreed to cooperate in the campaign and the State Dept. is making its facilities available to release lists on UN broadcast schedules.

UN Radio noted that all five national radio networks currently are releasing daily or weekly UN broadcasts to "hundreds" of their affiliates and said an additional 500 stations carry a weekly transcribed program. CBS Television, ABC-TV and NBC-TV also carry programs from the UN General Assembly in Paris. A weekly news summary from UN headquarters is sent to 900 radio station news desks.

CBS Radio President Howard S. Meighan was quoted as saying UN broadcasts "represent a genuine contribution to better understand-

ing of world affairs by the American people" and that the listener promotion campaign "gives added support to broadcasters in their community service activities."

Mutual President Frank White said the campaign is "very impressive" and "augurs well for increased public understanding."

Liberty's Executive Vice President James Foster said he was "grateful" for the campaign "which supports the public service efforts of our affiliates in bringing firsthand information about UN to their listeners."

The campaign is based on an idea developed and executed in Minnesota in 1949 by the Minnesota Broadcasters Assn., Minnesota Radio Council, Minnesota Assn. for UN and Gov. Luther Youngdahl. UN Radio followed this project with a pilot campaign in 30 cities last year.

WSM PROMOTION

Waugh Given Added Duties

IRVING WAUGH, WSM-AM-TV Nashville, has been named executive assistant to the president, John H. DeWitt, Jr., in addition to his duties as commercial manager.

Mr. Waugh will assume many executive functions handled by Mr. DeWitt previously. Before joining WSM in 1941, Mr. Waugh served at WTAM Cleveland, WGH Norfolk and WDBJ Roanoke. During World War II, as WSM's war correspondent, he landed with an airborne division for reportedly the first broadcast from Japanese soil.



Mr. Waugh

COLUMBIA PACIFIC NETWORK has 21% more sponsored quarter hour programs now than at same time last year, according to announcement Jan. 7.

THE BEST ISN'T ALWAYS THE HIGHEST



Performance is still the test . . .

in a circus . . . or a market!

Take the St. Louis Market! For

25 years KWK has been getting

the plaudits from the crowds*

and the time-buyers! The crowds, like the time-buyers, recognize performance!

*The St. Louis listeners, of course!

Globe-Democrat Tower Bldg.
Saint Louis



Representative
The KATZ AGENCY



THREE new appointments to the executive ranks have been made by WWJ and WWJ-TV Detroit. General Manager Harry Bannister announced that Wendell Parmalee (left), WWJ sales manager, has been stepped up to the newly created post of national sales liaison. James G. Eberle (center), former public affairs manager for WWJ and WWJ-TV, has been brought into the sales managership of WWJ. Gabriel P. Dye (right) is newly appointed as assistant sales manager for WWJ-TV.

NATIONAL SURVEY

SAMS Work Underway

IDENTITIES of some of the larger stations among the approximately 350 subscribers thus far signed for the new station audience coverage measurement of Standard Audit & Measurement Services Inc., on which preliminary work is now in progress, were disclosed last week.

Mailing of ballots to some 700,000 persons who will participate in the survey is slated to get under way March 1, according to President Kenneth H. Baker [B•T, Dec. 31, 1951]. An increase in rates has been announced for new subscribers, and it is expected that another increase will be made when the mailings start.

Subscribers thus far include one network—CBS Radio, along with CBS-owned radio stations. Although there are a number of subscribers, some of the larger ones, it was learned, are the following (arranged alphabetically):

KDAL Duluth, KFBI Wichita, KFDM Beaumont, KGGF Coffeyville, Kan., KGHF Pueblo, KGHL Billings, Mont., KGLO Mason City, Iowa, KGNC Amarillo, KHQ Spokane, KLRA Little Rock, KOAM Pittsburg, Kans., KONO San Antonio, KOOL Phoenix, KRLL Dallas, KRNT Des Moines, KROD El Paso, KSJB Jamestown, N. D., KTAR Phoenix, KTBS Shreveport, KTSA San Antonio, KWKH Shreveport, KXLF Butte, KXLY Spokane.

WABI Bangor, WAPI Birmingham, WAGA Atlanta, WBAP Fort Worth, WBAY Green Bay, WBIG Greensboro, N. C., WBNS Columbus, Ohio, WBT Charlotte, WCHS Portland, Me., WCYB Bristol, Va., WDBJ Roanoke, Va., WDBO Orlando, WDOD Chattanooga, WDSU New Orleans, WEAU Eau Claire, Wis., WFAA Dallas, WFBM Indianapolis, WFDF Flint, Mich., WGAC Augusta, Ga., WGAN Portland, Me., WGBF Evansville, Ind.

WGBS Miami, WGUY Bangor, Me., WGY Schenectady, WHBF Rock Island, Ill., WHKC Columbus, Ohio, WHKK Akron, WHO Des Moines, WIBA Madison, Wis., WJAX Jacksonville, WJBO Baton Rouge, WJHL Johnson City, Tenn., WJMJ Montgomery Ala., WKBN Youngstown, WKRC Cincinnati, WKZO Kalamazoo, WLAC Nashville, WLAP Lexington, Ky., WLBZ Bangor, WLOF Orlando, WLW Cincinnati, WMAZ Macon.

WMBD Peoria, WMBG Richmond, WMBR Jacksonville, WMRC Greenville, S. C., WMSC Columbia, S. C., WMT Cedar Rapids, WOAY Oak Hill, W. Va., WOC Davenport, WOW Omaha, WPTF Raleigh, WREC Memphis, WRVA Richmond, WSAR Fall River, Mass., WSAV Savannah, WSB Atlanta, WSM Nashville, WSOC Charlotte, WTAD Quincy, Ill., WTAG Worcester, Mass., WTIC Hartford, WTRY Troy, WWL New Orleans, WWNC Asheville, N. C.

Top Cargo

RADIOS, radio parts and other electronic equipment ranked foremost on the air cargo list compiled by United Air Lines for 1951. Machines and tools topped the list of commodities, surpassing cut flowers which ranked first in 1950. Radio and electronics were second and fourth. Advertising display material also was among the first 10 items.

NEW NBC POSTS

Clancy, Kelley Named

APPOINTMENTS of Donald Clancy as supervisor of radio and television contracts for NBC and of William M. Kelley as radio station relations contact representative were announced last week by Carleton D. Smith, NBC vice president in charge of station relations.

Mr. Clancy, formerly an ABC associate attorney, moved into his new post at NBC last Monday. A graduate of St. John's College and Law School, Brooklyn, he had served in the NBC legal department before joining ABC. Mr. Kelley, who has been supervisor of radio and TV contracts, takes over his new role of radio station relations contact representative on Jan. 16. With NBC for the last five years, he is a graduate of Penn State College and formerly was associated with General Electric Co. in Schenectady.

Market Broadcasts

AN Agriculture Dept. survey shows that 1,312 radio stations present one or more market broadcasts daily. This represents an increase of 12% over the number a year ago. Some 1,223 stations are airing regular reports on livestock and livestock products, 592 on fruits and vegetables, 633 on grain and feed, and 36 on tobacco. In 1921, the first year market news was broadcast, only three stations carried the reports.

AGENCY CLINIC

Launched in New York By McCann-Erickson

McCANN-ERICKSON, New York, last Wednesday held the first session of a world-wide "continuing" clinic of agency operations.

The clinic is in effect a recapitulation of information presented in New York last month by 135 men and women from key posts in the agency's foreign offices and affiliated agencies. It will be repeated in 18 weekly sessions of one hour each for the more than 400 New York employees. In a few weeks, similar clinics will be started in Germany, Belgium, France, England, Mexico, Cuba, Puerto Rico, Peru, Colombia, Chile, Argentina, Brazil, Uruguay and 11 other cities in the United States where the agency maintains offices.

"This international clinic is helping to advance advertising as practiced in the United States to all parts of the world," Marion Harper Jr., president of the agency, reported. "It is not too much to hope that American selling methods, which have helped to build our economic and social system, will benefit our neighbors in other countries."

Among the subjects to be discussed at the clinic meetings are: Agency's history; its world wide operations; responsibility for planning; how the agency reviews advertising recommendations; respon-



Mr. Scalpone outlines principles of selling by television.

* * *

sibilities of account executives; markets, planning, etc.

Also included is a speech by Alfred J. Scalpone, vice president in charge of radio-television production, on "Selling in Television."

Mr. Scalpone suggests three principles in selling TV: (1) Demonstrate, by showing the product; (2) keep the message simple; and (3) "the best salesmen in the world are people. In television, use a personal salesman to sell potential customers face to face."

As for the question of whether to use live action, film, or a combination of both for a product commercial, Mr. Scalpone said, "there is no general answer to this kind of question . . . the answer depends upon whether the program is a live show, a film show or no program—but instead, spot announcements. It depends upon the kind of product and the simplicity of the selling message. It depends upon how much money can be spent for commercials."

SAAA ANNUAL MEET

Set for Jan. 24-26

EARLE LUDGIN, Earle Ludgin & Co., and John M. Willem, Leo Burnett Co., both Chicago, will keynote the annual convention of the Southwestern Assn. of Advertising Agencies in San Antonio Jan. 24-26, Thomas Conroy, 1952 convention chairman, has announced.

The annual meet will be devoted to analysis of advertising copy trends, with Frederic Gamble, American Assn. of Advertising Agencies president, sitting in on panel sessions. Meetings will be held at the Plaza Hotel.

Mr. Ludgin will address a Friday (Jan. 25) meeting on "The Fatigue of Believability." Mr. Willem will talk on "Let's Not Get Lost in the Woods" at a noon session. Largest attendance in the history of the SAAA was forecast by Mr. Conroy.

PROMOTION FEES

FTC Asks Stoppage

THE FEDERAL Trade Commission last week questioned the practice of some firms granting advertising or promotional payments to buyers without making them available to other purchases on equal terms.

A cease and desist order, directed at Carpel Frosted Foods Inc., Washington, drew a dissenting opinion from Comr. Lowell Mason in connection with the interpretation of the word "broker" under the Clayton Act. Buyer in this case is District Grocery Stores Inc., a non-profit purchasing cooperative for 275 retail grocers which had received the special payments for prominent display in streamers and newspaper advertisements.

Comr. Mason said that if the promotion and advertising made DGS a broker, "then newspapers, magazines, billboards, radio and all other media are brokers." Even an advertising agency serving its store clients which is paid by the publication in which copy is placed would be so labeled, he added.

Comr. William A. Ayres wrote that payments for advertising and promotion services are not unlawful *per se* but in this instance violated the law because they were not made available on equal terms to others who resell Carpel products in competition with DGS members. Brokerage question was not involved here, he said. DGS activities with its members were, however, equivalent to "the functions of brokers," he noted.

**YOU MIGHT WALK A MILE
IN 6 1/2 MINUTES*—**

BUT . . .

**YOU NEED
THE FETZER STATIONS
TO PACE WESTERN MICHIGAN !**



Here are some of the reasons why WKZO-TV is Western Michigan's greatest *television* value—why WKZO-WJEF are Western Michigan's greatest *radio* value:

WKZO-TV is the official Basic CBS Television Outlet for Kalamazoo and Grand Rapids. It thoroughly covers a big Western Michigan and Northern Indiana 24-county area—which includes intensive primary service to Kalamazoo, Grand Rapids and Battle Creek—with a net effective buying income of more than two billion dollars. Further, a new Videodex Diary Study made by Jay and Graham Research Corporation, using the BMB technique, offers smashing proof that *WKZO-TV* delivers 54.7% more Western Michigan and Northern Indiana television homes than station "B"!

WKZO-WJEF are acknowledged leaders in their home cities of Kalamazoo and Grand Rapids, as well as in rural Western Michigan. BMB Report No. 2 shows that WKZO-WJEF have increased their unduplicated rural audiences tremendously over 1946—up 25.9% at night 46.7% in the daytime. WKZO-WJEF give unduplicated day-and-night coverage of more than 60,000 families in the Grand Rapids area alone! Best of all, WKZO-WJEF cost about 20% less than the next-best two-station combination in Kalamazoo and Grand Rapids, yet deliver about 57% more listeners. Write direct or ask your Avery-Knodel man for the whole Fetzer story, today!

* Michael Pecora walked a mile in 6 minutes, 27-1/5 seconds in New York City on February 22, 1932.

WJEF

tops IN GRAND RAPIDS
AND KENT COUNTY
(CBS RADIO)

WKZO-TV

tops IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO

tops IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY.KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



If you want to win
the ear of Box-Top-Betty . . .



Or the ear
of glamour-buyin' Susie Q . . .



For ears both young and old . . .
In a market good as gold



Tell Katz to
put WOOD to work for you!

In Greater Grand Rapids . . . the
most ears are WOODpecked



- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' only 5000 watt station

For the best earful in
Greater Grand Rapids

WOOD

5000 WATTS • NBC AFFILIATE
and WOOD-TV

GRAND RAPIDS, MICHIGAN

Also WFDF — Flint, Mich., WEOA — Evansville,
Ind., WFMB and WFMB-TV, Indianapolis, Ind.
National Representatives
Katz Agency, 488 Madison Ave., New York, N.Y.



J. G. HOYT (r), account executive for KIST Santa Barbara, presents gift certificates and prizes to Eduardo Guereña, who has the distinction of being the father of the first child born in 1952 in Santa Barbara. Gifts were donated by local merchants. P. S.: It's a boy.

WTAR PERSONNEL

Changes Are Announced

APPOINTMENT of John Pepper as general operations manager with supervision over both AM and TV is among several organizational changes announced by WTAR Radio Corp., operator of WTAR-AM-FM-TV Norfolk, Va. The changes were effective last Monday.

Winston Hope, who becomes TV administrative assistant to Mr. Pepper, was replaced by Harold Soldering as TV program production manager. Joel Carlson was appointed public relations director with Boyd Harrier as assistant for radio-TV. Mr. Carlson also will serve as WTAR-AM-FM program director, a post now vacant.

Bill Miller, former producer-director, was named stage and prop master. Campbell Arnoux is president and general manager of WTAR Radio Corp.

KSDN to Join ABC

KSDN Aberdeen, S. D., will become an ABC radio network affiliate, effective April 1. Until that time station will continue affiliation with MBS. Owned by Aberdeen News Co., KSDN operates fulltime with 1 kw on 930 kc, under direction of General Manager Byron McElligott. Addition of KSDN brings total of ABC radio affiliates to 304.

WHIM Providence, R. I., has been presented an Award of Appreciation by the Rhode Island American Legion. Station Manager Bob Engles accepted a plaque on behalf of WHIM for outlet's cooperation in publicizing a veterans blood bank, instituted by the Legion.

CRASH COVERAGE

KQV, WJTN Claim Beats

NON-SCHEDULED airliner that crashed 35 miles from Jamestown, N. Y., Dec. 29 and took the lives of 26 of the 40 passengers resulted in news beats for two stations—KQV Pittsburgh and WJTN-AM-FM Jamestown.

Within 20 minutes after receiving the first flash—and within 48 hours after the crash—KQV Newscasters Bill Burns and Herb Morrison called the sheriff's office and tape-recorded a survivors' list given by George Albert, who stumbled through the snow that Monday afternoon. Recording was immediately aired, KQV claims.

"At least one city desk, one AM station and the local UP bureau picked up the story" from the broadcast, the station asserted, claiming a beat for its newsroom.

WJTN reported "finest" on-the-spot coverage in its history. When news reached the station before 3 p.m. Dec. 31, a bulletin was aired and News Director Jesse Price and Chief Engineer Harold Kratzert left for the scene with portable equipment. They recorded Mr. Albert's voice from a farmhouse by telephone. Mr. Kratzert arrived at the wreck site, where he voiced a commentary on tape, while Mr. Price talked with survivors.

Portions of the first interview were aired on ABC's *Headline Edition* at 7:05 p.m. The pair also interviewed a second survivor, Lt. William Bischof, playing back the tape on WJTN's *Five-Star Final* news program at 11 p.m. New Year's Eve.

CBR Vancouver becomes CBU this month when station goes on the air with new Canadian General Electric 10 kw transmitter on new 690 kc frequency, moving from 1130 kc.

HADACOL ADS

Will Be Resumed Soon

A HEAVY SCHEDULE of spot radio will be added to the newspaper campaign planned for southern papers early this month by the Le Blanc Corp., manufacturer of Hadacol, now being reorganized under bankruptcy laws. Agency is Erwin, Wasey & Co., New York.

Move is result of year-end legal action in New York's Southern District Court, where jurisdiction over the Le Blanc reorganization, challenged by a group of southern creditors including members of the Le Blanc family, was established late last month. Milton F. Rosenthal, New York attorney named by the court as acting trustee in the reorganization, was subsequently approved as trustee and will supervise all ad campaigns.

Newspaper schedule will be augmented by spot radio as soon as new transcriptions are prepared. New campaigns will feature slogan, "You can't beat a product that's good."

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

Although a final list of Le Blanc creditors is still to be compiled—the number runs to an estimated 60,000—it would include "a fairly substantial number" of radio stations, Mr. Rosenthal said, mostly located in the South and West. Since Le Blanc creditors are divided into classes and dealt with as groups, it is difficult to do anything for radio creditors in particular, he said, but the more than \$4 million owned by the Le Blanc Corps. of Louisiana and Maryland will be paid on a pro rata basis as that amount is collected.

Radio broadcasters previously had worked closely with Le Blanc officials, he reported, saying he anticipated their renewed trust in the corporation now that it is under different management. Some broadcasters have contacted the company already, he said, including "a major station in Cincinnati."

WTAM Local Sales

WTAM Cleveland reports that it sold 14% more local air time last year than in 1950 with resulting increase in time sales revenue. Boost was attributed by Eugene R. Myers, WTAM sales manager, to radio's continued effectiveness as a mass advertising medium in its competitive fight with other media.

WTIC—HARTFORD

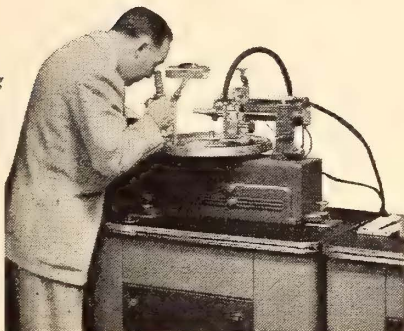
discovers

disc recorders

are still

a must

Studio engineering supervisor Albert Jackson (right) along with maintenance engineer Fred Edwards (below) planned and installed WTIC's new PRESTO disc-recording studio.



wherever you go...

there's **PRESTO**

Originally many stations across the nation thought that the advent of the tape recorder meant the eventual death of the disc. But, it didn't turn out that way! Convinced of the continuing need for disc recording and faced with an increased load of disc work, WTIC—Hartford's 50 kw station—decided to augment its disc equipment.

Having received 12 years of constant service from their PRESTO 8-A disc machines, WTIC naturally turned to PRESTO for its new equipment . . . two new 8-DG recorders, 92-B amplifiers and 160-B equalizers, along with a central console mounted between the recorders. Housed in its own studio, the new equipment turned out more than 400 recordings the first two months and is estimated to save the station \$1,000 a year by cutting microgroove reference discs.

A wide range of WTIC activities, including agency program auditions, special gift records for VIPs appearing on the air, recordings of network programs originating at the station, as well as community service shows for other Connecticut stations, keep WTIC's disc equipment turning almost constantly . . . proof that disc recorders are still very much in the spin!

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division:
25 Warren Street, New York 7, N. Y.

Canadian Division:
Walter P. Downs, Ltd.,
Dominion Square Bldg., Montreal



DEFENSE CONVOY

'Alert America' Is Theme

PUBLIC information programs, communications, manpower recruiting and other vital topics topped the agenda of a three-day national civil defense conference held in Washington, D. C., last week.

Regional, state and territorial CD directors convened at the Wardman Park Hotel to chart the course for alerting America to the importance of individual preparedness in 1952.

The directors attended at the invitation of the Federal Civil Defense Administration shortly after the opening of the "Alert America" convoy at the Departmental Auditorium. FCDA authorities have accented their public information campaign, inaugurating a new series of radio programs on ABC Radio.

The need for resolving public complacency in civil defense also was pointed up by Defense Mobilizer Charles E. Wilson in his year-end report. He emphasized the value of communications and test exercises in key cities, terming civil defense "a kind of insurance against a real and present hazard."

Mr. Wilson cited the recent conference of communications experts from throughout the country who prepared recommendations, equipment standards, frequency requirements and other matters relating



KBOX Reno, Nev., staffers complete field strength survey of performance measurements. In the jeep are Carl Pendergraft (standing), KBOX engineer, and Jay E. Tapp (seated), consulting engineer of T&T Radio Measurements Co., Long Beach, Calif. Standing (back row, l to r) are Cecil Lynch, KBOX president-manager; G. A. M. Lynch, KBOX vice president, and John Boyer, KBOX commercial manager; (foreground, l to r) Harold Bowen, KBOX treasurer, and Ralph M. Brown, KBOX secretary.

to development of communications networks. Phases of FCC's Conelrad and interim broadcast alert plans also were discussed [B•T, Dec. 31, 1951].

Since last August, Mr. Wilson

recalled, more than 60 test exercises have been held in such cities as New York, Chicago, Syracuse, Providence and San Francisco. In these tests, cities carry out plans and operations under simulated attack conditions.

The "Alert America" convoy, one of three slated to tour some 60 cities, is designed to point up the need for public know-how in the event of attack. The graphic multi-colored exhibit stresses the American way of life and demonstrates various civil defense services.

Shows Radio Role

The communications display illustrates the role portable radio receivers would play in an emergency, and notes that a radio network "like NBC" will link the nation in time of crisis. Two films—*Survival Under Atomic Attack* and *Duck and Cover*—were shown continuously last week. Participation of mobile equipment also is cited. *Survival* has been used by TV stations while the latter is slated for early distribution.

Each "Alert America" exhibit is housed in a 10-trailer convoy and will be taken to various cities by the Valley Forge Foundation.

The new radio series, *Alert America*, is tape-recorded for presentation on ABC radio each Saturday, 6:15-6:30 p.m. Some stations are airing the program delayed. Programs are designed to promote community CD organizations and feature top officials of Congress, FCDA and other government agencies. Series is expected to run 13 weeks from starting date of Jan. 5. Other civil defense radio shows also are in preparation, using the documentary format and spot announcements.

Irma on Block

MARIE WILSON, blond CBS Radio star who plays the zany secretary known as *My Friend Irma* (CBS Radio, Sunday, 6-6:30 p.m. EST and CBS Television, Tuesday, 10:30-11 p.m. EST), on her program is auctioning off her real-life services as a secretary—for one eight-hour day—to whoever will give the most money to the 1952 March of Dimes campaign. Miss Wilson asks not for checks or cash, but bids, having arranged with the March of Dimes organization to credit the winning donation to the donor's home town quota. Since it is to be an auction of her services, only the winning bid need be paid, but high bids will be announced every week until the conclusion of the campaign.

FAUST APPOINTED

Is CBS Western Sales Mgr.

DUDLEY FAUST, CBS Radio Network sales account executive in

New York since September 1950, has been appointed western sales manager for CBS Radio Network, effective immediately. W. Eldon Hazard, network sales manager, CBS Radio, announced Monday [B•T, Dec. 31, 1951].



Mr. Faust

Mr. Faust previously had been assistant western network sales manager with offices in Chicago from 1945 to 1950, having joined CBS Radio network sales in 1941 after four years in local sales for WBBM, CBS-owned Chicago station. Prior to that he had been a display salesman with the *Chicago American*.

COMMUNICATIONS

New School Lists Topics

NEW SCHOOL for Social Research, 66 W. 12th St., New York City, last week announced that it will offer 18 workshops and courses in public relations and communications in the spring term, beginning Feb. 4.

Workshops led by specialists in various fields are to be held in the techniques of such subjects as films, radio, television and international broadcasting.

Courses are to be given in the Div. of Public Relations of which Benjamin Fine, education editor of *The New York Times*, and Charles Side Steinberg, assistant publicity director, Warner Bros. Pictures, are directors. Students meeting necessary requirements may earn a B.A. degree in public relations or they may qualify for a certificate of proficiency in public relations.

**We've said it before...
and we'll say it again...**

MIAMI

(DADE COUNTY)

**...is the fastest growing
Top Market in the south!**

And if you want to know the kind of *selling job* we can do for you...just call our rep...the Bolling Company...they'll tell you!



JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC



TRUSCON

STEEL

AM • FM • TV • MICROWAVE

RADIO

TOWERS

SELF-SUPPORTING AND UNIFORM CROSS-SECTION GUYED TOWERS

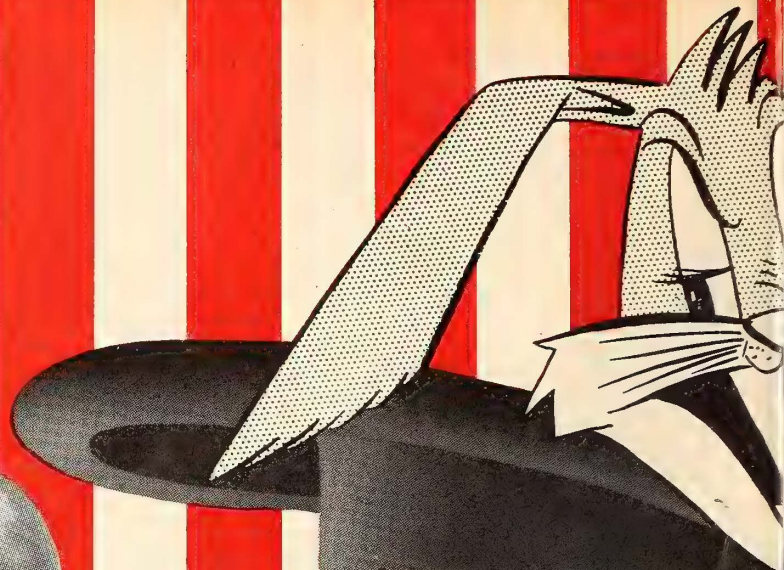
*Illustration above shows five Truscon Steel Radio Towers
operating for Radio Station WMAK, Nashville, Tennessee*



TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO

1074 Albert Street

Subsidiary of Republic Steel Corporation



NO OTHER

with these

Patti

Number 1

Ray

Number 1

in RHYTHM

You too can draw listeners out of the air as easily as a prestidigitator draws rabbits out of a hat — *Rhythm Rendezvous*.

Patti Page and Ray Anthony — vocalist and dance band — combine their talents in a fast-moving

Send for 15-minute audition of *Rhythm Rendezvous* together with descriptive brochure — today!

LANG-WORTH FEATURE PROGRAMS, INC.

113 WEST 57th STREET, NEW YORK 19, N. Y.

Western Sales Representative
Walter B. Davison

6087 Sunset Boulevard, Hollywood, California

Canadian Sales Representative
S. W. Caldwell Ltd.

150 Simcoe Street Toronto



HER MAGIC NEEDED...

2 magic names

Patti Page

Female Vocalist

Anthony

Name Dance Band

RENDEZVOUS

gram of popular music staged in
Club Rendezvous.

This 15-minute, 5-time-a-week
show, complete with voice tracks by
Patti and Ray, is smashing all
records — IT'S MAGIC!





The HCL of Coverage

NOW THAT the networks are lined up for coverage of what is likely to be the greatest political show on earth, it's perhaps wise to figure the economics of the convention and election coverage. Generally speaking, the networks do not stand to make money on the election programming because of packaged sponsorships.

In evolving plans, there should be taken into account the situation of affiliates and of independents, who may tie into the networks for coverage. There are old-line local and national spot accounts, both radio and TV, to be accommodated—those that do not want to break the continuity of their schedules. Moreover, they don't want to be deprived of the bonus audiences that will accrue.

Consideration should be given to allowance of perhaps one-minute station breaks for affiliated stations. Or perhaps the programming should be arranged so that five minutes can be allowed for local schedules in each half-hour segment. What about ear-marking daily co-op features? This would permit stations to accommodate their regular accounts and recoup some of the revenue lost through preemption of station option time for the extraordinary coverage.

The story, of course, is the thing. In the past, station schedules as well as station exchequers have been affected by coverage of transcendental news. There's no telling how long the conventions will run. But both parties have been most cooperative and considerate of broadcasting requirements. We're certain that a coordinated plan can be evolved that will permit maximum coverage and, at the same time, protect both stations and networks against taking too onerous a rap.

Phonevisionaries

CLARENCE BUDDINGTON KELLAND, who has been writing fiction for the *Saturday Evening Post* since not long after Benjamin Franklin's tenure as editor, is not above putting propaganda in his characters' mouths, particularly if it does not conflict with magazine policy.

In the Jan. 5 installment of a Kelland murder mystery there is more than half a column of dialogue advocating money-in-the-slot television. Mr. Kelland thinks it would be dandy if telecasters charged viewers for viewing and also sold advertising.

"... Meter your programs and then sell the commercials to manufacturers on the basis of audience," Mr. Kelland's character says. "As the magazines sell advertising on the basis of circulation. . . . There will have to be a revolution if high-class television is to survive. Advertisers can't spend above a certain point."

We would let this pass without comment were it not for the fact that it seems to us part of a box-office TV campaign that is beginning to take definite shape.

A few weeks ago the Committee for Constitutional Government circulated a questionnaire so worded as to give unqualified approval to Zenith's Phonevision system and with it an article by Millard C. Faught, a publicist in Zenith's employ, who has long argued that advertising can't carry the whole financial load of television. It is not unreasonable to suppose that when the questionnaires are returned,

the Committee for Constitutional Government will announce that a survey of business leaders discloses they favor money-in-the-slot TV.

In the U. S. Congress, Sen. William Benton (D-Conn.) has been applying pressure for subscription television at every opportunity and is supported in his position by another retired advertising executive, Ray Rubicam, who sees it as TV's only salvation.

Oddly enough, the advocates of subscription television are of vastly different stripe and are supporting the principle for vastly different reasons. Sen. Benton and Mr. Rubicam are thinking of it as a means of distributing cultural programs that might not otherwise be broadcast. Magazine people, of course, are interested in any project that will prevent the diversion of advertising funds into television. The Committee for Constitutional Government, on the surface, is in a rather ambiguous position since it espouses the cause of complete economic *laissez faire*, but its interest in Phonevision may be explained by a friendship existing between Comdr. McDonald, president of Zenith, with one of its chief executives.

The point is that despite divergence of beliefs on other economic points, a strange and not inconsequential assembly of subscription TV advocates is collecting. And those who believe that dime, quarter or dollar-in-the-slot television is not in keeping with the traditional U. S. broadcasting system had better begin to muster their arms if they don't want to lose the fight by default.

The Radio-TV Elections: II

FOR THE first time in history, a very large percentage of the U.S. electorate in 1952 will be able personally to inspect—at length and in detail—the processes by which this country chooses its Presidents.

This fact transcends all others in estimating the effect that television will have on this and future Presidential campaigns and elections. We do not think it idle to believe that television may be a device that could profoundly change political procedure.

This will be the first time that substantial numbers of voters will be able to watch the party nominating conventions, which is to say they will be seeing the professional politicians select the candidates for whom the voters may vote. Some members of the television audience, observing these affairs but unable to participate in them, may find the experience frustrating. It is not difficult to foresee the resentment that would be aroused if, for example, a not too popular candidate were forced into a convention choice by the skilled pressure of his professional supporters.

Now we do not say that one such instance could lead to a revision of the historical Presidential nomination procedures, but it is quite possible that several clashes between the public and the political hack could. It is conceivable that the primary ballot could replace the political convention if enough voters demanded a direct voice in choosing the slates of candidates from which they could make their final choice.

Short of that possible revision in system, there is no question that the admission of millions of voters to the party conventions will create a somewhat more subtle but nonetheless influential effect.

It cannot escape the attention of the party professionals that now as never before, the nominating conventions will be conducted in full public view. It may not be able to cast a direct vote for its candidates, but the electorate will be present and will eventually be heard.

In a sense, television will re-create the Town Meeting on a national scale.



our respects to:



ROBERT MARK GRAY

"YOU'VE GOT to like what you're doing. You can't leave Saturdays and Sundays as your only time for enjoyment," says Robert Mark Gray, manager of advertising and sales promotion for Esso Standard Oil Co.

His office, located at the top of New York's Esso Bldg. in Rockefeller Center, indicates something of his approach to his job: It is informal and open, filled with—but not cluttered by—pictures, mementos and an old ship model. It looks like a home study, representing a balance between work and pleasure with the two combined in one room. Mr. Gray seems someone who has followed his own advice and enjoys his work.

Arriving at his present position by what he describes as "good luck, good fortune, some hard work and being in the right place at the right time," Mr. Gray got his start back home in Indiana. Born in Indianapolis on Sept. 21, 1904, he attended public schools there before going on to college at Indiana U. Indiana was followed by De Pauw U., the U. of Arizona, and the U. of Texas, where he worked on various campus publications and took principally the courses that interested him, regardless of whether they lead to a degree.

Deciding he wanted to go into advertising, he left college in 1928 to spend a year learning something about the mechanical trades of the field: typography, printing and engraving.

"I made \$9 a week then," he recalls, "and doubt if I was worth it—even considering the value of the 1928 dollar."

He quit that job to go to work for an Elkhart, Ind., agency at \$30 a week. "It was a small place where you had to do everything yourself, so at the end of eight months, I figured I had learned enough to go to a larger agency." So he went Chicago, "which I thought of then as the center of all the advertising in the world," he explains.

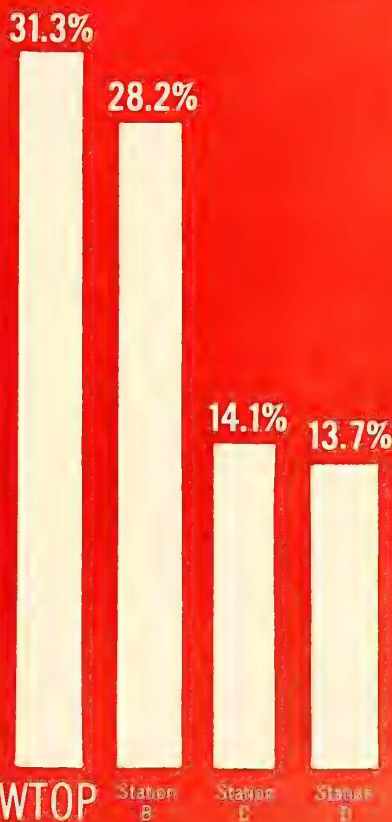
He joined Bailey, Walker & Tuttle as production manager and space buyer and later did a variety of jobs on the Howard radio, Montgomery Ward, Thomas Hair System and other accounts. This apprenticeship paid off in less than a year with a job at BBDO's Chicago office, where he stayed for 3½ years, working on various accounts, and then was transferred to its New York office.

While with BBDO, he worked first as an assistant account representative and later as copy writer and account representative on Westclox, Eversharp and A. E. Staley Milling accounts—as well as White Star Refining and other Socony-Vacuum affiliates. Early in 1934

(Continued on page 55)

**In
Washington,
D. C.**

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



*Telepulse, Dec. 1951 Mon-Thru Fri.
average share of audiences for newscasts

WTOP-TV

THE WASHINGTON POST-
CBS TELEVISION
STATION

REPRESENTED BY CBS
TELEVISION SPOT
SALES

front office



L. A. BLUST JR., commercial manager, KTUL Tulsa, appointed assistant general manager of same station as well as KFPW Fort Smith, Ark.



Mr. Blust

WALTER DUNN, formerly with Headley-Reed Co. and ABC Spot Sales, both New York, has joined H-R Representatives Inc., station representative, same city, as senior solicitor.

JAMES T. AUBREY JR., account executive, KTTV (TV) Hollywood, to KNXT (TV) same city as sales manager. **ROBERT B. HOAG**, KNXT sales manager to CBS Television Spot Sales, N. Y., as account executive.

WEED & Co., N. Y., radio and TV station representative, names The Wexton Co., N. Y., as its advertising agency.

PAUL JAMES HUTCHINSON, formerly engaged in sales work with WNJR, WAAT and WATV (TV), all Newark, to radio sales staff of Headley-Reed Co., New York, station representative.

PAUL F. ROYALL, announcer and newsman, KSL Salt Lake City, named account executive.

ROBERT E. WHITE, administrator of Huntington, W. Va., regional Blood Center, to WSAZ TV same city as sales account executive.

WILLIAM BARTON, commercial manager, KBND Bend, Ore., resigns. Future plans are unannounced.



Mr. Hutchinson

**BEFORE YOU
DECIDE ON YOUR
NEXT SCHEDULE
in the DETROIT Area**



See How Much MORE You Get Using

CKLW

and its 50,000 watts

**AT THE LOWEST RATE OF ANY
MAJOR STATION IN THIS MARKET**

Guardian Bldg.

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

Detroit 26,

J. E. Campeau
President

FIN ANTHONY joins CKNW New Westminster, B. C., as account executive.

LEW SARGENT, sales manager, WKOX Framingham, Mass., to WEIM Fitchburg, Mass., as general manager.



Mr. Sargent

DAVE WILLIAMSON, account executive, Don Lee Broadcasting System, Hollywood, to ABC-TV Hollywood in similar capacity.

A. W. LEFLER, manager of sales service, ABC Radio-TV Western Div., Hollywood, named account executive.

ARNOLD STARR, account executive WNJR Newark, to WMCA New York in same capacity.

COL. WILLIAM MAYER joins ABC television staff as executive assistant to the vice president of TV program department [B•T, Jan. 7].

WILLIAM L. DODRILL, McDonough, Caperton, Shepherd, Goldsmith (insurance), Charleston, W. Va., to sales staff WKNA same city.

CHARLES W. TRIPPE, general manager, WDXB Chattanooga, to WWDC Washington as account executive.

MILT HIBDON, program and sales promotion director, KTRB Modesto, Calif., to Lincoln Dellar radio stations as advertising and promotion manager. Stations include KXOA Sacramento, KXOB Stockton, KXOC Chico and KDB Santa Barbara.



Col. Mayer

Personals . . .

RICHARD E. JONES, vice president and general manager, WJBK and WJBK-TV Detroit, elected to the board of directors of the Detroit Convention and Tourist Bureau. . . **DONN B. TATUM**, ABC Western Division director of TV, named TV publicity chairman of L. A. chapter American National Red Cross 1952 Fund Drive. . . **ARTHUR HULL HAYES**, CBS vice president in San Francisco and manager of KCBS there, appointed a director of the Redwood Empire Assn. for the coming year. . . **WILLIAM SHAW**, general manager, Columbia Pacific Network and KNX Hollywood, in N. Y. for conferences with CBS Radio executives. . . **EARL WYNN**, head of Communications Dept., U. of North Carolina and **RHODA MABEL HUNTER** of same department were married Dec. 27 at Chapel Hill, N. C.

F. C. SOWELL, manager, WLAC Nashville, elected president of Nashville Chamber of Commerce.

BILL REA Jr., owner-manager CKNW New Westminster, B. C., made chieftain and given name Chief Ka-N Wawa, by Squamish Indian Tribe of North Vancouver. Honor was presented in appreciation for his interests in welfare of West Coast Indians. . . **JOHN B. CRAIG**, managing director, CKX Brandon, Man., elected president of Associated Chambers of Commerce at annual meeting. . . **Capt. BEN MILLER**, Radio-TV Branch, U. S. Army, father of boy, born Dec. 28. Mrs. Miller is former **MARY FRANCES ZARBOCK**, at one time with WTOP Washington publicity department.

GEORGE COMTE, because of his duties as assistant to **R. G. WINNIE**, stations manager of WTMJ-AM-TV Milwaukee, new post which he assumed last October, has discontinued airing the nightly 10 p.m. *Today's Events* broadcasts on WTMJ. His last program was Jan. 6. Mr. Comte had been heard on the show since it started in 1937, except for the time he was in service during World War II. *Today's Events* now is handled by **PAUL SKINNER** Monday through Friday and **LLOYD PETTIT** on Saturday and Sunday.

WILLIAM R. McANDREW, director of public affairs for NBC-TV, appointed to the Executive Committee on Employment of the Physically Handicapped by Chairman **EARL H. GAMMONS**, Washington vice president of CBS.

FRANK STANTON, CBS president, expected in New York this week from Mexico, after a short vacation.



JOIN THE 1952 MARCH OF DIMES

JANUARY 2nd - 31st

*And use as many of the
following programs
as you can*

**THIS
FIGHT
IS YOURS**

Radio Shows

15-minute Electrical Transcriptions

STARRING

Rosemary Clooney
Red Foley and The Cumberland Valley Boys
Eugene Ormandy and The Philadelphia Orchestra
Ray Anthony
Loretta Young—Basil O'Connor
Meredith Willson

PLUS

Live and Transcribed Announcements

Television Programs

16-mm. Sound Films - Various Lengths

STARRING

Lina Romay
Toni Arden
The Skylarks
Margaret Whiting & Jack Smith
Buddy Ebsen & Daughter Alix
Carolina Cotton

PLUS

3—20 Second Cartoons—Full Animation with Sound—
plus 60 Second Announcements

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

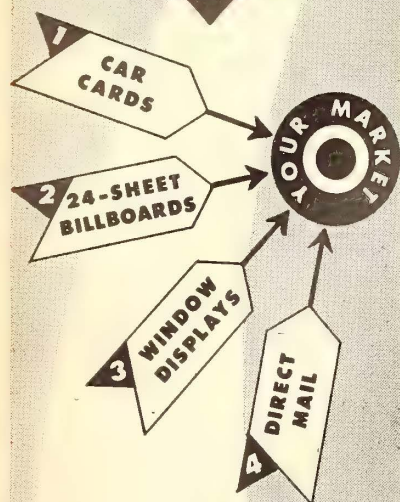
Franklin D. Roosevelt, Founder

120 Broadway, New York 5, New York

HOWARD J. LONDON

Director—Radio, Television and Motion Pictures
BEekman 3-0500

PROMOTION BONUS FOR SPONSORS... FOUR EXTRA SHOTS FOR EXTRA SALES!



CAR CARDS with sponsor credit appear throughout the year and cover the entire city.

24-SHEET BILLBOARDS blanket the complete Philadelphia Market area, promoting WIBG programs.

WINDOW DISPLAYS of sponsor's products face directly on Walnut Street—downtown—the only such display on this busy thoroughfare.

DIRECT MAIL goes out regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

**10,000 Watts
Philadelphia's
Most
Powerful
Independent**

REPRESENTED BY
Radio
Representatives
Inc.



air-casters



LEE PHILLIPS, chief announcer, WTVJ (TV) Miami, appointed program director. **LEE WALKER**, traffic manager, named assistant program director. **R. J. TROXEL**, chief producer, appointed production manager.



Mr. Troxel

BARON KEYES, lyricist and composer of songs on KECA-TV Hollywood *Candy's Playhouse*, to have original compositions put in book form for children by Edward B. Marks Music Co., N. Y.

DAN NORTON, ABC-TV Chicago operations director, and **MARGARET LANDMAN**, copywriter for Sears Roebuck & Co., are to be married in May.

HAZEL MARKEL, woman's commentator, WWDC Washington and MBS, is author of "Etiquette for Service Weddings" in spring issue of *Modern Bride* magazine.

PHIL CHRISTIE, announcer, WLAW Boston, father of girl, Jan. 3.

HARRY BOWLEY, Walter Dales Radioscripts, Montreal, to CKNW New Westminster, B. C., promotion dept.

DALE HOWARD, graduate of Northwest Broadcasting School, Portland, Ore., to KDMA Montevideo, Minn. Other NBS graduates: **DEL ORMAN**, to KCOL Fort Collins, Col.; **BRUCE FOUNTAIN** to KOCO Salem, Ore., as announcer-operator; **DWIGHT SMART** to KAPA Raymond, Wash., as announcer-salesman.

ART STANLEY named program director, KCIM Carroll, Ia. **DALE BARTON**, sports director, to chief announcer. **BILL MASON**, staff announcer, to news director at same station.

CHARLES REEDER, production manager and music director, WING Dayton, Ohio, appointed program director. **JAMES BENNETT** to WING as production manager.



Mr. Reeder

FRANK ALLAN, program director, WEAV Plattsburg, N. Y., to WLEE Richmond, Va., as announcer - disc jockey.

BETTY LAMM of King Kennedy, Beverly Hills (publicists), to CBS Radio, Hollywood, as photo editor and planter, national magazines. She replaces **BERTIE CRANE**, who moves to New York.

RAY SULLIVAN, KECA-TV Hollywood mail room, father of a girl, Lori Blake, Jan. 3.

TED COLLINS, producer NBC-TV *Kate Smith Hour*, to narrate series of film shorts to be produced by Pine-Thomas Productions, Hollywood, which will show American cracker-barrel at various stages in history.

JOE HOENIG, office supervisor, ABC Hollywood, to sales promotion.

HANK WEAVER, special events and sports commentator ABC Hollywood, named "TV Sports Commentator of Year" by *Southern California Sports Magazine*.

MARVIN MILLER, announcer, NBC Radio's *Railroad Hour*, to portray prizefighter's manager in Paramount film, *Military Policeman*, starring **BOB HOPE**.

DAVID GREGGORY, writer, CBS Radio *Club 15*, has collaborated on novelty song, *The Boy With the Bonnie Bag Pipe*, with pianist Wally Weschler, to be published in Scotland.

LARRY MONROE, staff announcer, WATS Sayre, Pa., called to military service.

ROBERT F. REYNOLDS, sports and special events, WJBK Detroit, to WJR same city as associate sports editor.



Mr. Reynolds

BOB LeMOND, Hollywood announcer, assigned to CBS Television *My Friend Irma*, sponsored by R. J. Reynolds Tobacco Co. (Cavalier Cigarettes).

FRANK MATTHEWS to WOAI San Antonio as newscaster and night news editor.

MARK ROGERS and **GRANT FOSTER**, newscaster, **EWING CANADAY**, news bureau chief, and **PRISSY THOMAS**, women's editor, WKY-AM-TV Oklahoma City, appointed "Commodores" by Gov. Johnstone Murray in the Oklahoma Navy for their radio-TV public service work.

JULIA WORMSER, secretary to **BOB LAWS**, sales manager, ABC-TV Western Div., Hollywood, to promotion department as copywriter.

HARLAN JUDKINS, announcer-producer, KTUL Tulsa, moves to KFPW Fort Smith, Ark., as program director.



Mr. Judkins

J. GORDON STARK of NBC Radio Hollywood promotion staff, to NBC-TV Hollywood *Ralph Edwards Television Show* as assistant director.

WILLARD WATERMAN, star of NBC Radio *Great Gildersleeve*, recuperating following appendectomy, Jan. 3. He expects to return for broadcast Jan. 16.

SAM HAYES, newscaster on NBC West Coast *Breakfast News*, sponsored by General Mills, awarded title of "network newscaster who made greatest contribution to air travel in the West during 1951," Jan. 11. Arthur F. Kelly, vice president, Western Air Lines, and Air Force Assn. board member, made award.

JOHN CLAAR, director, KTTV (TV) Hollywood *Search for Girls and Calo Pet Exchange*, to CBS Television *Meet Corliss Archer* in similar capacity.

EDDIE TRUMAN, staff organist-pianist, ABC Radio, Hollywood, has written *The Tavern Song*, recorded and released by both Decca and Capitol Records this month.

WILLIAM J. HARDING, director, NBC Radio *Dennis Day Show* and ABC-TV *Hal Sawyer Show*, to ABC Radio, Hollywood, as director.

FRAZIER HUNT, news commentator heard three times weekly over Liberty Broadcasting outlets, completed a two week lecture tour of the Southwest on Jan. 11.

BILL ELLISON, news director, WHBF Rock Island, Ill., father of boy, William David, Dec. 29.

LEE ZIMMER, announcer, WDUK Durham, N. C., joins ABC Radio, Hollywood, as announcer.

MARVIN HEADRICK, KECA-TV Hollywood engineering maintenance department, father of boy, Randall Marvin, Dec. 31.

CHARLES DAY, news director, WGAR Cleveland, father of fourth child, boy named Robert.

E. WILLIAM MALONE, promotion manager, KRON-TV San Francisco, to resign Feb. 1. No successor has been announced.

JOE CONNELLY, writer, CBS Radio *Amos 'n' Andy* show, father of a girl, Maria, Jan. 1.

On All Accounts

(Continued from page 12)

clude Chevrolet dealers in three states; Sealtest regional; gas companies in two states, and numerous others. The Westinghouse account came to the agency after Mr. Lindquist had spent the better part of nine months studying the project, figuring rightly that NCAA would pick an agency that knew its problems intimately.

Radio-TV directors have a real obligation to understand the client's point of view and objectives while retaining the station-network perspective, he feels. A good campaign is successful only when it adheres to highest standards of good taste in length and text of commercials, and in their spacing; when program content meets equally high standards of good taste and entertainment and is completely acceptable to its audience.

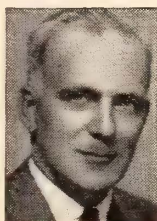
Mr. Lindquist has three hobbies at home—model railroading, pianos and motion picture photography, interrupted by careful scanning of TV programming to see what the other fellow is doing.

PHILCO POSTS

Promotions Announced

WILLIAM BALDERSTON, president of Philco Corp., has announced a number of top level advancements made at his firm.

Frederick D. Ogilby has been named vice president, television and radio division. He will direct all sales activities of the division as well as all product development of the line. Mr. Ogilby joined Philco in 1931. He was a manager of television sales prior to his appointment as a vice president in 1949.



Mr. Ogilby

John Kuneau, while retaining his post as vice president on the executive staff in charge of public relations, will also serve as chairman of the newly formed merchandising committee for television and radio activities, reporting directly to Larry F. Hardy, president of the division. Mr. Kuneau joined Philco in 1950.

TV Sales Post

John L. Utz, in field sales for 14 years as a district representative and division manager, has been advanced to national sales manager of television. John J. Moran will continue as Philco's national sales manager of radio.

John M. Otter, formerly vice president and general sales manager, has been appointed vice president and general manager of the refrigeration division and will head the management of all Philco appliances, including electric ranges and room air conditioners. Mr. Otter joined Philco in 1926. He was appointed to the board of directors in 1950.

Thomas A. Kennally, former president of the refrigeration division, will become vice president on the executive staff and chairman of the distribution committee, which is Philco's top level policy committee on distribution planning for all products. Mr. Kennally has been with Philco 27 years. He became vice president in charge of sales in 1941 and vice president and assistant to the president in 1948.

Raymond B. George has been appointed corporate vice president of merchandising. Mr. George joined Philco in 1936 and was named vice president in charge of the merchandising of the television and radio division in 1950.

he applied for a job in the advertising department at the Standard Oil Co. of New Jersey and has been there since.

At Esso his business career has been about as quiet as the North Atlantic during the fall hurricane season: He has worked in almost every job in the advertising and sales promotion department, being named assistant manager of the department in 1943, and manager in 1945.

As department head, he supervises radio's *The Esso Reporter*, which the company has sponsored for 18 years, and television's *Alan Young Show*, which has been under Esso sponsorship for a year and a half.

Between seasons there have been summer replacement shows to manage and some spot advertisements, when a new product—such as Esso Extra Motor Oil—has been introduced.

Mr. Gray, who feels that a real effort should be made to build as close a business family as possible within his own office, also extends that attitude toward the two agencies who handle Esso Standard advertising: McCann-Erickson and Marshchalk & Pratt Co., which have been in the business family for many years—the former for almost 40 years and the latter for 16 years.

Sees Advertisers' Viewpoint

"When I was on the other side of the fence," Mr. Gray says, "I decided if I ever became an advertiser, I'd try to be the kind of client I'd like to have." Feeling that agencies are too often held responsible when the client, himself, doesn't know quite what he wants or needs, Mr. Gray makes a point of sharing information freely with his agency representatives.

To be on the inside of all company sales problems and objectives, the agencies are invited, for example, to all important sales meetings and they find ample opportunity to talk with Esso Standard employees who know about both the oil and advertising businesses.

"You cannot expect a consistently good job from an agency and at the same time let it work in the dark," the advertising manager observes.

To prove that he enjoys what he is doing weekdays as well as week ends, Mr. Gray can list his extra-work activities. He is a director of The Advertising Council, American Federation of Advertisers, Advertising Club of New York, Traffic Audit Bureau, Audit Bureau of Circulations and a past director of the Assn. of National Advertisers, on whose radio-television committee he continues to serve. He is a member of Phi Gamma Delta, Lotos Club and the New York Sales Executive Club. He has helped to institute four chapters of Alpha Delta Sigma, honorary advertising fraternity, at De Pauw, Indiana,

Butler U., and the U. of Texas, where he is member No. 1. He also served during World War II as chairman of the advertising committee of District No. 1 of the Petroleum Administration for War.

Mr. Gray and his wife, the former Marjorie Simmons Alspaugh, live in Greenwich, Conn.

"I used to have a boat on Long Island Sound," he remarks, "but sold it during the war. We hope to have another one sometime, maybe next spring."

Turns to Angling

Mr. Gray enjoys fishing and has angled for trout and salmon in the East. As an amateur historian of the War Between the States, he likes to visit the old battlefields to collect data on the subject. His other traveling has included a short business trip to Europe this past summer where, in addition to attending the World Conference on Advertising held in London, he had an opportunity to acquaint himself with Esso Standard advertising and sales promotion in England, Germany, and France.

WHBF EXPANSION

Staff Shifted, Enlarged

EXPANSION and reorganization at WHBF-AM-FM-TV Rock Island, Ill., has resulted in personnel shifts and additions.

Forest W. Cooke, program director, has been made director of all WHBF-TV production, operational procedures and TV programming.

Bill Ellison has been appointed news director succeeding Charles F. Harrison, resigned.

Dean Lierle has been transferred from the continuity department to radio sales.

Harlan Ralston, traffic manager, now is also in charge of radio programming.

Fern Hawks takes over as personnel director in addition to her publicity and promotion duties.

Additions to the staff include Shirlee Freeman, publicity; Elsie Hargraves, receptionist; Doris Balzer, traffic; Dan Rafferty, news, and Fred K. Leo, public relations.

Hearing Delayed

HEARING on license renewal of WKOW Madison, Wis., has been postponed from Jan. 21 to Jan. 28, following pre-hearing conference in Washington last week between attorneys for station and for Atlass Amusement Co. and FCC Hearing Examiner James D. Cunningham [B•T, Dec. 31, Nov. 12, 1951]. At issue is the management contract station has with Atlass Amusement Co. and also question whether WKOW got CBS affiliation after hiring firm headed by H. Leslie Atlass Jr., son of CBS Central Division vice president.

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NEW REGION SET

RCA Victor Adds Eighth

ESTABLISHMENT of a new region for the RCA Victor Division, to be known as the West Central Region, with headquarters in Kansas City, Mo., has been announced by C. M. Odorizzi, operating vice president of the division.

At the same time, Mr. Odorizzi announced the appointment of V. A. Kamin as manager of the new region, effective Jan. 1.

The West Central Region will include Denver, St. Louis, Omaha, Des Moines and Sioux Falls distributing area in addition to Kansas City distributing area.

Formation of the new region is based on the increasing growth of the midwest as a market for RCA products, Mr. Odorizzi said. He pointed out that the needs of distributors in this extensive territory can better be served with a regional manager located in Kansas City.

The establishment of the West Central Region raises to eight the total regional offices of RCA.

RADIO UNIT

Will Be Emergency Center

RCA has delivered to Philadelphia civic officials a specially-designed multi-channel mobile communications unit pictured below to be used as a coordinating center in the event of atomic attack or other disaster.

The unit is housed in a truck and is actually eight radio stations in one. It is capable of linking all Philadelphia police, fire, civilian air patrol, CAA and amateur radio communication facilities. It also can be tapped into the telephone system and used as an emergency telephone exchange.

With eight transmitters, it is equipped for use as a base station or as a mobile unit. The unit also boasts loudspeakers for controlling population movement, heating and air-conditioning systems, flood lights, various antennas and a 10 kw single-phase generator which can supply all power required for use of the equipment.



Examining new radio truck equipped for use as base station or mobile unit are (l) Philadelphia Mayor Bernard Samuel, and W. W. Watts, vice president in charge of RCA Engineering Products Department.

allied arts



E. BURT CLOSE, Sun Oil Co., joins RCA Consumer Products Advertising and Sales Promotion Dept., Camden, N. J.

WILLIAM S. SMITH, account supervisor in industrial advertising section of the General Electric Corp., Schenectady, N. Y., named advertising manager of General Electric's Chemical Division, Pittsfield, Mass.

DAVID S. RAU elected vice president and chief engineer of RCA Communications Inc. [B•T, Jan. 7]. **C. W. LATIMER**, vice president in charge of engineering, appointed vice president and chief technical consultant.



Mr. Rau

MARTIN F. SHEA named vice president of Auto Radio Division in charge of car radio manufacturing sales for Philco Corp.

PAUL RADIN, vice president, Jaffe Agency, New York, will handle TV activity for new affiliation between Jaffe Agency, Hollywood, and Stanley Bergman & Co., Beverly Hills, headquartered in Hollywood. **DICK STEENBERG** and **DON DAVIS** signed as TV representatives for N. Y. agencies' offices.

SCREEN WRITERS GUILD, Hollywood, appoints Cleary-Strauss & Irwin, Hollywood, to handle public relations.

AUDIO-VIDEO PRODUCTS Corp., N. Y., appoints G. M. Basford Co., N. Y., advertising agency, for parent company and affiliate including Audio-Video Recording Co., N. Y.; Audio-Video Tape Libraries Inc., N. Y., and Magna-Crest Inc., N. Y.

NEW YORK U. will offer course next semester in high fidelity sound reproduction, conducted by Edgar M. Villchur, designer of amplifiers and radio phonographs for Villmar Radio.

SIDNEY DORFMAN, Loeb & Loeb, L. A. (law firm), to Snader Telescriptions Corp. and Snader Telescriptions Sales Inc., Beverly Hills, as general counsel.

CHESTER L. MIGDEN, attorney with National Labor Relations Board, N. Y., appointed administrator of agency division of Screen Actors Guild.

MURRAY KINNELL, founder member of Guild whose retirement from position becomes effective Feb. 28, will serve in advisory capacity following several months' trip to Europe.

CATHODE-RAY TUBE Div., Allen B. DuMont Labs., names W. H. Connors Co., Denver, as sales representative.

RCA VICTOR will record the Gian-Carlo Menotti opera "Amahl and the Night Visitors" [B•T, Dec. 31] using the original cast. Opera was written especially for video production.

CHARLES MICHELSON Inc., New York transcription sales company, announces the release of two new half hour, open end dramatic series for local sponsorship. Shows are *In the Name of the Law* and *Order in the Court*.

Equipment . . .

ELECTRO-VOICE Inc., Buchanan, Mich., announces all E-V dynamic microphones now in production are polarized with the exception of models 615, 600D and 602. Will simplify multiple microphone installation, firm said.

AUDIO & VIDEO PRODUCTS Corp., N. Y., announces production of new portable Wagner—16 Micro Disc Recorder, model P16-450. Instrument will record and play back a full half hour of speech or music on each side of a single unbreakable 4 3/4 in. disc.

SPRAGUE ELECTRIC Co., North Adams, Mass., announces production of a small feed-through ceramic capacitor for filtering leads passing through a chassis and which aids in the design and production of TV equipment.

RCA TUBE Dept. announces latest in its series of "pencil-type" triode tubes capable of producing peak output of more than 1000 w in plate-pulse service at frequencies up to 3300 mc.

Technical . . .

JACK CHARLES, chief engineer, KVER Albuquerque, N. M., to KVWO Cheyenne, Wyo. in same capacity.

CARL PEARL, publicity director, Air Features, to Columbia U.'s Engineering Center in same capacity.

NBFU Awards

RADIO station, daily paper and weekly newspaper credited with greatest fire prevention work for their localities during 1951 will be offered a gold medal and \$500 in cash by the National Board of Fire Underwriters in its 11th annual presentation. Scrapbooks, records or other exhibits testifying to 1951 fire prevention activity should be sent to Gold Medal Awards, National Board of Fire Underwriters, 85 John St., New York 38, by Feb. 15. Last year's station award went, for second time, to KANS Wichita.

THERE are some 550 TV receivers in public schools in the Philadelphia area, with 75 more installations expected within the next two weeks. There is an average of 50 viewers per receiver and a potential pupil viewing audience of more than 30,000 students.

'SAM SPADE' APPEAL

Planned by Warner Bros.

WARNER BROS. may appeal ruling of a federal judge handed down in the nearly three-year-old "Sam Spade" plagiarism suit against Dashiell Hammett, mystery author; Regis Radio, program packagers, and CBS [B•T, Jan. 7].

Abolishing the three of plagiarism charges, Federal Judge William C. Mathes in early January ruled that purchase by Warner Bros. of the author's *Maltese Falcon* did not give the movie studio future rights to "Sam Spade," central character of the book. Mr. Hammett under ruling, possesses right to use the character in whatever way he sees fit.

Gordon L. Files of law firm of Freston & Files, Los Angeles, representing Warner Bros., indicated to BROADCASTING • TELECASTING that appeal will be made. No action can be taken, however, until final judgment is entered. Warner Bros. then has 60 days in which to file its appeal, it was explained.

WEEU CITED

By NLRB Trial Examiner

FINDING of certain "unfair labor practices" is contained in an intermediate report by a National Labor Relations Board trial examiner on a complaint involving Hawley Broadcasting Co., operator of WEEU-AM-FM Reading, Pa.

The report is based on a complaint lodged by the American Federation of Radio Artists (AFL) Sept. 19, 1951. The union charged that the licensee had refused to bargain collectively with it as representative of certain employees after November 1950. The findings were issued by Trial Examiner John H. Eadie.

WEEU-AM-FM had held that a unit of staff announcers, excluding the program director and other employees, was inappropriate because continuity writers were omitted. Station cited the board's decision in a case involving Westchester Broadcasting Corp. last April.

Mr. Eadie found that while the station had interrogated certain employees and thus posed the question of "interference," it had not refused to bargain in good faith. WEEU-AM-FM had cause to question the union's majority in December 1950 when the union claimed only four announcers, he said.

Tests Script Series

MRS. ESTHER VAN WAGONER TUFTY, veteran Washington reporter dubbed by *Time* magazine as "The Duchess," has completed a year-long test of world news scripts, couched in "kitchen language" and aimed at women listeners. Three women have helped Mrs. Tufty test her script service. They are Bettie McCall, WCAO Baltimore; Alice Anderson, WTHH Port Huron, Mich., and Beth Anderson; WMDN Midland, Mich.