

BROADCASTING TELECASTING

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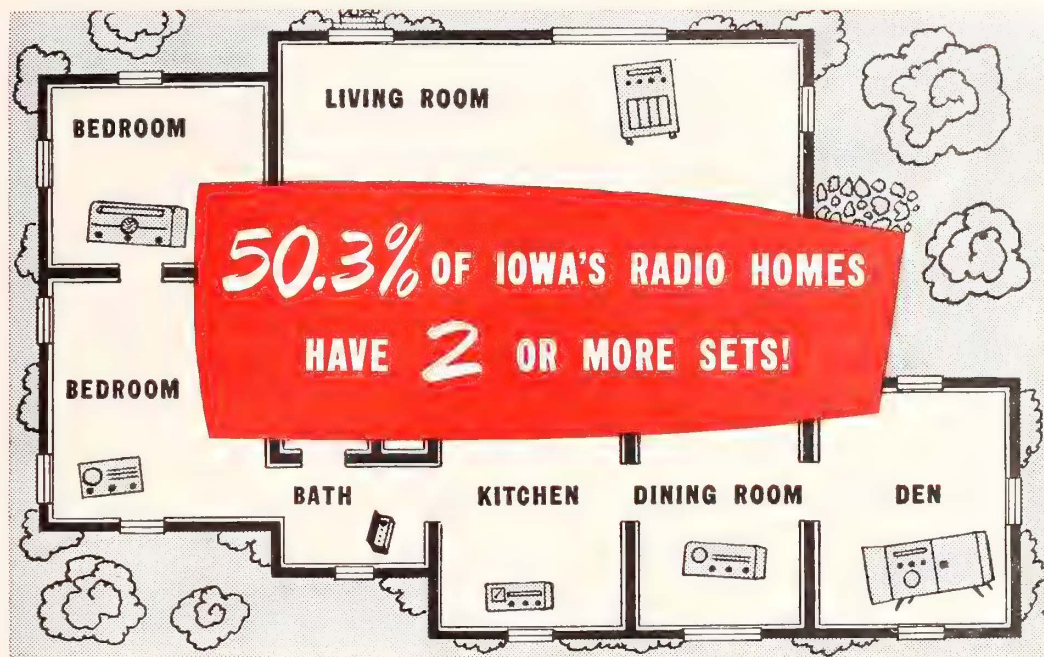
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year



The 1951 Iowa Radio Audience Survey* discloses that radio-set ownership in Iowa is at a startling all-time high. Multiple-set homes are now in the *majority* in Iowa, whereas in 1940 less than one home in five had two or more sets!

The following chart graphically illustrates why it is no longer valid to assume a single, "family radio" within the house — a premise on which much radio audience research has heretofore been based.

INCREASE IN NUMBER OF USABLE SETS PER IOWA HOME

(Top figures based on all homes interviewed;
other figures based on radio homes only.)

| | 1940 SURVEY | 1945 SURVEY | 1951 SURVEY |
|-----------------------------|----------------|----------------|----------------|
| PERCENTAGE OF HOMES OWNING: | | | |
| 1 or more radios.... | 91.4% | 97.9% | 98.9% |
| 2 or more radios.... | 18.2% | 38.5% | 50.3% |
| 3 or more radios.... | 4.4% | 9.1% | 15.0% |

In addition, the 1951 Survey shows that 88.2% of all Iowa families own automobiles, of which 62.7% have radios. Iowans also own thousands of other "non-home sets" — in barns (14.6% of Iowa barn owners have barn radios) and in trucks (9.7% of all Iowa's family-owned trucks have radios, according to the 1949 Survey).

Radio-set ownership is only one of many important topics covered by the 1951 Iowa Radio Audience Survey. Its 78 pages of reliable, helpful information make it "required reading" for every

advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular. Incidentally, the 1951 Survey again reveals that WHO with its Clear Channel and 50,000-watt voice is by all odds Iowa's *most listened-to* station. Write for your free copy today!

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



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

Who has the ear of most of Kentuckiana's womenfolk?

WHAS, of course . . . morning, afternoon and night.*

And a good part of the WHAS popularity is due to Bud Abbott, head MAN of

LADIES DAY!

MONDAY
THRU
FRIDAY



ABBOTT, the area's top platter spinner, (Radio Best, 1949) sings, plays drums, jokes, cues records . . . to **25%** of the afternoon listenership! And those same wonderful

women hear Johnny Schrader as he jumps from organ to celeste to piano . . . on LADIES DAY. Yes, MORE Kentuckiana womenfolk tune to WHAS and LADIES DAY regularly to hear spots before their ears in the Abbott manner.

ESPECIALLY
FOR
PARTICIPATING SPONSORS

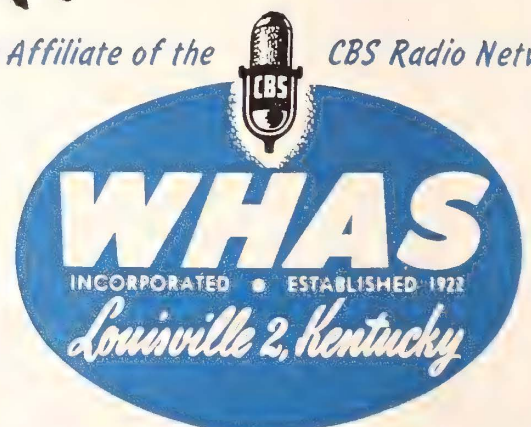


*Pulse report, Nov.-Dec., 1951 more morning, afternoon, and night listeners than to any other station.

Basic Affiliate of the  CBS Radio Network

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

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



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

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



THE LEGEND OF "SLEEPY" HOLLOW

"Sleepy" Hollow was a good time buyer. But he lost his head and bought wrong in the Albany, Troy, Schenectady market.

He didn't buy WTRY—No. 1 station in the market. Paid twice as much for the No. 2 station. But the No. 2 station fails to deliver the market. It offers **outside** coverage, in secondary markets where 21 other radio stations divide the audience.

WTRY delivers the Albany, Troy, Schenectady market and 8 bonus counties as well for one half the No. 2 station's rates.

It is said that when a low pressure area hits Scarsdale, "Sleepy" Hollow rides down route 9 carrying his head, the one he lost when he missed buying WTRY the lowest cost-per-thousand buy in the nation's 27th market.

WTRY

980 KC THE CBS RADIO NETWORK 5000 W

Represented by Headley-Reed

Junior League representative, Mrs. T. Leigh Williams, with a group of school children discuss with Captain Thomas Leach their recent visit to the Wilmington Fire Department.



WDEL-TV interprets the community through the eyes of Delaware's children

The Wilmington, Delaware Junior League recently inaugurated a weekly series of educational programs called TV TOURS, which are designed to give Delaware children a better understanding of the functions of essential community services. Each week, under the guidance of a Junior League chairman, a group of school children are taken on an actual, behind-the-scenes tour of one of the community's essential services such as the police and fire department, the weather station, the telephone exchange, the daily newspaper, and so forth. Following each trip, the children appear before the WDEL-TV cameras to discuss their experiences with a representative of the service just inspected.

Through its public service programs, WDEL-TV seeks to raise the level of community understanding for all the people in the broad area which it serves. This station has thus developed a strong viewer loyalty which is of real importance to community organizations and its advertisers.

WDEL-TV

WILMINGTON, DELAWARE



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



at deadline

CLOSED CIRCUIT

LOSE TWENTY-SIX TV stations which were placed on temporary license a fortnight ago only because of blank showings on education and religious programming during composite week may not receive letters from FCC for five days yet—due to shortage of clerical help and preoccupation with TV allocations consideration. At FCC staff level (confirmed by members of FCC) view is that nine out of ten cases will be cleared up without further addendum that remaining two or three may be subjected to further scrutiny but with nothing drastic in sight.

HISTORIC opposition of networks to easing FCC rule on transcription identification is not disappearing as networks themselves use recording technique more and more. Only CBS opposed NARTB board resolution seeking FCC relief.

FCC handling of Conelrad operation alert in case of left hand not knowing what right hand is doing? Reports have trickled through from some protests from broadcasters that FCC field offices are "demanding" equipment changes even though frequency-modification plan is lengthy.

WATCH for next step in Detroit United Radio Committee campaign to promote medium. Committee promises worthy follow up this spring with their "Wherever You Go There's Radio" slogan that was picked up by stations throughout U.S.

HERE'S little likelihood that DPA-NPA will rescind its order (M 90) banning mass production of color TV equipment. Basic criterion is technical engineer shortage and, of course, scarcity of materials. NPA feeling is that amendment to exclude other than home-type receivers or equipment would take agency off the hook. Another indication: Defense Chief Wilson's emphasis on "mass production." This would free engineers from vital defense priority projects for less essential consumer pursuits. (See story page 74.)

IP-OFF on size of job facing new Television Code Review Board is backlog of 76 questions seeking interpretation of language.

ONEY angle on use of broadcast media by beer and wine industries should be upcoming item in records of Senate Interstate Foreign Commerce Committee. Chairman Ed Johnson (D-Col.) asked for updated figures during hearings on his co-sponsored "dry" bill to prohibit liquor advertising from airwaves. Both beer and wine industries were to comply to request.

WHILE there's been no announcement, it's learned that American delegation which met in Mexico City week of Feb. 4 with Mexican Telecommunications officials, reached agreement on TV border allocations and made progress on certain AM problems related to NARBA. TV assignments, however, did not involve inter-

(Continued on page 6)

AT&T RUSHING CABLES TO MEET CONVENTION DATES

AT&T Friday reported special efforts of its Long Lines Dept. to provide live network TV coverage of political conventions to viewers in Miami, New Orleans, Houston, Dallas, Fort Worth and Oklahoma City.

Extension of television network facilities to these cities was originally scheduled for completion during last half of 1952, but is now being rushed so that service may be available by early July, AT&T reported. Further extension to Tulsa and San Antonio "will not be feasible until later this year," however, telephone company said.

AT&T emphasized that priority of construction for national defense plus possible material shortages might make it impossible to meet advanced dates.

Work involved, AT&T said, includes addition of video equipment to existing Jacksonville-Miami coaxial cable; completion of Jackson-New Orleans cable; equipping coaxials between Jackson and Dallas, Dallas and Houston; adding microwave facilities from Dallas to Fort Worth and Oklahoma City.

Plan calls for one TV channel into each new city by July. Later in year, as per original schedule, two channels will be provided for each Texas city now having two TV stations in operation.

TURNER HEADS NEW FCC FIELD BUREAU

WITH appointment of George S. Turner as chief of new Field Engineering & Monitoring Bureau, plus various other shifts, FCC Friday completed reorganization of its staff which commenced more than two years ago.

New Field bureau, recommended last month in McKinsey & Co. final report [B•T, Jan. 21], encompasses present Field Engineering & Monitoring Div. of Chief Engineer's Office, plus Antenna Survey, Commercial Operator and Conelrad branches. It is due to start functioning March 2, will have four divisions—engineering, inspection and examination, monitoring and field operating.

Among other organizational changes announced Friday: (1) General Counsel's office divided into Litigation Div. and Legislation, Treaties and Rules Div. Los Angeles field office abolished; (2) Chief Engineer's office divided into frequency allocation and treaty, technical research and laboratory; (3) broadcast license functions transferred from Secretary's office to Broadcast Bureau; (4) service, mail and files, messenger and record keeping transferred from Secretary's office to Office of Administration.

TRUMAN RED CROSS PLEA

PRESIDENT TRUMAN, speaking from the White House, will open American Red Cross 1952 Fund Appeal Feb. 28, as climax of dramatic program narrated by Jessica Tandy. Entire production directed by Dick Depew, ABC. Phil Cohan, of CBS is producing. Kickoff being kinescoped for TV and transcribed for radio to enable nine networks to carry program between 8-11 p.m.

BUSINESS BRIEFLY

ANOTHER SPRING CAMPAIGN ● Another spring advertiser, Kellogg Variety Package (also see story page 23), will start annual radio spot announcement campaign on 100 stations in non-TV markets April 1. Kenyon & Eckhardt, N. Y., placing varied 13- and 26-week contracts.

ALTERNATE SPONSORSHIP ● Hazel Bishop Lipstick understood to be willing to sign for alternate sponsorship of *Cameo Theatre* (Sunday, 10:30-11 p.m., NBC-TV), currently sponsored weekly by Regent cigarettes. Later account through its advertising agency, Brooke, Smith, French & Dorrance, fortnight ago had run blind ad in *New York Herald-Tribune* seeking to co-sponsor for half-hour TV show [B•T, Feb. 4].

KIPLINGER DOUBLES SPOTS ● Kiplinger Washington Agency Inc., through Albert Frank-Guenther Law, New York, doubling its spot announcement campaign starting Feb. 18 in East and Feb. 25 on West Coast for one week using 120 stations, compared to 60 used last month, as result of radio's pull for *Kiplinger Newsletter*.

EASTCO TO BUY RADIO ● Eastco Inc. (Clear-a-Fil, skin ointment for teen-agers), N. Y., through Ruthrauff & Ryan, N. Y., preparing to use about 200 radio and TV stations for 52-week campaign. Spots will be used mostly on disc jockey shows in late afternoon. (Continued on page 106)

SEN. JOHNSON CRITICIZES NETWORK POLITICS POLICY

SEN. Ed C. Johnson (D-Col.) chairman of powerful Senate Interstate & Foreign Commerce Committee, Friday criticized networks for adopting policy of "treating all candidates for office as clients" rather than granting them time as public service. Senator, whose committee handles legislation governing broadcasting, said networks' announced political policy would bar candidates who were unable to afford broadcasting costs and thus open door to well-heeled special interests and pressure groups.

Sen. Johnson, whose criticism was made during speech at Second Annual Regional Television Seminar at WAAM (TV) Baltimore studios, treated these other topics: Educational TV—number of universities-colleges capable of supporting non-commercial educational stations "scarce as hen's teeth," reiterated proposal FCC impose condition on all TV licensees that certain time be made available for educational purposes as sustaining feature. TV Code—"if telecasters follow concept religiously and faithfully this new and exciting medium will prove to be the greatest influence for clear thinking and clean living" since Ten Commandments given to man. Programming—must have family appeal but must also be clean and wholesome, requiring of telecaster "alertness, tact, good taste and unusual understanding."

for more AT DEADLINE turn page



at deadline

Closed Circuit

(Continued from page 5)

NBC MERCHANDISING APPOINTMENTS MADE

FOUR NEW appointments to NBC Merchandising Dept. announced Friday: Brown Stafford Mantz named assistant to Gordon Lane in material unit; James C. Sandner named merchandising district supervisor for California, Nevada, Arizona and part of Utah, with headquarters in Los Angeles; H. John Roepke to be similar supervisor for Minnesota, North Dakota, South Dakota, Nebraska, Iowa and Wisconsin, and Stewart Carr, for Missouri, Arkansas, Kansas, Oklahoma and part of Illinois.

EXTEND CMA-TV SERVICE

PLANS for extending service of Radiotelevision el Mundo's CMA-TV Havana, now under construction, to three other provinces via microwave relays announced Friday. Satellite stations to be set up in Pinar Del Rio, Matanzas and Las Villas provinces to rebroadcast CMA-TV programs delivered by what was said to be probably first TV microwave system scheduled for operation outside U. S. Designed and equipped by RCA, CMA-TV will operate on Channel 2. It is headed by Angel Cambo, Cuban radio pioneer.

THREE TV APPLICANTS

THREE TV applications were filed Friday with FCC, making total of seven submitted this week (for others, see FCC ROUNDUP, page 103). WCYB Bristol, Va., filed for Channel 5, with 100 kw, proposed to spend \$314,530 on construction. WBLK Clarksburg, W. Va., asked for Channel 12, with 50.6 kw, proposed to spend \$253,283 on construction. WSAU Wasau, Wis., asked for Channel 7, with 200 kw, proposed to spend \$270,169 on construction.

DENY ATLASS INTERVENTION

REQUEST by Atlass Amusement Co. to intervene in license renewal hearing for WKOW Madison, Wis., was denied by FCC Friday. Commission acted on petition asking review of Motion Comr. Walker's denial of plea for intervention last month [B•T, Jan. 28, 14; Dec. 31, Nov. 12, 1951]. It held that management company, which is headed by H. Leslie Atlass Jr., son of CBS Central Div. vice president, could protect itself as regular witness in hearings scheduled for March 28 in Madison. Commission has questioned whether management contract between station and Atlass company indicates delegation of control of station.

ABC SIGNS THREE

SIGNING of three new radio affiliates announced by ABC Friday, pushing network total to 318 stations. KCLV Clovis, N. M. (1240 kc, with power to go from 100 w to 250 w next Monday), owned by New-Tex Broadcasting with Don Boles as general manager, was to join yesterday (Sunday); WKBV Richmond, Ind. (1490 kc, 250 w), owned by Central Broadcasting Corp. and managed by Lester G. Spencer, to affiliate March 1, and WSKI Montpelier, Vt. (1240 kc, 250 w), owned by Montpelier-Barre Broadcasting Co. and managed by Charles W. Grinnell, was to join Saturday.

In this Issue—

Some \$31 million worth of business has been signed by three major radio networks since the first of the year. Renewals and new accounts are reported in quantities that make network executives optimistic. *Page 23.*

A B•T survey finds that spring and summer seasonal advertisers are already at work on big campaigns for radio and television. The planning has started unusually early. *Page 23.* NARTB boards appoint five-member TV code committee, make annual convention plans, work out new membership dues structure, grapple with agenda full of other problems at Texas hide-away. Stories on board action begin on *Pages 24-25.*

Mark March 15 in your datebook as the day the FCC may announce its Sixth Report and Order thawing the television freeze. The Commission is taking extra time to make the document as lawyer-proof as possible. *Page 73.*

1951 network advertising is summarized in PIB reports. Procter & Gamble spent more than anyone else on both radio and TV networks. *Page 27.*

The Katz Agency, at conference with its 19 TV station clients, urges that a calculated policy on spot vs. network television be undertaken. TV must avoid the "mistakes" of radio, Katz executives say. *Page 75.*

Paul Raibourn, Paramount Pictures vice president, thinks highly of both subscription and color TV, tells FCC his company wants to thoroughly explore both. *Page 75.*

Despite some shortcomings it has at its present stage of development, UHF will emerge as a dependable means of television. At a two-day seminar in Washington, RCA explains technical aspects of UHF and reveals complete line of VHF and UHF transmitting and receiving equipment. *Page 73.*

President Truman wants Congress to repeal a Defense Production Act provision—the Capehart amendment—that sets up a formula for including advertising expenses in costs upon which price ceilings are based. If Mr. Truman's wishes were followed, it would have a noticeable effect on U. S. advertising. *Page 30.*

The government will probably continue its ban against color television, but with modifications, if hints dropped by NPA sources can be accepted as an accurate report of NPA's plans. *Page 74.*

Upcoming

Feb. 19: NARTB regional TV tax clinic, Mayflower Hotel, Washington.

Feb. 20-23: Georgia Press Institute, 24th annual session, U. of Georgia, Atlanta.

Feb. 22: Illinois Broadcasters Assn. annual spring meeting, Leland Hotel, Springfield, Ill.

Feb. 22: Voice of Democracy Awards Luncheon and Presentations, 12:30 p.m., Statler Hotel, Washington.

(Other Upcomings page 38)

change of channels but conclusions can't be announced until FCC consideration of allocations is completed. AM problems were resolved, except as to use of 1550 kc. Possibility of further session in Washington.

WATCH for effort in House by Rep. W. Horan (R-Wash.) to prod House Interstate and Foreign Commerce Committee action on political broadcasts. Revised Horan bill—revision of NARTB-FCC thinking—definitely works, will be introduced, possibly within next two weeks. Question, however, will be how strong pitch to committee by Rep. Horan.

WORKING diligently while FCC grapples with freeze thaw, Washington engineers and attorneys believe they already have in their shop practically all applications that will be filed during 60 or 90 day waiting period FCC will authorize for filing of new bids for facilities and amendment of pending ones. Number Roughly 500.

WHAT MAY be record-breaker in acceptance of public service feature has been response to "Your Voice of America" transcription series offered by Associated Broadcasters, through Wesley I. Dumm, less than eight weeks ago. More than 800 stations already have scheduled cycle of transcriptions condensed from Voice broadcasts for benefit of U. S. audiences.

J. N. (BILL) BAILEY, Washington news paperman and former director of FM Association, soon will be named Public Affairs Officer of Richmond area branch of Federal Civil Defense Administration.

IN EFFORT to avoid pitfalls that befell radio research, an independently owned TV station has activated survey to be conducted by leading university on "Out of Home TV." Breakdown will show in this major market what an estimated 25% of set-owners do when they are not watching TV at home. Results expected to be available in about two months.

WHILE FCC's slow-down on consideration of final TV allocations report stems largely from adjustment of conflicts in voluminous documents and desire to sit back and reflect, it's no secret that Comr. Frieda B. Hennock, educators' Joan of Arc, has belabored virtually every city-by-city situation that involves educational assignment. It's more question of holding on to original "10%" theoretical reservation than of adding additional channels for educators.

RESIGNATION of H. B. McCoy, NPA assistant administrator, may be announced shortly. Mr. McCoy is member of NPA top hierarchy on policy, as well as chief of textile and leather goods division, and has been active on color TV issue. He presided at recent agency-industry conference looking toward clarification of regulation. No replacement indicated.

OMISSION of electronics manufacturers from list of firms due to receive reserve controlled materials now released may cause some concern in industry quarters. Many manufacturers have received necessary certificates of necessity permitting tax write-off on new or expanded projects.

PLANS afoot for third closed circuit, theatre TV test by Federal Civil Defense Administration along Atlantic seaboard. There's one roadblock: Should demonstration be designed as training-orientation or public information experiment? FCDA is compiling survey of second test reaction among CD trainees, to be released in fortnight.

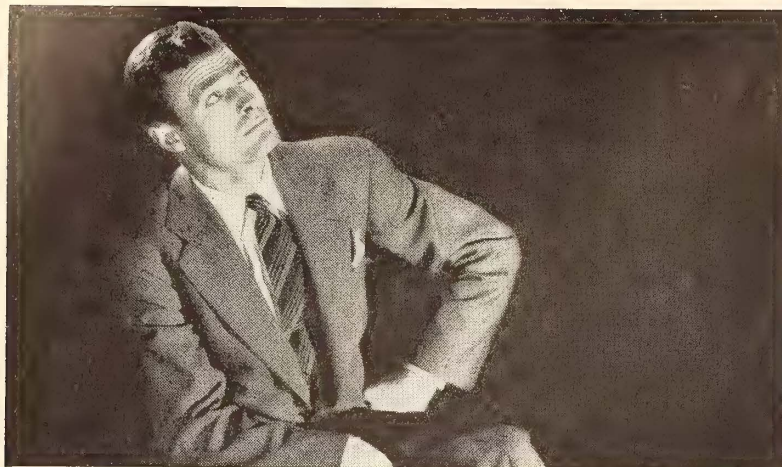
for more AT DEADLINE see page 106

**The Bolling Company announces
the appointment of G. Richard (Dick)
Swift as Vice President. Dick Swift's
20 years' experience with CBS, and
as general manager of WCBS-AM
and WCBS-TV, qualifies him for the
"team" of experienced Bolling men.**

Represented by Bolling . . . Like "Sterling" on Silver

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

To a radio advertiser who never hears "Dateline Marengo"



In WMTland all the news that's fit to air includes a minimum of bistro battles, a maximum of alfalfa intelligence. What we lack in V-neck verbiage is offset by thorough coverage of the Eastern Iowa scene. Take Marengo, pop. 2,000. It's the county seat of black-soiled Iowa County, a community typical of our market, where about half the retail and wholesale business takes place in towns under 10,000. WMT's special correspondents in Marengo and 37 other Eastern Iowa towns provide local news on a 24-hour basis. Combined with AP, UP, and INS they help supply the news fodder which is edited down to 12,000 words by daily newscasts.

WMT advertisers find news programs powerful sales makers. Killian's Department Store has sponsored the 9 a.m. edition since 1935. Other long-run news sponsors: Iowa Electric, since 1942; Oelwein Chemical, since 1943; Western Grocer, since 1944.

Outstanding news coverage is just part of the WMT story. Add farm service, sports, entertainment, and exclusive CBS programming, and you get the kind of audience interest which maintains WMT's position as the highest Hooperated CBS station in the nation.



CEDAR RAPIDS

BASIC CBS RADIO NETWORK • 5,000 WATTS • 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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

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

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. **TORONTO:** 417 Harbour Commission, EMpire 4-0775 James Montagnes.

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

* Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

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.

ANA

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commission rules and regul
tical broadcasting and t
rules and regulations,
rates plus 5.00, net
thereof for statio
ence.

ROL
the stud
n reques
NS

SEE HOW LITTLE IT COSTS TO GET INQUIRIES FROM 43 MIDWEST COUNTIES

With just **one** announcement on
WOWO's Jane Weston program,
aired at approximately 8:50 AM, a
prominent hand cream manufacturer
drew inquiries from 43 counties in
Indiana, Ohio and Michigan. Each
inquiry cost only **six cents!**



That's typical of the results **you**, too, can expect from
WOWO, with its unique combination of programming
ability and merchandising enthusiasm. Whether you use
a full-hour show on Class A time or an economical partici-
pation on the Jane Weston program, your advertising
dollar does full duty.. **and then some..** on WOWO.
For details, check WOWO or Free & Peters.

WOWO

FORT WAYNE
NBC AFFILIATE



WESTINGHOUSE RADIO STATIONS Inc
KYW · KDKA · KEX · WBZ · WBZA · WOWO · WBZ-TV

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

1 Manager—Edward G. T.
Gen'l Mgr.—Hillard Gates
m Director—Celo Mahlock
tatives
I. Baymer Company, Inc.

WOWO
(Established 1925)

effective July 1, 1951. (Card No. 3.)
Received June 5, 1951.
and operated by Westinghouse Radio Stations,
ss Office and Studio—925 S. Harrison St.,
Wayne 2, Ind., Anthony 2136.
titter—Highway junction of Routes 33 and 30,
2 miles north of Fort Wayne, Ind.
ower—Time
ing power—10,000 watts.
meters; 1190 kilocycles.
ed to operate full time on clear channel.
es on Central Standard Time.
ht Saving Time observed.
ing schedule: Sundays 7:00 a.m. to 12:00 mid-
(subject to extension); week days 5:00 a.m. to
a.m.
ilities
ve radiated power—16,500 watts.
ncy—38.1 megacycles on channel 241; Class B.
a height—500 feet above average terrain.

at the same time as
interrupted. This
rate. The advertiser
taining discount per
period for quantity
program. Talen charges in certain cases.

SPECIAL FEATURES

News Service—UP.
News service charge—all news programs are subject
to a service charge equal to 15% of the gross time
of the applicable length and time classification
of program. Talent charges in certain cases.

Participating Programs

Home Forum, Jane Weston—8:30 a.m. to 9:00 a.m.,
Monday through Friday, per participation:
1 time..... 35.00 156 times..... 29.75
26 times..... 33.25 260 times..... 28.00
52 times..... 31.50 300 or more times 26.25
Available to non-competitive producers and manu-
facturers. Continuity prepared by home forum direc-
tor from material supplied by client or agency.
Transcriptions of not more than 1-1/2 minutes ac-
ceptable as participation.

POLITICAL

Time is sold on the basis of rigid conformity with
the federal communications act and the federal com-

Maximum word count on commercial
minutes 400 words; 10 minutes 250 word
150 words.

CLASS "A"

| | (6:00 p.m. to 10:00 p.m.) | (11:00 p.m. to 1:00 a.m.) |
|-----------|---------------------------|---------------------------|
| 1 hr. | 120.00 | 108.00 |
| 1/2 hr. | 72.00 | 64.80 |
| 1/4 hr. | 43.00 | 38.70 |
| 5 minutes | 26.00 | 23.40 |

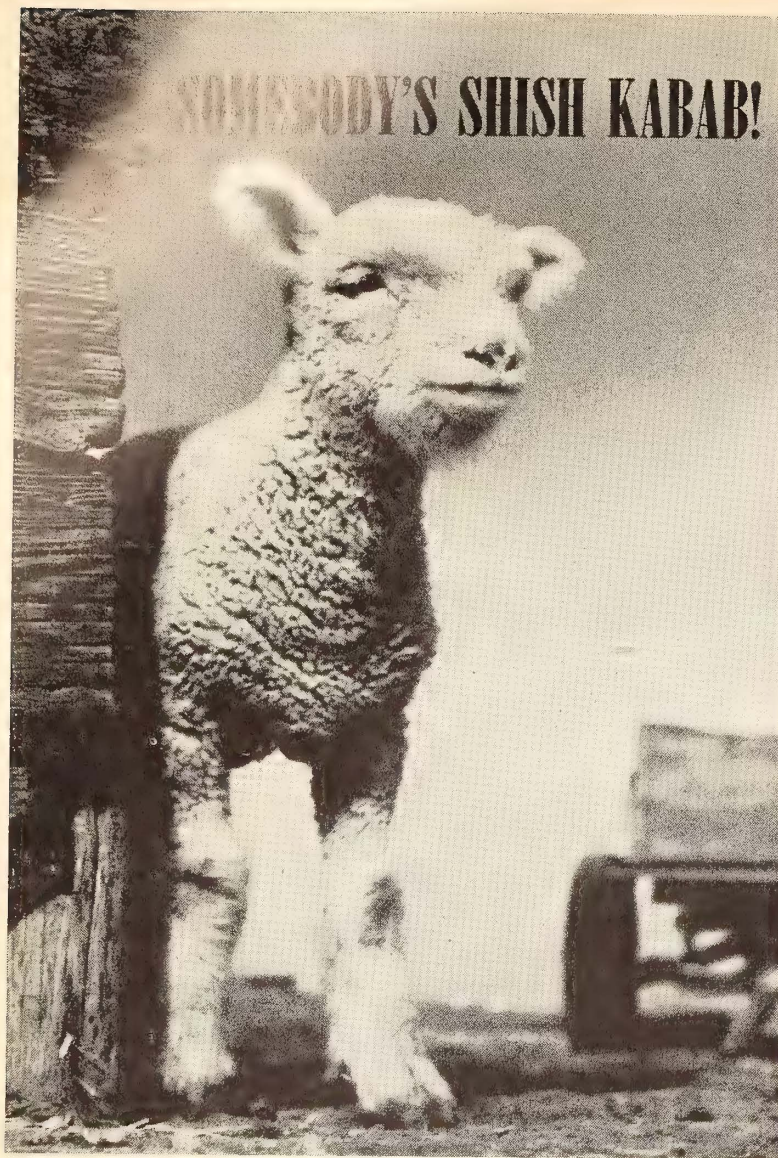
CLASS "B"

| | (8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) |
|-----------|---|
| 1 hr. | 84.00 |
| 1/2 hr. | 50.00 |
| 1/4 hr. | 30.00 |
| 5 minutes | 18.00 |

CLASS "C"

| | (11:00 p.m. to 8:00 a.m.) |
|-----------|---------------------------|
| 1 hr. | 67.00 |
| 1/2 hr. | 40.00 |
| 1/4 hr. | 24.00 |
| 5 minutes | 14.00 |

(This listing continued on next p



SOMEBODY'S SHISH KABAB!

Ordinarily a capricious little fellow, Shish Kabab is eyeing the Oklahoma City Market with a serious eye. Rightly so, for, cute as he is, he'll soon be some secretary's Mouton coat, somebody else's lamb chops, or a flaming sword dinner. And let that be a lesson.

In examining the Oklahoma City Market, don't let fancy trim or capricious claims divert you. Have a talk with your Avery-Knodel man about the station that can *prove* results, KOMA . . . the only 50 thousand watt CBS outlet in Oklahoma . . . the *merchandising minded* station in Oklahoma City.

KOMA *Avery-Knodel, INC.*
50,000 WATTS • CBS



agency

A. LEO BOWMAN, Pacific Coast manager of Free & Peters, S. F., to Abbott Kimball Co., S. F., as director of radio and television.

MERRITT WILLEY, vice president, Guild Bascom & Bonfigli Inc., S. F., to Telso Norman Adv., same city, as assistant to Mr. Norman and general manager in charge of operations.



Mr. Willey

ARTHUR GARDNER, production executive King Bros., independent film producers, joins Ruthrauff & Ryan Inc., Hollywood, as supervisor of filmed TV programs.

NORTON B. JACKSON named director of merchandising for Schleideler, Beck & Werner, N. Y.

PAUL EDWARD MARTIN, agency radio-TV producer and director, to N. W. Ayer & Son, N. Y., as production supervisor and ANDREW MITTELBRUNN joins agency's Phila. office as art director.

ROBERT LEHMAN, assistant to national sales manager, McIlhenny Co., N. Y., to William H. Weintraub, same city, in the marketing department. GEORGE R. CHRISTIE Jr., vice president and general manager of Robert Ensco Inc., also joins agency's marketing staff.



on all accounts

THE "song and dance," according to the cynics, is an invaluable part of the makeup of any successful advertising man.

But without dwelling too long on the philosophy of the cynic, "song and dance" is not a description of the executive tactics of Victor Seydel, director of radio and television for Anderson & Cairns, New York.

Rather, it is a biographical fact.

Born in New York City in 1909 but brought up in Grand Rapids, Mich., Mr. Seydel began his career of music and terpsichore during a summer vacation from school and never did return to the U. of Michigan.

He started as a juvenile dancer in vaudeville, progressed to production and from 1932 to 1934 produced vaudeville acts, movie shorts, nightclub shows and served as an m. c. in a number of his own productions.

Then RKO sent him to New York. In the big city, for a period of six years, he produced shows for fund-raising purposes for various organizations.

In 1940, he joined the then Blue Network as a staff director, remaining with the company when it became ABC. In 1944, he became

the New York Radio and TV director for the Pittsburgh agency, Walker Downing Co. During his term with that organization, he supervised the following network programs:

Counter Spy, Fishing and Hunting Club, Still Horizons, Mother and Dad and the Mary Small Junior Miss shows.

Five years later—in 1949—he joined Anderson, Davis & Platte as director of radio and TV, a position he still holds with the recently merged agency now listed as Anderson & Cairns.

He currently handles radio and TV for the following accounts: C. H. Masland & Son (carpets

and sportswear), which sponsors *Tales of Tomorrow* on ABC-TV; Rootes Motors, a radio and TV spot advertiser; Du Maurier Cigarettes (radio spots); National Home Furnishing (radio spots); Sunbeam Talbot Cars (radio), and Rolls Razor (radio and TV spots).

The Seydels—she is the former Harriet Hamm—have been married for 12 years. They have two children, Gregg, 7½, and Victoria, 4½. They live in their own home in Huntington, L. I.

His hobbies are fishing, the legitimate theatre and historical novels.



Mr. SEYDEL

beat



JOHN L. VAN ZANT named director of public relations staff at J. Walter Thompson Co., Chicago, where he has been account executive. He succeeds **C. STUART SIEBERT**, who has resigned to study in Europe.

JOHN F. CONNORS, production and promotion staff, KLZ Denver, to Bob Betts Adv., that city, as account executive.

GEORGE BRYAN CURRAN, sales psychology and research counsellor, moved office from New York to 1221 California St., Denver.

WILLIAM J. HENNIG to Paul J. Steffen Co., Chicago, as copy chief and research director.

DAVID W. ARCHIBALD, research and sales analysis department of Kaumagraph Co., Wilmington, Del., to Gray & Rogers, Phila., as assistant research director.



EDWARD B. ROSS has purchased interest of **WILLIAM W. SCHWEIT** in the Ross, Gardner & White Adv. Agency, L. A., and is now the sole owner. Agency's name will remain the same.

ROBERT S. BECKHAM, vice president of Moore & Beckham Inc., N. Y., to Richard La Fond Adv. Inc. same city, as account executive.

Mr. Archibald

JEAN WHERLAND, Rhoades & Davis, S. F., to Guild Bascom & Bonfigli, S. F.

SIDNEY GARFIELD, president, Sidney Garfield & Assoc., S. F., and **RALPH G. CAHN**, head of Ralph G. Cahn Adv., S. F., announce consolidation of their agencies. Name of combined agency will be Sidney Garfield & Assoc. All personnel of both agencies are retained.

LUCIEN BROUILLETTE elected vice president of Marsteller, Gebhardt & Reed, Chicago, where he has been an account executive since 1950.

CHERIE LEE, assistant radio-TV director at W. B. Doner & Co., Detroit, promoted to director of the department.

ROBERT M. GARRICK, advertising manager, Farmers' Market, L. A., to Factor-Breyer Inc., L. A., as publicity director.

AYLIN Adv., Houston, Tex., elected to membership in the American Assn. of Advertising Agencies.

BURTON A. NEUBERGER, Marfree Adv., Chicago, named general manager of that office succeeding **SHEPARD CHARTOC** who resigned to open own agency [B•T, Feb. 11].



Miss Lee

BETSY ROSS MARTIN, merchandising director of *Today's Woman*, to Earle Ludgin, Chicago, as manager of new merchandising department.

CHARLES J. WEIGERT, Benton & Bowles, N. Y., to Foote, Cone & Belding, same city, as space buyer.

JERE BAYARD, account executive, Walter McCreery Inc., Beverly Hills, to McNeill & McCleery Adv., Hollywood, as vice president and account executive.

EUGENE PILZ and **VERNON EWING**, account executives, named partners in Arthur G. Rippey & Co., Denver.

EARL R. DUGAN, assistant account executive, Erwin, Wasey & Co., L. A., to Foote, Cone & Belding, same city, to work on Hughes Aircraft account.

HENRY B. GRANDIN JR., American President Lines, S. F., to Richard N. Meltzer Adv., S. F.

GARRETT HOLLIHAN, radio and television director of Brisacher, Wheeler & Staff, S. F., to Foote, Cone & Belding, S. F., as account executive.

ROY A. WASHBURN and **ELDEN ROXBURGH** to Chicago office of C. L. Miller Co. Mr. Washburn, account executive, is former Chicago

(Continued on page 46)

BROADCASTING • Telecasting

Obviously OUTSTANDING...



World's Largest Distillery Fills

5,000,000th Barrel—in PEORIA

History was made recently at Hiram Walker & Sons, Inc. when the five millionth barrel was filled with Walker whiskey by General Superintendent Ralph Claassen (left) and President Howard R. Walton (right). No other distillery has ever reached this mark . . . the world's largest distillery sets the pace.

WMBD Dominates the Rich Peoriarea Market

The people of WMBD also set the pace . . . they fill more Peoriarea homes with advertisers' messages than the next two stations combined! Top PROGRAMMING backs the nation's No. 1 network with top rated local shows . . . volume SALES result from such programming . . . vigorous PROMOTION merchandises advertisers' programs . . . unmatched FACILITIES AND POWER blanket prosperous Peoriarea.

WMBD—The No. 1 Station in the Midwest's No. 1 Test Market!

CHARLES C. CALEY, President and General Manager

DON D. KYNASTON, Director of Sales

See Free & Peters . . .



PEORIA
CBS Affiliate
5000 Watts

FIRST in the
Heart of Illinois



Advertisement

From where I sit by Joe Marsh

It Isn't the Heat— It's the Hide!

Big discussion after the Grange meeting Friday night. Tik Anderson said that hogs were more affected by the hot weather than cattle. Skeeter Morgan declared that it wasn't so—that he *never* saw any hogs bothered by the hot sun like his cows were.

I was glad when Rusty Robinson stepped in.

"Boys," he says, "don't get so riled up. It all depends on what *color* the livestock are. Hogs or cattle, those with light-colored coats absorb less heat from the sun than animals with dark coats. You're *both* right!"

From where I sit, a great many useless arguments could be avoided if a person would simply remember he doesn't always have all the right on his side. Reminds me of folks who insist that coffee, for instance, is the only thing to drink, forgetting that other people have a right to a glass of beer now and then. If we wouldn't get so "het up" about our prejudices—we'd all be better off!

Joe Marsh

Copyright, 1952, United States Brewers Foundation

open mike



Elusive Spot

EDITOR:

... We, like so many other researchers, are always most anxious to include radio and television spot expenditures in our media analyses. However, to my knowledge, such figures are non-existent.

I would greatly appreciate it if you would inform me where we could obtain, on a monthly basis, dollar expenditures for spot radio and spot television, together with a breakdown by advertiser and product advertised. . . .

Nathalie D. Frank
Librarian
Geyer, Newell & Ganger
New York

[EDITOR'S NOTE: There is no source supplying the statistics Miss Frank wants on a monthly basis. However, yearly totals are available. The most up-to-date (for 1951) are those in the BROADCASTING YEARBOOK, now in the hands of subscribers, and TELECASTING YEARBOOK, which goes in the mails the end of this month. Official annual figures are compiled by the FCC, but usually are released about a year later.]

* * *

Ante Up

EDITOR:

I am writing in reply . . . to Dr. Chappell's suggestion that in the interest of the industry Mr. Hooper, Mr. Roslow and KJBS should share equally the cost of demonstrating the truth or fallacy of the hypothesis:

That the big reason for differences between roster and coincidental ratings is confusion caused by presenting in the roster many names of programs not heard by the respondent . . . with resulting inflation of roster ratings for low rating programs and deflation for those of high rating programs.

Our answer is YES. We welcome the opportunity of contributing our third and do so with no qualifications, no strings, no conditions.

Stanley G. Breyer
Commercial Manager
KJBS San Francisco

[EDITOR'S NOTE: Dr. Chappell's suggestion was made in a letter in OPEN MIKE Feb. 11.]

* * *

First Class Furor

EDITOR:

I should like to point out some of the dangers embraced in the petition of the NARTB explained in an article by William C. Grove in the Jan. 28 issue. In the first place has the NARTB considered how much unemployment of radio engineers and combination men will result? . . .

Secondly, it will surely result in lower engineering standards . . .

If the FCC accepts this money saving petition by the NARTB . . .

it would probably allow the average station to fire as many as three first class engineers . . .

I urge all engineers, all combination men, everybody with a first class ticket whose livelihood this vicious proposal fostered by Mr. Grove and the NARTB threatens, to make known their objections to the FCC, the U. S. Dept. of Labor and to their Congressmen . . .

Paul Coburn
Logan, Utah

* * *

EDITOR:

... Mr. Grove . . . stated that he didn't see any possible degradation of engineering standards if the rules changes are in effect. I wonder if Mr. Grove has given any thought to the possible degradation of the first class operator, both mentally and financially. . . .

If there is anything that the radio stations need at this time, it is rigid qualifications for the station managers. I have nothing against station managers, but after all, the success of the station is on their shoulders, and if the stations were in good financial standing, then they could pay the operators a fair salary.

I would like to see all the first class operators throughout the country follow this fight up with the FCC. . . .

George C. Shurden
WJMB Brookhaven, Miss.

* * *

EDITOR:

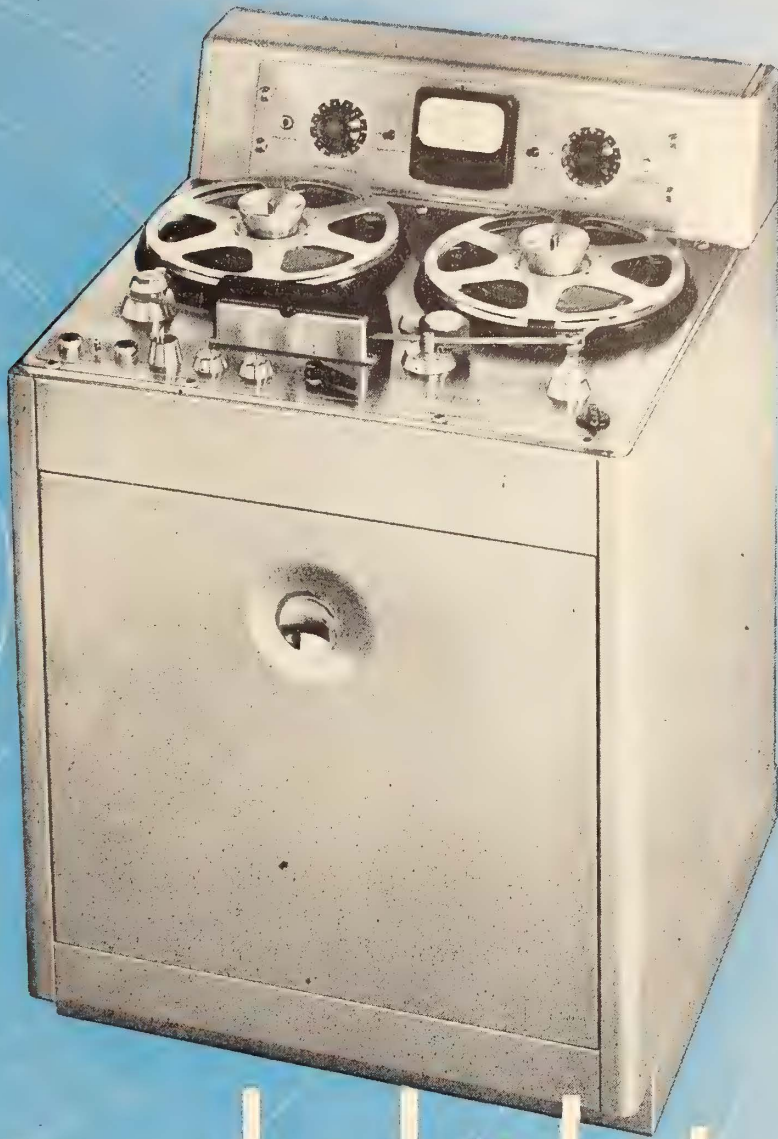
Mr. Webb's letter in the Feb. 4 issue B•T concerning Mr. Grove's and NARTB's proposal to reduce operator requirements for low power broadcast stations fails to take into account the fact that broadcasting has progressed a long way from the day when the engineer assembled the transmitter at sign-on time every day and operating the 250 w transmitter required more adjustments and controls than the 50 kw of today.

Operating the low power broadcast transmitter has been reduced in complexity to a point where the controls to be adjusted actually number less than on some electric cook stoves, but the FCC license requirements have advanced to such a state that the 250 w transmitter operator must know how many interlaced scanning lines cross the mosaic of a TV camera tube, or how many microseconds long a blanking pulse or sync pulse is.

We can agree with Mr. Webb's statement about the shortage of men who can afford to work for the wages that the small station can pay, but we also believe he would

(Continued on page 14)

Supreme



dependability

... Will Save YOU Time and Money!

**Model
300**

STANDARD OF THE GREAT RADIO SHOWS

AMPEX
Magnetic Tape Recorders

AMPEX ELECTRIC CORPORATION Redwood City, California

Open Mike

(Continued from page 12)

find a shortage of graduate electrical engineers who would be willing to work for a household cook's salary should the government rule that such skill is necessary to operate an electric range.

It is possible that some operators will lose their jobs, but a man who will sit and read comic books for eight hours a day doing transmitter watch while all that vast knowledge in his head deteriorates for lack of activity isn't very ambitious anyway and we believe a man who knows something and how to use it can always find a place to use it and get paid for it without getting under the wing of the FCC.

T. K. Vassy
General Manager
Chessley Hooper
Chief Engineer
WLBB Carrollton, Ga.

* * *

Suggestion Box

EDITOR:

An idea if you please: Why not a "National Radio Write-In Week" with plenty of publicity?

I suggest the last week in February with spot announcements across the country.

Is it worthy of a yearly promotion?

Lee Hollingsworth
President
WKBS Oyster Bay, N. Y.

* * *

Quick Look Misleading

EDITOR:

Was nettled by the heading on a small story in the Feb. 4 issue dealing with sales of radio and television sets in Canada. To one taking a quick look at the story headed "TV Going Up, Radio Down" it would appear that radio was losing out to television in Canada.

Nothing could be farther from reality.

In the first 10 months of 1951 less than 29,000 TV sets were sold. In the same time nearly 450,000 AM radio sets were sold. . . . AM radio is still going to be the most potent sales medium in Canada for a long time to come.

A. A. McDermott
Radio & Television Sales
Inc.
Toronto

[EDITOR'S NOTE: The story said that TV set sales in 1951 (28,979) were bigger than in 1950 (19,183) and that, conversely, radio set sales in the same 10 months of 1951 (449,509) were less than in the similar period of 1950 (583,093). Though this publication joins with Mr. McDermott in believing radio is here to stay, the headline accurately stated the facts.]

* * *

Another Viewpoint

EDITOR:

Why doesn't BROADCASTING • TELECASTING do factual reporting and get both sides of the story?

Feb. 11—"WOW Strike Settled" WOW, WOW-TV lost 23 minutes on both stations, and it was commercial, not "sustaining." All 12 NABET technicians are without jobs; the station is being operated by strike breakers and only a few NABET men—not "a full staff" NABET technicians."

D. Roy Glanton
Ex-WOW Engineer
(After 23 years)
Omaha

[EDITOR'S NOTE: The item to which Mr. Glanton refers was plainly labeled as management's side of the story. The news arrived so late that B•T had to go to press with it without soliciting NABET's viewpoint. We are glad to publish Mr. Glanton's version.]

* * *

Lips That Touch Liquor

EDITOR:

In the interest of getting the record straight on the KOME-MI difficulty which you covered your issue of Feb. 4, here is the rest of the story:

Before we purchased KOME, but after the FCC had approved our application for such permission, we went to New York and discussed the whole situation with the station's relations people. We arrived at what we thought to be a *modus vivendi*, but the whole thing was knocked into a cocked hat by the sale of the *Game of the Day* by Falstaff and the need for a Tulsa outlet which we did not feel we could provide because of our ownership by a school organization.

As to the sequence of events, it is true that Mutual put us under a protective cancellation. It is significant that the cancellation was dated Nov. 2, which was before my trip to New York and before our discussion for the purpose of clarifying questions as to our station's policy. At the time of my visit, which was advised by Mutual, I was told about the cancellation but assured that it was routine and for the purpose of making a record of us clarify the question.

On Monday, Jan. 28, 1952, Mutual still told us that if we would reconsider our ban on beer they would like to do business with us.

While technically the cancellation was by Mutual, our firm refusal to carry the Falstaff precipitated the action and caused them to carry through the cancellation which was only protective at the time notice was given.

Incidentally, I wonder about the equity of the clause under which this thing was done. After purchasing the station, our network contract has been on a 30-day cancellation notice by the network. From our side, however, we couldn't get out under two years. That's a standard clause in the contract.

Storm Whaley
Vice President
KOME Tulsa

[EDITOR'S NOTE: Mr. Whaley's letter adds details to a story that was accurately reported in B•T Feb. 4. Effective March 2, KAKC Tulsa becomes the Mutual affiliate because KOME's policies against alcoholic beverage advertising would prevent MBS from getting into Tulsa with its beer-sponsored "Game of the Day." KOME has joined Liberty (see story this issue).

17 OUT OF 18 PREFER WDAY, FARGO!



"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY; 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

WDAY was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other

stations combined!

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". Here WDAY was a 15-to-1 choice over the next station . . . a 6½-to-1 favorite over all other stations combined!

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. Get all the facts. Write us direct, or ask Free & Peters!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC., Exclusive National Representatives



A LA CARTE TELEVISION

Television, sponsors say, can be satisfying fare.

And Spot Program television lets you choose any item on the menu, cooks it to your taste and serves it exactly where you want it. Yet it costs no more than the regular "no substitutions permitted" dinner.

BUY TV BY SPOT and order only the markets you want. Forget "must" cities, "must" stations or minimum network requirements. You'll get top service from the stations you choose . . . uniform and pleasing

picture quality for your programs. And when you get the bill, you'll find the savings in station rates are enough to pay for your film prints, their distribution and other costs, if any.

To discover how nourishing Spot Program television can be for your sales curve, just call the salesman at the Katz office and see what he can prepare for you. If you're like an increasing number of national advertisers, you'll go for it.

YOU CAN DO BETTER WITH SPOT . . . MUCH BETTER.

AT TABLE D'HOTE PRICES



THE KATZ AGENCY, INC • NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE • NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT



Spot . . .

LAMOUR HAIR PRODUCTS Inc., N. Y. (Color Comb and Shampoo Pads), effective tomorrow will launch advertising and promotion campaign using both radio and TV participations primarily on women's shows. Company, whose overall yearly advertising budget will reach \$150,000, will begin its program on metropolitan New York stations, expanding to Philadelphia, San Francisco, and Los Angeles within the next three months. Agency: Kenneth Rader Co., N. Y.

ILLINOIS MEAT Co., Chicago, will sponsor *The Johnson Family* in three markets effective today. Stations carrying the 45 minute morning show are WCBS New York, WTAM Cleveland and WXYZ Detroit. Agency: Arthur Meyerhoff, Chicago.

CLINTON CLOTHING Co., L. A., begins sponsorship of *Madison Square Garden*, half hour TV film series on KTTV (TV) Hollywood today and KFMB-TV San Diego March 7. Both contracts call for a series of 13 weeks. Agency: Milton Weinberg Adv., L. A.

WESTON BISCUIT Co., Burbank, Calif., using TV film spot announcements in six different languages over western stations for new four wrapped line of cookies. Agency: McNeill & McCleery, Hollywood.

Network . . .

BAUER & BLACK, Chicago (medical supplies), will sponsor a quarter hour of *Howdy Doody* on NBC-TV for six weeks from April 16. Agency: Leo Burnett, same city. B&B segment is aired Wed. 4:30-4:45 p.m. Clients renewing portions of the show include **MARS Inc.**, Chicago (candy), through Leo Burnett Co., Mon. 4:45-5 p.m. for 13 weeks from March 3 and Wed. 4:30-4:45 p.m. for six weeks from March 5. **KE LOGG Co.**, Battle Creek (cereals), renews through Leo Burnett Co. on Tues. and Thurs. 4:30-4:45 p.m. segments for 13 weeks from March 1 while **INTERNATIONAL SHOE Co.**, St. Louis, through Henri, Hurst McDonald, Chicago, renews alternate Wed. 4:45-5 p.m. portion from Feb. 22 for 52 weeks.

KELLOGG Co. (Corn Pops, Rice Krispies, Corn Flakes), Battle Creek, Mich., renews *Wild Bill Hickok* on 516 MBS stations, thrice weekly 5:30-5:55 p.m. (each local time zone), for 13 weeks from March 3. Agency: Leo Burnett Co., L. A.

CALIF. SPRAY CHEMICAL Corp., Richmond, Calif. (garden chemicals) signs 26-week contract for sponsorship of *Ortho Garden Guide* with Norvell Gillespie, thrice-weekly show on 25 Don Lee Network stations. Agency: McCann-Erickson, S. F.

CHEMICALS Inc., Oakland, Calif. (Vano products), signs 52-week contract for sponsorship of Mel Venter's *Breakfast Gang*, half-hour Monday through Saturday variety program, on full 45 station Don Lee Network. Agency: Sidney Garfield & Assoc., S. F.

GREEN GIANT Co. (Corn and Peas), Le Sueur, Minn., starts *Life With Linkletter* on ABC-TV on weekly basis, Fri., 7:30-8 p.m. (PST), for 13 weeks from March 14. Show currently seen alternate weeks. Agency: Leo Burnett Co., L. A.

Agency Appointments . . .

MOTOROLA-NEW YORK Inc., names Getschal & Richard Inc., same city.

ADAM HATS, N. Y., appoints Hirshon-Garfield Inc., same city, for advertising of wholesale, retail and Adam Hat Agency division.

REHRIG MFG. Co. (Whitehouse dressing, mayonnaise), L. A., names Davis & Co., L. A.

WORSTED DIV. of Pacific Mills, N. Y., appoints Foote, Cone & Belding, same city, effective March 1.

HANSCOM BROS. Inc. (bakers), Phila., reappoints Buckley Organization, same city.

ATLANTIC PRODUCTS Corp., Trenton, N. J. (luggage), names Anderson & Cairns, N. Y.

SAV-ON DRUG Co., L. A., names Ruthrauff & Ryan, Hollywood. Local.

(Continued on page 52)

BROADCASTING • Telecasting

RADIO ADVERTISING DOMINATES IN OKLAHOMA

And in Oklahoma

KV00

DOMINATES RADIO AS IT HAS FOR 26 YEARS

For Proof See Hooper, BMB, and Record of Performance

KV00 *Oklahoma's greatest Station* **TULSA**
50,000 WATTS 1170 KC NBC AFFILIATE

National Representatives — Edward Petry & Co., Inc.

ANY Time Is GOOD TIME On **KRNT** DES MOINES!

BOX SCORE

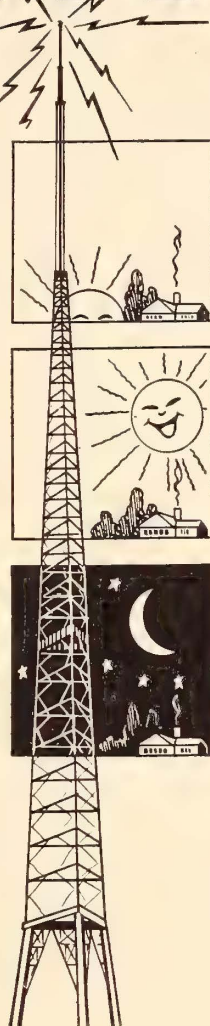
MORNING — 22 first (1 tie) out of 22 rated periods.

AFTERNOON — 21 firsts and 3 seconds out of 24 rated periods.

EVENING — 47 firsts, 16 seconds out of 70 rated periods.

Every KRNT personality show and news period out-Hoopers every competing show in Des Moines! These ratings are proof conclusive that KRNT never was better — never a better buy! By every standard of comparison, KRNT is one of the great stations in the nation. We're big and growing bigger in a big market . . . FAST.

BUY THAT
Very highly
Hooperated,
Sales results
premeditated,
CBS affiliated
Station in
Des Moines!



and Here's Why...

KRNT . . . FIRST in morning audience!

KRNT's audience (42.3% share) is 114.7% greater than the No. 2 station, and is 19.8% larger than the combined total of the No. 3, 4, 5 and 6 rated stations . . . is 24.8% greater than No. 2 and 3 stations combined.

KRNT . . . FIRST in afternoon audience!

KRNT's audience (46.2%) is 90.9% greater than the No. 2 station, and is larger than the combined total of No. 2, 3, and 4 rated stations.

KRNT . . . FIRST in evening audience!

KRNT's audience (36.5%) is 39.8% greater than the No. 2 station. . . is 112.2% greater than the No. 3 station . . . is larger than the combined total of No. 3, 4, 5, and 6 rated stations.

KRNT . . . FIRST in total rated time periods!

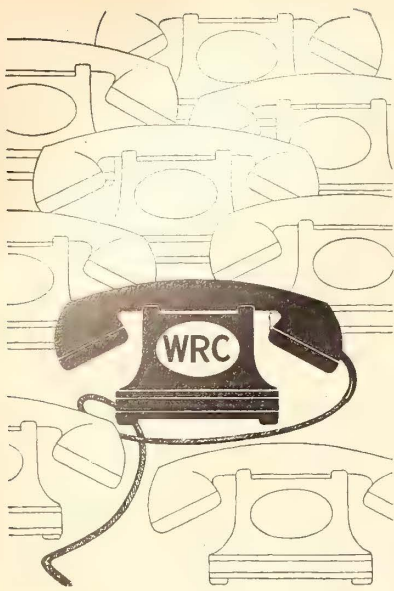
KRNT's audience (40.5%) is 73.1% greater than the No. 2 station, and is greater by 17.7% than the total of No. 3, 4, 5, and 6 stations combined.

BUY THAT

**KNOW-HOW
GO-NOW**

**STATION WITH THE
FABULOUS PERSONALITIES AND
ASTRONOMICAL HOOPERS**

Represented by THE KATZ AGENCY . . . SOURCE: C. E. HOOPER DES MOINES AUDIENCE INDEX, OCTOBER-NOVEMBER, 1951



Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES



feature of the week

IT ALSO was "with pleasure" that WHK Cleveland's Sales Promotion Manager L. C. Oswald received the following letter from David B. Sankey, sales manager, The Charles A. Peterson Co., processors of nut meats:

"It is with pleasure that we advise you that our sales volume increased 20% in November and December 1951 over the year of 1950 for the same period. We conservatively attribute this increase to the very fine job of selling that both your station and Bill Gordon have done."

The letter goes on to commend the station, concluding that the "service and attention enabled us to break an all-time record for the month of December."

Mr. Oswald explained that the Peterson company used WHK and *The Bill Gordon Show* for a holiday campaign which relied only upon radio. The firm purchased eight spots weekly for seven weeks, Nov. 5 to Dec. 21. Five spots were placed on the show 8:05-8:20 a.m., Monday through Friday, and three additional spots at 6:15 p.m., Mon-



"It's the nuts," concludes Mr. Gordon (r), in receiving good news from Mr. Sankey.

* * *

day, Wednesday and Friday.

The firm is a saturation announcement user of experience. In 1950, the Charles A. Peterson Co. bought a package on the same show for the month of December. Then, Mr. Gordon delivered a \$1,200 order with one spot announcement plus a 25% increase in counter trade with an average of four to six telephone orders per day, Mr. Oswald notes.



strictly business



HOWARD B. MEYERS

THIS is the bicarbonate year for radio, which is currently relieving itself of indigestion and heartburn caused by the fear of television.

So says Howard (Howdy) Benton Meyers, Chicago manager of the O. L. Taylor Co., who sees a healthier glow in radio now that the TV-

flush has gone, replaced by clear thinking and basic planning.

Mr. Meyers, who sells radio by not under-selling television, knows the merits and demerits of any product with which he deals, as well as those of the competition.

He learned this type of comparative salesmanship in high school days on Chicago's South Side, when he moved up from potato boy (filling little bags from big ones) to delivery truck driver, topping his grocer apprenticeship by learning how to chop up and form a crown roast. His business inclinations ran counter to the more conventional approach of his father, a professor of geology at the U. of Chicago, and his mother, who had been a grammar school principal.

On his first fulltime job (\$25 a week in 1931), he checked ad lineage for Stack-Goble Agency, where he also learned a bit about radio merchandising before studying production and printing at a photo-engraving plant. A switch to the Moe Annenberg organization (*Racing Form*, *Screen Guide*, *Radio Guide*, *Action Detective*) handling editorial promotion for *Radio Guide* resulted in half a dozen "permanent" moves to Philadelphia from

(Continued on page 68)

IF YOU'RE
INTERESTED
IN SPRING...

Your Spring Campaign Should Include the Great Milwaukee Market — Where Total Retail Sales Rank Among the Highest in the Nation.

And WISN's Big Audience Plus Listener-Confidence Assures You of Real Results in Milwaukee. Call Your Katz Man Today!

You'll Like Doing Business With WISN.

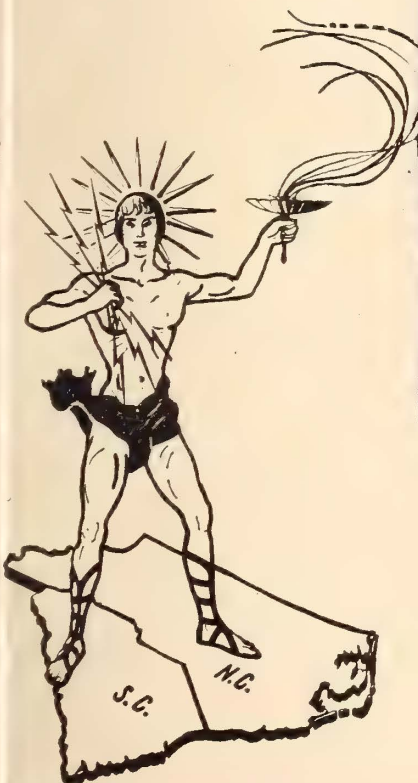
IN MILWAUKEE
THEY LIS'N TO

WISN CBS

5000 WATTS

Represented by
KATZ Agency

a
power
for
the
power
industry



COLOSSUS OF THE CAROLINAS

On January 22, 1952, WBT's Director of News and Special Events—Jack Knell—celebrated his tenth year as the radio voice of the Carolinas' mammoth and ever-growing Duke Power Company. Jack's 69% Share of Audience at 12:35 P. M. is closely rivaled by his 61% at 6 P. M.—two significant examples of the power of WBT local personalities—and WBT itself.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

New radio-musical extravaganza!

Thesaurus

presents

DATE IN

STARRING

GLORIA
DE HAVEN

GLITTERING, GLAMOROUS
NEW SHOWCASE FOR
YOUR SPONSOR'S PRODUCT!

Here's glamorous GLORIA DE HAVEN — soaring young Hollywood star. . . Here's sure-fire EDDIE FISHER — one of the top male vocalists in Billboard's latest disc jockey poll! And hit-recording artist HUGO WINTERHALTER as maestro and host!

Put your listeners in the midst of Hollywood for a romantic date with the stars. The pulling power of this sensational young pair more than doubles when they're heard singing duets!

Another big-name THESAURUS show to earn talent fees as well as time charges for your station. A quarter-hour program bringing Hollywood and big-name stars to your sponsors and listening family.

WITH HUGO
WINTERHALTER
AND HIS ORCHESTRA

HOLLYWOOD

big-name quarter hour... produced to sell for you!

AND EDDIE FISHER

MAKING MONEY FOR HUNDREDS
OF STATIONS AND SPONSORS...
AND ALL INCLUDED IN YOUR
Thesaurus LIBRARY

Phil Spitalny's "Hour of Charm"
"The Wayne King Serenade"

"Music by Roth"

"The Tex Beneke Show"

"Sons of the Pioneers"

"Hank Snow and his Rainbow Ranch Boys"

"Swing and Sway with Sammy Kaye"

AND MANY, MANY OTHERS!

... complete with sponsor-selling brochures,
audience-building promotion kits and sales-
clenching audition discs.

THE NEW ERA
IN *Thesaurus*
recorded
program
services



RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

630 Fifth Avenue, New York 20, N. Y.
445 N. Lake Shore Drive, Chicago 11, Ill.
1016 N. Sycamore Ave., Hollywood 38, Calif.
522 Forsyth Bldg., Atlanta 3, Ga.
1907 McKinney Ave., Dallas 1, Texas

Judson 2-5011
Whitehall 4-3530
Hillside 5171
Walnut 5948
Riverside 1371

Phone or write for comprehensive THESAURUS brochure today!

"KWKH for coffee and lumber"



Says Q. T. HARDTNER, JR.

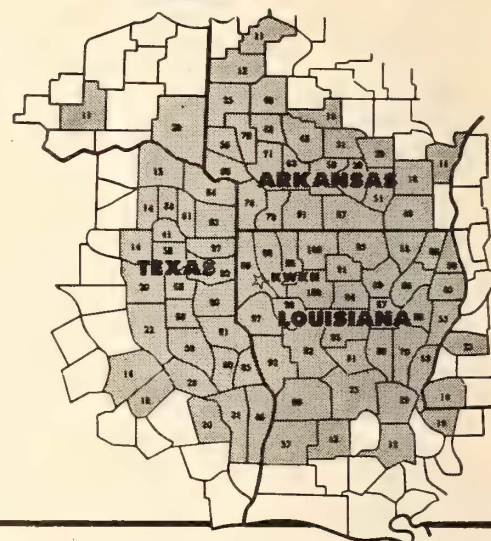
President, Ocean Coffee Co. and Hardtner Lumber Co.

IMPORTANT LOUISIANA MERCHANDISER

As the owner of both a highly successful coffee company and an equally successful lumber operation, Mr. Q. T. Hardtner, Jr. is doubly qualified to judge KWKH's selling power in the important Louisiana-Arkansas-Texas area. This is what he recently wrote us:

"Obviously builders and housewives are vastly removed from each other in their buying habits; however, I have for the past four years used KWKH-built programs to successfully promote both Ocean Coffee and Hardtner's Urania Lumber and have enjoyed considerable sales success with both. I am convinced that KWKH is Ark-La-Tex's as well as Shreveport's favorite radio station. In addition to my regular KWKH programs, I have also used KWKH's Louisiana Hayride on Saturday nights and especially recommend it to reach the big Ark-La-Tex market.

(Signed) Q. T. Hardtner, Jr."



KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

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

KWKH

A Shreveport Times Station

50,000 Watts • CBS •

SHREVEPORT

The Branham Company
Representatives

Texas

LOUISIANA

Arkansas

Henry Clay, General Manager

RADIO SALES UP

HEALTHY upsurge in radio network business was noted last week, with three networks reporting that already this year they have sold new time and renewed existing contracts representing annual gross billings substantially in excess of \$31 million.

In what was taken as further evidence of an increasing advertising swing back to radio, the total estimate of network billings reflected in sales and renewals thus far in the young new year was reported as follows:

● CBS Radio—Almost \$15.5 million.

● MBS—Approximately \$9.5 million.

● ABC radio—Approximately \$6.5 million.

● NBC radio, though it did not enumerate either its renewals or its new contracts as signed to date in 1952, early in January had reported renewals of eight evening shows representing \$5,798,000 in annual gross billings [B•T, Jan. 7]. It also was known that some of NBC radio's major contracts do not come up for renewal until June.

In a statement announcing CBS Radio's new and renewed business, John J. Karol, vice president in charge of network sales, asserted:

"This outstanding sales report for CBS Radio for the first month of 1952 is further evidence that advertisers, in their re-evaluation of all advertising media, are more and more convinced that radio still is their best buy in terms of cost, circulation and audiences delivered."

Overcoming Resistance

Officials of other networks also regarded 1952's activity in network time sales as further progress in overcoming the resistance which many advertisers were exhibiting toward radio last spring.

CBS Radio's total new sales and renewals thus far this year covered 12 sponsors who bought new time for a total of 13 shows, plus 12 sponsors who renewed 20 existing shows.

The contracts placed by CBS Radio were listed as follows:

New business since the first of the year includes Campana Sales Co. for *Sunday News Special*; Ferry-Morse Seed Co. for *Garden Gate*; General Foods for *Mr. Chameleon* and *Sanka*

Salutes; General Motors for two one-time broadcasts of *Peggy Lee Show*; the Kellogg Co. for *Carl Smith*.

Gillette Safety Razor, for the *Orange Bowl* game; Lever Bros. for *Big Town*; Pepperell Mfg. Co. for a one-shot of *Red Skelton Show*; Philip Morris for *Philip Morris Playhouse on Broadway*; Wander Co. for 15 minutes of *Arthur Godfrey Time* on alternate days; Admiral Corp. for *World News With Robert Trout*; and American Safety Razor Corp. for 12 programs of the *Red Skelton Show*.

Program renewals were made by Campana Sales Co. for *Bill Shadel and the News*; General Foods Corp. for *Renfro Valley*; Thomas J. Lipton Div. of Lever Bros. for *Arthur Godfrey and*

His Talent Scouts; and Lever Bros. for *Lux Radio Theatre*.

Other renewals included Longines-Wittnauer Watch Co. for *Symphonette and Choraliers*; Metropolitan Life Insurance Co. for *Allan Jackson and the News*; and on the Pacific Coast, Mennen Co. for Frank Goss News' program; North American Van Lines for *Fan Mail*; and Peter Paul Inc., *Dave Vaile—News*.

Procter & Gamble Co. renewed *Rosemary, Big Sister, Ma Perkins, Young Dr. Malone, Guiding Light, and Brighter Day*; Sterling Drug Co., *Pursuit*; Toni Co., *Grand Central Station*; and Wm. Wrigley Jr. Co. *Gene Autry Show and Life With Luigi*.

Mutual, which said its \$9.5 mil-

lion estimate represented only the number of weeks involved in each contract, reported the following new business:

Kraft Foods Co. for half of *Bobby Benson Show* (for 26 weeks), and for increase from two to three days a week of *Queen for a Day* (also 26 weeks); Kellogg Co. for *Carl Smith* (50 weeks); R. J. Reynolds Tobacco Co. for *Ken Carson Show* (52 weeks); Murine Co. *Gabriel Heatter News*; Benjamin Moore Co. for *Your Home Beautiful*; S. C. Johnson & Son for *Headline News*, five-minute morning strip; *Capitol Commentary*, 10-minute strip; *Headline News*, five-minute afternoon strip; *Cecil Brown Commentary*, five-minute strip, and four Saturday news shows (52 weeks).

Sterling Drug for *John J. Anthony Hour* (52 weeks). CUNA Mutual Insurance Society, for *Gabriel Heatter* (52 weeks); American Protam Co. for *Health Quiz* and three Sunday shows (total 52 weeks); Olsen Rug Co. for *Gabriel Heatter* (6 weeks); Falstaff Brewing Co., for *Game of the Week* 29 2/7 weeks; Buick Motors for *Fulton Lewis* and *Mutual Newsreel* (1 time).

Mutual renewals were listed as follows:

American Federation of Labor for *Frank Edwards—News* (52 weeks), P. Lorillard Co. for part of *Queen for a Day* (52 weeks); Pal Blade Co. for *Rod and Gun Club of the Air* (52 weeks); Johns Manville for *Bill Henry*

(Continued on page 38)

Networks Off to \$31 Million Start in '52

TV Allocations Supplement

AS A service to subscribers, and in keeping with our "full text" policy on all important news events, BROADCASTING • TELECASTING will publish in complete text the FINAL TELEVISION ALLOCATIONS REPORT promptly upon its release by the FCC.

The ALLOCATIONS REPORT will be delivered WITHOUT CHARGE to the 16,000 subscribers as a supplement to the regular weekly BROADCASTING • TELECASTING. Extra copies of the PRINTED text will be available as long as the supply lasts, at \$3 each.

SEASONAL CAMPAIGNS

By FLORENCE SMALL

SURPRISINGLY early and with record-promising outlays, spring and summer seasonal advertisers are feverishly lining up their campaigns, with a major part of the allocations slated for radio.

Those were the significant results of a survey conducted by BROADCASTING • TELECASTING last week.

Park & Tilford (Tintex dye), New York, for one, will be expanding by almost double its last spring's campaign when it launches a radio spot schedule from coast to coast in mid-February in more than 175 markets. Contracts range from 10 to 13 weeks. Storm & Klein, New York, places the spring and fall schedules for the product.

Ice cream accounts are also beginning actively to plan their summer campaigns. Eskimo Pie (ice cream bars) which used 50 radio cities last year, will use this year at least that many markets—and perhaps more than that number, W. W. Wade, advertising manager of Eskimo Pie Corp., told BROAD-

CASTING • TELECASTING. The spots will start in some markets in late March and in others in April, with varying contracts from four to eight weeks. Television spots also will be employed in about 10 markets. Buchanan & Co., New York, is the agency.

Another iced confection account, Joe Lowe Inc. (popsicle), Chicago, is planning to start sponsorship of a quarter-hour radio show featuring Buster Crabbe, effective early in June, for 13 weeks. Blaine-Thompson, New York, is the agency.

Frostee Schedules

Lipton's Frostee, New York, probably will use a radio one-minute schedule of transcriptions starting June 16 and extending through Aug. 1, using more than 225 stations in 120 radio markets. Ruthrauff & Ryan, New York, is the agency. Television is under consideration too.

Another seasonal advertiser—one, in this case, whose budget will be increased by about 30%

Plans Set Early

over last year—is the Fred Fear Co., Brooklyn, makers of Easter egg dye. This season the allocation will go into short-term network buys. Two programs already contracted for are *Stop The Music* on ABC radio and *Under Arrest* on MBS, with a third network show still being contemplated. Last year the advertiser used spot radio. Campaign starts two weeks prior to Easter. Hilton & Riggio, New York, is the agency.

For the 24th successive year, Benjamin Moore & Co. (paints), New York, will turn to radio to promote its products, starting March 1 on Mutual network with its *Your Home Beautiful* (Saturdays, 11-11:15 a.m.). St. George & Keyes, New York, is the agency.

Another perennial seasonal client, the Ferry-Morse Seed Co., Detroit, is using CBS Radio for the eighth consecutive year during the pre-planting season. Firm sponsors *Garden Gate* on CBS Radio for 14 weeks effective Feb. 16 (Saturdays, 9:45-10 a.m.). Mac

(Continued on page 38)

NARTB CONVENTION

A VARIETY of subjects ranging from UHF television to problems of small TV station operations emerge as highlights on the tentative agenda planned for the sixth annual engineering conference to be held concurrently with the NARTB convention in Chicago March 31-April 2.

Topics were arranged by Neal McNaughten, NARTB engineering director, with engineering-management registration slated for Sunday, March 30 at Exhibition Hall in the Conrad Hilton Hotel.

An elaborate cross-section of radio-TV broadcasting subjects has been blueprinted, with delegates of both the engineering and management conferences taking part in the two luncheon sessions. Television will dominate the engineering meet, with full promise of extensive exhibits by leading electronic manufacturers. Emphasis will be on "heavy" exhibits. Arthur Stringer, NARTB, is again coordinating convention planning.

Top luncheon speaker at the joint management-engineering luncheon on Tuesday will be NARTB President Harold E. Fellows. FCC Chairman Wayne Coy is tentative Wednesday luncheon speaker. The small TV operations symposium will highlight the Wednesday evening banquet session.

Three-day engineering sessions will be kicked off on Monday, March 31, with a TV panel on control room layouts, UHF transmitters, master control and camera switching. J. R. Poppele, vice president in charge of engineering, WOR-TV New York, will preside.

'Roaring Twenties' Luncheon

Delegates will then break up for a "Roaring Twenties" buffet luncheon in Exhibition Hall.

Orrin Towner, technical director of WHAS-AM-TV Louisville, Ky., will preside over the afternoon meeting touching on advances in equipment design, improvements in TV film reproduction, 16 mm film projectors and methods of controlling and improving video signals.

More technical aspects will be broached in the Tuesday morning session under Frank Marx, vice president in charge of engineering for ABC. During this period new 5 kw and 10 kw transmitters and audio consoles will be discussed.

Engineering delegates will join in the luncheon session to be held in the Grand Ballroom, with NARTB President Fellows as speaker. A special feature will be "The First 30 Years are the Easiest."

William B. Lodge, CBS vice president for engineering, will serve as chairman for the afternoon engineering session. Slated for discussions are such topics as TV lighting, broad band transmission research, construction and operational economics of TV broadcasting, and a talk on planning and in-

stallation of Argentina's first video outlet.

Antenna characteristics, UHF propagation and studio equipment planning will be under study in the Wednesday morning conclave under chairmanship of Raymond F. Guy, NBC radio and allocation engineering manager. Once again engineering delegates will break to join in the joint luncheon.

Plan UHF Session

The afternoon period will be devoted to UHF TV, with Stuart Bailey, Jansky & Bailey, consulting engineers, as chairman. Representatives of Westinghouse Radio Stations Inc., RCA, General Electric Co. and Allen B. DuMont Labs are expected to participate.

Convention banquet in the Grand Ballroom Wednesday evening will be highlighted with the symposium on "Small Television Operations." Col. John H. DeWitt, president of WSM-AM-TV Nashville, Tenn., will preside.

Participating will be Frank P. Bremmer, WATV (TV) Newark; Nevin Straub, WJAC-TV Johns-

Engineering Part Set

town, Pa.; R. A. Isberg, KRON-TV San Francisco (tentative), and J. E. Mathiot, WGAL-TV Lancaster, Pa.

Tentative engineering agenda for the convention in Chicago follows:

MONDAY, MARCH 31, 1952

Morning Session 9:45 a.m.

Presiding: J. R. Poppele, Vice President in Charge of Engineering, WOR-TV New York

Television Control Room Layouts

By: Rodney Chipp, Director of Engineering, DuMont Television Network

UHF Transmitters and Antennas

By: John E. Young, Manager, Broadcast Transmitter Engineering Section, RCA

Television Signal Switchboard for Studio and Master Control

By: H. Thomas, Federal Telecommunication Labs

Television Camera Switching

By: Allen A. Walsh, NBC

12:00 Noon—Roaring Twenties Buffet Exhibition Hall

Afternoon Session 2 p.m.

Presiding: Orrin Towner, Technical Director, WHAS, WHAS-TV Louisville, Ky.

Advances in Television Equipment Design

By: L. L. Pourciau, General Precision Laboratory

Improvements in Television Film Reproduction

By: V. J. Duke and K. W. Mullenger, NBC

A New Television Camera

By: John Roe, RCA

A Synchro-Lite Powered 16MM Film Projector for Television

By: R. E. Putnam, GE

Methods of Controlling and Improving Video Signals

By: R. Betts, Allen B. DuMont Labs

TUESDAY, APRIL 1, 1952

Morning Session 9:45 a.m.

Presiding: Frank Marx, Vice President in Charge of Engineering, ABC

Dynamic Measurement of Base and Circuit Operating Impedances in a Directional Array

By: Walter F. Kean, Consulting Engineer

Mechanical and Electrical Design Consideration in Speech Input Systems of Highest Fidelity

By: Norbert L. Jochem, Chief Audio Frequency Engineer, Gates Radio Co.

New 5 kw and 10 kw Transmitters

By: L. K. Findley, Broadcast Development Engineer, Collins Radio Co.

New Audio Consoles for AM-FM-TV

By: John Hilliard, Chief Engineer, Altec Lansing Corp.

12:30 p.m.—Joint Luncheon in Grand Ballroom

Speaker: Harold E. Fellows, President, NARTB

Special Feature: "The First Thirty Years Are the Easiest"

Afternoon Session 2 p.m.

Presiding: William B. Lodge, Vice President in Charge of Engineering, CBS

(Continued on page 40)

ET IDENTIFICATION

ELIMINATION of the FCC regulation calling for use of announcements identifying recorded programs and spots was advocated Thursday by the NARTB radio board meeting at Bandera, Tex.

In view of the extensive use of recording techniques and broadcasting, the board felt stations and networks should no longer be required to use the cumbersome announcements specifying that programs are electrically-transcribed.

Resolution calling for this board action was taken at the suggestion

of Michael R. Hanna, WHCU Ithaca, N. Y. It was unanimously adopted by the radio directors.

Only exception would be in the case of news and commentary programs. The board felt that news programs should be identified by an appropriate word such as "delayed" if the newscast or commentaries are transcribed.

Rule Eased Some

The transcription announcement rule has been eased somewhat during the last two decades but the

Drop Rule—NARTB

directors felt the present requirement is not in line with progress of the broadcasting arts.

In the news field, the directors adopted a resolution calling on wire services to reappraise their "Hold for Release" practices. National Assn. for Radio News Directors recently adopted a resolution to this effect and the NARTB board endorsed it, feeling some present release practices discriminate against radio. Harold Essex, WSJS Winston Salem, N. C., introduced the wire service resolution.

Removal of FCC discrimination against smaller broadcast stations, as proposed by a special committee headed by William C. Grove, KFBC Cheyenne, Wyo., was favored by the radio board. Mr. Grove reviewed progress of his committee in working with the FCC on the subject. He said no other class of station, including aeronautic beacons, must have a first class operator on duty at the transmitter.

Original Request in 1950

Originally, temporary suspension of the FCC requirement had been asked in 1950 at the time of the Korean outbreak, similar to the section 91C policy during World War II. Now, however, the board is seeking permanent change.

Extension from 30 to 120 days and cases requiring temporary release was granted in 1950 at committee suggestion.

Mr. Grove said it was possible that an FCC hearing would be held within the next six months unless

(Continued on page 40)



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I wonder if perhaps we're not carrying this code to extremes."

CODE REVIEW BOARD

By J. FRANK BEATTY

OPERATION of the NARTB Television Code, setting up one of the strongest self disciplining weapons in American Industry, will be guided by a five member committee of practical telecasters.

Membership of the code review board, which takes office March 1 simultaneously with operation of the code itself, was approved last week by the NARTB combined radio and television board at their joint meeting held at Lost Valley Ranch, Bandera, Tex. (see TV board of directors story page 36).

The new board is co-ed, consisting of four men and one woman. The appointment of a woman, the mother of three children, was an obvious gesture to bring into the code's operation the family and home viewpoint, giving balance to the structure.

The members of the review board are as follows:

John E. Fetzer, owner of WKZO-TV Kalamazoo, chairman.

J. Leonard Reinsch, vice president of WSB-TV Atlanta and general manager of the Cox Radio-TV properties, vice chairman.

Mrs. A. Scott Bullitt, owner of KING-TV Seattle.

Walter J. Damm, vice president and general manager of WTMJ-TV Milwaukee.

Ewell K. Jett, vice president and general manager of WMAR (TV) Baltimore.

Geographically, this committee is representative of all parts of the country—North, West Coast, East, Southeast, and South.

Wide Experience Cited

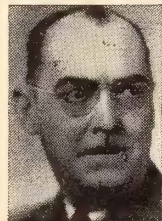
Then, too, the review board comprises extensive experience in both radio and television operation. The membership comprises persons who have been active in all phases of radio-TV operation. They know station operating problems and they represent knowledge of industry problems and their relation to the nation as a whole.

Harold E. Fellows, NARTB president, selected the review board membership and the board gave its approval Thursday afternoon. All five are first choices since no turn-downs were received when the appointees were contacted.

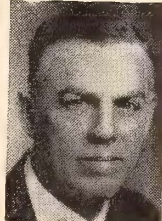
To this board falls the job of watching operation of the TV code. Its members receive no compensation. They will hold at least five meetings a year and study carefully the way TV subscribing stations adhere to the code. They will screen complaints from the public and draw up recommendations for the TV board of directors. This

top board has the job of administering penalties.

Three of the five review board members—Messrs. Fetzer, Reinsch and Damm—have served on the association board of directors in past years. Mr. Damm is a former NAB



Mr. Damm



Mr. Jett

president (1930-1931). Mr. Jett served as an FCC commissioner before taking over management of WMAR (TV) Baltimore.

Approval of the code review board membership was only one of a series of actions taken by the combined radio and TV board. Isolated on a ranch far in the desert hills northwest of San Antonio, the directors met without the interruptions that mark meetings held in major cities. They caucused and huddled at meal time and into the night, working out industry policy and problems.

The combined boards showed their appreciation of Judge Justin Miller's services to the association

and to broadcasting and television in general. When he joined NARTB in 1945 Judge Miller gave up a lifetime post on the federal bench, with its remunerations. He served until last June at \$50,000 a year. At this time his salary became \$35,000 under a downward escalator pattern, with his title changed to chairman of the board and general counsel. The plan adopted a year ago provided that he would receive \$25,000 in his third year of a three-year contract ending in June 1954.

While details have not been worked out, the directors agreed some form of pension should be set up. Judge Miller is serving as part time chairman of the Salary Stabilization Board in Washington and has been mentioned actively as a Presidential appointee to the Attorney Generalship or a prominent diplomatic post.

Merit Increases

C. E. Arney Jr., NARTB secretary-treasurer, was elected for another year. President Fellows' proposals for general staff merit increases at all levels were endorsed by the finance committee and unanimously approved by the board.

The combined board took a step designed to restrict some of the association's benefits and services to the paying membership. It was decided that only NARTB members

may attend the NARTB portion of conventions and district meetings in 1952.

This was interpreted to mean that broadcasters and telecasters attending the Chicago convention and the summer-fall district meetings would be permitted to attend meetings programmed by BAB, for example, but would not be eligible to attend other sessions.

It was decided to permit only NARTB members, including associates, to exhibit at the annual convention.

The combined board gave final approval to the new combination dues structure (see separate story).

An annual budget for the fiscal year April 1, 1952-March 31, 1953, was approved. As now estimated the budget will now total around



Mrs. Bullitt



Mr. Reinsch

\$540,000. The association was felt to be in sound financial shape after nine months of administration by President Fellows.

Program for the March 31-April 2 convention in Chicago calls for a TV business meeting on the morning of March 31 with parallel FM business session.

The annual show of equipment will be opened with a bang in the Exposition Hall of the Conrad Hilton Hotel, featured by a "roaring twenties-buffet" (see story on engineering convention plans, page 24).

In the afternoon the convention will be called to order by James D. Shouse, chairman of the convention committee. President Fellows will take over the business meeting and after brief ceremonies BAB will start its program, occupying the entire afternoon.

Tuesday's program calls for general session on "Signs of the Times", covering legislation, critical materials and related problems. President Fellows will address the Tuesday luncheon on the topic, "The First 30 Years Are the Easiest," symbolical of the thirtieth anniversary theme that will mark the convention. Tuesday afternoon will be devoted to work shop session on rates, management, politics and audience promotion.

The annual Radio Pioneers Dinner will be held Tuesday night.

Wednesday opens with a general session with a discussion theme. A panel of "veteran" telecasters will tell all about operating problems, sales, wages, promotion, programming, rates and construction

(Continued on page 36)

DUES PLAN

APPROVAL of a combination dues plan for NARTB membership, providing substantial discounts for operators of more than one radio and/or television station, is expected to bring the association's rolloff to the highest level in recent years, board members felt last week as they wound up a three day joint meeting at Bandera, Tex.

AM membership is already hovering around the 1,000 mark, with another 375 or so FM stations and 86 organizations (including four networks) and 59 firms serving broadcasters and telecasters, bringing the overall membership around the 1,500 mark.

This marks a sharp upturn in membership during the month since Harold E. Fellows assumed the NARTB presidency. The job of recruiting new members is in the charge of William T. Stubblefield, director of the Station Relations Dept., and William K. Treynor, assistant director. Both have been on the road since the first of the year.

The new combination dues plan carries discounts ranging from 10% to 25%, provided all units owned and/or operated by the same company are members. The plan does not apply to network dues.

Operators of two stations would receive a 10% discount on their total bill; three units, 15% discount; four units, 20%, five units or more, 25%.

A new Membership Committee

Seen Aiding Increase In Membership

was appointed by President Fellows to direct the continuing drive for members. H. Quenton Cox, KGW Portland, Ore., was named chairman. Radio members of the committee are Thad Holt, WAPI Birmingham; Richard M. Fairbanks, WIBC Indianapolis; Kenyon Brown, KWFP Wichita Falls, Tex.; Calvin J. Smith, KFAC Los Angeles; Jack Todd, KAKE Wichita. TV members are Clair R. McCollough, WGAL-TV Lancaster, Pa., and Paul Raibourn, KTLA Los Angeles.

A special committee will be named in connection with combination dues. This group will review cases where ownership status is in doubt to determine whether joint fees should be paid.

Monthly radio dues from member stations run over \$39,000. Under this combination dues plan, possibly \$1,400 a month would be cut from this sum, or a total of around \$38,000.

Monthly television income from present members is estimated

(Continued on page 32)

ZIV SALES SOAR

To 317 for 'Communist' Series

LARGEST individual sale of the Frederic W. Ziv Co.'s transcribed-syndicated, *I Was a Communist for the FBI* series was completed last week when the Jacob Schmidt Brewery of St. Paul, Minn., bought the show for broadcast in 50 markets.

Executed through Ruthrauff & Ryan's Chicago offices, the sale includes every radio market in Minnesota with the exception of Duluth, a total of 33 stations. Also included are five markets in North Dakota: Fargo, Grand Forks, Bismarck, Minot and Williston; four in South Dakota: Aberdeen, Watertown, Pierre and Mitchell; and eight in Iowa: Dubuque, Mason City, Waterloo, Carroll, Oelwein, Spencer, Ft. Dodge and Estherville.

Sales for 63 new markets were totalled during the week raising to 317 the number of cities for which the anti-communist series is scheduled. Sales goal set by the Ziv Co. is 400 markets by March 30, release date of the first program.

Other sponsors signed throughout the week for broadcasts over WEOA Evansville, Ind., WKWF Key West, Fla., WTAX Springfield, Ill., WKHM Jackson, Mich., and WHBF Benton Harbor, Mich. Station purchasers included WINZ Miami, KYAK Yakima, Wash., KARK Little Rock, and KENI Anchorage, Alaska.

In the previous fortnight the Ziv company had announced sales to the McClatchy stations—KFBK Sacramento, KWG Stockton, KMJ Fresno and KERN Bakersfield, Calif.

Rubel Baking Co., through Leonard Sive Agency, also purchased the program for Cincinnati, home city of the Ziv company. Station purchasers included WRNL Richmond, Va., and WHBF Rock Island, Ill.

Program also has been lined up by Ballou, Johnson & Nichols Co. for WEAN Providence, Missouri Radio Center over WRHC Jacksonville, Fla., E. J. Gustafson Co. over KCOM Sioux City, Iowa, KSOO Sioux Falls, S. D., and KIJV Huron, S. D., and Gas and Electric Sales Co. over WDZ Decatur, Ill.

Residents Take Over

RADIO DAY accenting the industry's place in the community, was celebrated a fortnight ago by WHLB Virginia, Minn., in cooperation with the Chamber of Commerce. Local businessmen and women took over announcing duties at the station from 7:15 a.m. until 11 p.m. on Feb. 7. Residents of Virginia heard 85 fellow citizens make station breaks, read commercials, deliver news reports and spin records on disc shows. So successful was the outcome that Harold Parise, station manager, predicts the Radio Day will become an annual event.



THE JOSEPH KATZ Co., New York and Baltimore, announced change and additions to its executive staff. Nat C. Wildman (l), vice president for 14 years, has been promoted to senior vice president in charge of New York office. Perry Schofield (c), formerly with Ruthrauff & Ryan, New York, has joined the agency as creative director and executive vice president in charge of the New York office. Lloyd G. Whitebrook (r), former executive vice president and director, Ben Sackheim Inc., becomes vice president in charge of service.

POLITICAL CAMPAIGN EXPENDITURES

Senate Unit Watches WPLA Court Action

A SENATE committee is keeping close tabs on a unique court case involving WPLA Plant City, Fla., that centers about the Constitutional right of the station during election campaigns, it was disclosed in Washington last week.

Titled *WPLA v. Irvin* (Florida's attorney general, Richard W. Irvin), the suit was filed in Hillsboro County in a circuit court by W. A. Smith, WPLA owner-operator, last Jan. 3. It asks for a declaratory judgment, which in non-legal terms means a declaration of rights.

Florida has a strict campaign expenditures law which in effect makes it a crime for anyone except officially designated campaign treasurers or their deputies to make any campaign expenditure on behalf of a political candidate. Violators are liable to six months in jail and a \$1,000 fine.

In practice, it is pointed out, a candidate could refuse permission for a person to make a campaign expenditure although it may not be in the candidate's behalf.

Station May Be Liable

WPLA argues that the law thus prohibits the citizen from buying station time to express his views on the air, unless he can clear the expenditure through a candidate's exchequer. The station also feels that it could be held liable in any action resulting from this prohibition in the law, if it sold time for which payment was not formally approved.

This, the station holds, is a restraint on the station owner's free exercise of his right to employ the "normal avenues of trade in his relationship with the citizens of Florida."

Additionally, WPLA asserts that Mr. Smith may attempt to purchase time on other radio stations in Florida to express his own opinions as an elector on behalf of a candidate or non-candidate and paid for "as a free American citizen." This argument brings in

abridgement of free speech—W. A. Smith, as an elector, has the right to express his own opinion.

Motion to dismiss was filed by the state's attorney general Feb. 8.

The Senate Elections Committee is giving the case a thorough study and is watching the outcome because of its relationship to the federal problem of campaign expenditures.

The Capitol Hill group has been studying campaign expenditures by candidates, leading to its investigation of the Taft vs. Ferguson contest in Ohio and the Butler vs. Tydings battle in Maryland, both Senatorial elections in 1950.

Florida Statute

What it likes about the Florida statute is that the candidate or any other person making a campaign advertising expenditure must account for the payment, according to state law, thereby permitting the state to know how much is spent and where it has come from. A similar recommendation for federal law has been made before the committee.

However, staff members are interested in the progress of the WPLA suit in how the constitutionality question is handled—also in a similar newspaper suit in Florida, in order that Senators can be informed of what they might face in any contemplated draft of legislation.

New BAB Service

BAB announced last week that it has launched a new marketing information service for its members, to consist of eight one-page product fact sheets a month. Each fact sheet will be devoted to a specific product. The first month's group covers air conditioners, beer, clothes dryers, hair shampoos, mechanical refrigerators, prepared baking mixes, toilet soaps, and watches.

RTMA EXPANDS

Govt. Relations Section

CREATION of a new section to consult with government on the expanded electronics program and other problems was announced by Radio-Television Mfrs. Assn. last Friday.

The new unit, to be known as the Government Relations Section, will comprise five task committees and operate within the framework of RTMA's Transmitter Division. Ben Edelman, Western Electric Co., is chairman.

Plans are also underway for changing the name of the Transmitter section to Technical Products Division. RTMA board has approved the plan for the division.

The Edelman group is designed to offer industry members a forum for airing their problems to government officials and to meet the government's growing electronic procurement program.

Military electronics is now better than a \$1.5 billion industry, with every indication for a rise to \$2.5 billion by mid-'52 and \$3.5 billion annually by year's end.

The Government Relations Section consists of task units on patents and copyrights with A. L. B. Richardson, Sylvania Electric Products, as chairman; accounting and cost principles, headed by G. T. Scharffenberger, Federal Telephone & Radio Corp.; termination and renegotiation, Valentine Deal, RCA Victor Division; facilities and government property, Ernest Leatham, Raytheon Mfg. Co., and a general group under L. A. Connelly, RCA Victor Division.

Also proposed is a General Communications Section with subsections covering microwave, land mobile, aviation, and marine communications. James D. McLean, Philco Corp., is section chairman.

FIVE JOIN LBS

Affiliates Number 448

FIVE stations have been added to the Liberty Broadcasting System. Carlton Adair, vice president in charge of station relations, announced last week, increasing LBS affiliates to 448 including outlets in Alaska and Hawaii.

New group signed by LBS are KOME Tulsa, KUOA Siloam Springs, Ark., both formerly affiliated with MBS [B•T, Feb. 4]. WPEO Peoria, Ill., KTFY Brownfield, Tex. and KBOP Pleasanton, Tex.

Riley Gibson is manager of KOME; Storm Whaley is vice president of both KOME and KUOA. Roger Livingston manages WPEO. Dave Whorley is manager of KTFY, and Ben Parker, of KBOP.

Dunton Term Extended

A. D. Dunton, chairman of the board of governors, Canadian Broadcasting Corp., Ottawa, has had his term of office extended for 10 years, Canada's Prime Minister Louis St. Laurent announced last Tuesday.

P&G's \$18 Millions First in Radio

PROCTER & GAMBLE Co., top user of radio network time month after month, year after year, during 1951 purchased \$18,159,695 worth of time from the nationwide radio network (at gross rates), an increase of 16.7% over the P & G network time purchases during 1950, according to the records of Publishers Information Bureau.

Of the top ten radio network

TABLE I

Top Ten Radio Network Advertisers, 1951

| | |
|--------------------------------|--------------|
| 1. Procter & Gamble Co. | \$18,159,695 |
| 2. Sterling Drug Inc. | 6,908,641 |
| 3. General Foods Corp. | 6,869,503 |
| 4. Miles Labs | 6,849,371 |
| 5. Lever Brothers Co. | 6,615,646 |
| 6. General Mills | 6,490,270 |
| 7. American Home Products | 5,677,715 |
| 8. Liggett & Myers Tobacco Co. | 5,337,327 |
| 9. Campbell Soup Co. | 5,055,179 |
| 10. Colgate-Palmolive-Peet Co. | 4,736,688 |

TABLE II

Top Ten Radio Network Advertisers, Dec. 1951

| | |
|--------------------------------|-------------|
| 1. Procter & Gamble Co. | \$1,360,105 |
| 2. Lever Brothers Co. | 661,446 |
| 3. General Foods Corp. | 632,502 |
| 4. Miles Labs | 569,809 |
| 5. Sterling Drug | 568,370 |
| 6. General Mills | 461,562 |
| 7. Liggett & Myers Tobacco Co. | 441,202 |
| 8. Philip Morris Co. | 406,553 |
| 9. American Home Products Co. | 396,946 |
| 10. Campbell Soup Co. | 395,820 |

'51 NETWORK GROSS

clients during 1951 (Table I), however, only three—P & G, American Home Products and Colgate-Palmolive-Peet Co.—increased their network time purchases over the previous year [B•T, Feb. 26, 1951]. For the month of December, comparison with 1950 is even less encouraging. Only one of the top ten network clients (Table II)—Miles Labs—spent more money for network time in December 1951 than in the same month of 1950.

Explanation for the decline in radio network billings is largely the 10% cut in gross rates instituted by CBS and NBC last summer. ABC and MBS reductions to advertisers, framed as additional discounts and not as changes in the basic rate structure, are not reflected in PIB figures, which for comparative purposes report expenditures of advertisers for network time at the one-time rate, before any discounts have been taken.

Top advertiser during December in each of the various product classes of radio network advertisers is shown in Table III. Table IV shows total amount (gross) spent for radio network time by all advertisers in each class, in December and the full year of 1951, compared with the month and year of 1950. Of the 28 types of advertisers, 14 spent more for network time and 14 less, as groups, in 1951 than in 1950.

Food advertisers brought more radio network time during 1951 than any other group, followed by advertisers of toilet goods, drugs, smoking supplies, soaps and cleansers, candy and soft drinks,

TABLE III

DECEMBER 1951 TOP RADIO NETWORK ADVERTISERS

| | | | | | |
|--|---------------------------|-----------|--|-----------------------------|---------|
| Agriculture & Farming | Allis-Chalmers | \$ 38,036 | Industrial Materials | U. S. Steel Corp. | 120,600 |
| Apparel, Footwear & Acces. | Brown Shoe Co. | 17,557 | Insurance | Prudential Ins. Co. | 123,591 |
| Automotive, Automotive Acces. & Equip. | General Motors | 142,498 | Jewelry, Optical Goods & Cameras | Longines-Wittnauer | 114,225 |
| Beer, Wine & Liquor | Pabst | 61,524 | Office Equip., Writing Supplies & Stationery | Hall Bros. | 64,716 |
| Building Material Equip. & Fixtures | Johns-Manville | 101,088 | Publishing & Media | 1st Church Christ Scientist | 10,632 |
| Confectionery & Soft Drinks | Coca-Cola Co. | 172,355 | Radio, TV Sets, Phonographs & Musical Inst. & Acces. | RCA | 133,845 |
| Consumer Services | Electric Co. Adv. Program | 80,035 | Retail Stores | Dr. Hiss Bros. | 1,185 |
| Drugs & Remedies | Miles Labs. | 569,809 | Smoking Material | Liggett & Myers | 441,202 |
| Food & Food Products | General Foods Corp. | 632,502 | Soaps, Polishes & Cleaners | Procter & Gamble | 900,009 |
| Gasoline, Lubricants & Other Fuels | S. O. Co. of N. Y. | 103,353 | Toiletries & Toilet Goods | Procter & Gamble | 355,762 |
| Household Equipment & Supplies | Philco Corp. | 129,225 | Transportation, Travel & Resorts | Assn. of American Railroads | 76,307 |
| Household Furnishings | Armstrong Cork | 41,420 | Miscellaneous | AFL | 96,269 |

TABLE IV

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS DECEMBER AND YEAR, 1951 AND 1950

| | Dec. 1951 | Year 1951 | Dec. 1950 | Year 1950 | | | | |
|---|-----------|------------|-----------|------------|--|------------|-------------|-------------|
| Agriculture & Farming | 68,811 | 664,490 | 73,401 | 972,781 | Jewelry, Optical Goods & Cameras | 137,132 | 1,193,275 | 201,205 |
| Apparel, Footwear, Acces. | 34,672 | 601,070 | 146,090 | 1,508,237 | Office Equipment, Writing Supplies, Stationery | 64,716 | 664,011 | 71,052 |
| Automotive, Automotive Acces. & Equipment | 464,144 | 4,292,975 | 398,889 | 5,009,076 | Political | 17,921 | 361,451 | 17,246 |
| Beer, Wine & Liquor | 167,243 | 3,177,634 | 296,491 | 2,774,866 | Publishing & Media | 17,921 | 361,451 | 17,246 |
| Building Materials, Equip. & Fixtures | 109,553 | 1,394,065 | 112,991 | 1,322,279 | Radios, TV Sets, Phonographs, Musical Inst. & Acces. | 221,251 | 2,747,135 | 224,713 |
| Confectionery, Soft Drinks | 607,801 | 6,264,183 | 409,216 | 6,147,725 | Retail Stores | 1,185 | 31,367 | 8,204 |
| Consumer Services | 206,003 | 2,687,243 | 164,733 | 1,896,271 | Smoking Materials | 1,794,490 | 20,610,365 | 1,796,967 |
| Drugs & Remedies | 1,725,303 | 22,131,627 | 2,004,412 | 24,433,274 | Soaps, Polishes, Cleaners | 1,432,030 | 17,948,730 | 1,831,430 |
| Entertainment, Amusements | | 5,723 | | 5,619 | Sporting Goods & Toys | 2,025,457 | 25,787,368 | 2,272,835 |
| Food & Food Products | 3,481,723 | 42,485,936 | 3,831,238 | 44,861,425 | Toiletries & Toilet Goods | 2,025,457 | 25,787,368 | 2,272,835 |
| Gasoline, Lubricants & Other Fuels | 512,189 | 5,721,984 | 563,339 | 5,508,767 | Transportation, Travel & Resorts | 126,114 | 1,261,023 | 67,660 |
| Horticulture | | 96,451 | | 105,696 | Miscellaneous | 450,145 | 4,955,510 | 539,461 |
| Household Equipment & Supplies | 299,399 | 3,159,742 | 215,669 | 3,085,968 | | | | |
| Household Furnishings | 105,274 | 1,004,877 | 132,804 | 600,557 | TOTALS | 14,619,048 | 174,718,594 | 15,833,131 |
| Industrial Materials | 257,465 | 2,186,090 | 202,091 | 2,146,246 | | | | 183,519,037 |
| Insurance | 309,027 | 3,284,269 | 250,994 | 2,852,728 | | | | |

Source: Publishers Information Bureau.

TV Growth Reflected In Year's Billings

PROCTER & GAMBLE Co., in 1951 purchased more than \$7.5 million worth of TV network time at gross rates to make the soap company the leading video network client of the year. Figures reflect a change of advertising policy regarding TV on P & G's part. In 1950 it spent less than \$700,000 for TV network time, not even getting into the medium's list of top 10 advertisers for that year.

Growth of the pace of TV advertising is reflected in the gross network time purchases of top advertisers during 1951 (Table I), particularly when they are compared to the 1950 TV network time purchases of the same companies in 1950 [B•T, Feb. 26, 1951]. Ford Motor Co. headed the 1950 list with time purchases of \$1,837,057, about 60% of the \$3,023,703 this company spent for TV network time in 1951, when it ranked seventh. General Foods Corp. upped its network time volume from \$1,128,606 in 1950, when it ranked fifth, to \$5,730,773 last year, when it rose to second place.

New to Top Ten

Three soap companies, Colgate-Palmolive-Peet Co. and Lever Bros. Co. as well as P & G, made the 1951 top 10 without having been in that select group the year before, as did Kellogg Co., National Dairy Products Corp., General Motors Corp., Anchor-Hocking Glass Corp. and Philco Corp., also among the 1950 leaders but not in the 1951 top 10.

In December 1951 (Table II) the top five TV network clients were the same as for the whole year, and in the same order. General Electric Co. and Gillette Safety Razor Co. were among the month's toppers but not the year's. Top advertiser of each product group is shown in Table III.

Total TV network time purchased by all advertisers in each product category is detailed in Table IV, which analyzes time purchases of each group for December and for the full 12 months of both 1951 and 1950. Dollar comparisons between the years are not exact, as DuMont TV Network time sales were not reported to PIB in 1950 but were in 1951.

In both years, food and tobacco advertising ranked one-two among TV network client groups. Automotive advertising ranked third in 1950, fourth in 1951, with advertising of toiletries concurrently moving up from fourth to third. Radio and TV set advertising, ranking fifth in 1950, dropped to eighth position last year, when soaps and cleansers, which did not even make the 1950 first 10, ranked

(Continued on page 48)

RADIO REGULATION

NEXT Saturday marks the 25th anniversary of unified radio regulation in the United States.

On Feb. 23, 1927, the Federal Radio Commission was created.

Before that time, different phases of regulation were performed by the Commerce Dept., the Post Office Dept., the Interstate Commerce Commission and, to some extent, by the State Dept.

Although there were some earlier Congressional acts dealing with land telegraph matters, it was not until 1910 that a law was enacted to cover "wireless" telegraph, mostly for marine use.

The Radio Act of 1912 was the first law for domestic control of radio communication in general. It did not anticipate or provide for radio broadcasting, however.

After World War I, the rapid development of broadcasting and a great increase in the number of

stations, caused serious interference among stations.

Court decisions held that the Secretary of Commerce could not deal with the situation because the 1912 act gave him no such authority.

Many broadcasters changed frequencies, increased their power and operating time, regardless of the effect on other stations. This caused bedlam on the air.

To remedy the situation, Congress passed the Dill-White Radio Act. The act was signed Feb. 23, 1927.

Five Member Commission

The act created the five-member Federal Radio Commission, but the Commission could only assign frequencies, control power and issue licenses. The Secretary of Commerce assigned the call letters, inspected the stations and examined and licensed operators. In 1932, these duties were absorbed by the FRC.

Much of the earlier activities of the FRC were devoted to eliminating chaos in the broadcast band. It was impossible for the FRC to provide channels for the 732 stations operating in March of 1927. New rules caused many of them to surrender their licenses. By July 1, 1927, there were 682 stations on the air.

The FRC reported in 1928 that "a few" stations were experiment-

ing with television.

By June 1933, the number of stations had dropped to 599, the FRC reported, but there were 46,114 other types of radio stations and 30,000 licensed operators, of which about 21,000 were amateurs.

Because the 1927 act did not give the FRC jurisdiction over common carriers, the Communications Act of 1934 was passed which coordinated in the FCC all the broadcasting and common carrier regulations which had been "farmed

KWJJ, WFDF SALES Are Approved by FCC

FCC last week approved the sales of KWJJ Portland, Ore., and WFDF Flint, Mich.

The Portland station was sold for \$200,000 by Wilbur J. Jerman to Rodney F. Johnson. Mr. Johnson, an engineer at KWJJ, is owner of the Rex Recording Co., Portland.

WFDF was owned by Arthur R. Treanor and WFBM Inc., each holding 1,500 out of 3,000 shares of stock. Mr. Treanor sold his half-interest in WFDF for \$150,000 to WFBM Inc. so that he could go into another business. WFBM Inc. is licensee of WFBM-AM-TV Indianapolis.

The FCC also approved 11 other transfers (see FCC Roundup, page 103).

out" to other government agencies.

Only one of the original commissioners—Paul A. Walker—is still serving the FCC.

The number of radio authorizations of all kinds on the FCC books is now approaching 900,000. There are about 4,700 broadcast stations (including auxiliaries) and nearly 200,000 authorizations in non-broadcast radio services. There are about 700,000 authorizations to operate radio transmitters, including 500,000 different classes of commercial radio operators and 100,000 amateurs.

There are 60 different classes of radio stations operating, with 450,000 fixed and associated portable and mobile units.

SPORTS PROBE BENCHED By House Rules Committee

HOUSE Rules Committee has blocked the way in Congress for a sweeping probe of sports activities as proposed by Reps. Emanuel Celler (D-N. Y.) and L. Gary Clemente (D-N. Y.).

Such an investigation, if given a green light, could probe the position of sports promoters in relation to the broadcasts and telecasts of boxing matches, football, basketball, horse racing and other events. Primary purpose would be to check into illegal fixing of games and other attempts to corrupt athletic contests. The Rules Committee, after listening to the Congressmen's pleas last week, side-lined the issue.

CHICAGO SPACE

Media Apprise Setup

SPACE requirements of coverage for the national political conventions next July were placed before the Democratic and Republican National Committees in Chicago Feb. 10-11 by representatives from the different media [B•T, Feb. 11].

The two committees will weigh the requests for space and facilities against availabilities in the International Amphitheatre, and reach a decision within the next month.

At stake are such aspects as accommodations for TV interview booths, television newsreel placement, space for radio broadcasting and seating for the delegates.

Following a joint meeting of committee members and industry representatives, the group visited the amphitheatre to inspect facilities.

Industry Representatives

Representing industry were Sig Mickelson, CBS public affairs, speaking for television; Thomas Velotta, ABC vice president, for news and special events for radio; William McAndrew, NBC, for TV newsreels; and Ray Lahr, United Press, for the press. Radio-TV representatives also were accompanied by engineering personnel.

Also on hand were Bill Henry, commentator, who is coordinating planning for radio-TV correspondents on Capitol Hill; D. Harold McGrath, superintendent of the Senate Radio Gallery, and members of the Congressional Periodical Gallery and still photographers. Ted Genock, Paramount Pictures, represented the theatre newsreels.

They met with members of the Democratic and GOP national committees, including Kenneth Fry and Edward T. Ingle, radio-TV directors, of each committee, respectively. Meeting was held at the Conrad Hilton Hotel in Chicago.

NBC SPOT SALES

REALIGNMENT and expansion of the NBC National Spot Sales Dept. [B•T, Feb. 4] was announced last week by Director James V. McConnell, who attributed the move to increased spot activity in both radio and television.

The reorganization, which includes a separation of the department's radio and television sales managements, centers around four key executive posts.

"This expansion of our staff and the structural revision of the department will enable us to give our clients and advertisers and their agencies the finest kind of close, personal attention," Mr. McConnell explained in announcing the realignment. "It will enable us to carry out, beginning at once, our plans for more intensive sales campaigns in both radio and television."

Built upon four cornerstone positions within the department—three of them newly created—the expansion requires 26 staff additions, mostly in sales personnel, of whom 18 will be in New York and the remainder

in the department's other offices throughout the country.



Mr. Close



Mr. Leder



Mr. Reber

The three new positions are: National spot manager for radio, to be held by Robert Leder, formerly eastern sales manager for radio; national spot manager for television, assigned to John H. Reber, sales manager of WNBT (TV) New York; and national manager for represented stations, to be filled by Richard H. Close, who has been eastern spot sales manager for television. The fourth key position, manager of sales development, promotion, and advertising, is currently held by H. Norman Neubert. All four of the managers will report directly to Mr. McConnell.

In addition, a new eastern sales manager for radio and one for TV will be appointed, to report to Messrs. Leder and Reber, respectively.

Separate radio and television sales representatives will be named for the department's Hollywood and

Realigns for Expansion

San Francisco offices where, unlike the Chicago and Cleveland offices, one man currently handles both functions. Regional radio and video sales offices also will report to the newly appointed national sales managers.

Separate radio and television units are also to be created under the manager of sales development, promotion, and advertising.

Mr. Leder joined NBC as a salesman in the National Spot Sales Dept. in August 1950, and was named eastern sales manager in September 1951. Prior to his affiliation with the network, he served for two years as sales manager of National Television Assn.

Mr. Reber joined NBC television in 1946 as a program assistant and was appointed assistant to the director of television in March of 1948. The following November he was named program manager of WNBT, set up at that time to operate autonomously. In August 1950 he was promoted to that station's sales managership.

Mr. Close joined NBC as a page in 1933 and has been active in the spot sales department for the past 15 years. He had served as an account executive in the department, and as manager of the department prior to his appointment as eastern sales manager for television in November 1950.

GREATEST RESPONSE from WITH

A Baltimore advertising agency executive writes: "Our client got greater response on WITH than any other station in town. We are very gratified with the results."

Local advertisers *must* get fast, low-cost results. That's why WITH carries so many local accounts—more than twice as many as any other station in Baltimore!

WITH delivers a huge, responsive audience at low, low cost. You get more listeners-per-dollar from WITH than from any other radio or TV station in town.

WITH will do a BIG job for you in Baltimore for a SMALL appropriation. Get all the facts from your Forjoe man today.



WITH

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

CONTROL LAWS

Truman Scores Capehart Plan

THE TRUMAN administration last week fired its opening volley on the economic control battlefield—one which, if pressed into law, would certainly be heard around the advertising world.

Scotching earlier reports that he would abandon strategy involving the Capehart amendment, President Truman asked Congress to repeal the controversial advertising cost allowance provision of the Defense Production Act.

The Chief Executive also took a critical view of consumer credit controls over radio-TV set installment and other purchases and called on Congress to "close this inflationary loophole by restoring full authority for flexible administration."

The President's proposals were incorporated into companion bills dropped in the Congressional hopper early last week. The measures (S 2645 and HR 6546) were drawn up along administration lines and introduced by Sen. Burnet Maybank (D-S. C.) and Rep. Brent Spence (D-Ky.), who head the Senate and House Banking and Currency Committees, respectively.

The administration bills would extend the current production law beyond its present June 30 expiration date to mid-1954, and amend other provisions of the act. Congressional consensus was that the administration would secure a one-year extension.

Mr. Truman branded the Capehart amendment as "by far the worst and most damaging provision in the present law" and predicted that its effects "will continue to be felt all through the economy for a long time to come." He asked outright appeal of the amendment, under which manufacturers may include advertising, selling and other costs from June 24, 1950, to July 26, 1951, in current ceiling prices.

While Congressional observers at this stage see little prospect for repeal of the Capehart amendment, the administration bills along with other suggested changes will be considered by the Senate Banking Committee during hearings slated to start March 4.

Two Main Points

All segments of American industry will watch committee developments with more than passing interest, since repeal of the advertising formula doubtless would lead to renewed misgivings on two scores:

- (1) There would be no adequate provision for computing the cost of advertising, selling, administration and other factors in final ceiling prices.
- (2) Government price stabilization officials would be vested with power to curb advertising budgets in radio, television and printed media—subject to the President's discretion.

Mr. Truman also recommended curbing consumer credit purchases involving radio-TV sets, but no specific terms were spelled out in either administration measure. He wants credit tightened by deletion

of current purchase terms. Automobiles and household appliances would be affected.

Credit restrictions were relaxed last year by Congress in amending the Defense Production Act and by the Federal Reserve Board which administers Regulation W. Current requirements specify that the Board may not call for down payments of more than 15% and less than 18 months maturity for remaining payments. These terms are now used and apply to phonographs, radio and TV receivers among other goods, except automobiles.

Consumers formerly were required to lay 25% down with 15 months to pay the remainder—before the production act was

amended last summer. Radio-Television Mfrs. Assn. and other groups protested the terms [B•T, June 11, 1951].

Sen. Homer Capehart (R, Ind.), a member of the Senate Banking Committee who authored the allowance cost formula and supported eased credit restrictions, was quick to challenge Mr. Truman's stand.

President 'Not Careful'

He said the President was "not careful of his facts" and pointed out that the administration through OPS has authority to deny price increases if they are based on costs that are "unreasonable or excessive." He was joined in rebuttal by other GOP members, including Sen. Styles Bridges (R-N. H.). Sen. Blair Moody (D-Mich.) supported Mr. Truman regarding the Capehart amendment.

Sen. Capehart earlier had asked

Defense Mobilizer Charles E. Wilson to channel more materials into civilian production as a means of stemming unemployment. This would not interfere with the defense program since more materials are being allocated to the military than can be absorbed, he said.

President Truman told Congress in part:

... Costs and prices obviously do have a relationship to one another. Price increases are sometimes necessary to compensate for cost increases. But it is absurd to conclude ... that every cost increase has to be translated in its entirety into increased prices, regardless of whether they are needed.

Our stabilization agencies have long since adopted the principle that if an industry's rising costs are eating too far into profits the industry is entitled to reasonable price relief. But there is no reason whatever why there should be an automatic pass-through of costs so long as sellers are making ample profits ...

Prompt action by Congress "would enable us to prevent the spread of Capehart increases to additional areas where they are not needed" and the longer such action is delayed, "the more completely and irrevocably our whole price structure will be Capehartized," the Chief Executive asserted.

"A great deal of damage has already been done. Much of it can

(Continued on page 38)

VOD WINNERS

WINNERS of the fifth annual Voice of Democracy contest are off on a whirlwind tour of the nation's capital which culminates next Friday in the official awards presentation at the Statler Hotel in Washington.

Complete schedule for Awards Week honoring the four co-equal student winners of the 1951-52 VOD contest was announced last Thursday by Robert K. Richards, NARTB public affairs director. NARTB sponsors the annual event in conjunction with Radio-Television Mfrs. Assn. and the U. S. Junior Chamber of Commerce. Mr. Richards headed the contest committee.

First lap of the eight-day tour for the four high school students was a jaunt to Williamsburg, Va., last weekend for "Democracy Workshop" sessions. Tour of the House of Burgesses was one of the highlights.

This week's activities lead off today (Monday) with a tour of Washington, a visit to Senate and House galleries, conference with Supreme Court Justice Tom Clark and a recording session.

The awards luncheon Friday will cap Awards Week, with presentations to winners by Sen. Margaret Chase Smith (R-Me.). Proceedings will be carried by MBS 1:15-1:30 p. m. and recorded by the Voice of America.

The four winners—Dwight Clark Jr., Fort Collins, Col.; Mara Gay Masselink, Burlington, Iowa; George A. Frilot III, New Orleans,

and Thaddeus S. Zolkiewicz, Buffalo, N. Y.—won the nationwide contest for writing and voicing the best speeches on "I Speak for Democracy" in competition with a million high school students and with the blessing of the U. S. Office of Education, Federal Security Agency.

Tuesday's activities will include an appointment with FBI Director J. Edgar Hoover and tour of the FBI; meeting with Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Force, and a tour of the Pentagon, and an appointment with Howland Sargeant, newly-nominated Assistant Secretary for Public Affairs, State Dept.

Visits with President Truman and two Presidential aspirants—Sens. Estes Kefauver (D-Tenn.) and Robert Taft (R-Ohio)—will highlight the Wednesday agenda. Meeting with the Chief Executive is slated for 12:45 p. m. Also slated are a visit with Sen. Henry Cabot Lodge (R-Mass.), lunch with the Illinois Methodists Ministers Washington Seminar group, a tour of Mt. Vernon and Alexandria and a play at Catholic U. On Thursday, a tour of the Mexican Embassy is

Three Boys, Girl Take Top Place

slated along with a windup of the Washington tour.

One of the students to be honored Mr. Clark, is an old hand at radio announcing. He won honors for the distinction during the 1951 annual tournament of the National Forensic League in Los Angeles. KMPC Los Angeles also gave him a trophy.

Young Clark has been an announcer at KCOL Fort Collins since he was 14—in 1948. He handles all types of broadcasting and has his own program, *A Date With Dwight*, aired each weekday and beamed to teenagers. He also was cited on a KOA Denver program and won first place in an essay contest on Americanism.

30,000 Schools Enter Students

VOD competition was launched last October in high schools of the U. S., Alaska and Puerto Rico in conjunction with National Radio and Television Week. Students from 30,000 schools entered the contest. Eliminations were held at the community and state levels.

Winners of the 13 original states (colonies) took part in the "Democracy Workshop" session, along with representatives of the Carnegie Endowment for International Peace, at Williamsburg the past weekend.

National judges who chose the four winners in the final judging follow:

Joseph B. Chaplin, president, National Assn. of Secondary School Principals; Wayne Coy, chairman, FCC; The Right Reverend Angus Dun, bishop, Episcopal Diocese of Washington; D. C.; Harold E. Fellows, president NARTB; Sen. James W. Fulbright (D-Ark.); Miss Jan Geister, winner, 1947-48 Voice of Democracy contest; Mrs. Hiram Cole Houghton, president, General Federation of Women's Clubs; Glen McDaniel, president, RTMA; Philip Murray, president CIO; Seymour N. Siegel, president, National Assn. of Educational Broadcasters; Sen. Margaret Chase Smith (R-Me.); Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Force.



Mr. Zolkiewicz



Mr. Clark



Miss Masselink



Mr. Frilot

ABC Radio offers stations and advertisers 18 Great Co-op Programs!

245 out of 311 ABC Radio affiliates are MAKING MONEY on ABC Co-op shows! For the past 9 years, ABC has always offered its affiliates and advertisers a full roster of great Co-op shows. Currently, ABC is broadcasting 18 Co-op programs (nearly 18 hours a week) of every type: news, commentary, music, public forums, sports, drama, children's shows —

Mary Margaret McBride
Headline Edition
Paul Harvey
Rogue's Gallery
George Sokolsky
Mr. President
Martin Agronsky
Elmer Davis
No School Today

Big Jon and Sparkie
Marriage for Two
America's Town Meeting
Piano Playhouse
Harry Wismer
Bert Andrews
Pauline Frederick
Ted Malone
Bob Garred

ABC Co-op shows pay off for stations . . . they pay off, too, for 852 sponsors in every field of business: banks, bakeries, dairies, department stores, music stores, appliance stores and in the automotive field. Co-operative programing is one of the most flexible, most efficient, most economical forms of advertising . . . and America's FIRST network for Radio Co-ops is ABC.

ABC Radio

American Broadcasting Company





BILL SHADEL, CBS commentator, and retiring president and chairman of the executive committee, Radio-TV Correspondents Assn., receives gavel from **Bob Menaugh** (l), superintendent of House Radio Gallery in Washington. At right is **D. Harold McGrath**, superintendent of Senate Radio Gallery. Occasion was first formal luncheon meeting of the new executive committee held in a private Senate dining room in the U. S. Capitol.

Dues Plan

(Continued from page 25)

around \$15,000, with \$1,224 lost under the combination dues, or just short of \$14,000. This would cut the monthly NARTB income from station dues from \$54,000 to \$51,500.

However, if all companies now in either radio or TV membership put all their radio and TV stations in membership, radio income would rise to \$42,000 a month and TV income to \$14,500, or a total potential income of \$56,500. In addition, the combination plan might attract companies not now represented in membership, with a possible \$2,300 from radio stations and \$950 from TV stations, or a total potential of \$3,250 to be added \$56,500, or nearly \$60,000.

The net monthly gain in NARTB income might run to around \$5,500 under the combination plan.

NARTB dues starting April 1 will be 30% lower for members now receiving Broadcast Advertising Bureau membership under the joint NARTB-BAB plan set up in 1950. Stations wanting to belong to BAB after April 1 will pay that bureau half the highest hourly card rate.

Two networks, ABC-TV and CBS-TV, were admitted to membership last week, bringing all four TV networks into that group. Stations admitted were KECA-TV Los Angeles; KGO-TV San Francisco; KNXT (TV) Los Angeles; WCBS-TV New York; WENR-TV Chicago; WJZ-TV New York; WTTV (TV) Bloomington, Ind.; WXYZ-TV Detroit; WEWS (TV) Cleveland and WPTZ (TV) Philadelphia.

Forty-one stations admitted to radio membership were KBIG Avalon, Calif.; KBIS and KMAR (FM) Bakersfield, Calif.; KCNA Tucson, Ariz.; KIFN Phoenix, Ariz.; KMMO Marshall, Mo.; KNEW Spokane, Wash.; KOTA, KOZY (FM) Rapid City, S. D.; WAIN Columbia, Ky.; WBLT Bedford, Va.; WOPM Cumberland, Ky.; WEBJ Brewton, Ala.; WEIM Fitch-

burg, Mass.; WEKR Fayetteville, Tenn.; WFHG Bristol, Va.; WIEL Elizabethtown, Ky.; WIST-AM-FM Charlotte, N. C.; WJAM Marion, Ala.; WJXN Jackson, Miss.; WKPT-AM-FM Kingsport, Tenn.; WLCK Campbells-ville, Ky.; WOPI-AM-FM Bristol, Tenn.; WPIK Alexandria, Va.; WPRC Lincoln, Ill.; WPRS Paris, Ill.; WPRC Roxboro, N. C.; WVCN-FM DeRuyter, N. Y.; WWON-AM-FM Woonsocket, R. I.; KBYR Anchorage, Alaska; KXEL-AM-FM Waterloo, Ia.; KSEL Lubbock; KTNM Tucumcari, N. M.; KWAK Stuttgart, Ark.; WOOF Dothan, Ala.; WLOK Lima, Ohio.

REPORT TO NARTB

All-Affiliates Group Plans

MEMBERS of the 13-man all-radio Affiliates Committee were being polled last week on a site and exact date for a meeting to be held in advance of, and probably to prepare a report to, the NARTB convention.

Authorities said the meeting probably would be held Feb. 26-27 or March 11-12 in New York or Chicago [CLOSED CIRCUIT, Feb. 4], depending upon the outcome of the poll. The polling is being conducted by Committee Chairman Paul W. Morency of WTIC Hartford.

One of the subjects for discussion is expected to be CBS Radio's current affiliation contract renegotiation project, designed in part to obtain for the network a clear right with all its affiliates to adjust rates quickly in the event competitive developments made such moves appear wise [B•T, Feb. 4, Jan. 28].

Another likely agenda topic, it was understood, is the renewed aggressiveness exhibited in recent months on radio's behalf. Committee leaders described themselves as heartened by the various special campaigns being undertaken to boost radio's selling power, and expressed a desire to canvass the possibilities and see how the committee itself can best contribute to these activities.

SALARY PANEL

Asks Wider Membership

SIX-MEMBER industry panel, named recently by the Salary Stabilization Board to give management-side advice on talent salary problems, decided last week at its first meeting held in New York, that the group should be more representative.

The group of station representatives urged SSB member Joseph Cooper, who presided, to ask membership for other people associated with talent salaries, such as advertising agencies, independent radio and TV producers, and talent itself, through non-union representatives. Since all other discussion at the introductory session would depend on the membership question, no other business—including the scheduled election of a chairman—was conducted. Mr. Cooper is to call the next meeting as soon as the panel composition question is settled in Washington, presumably within a week or two.

Panel members, thus far, named by SSB Chairman Justin Miller [B•T, Feb. 11], are Omar Elder, ABC; Gustav G. Margraf, NBC; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Henry White, CBS; Donald W. Thornburgh, WCAU-TV, Philadelphia; and Harry Freedman, DuMont TV Network. All were present at the "amiable . . . routine" session except Mr. McCollough who was attending NARTB board meetings.

BATH TUB BLUES

Hang Heavy at WWDC

NEWS broadcast reporting a humorous incident in President Truman's personally-conducted tour for correspondents through the White House precipitated a mild storm at WWDC Washington on Feb. 6.

Passing the site of the old Presidential bathroom, Mr. Truman remarked that the tub once fell partly through the floor. He said he asked Mrs. Truman what would have happened if it had fallen through to the Red Room, with him in it, while she was entertaining the Daughters of the American Revolution.

Coincidentally, WWDC carried a special DAR public interest program that evening, 10:15-10:30 p.m. After the program, the ladies were abashed to hear a followup news program via loudspeaker on which Newscaster Fred Fiske reported the correspondents' tour incident.

The DAR promptly besieged Program Director Norman Reed with protests, charging that the report violated good taste. WWDC explained that the report was based on news service stories carried earlier and that Mr. Fiske was only reporting the news.

WINS New York will open a new phase of its Tuesday *Career Clinic* series by allotting first program each month to a study of advertising, with Dr. Robert A. Love of City College Midtown Business Center, which conducts the program, as moderator.

BELLBOY SUIT

Is Heard in Detroit

THE HEARING to decide who owns the title "Jack the Bellboy" took an unexpected turn in Detroit's Federal Court Feb. 8 when Fort Industry Co., owner of WJBK there, began a suit for \$650,000 against Edward McKenzie.

Mr. McKenzie, the \$65,000-a-year disc jockey who is Jack the Bellboy, left WJBK Jan. 18 and began broadcasting on WXYZ Detroit Feb. 4.

The suit was filed before Federal Judge Arthur F. Lederle in the form of an amendment to a request for a permanent injunction against Mr. McKenzie's use of the "Bellboy" tag at his new station.

Others named in the suit were ABC and WXYZ as well as James I. Hopkins and Richard A. Connell stockholders in WJBK before its sale to Fort Industry in 1947.

At the hearing, Attorney John Littel for WJBK and Attorney George Trendle Jr. for Mr. McKenzie presented a series of witnesses in support of their arguments.

Mr. McKenzie testified that he gained possession of the name through a "gentleman's agreement" based on the fact that he coined the title.

Messrs. Hopkins and Connell, the complaint contends, entered into an agreement with Mr. McKenzie while the sale was in progress. It is claimed that they wrongly agree to Mr. McKenzie's using the title in violation of the terms of the sale.

Previously Judge Lederle refused to grant two requests for temporary injunctions that would have restrained WYZ from using the title "Jack the Bellboy" over the air or from using the title in advertising.

Last Thursday both sides were to make their final arguments.

In the meantime, Jack the Bellboy continues over WXYZ, using the same program format and many of the same sponsors.

Magazine '51 Gross

LAST YEAR was "by all odds, the biggest year in magazine history," Magazine Advertising Bureau stated last week. Gross advertising revenue of the 94 general and farm magazines measured by Publisher Information Bureau totaled \$511.1 million in 1951, up 12% from the \$458.5 million gross for 1950, MAB reported. Advertising in January 1952 was up 6.7% dollarwise and 7.6% in pages of advertising compared with January 1951, despite the fact that three leading weekly magazines had one less issue in the first month of this year than last, MAB also reported. Announcement also revealed that Sunday newspaper magazine dollar volume was 17.8% less in January 1952, compared to previous January.

**WHEN HOUSTON
WANTS THE NEWS...**

IT'S KPRC FIRST!

1952

**"THE YEAR
OF DECISION"**

Hard-hitting news coverage is more vital this year than ever before. KPRC's nationally recognized news staff is TOPS in the Southwest . . . in numbers, in sponsored hours, in accurate on-the-spot coverage. Each man combines the duties of newscaster, news writer, and news reporter, under the able direction of Pat Flaherty, the South's most respected newscaster. Nowadays, NEWS comes FIRST . . . and KPRC is FIRST with the NEWS!

**Houston's Only Complete
Radio News Staff**

KPRC HOUSTON

NBC and TQN on the Gulf Coast
Jack Harris, General Manager
Nationally represented by
Edward Petry and Co.



PAT FLAHERTY,
News Director,
11:00 A.M., 12 Noon,
5:45 P.M.



BILL BOLTON
12 Noon, 6:15 P.M.



BRUCE LAYER,
Sports Director,
5:35 P.M., 10:30 P. M.



HARRY AROUH,
Weather Chief,
5:30 P.M. Weathercast,
10:00 P.M. News



BOB GRAY,
On Military Leave,
Serving as Marine Corps
Correspondent in Korea



RAY MILLER,
On Military Leave,
On duty with the
Submarine Service



TOM FOX
6:15 A.M., 8:00 A.M.,
12 Noon



DON HEATH
7:15 A.M., 8:55 A.M.,
12 Noon

ADVERTISING AND GOVERNMENT RELATIONS

NARTB's Hardy Speaks at D. C. Ad Session

GOVERNMENT initially manifested a "tardy interest" in the "stellar role" advertising has played in contributing to the common good but gradually has evolved its own techniques for selling programs to the American public, Ralph W. Hardy, NARTB government relations director, declared last week.

Mr. Hardy addressed a luncheon session of the Women's Advertising Club of Washington at the Washington Hotel last Wednesday. Among the guests were Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, and FCC Comr. George Sterling.

Government Interest

Speaking on "Advertising and Government Relations," Mr. Hardy said government interest in advertising has been generated in a number of fields. He cited these "interest" factors:

(1) Advertising as a function and institution has proved itself "indispensable" in contributions to the public welfare.

(2) Advertising is a key to the study of production, with government spending dwarfing normal business operations in recent years.

(3) Serious question has been posed as to the allowability of advertising costs for tax and price control purposes.

(4) Advertising is related to the whole price-wage control structure.

(5) There has been increased enthusiasm for "idea" as distinguished from product advertising, spilling over into merchandising and other techniques.

Mr. Hardy also cited four problems in advertising relations with government. Initially, he said, there has been an "inadequate understanding" of its economic role, principally at the lower decision-making stratas of government agencies. This has been reflected

in agency presentations to Congress during appropriations hearings, he explained, adding that agency and department heads are cognizant of advertising's force.

There must be a more effective system for directing vital advertising selling points down through channels, Mr. Hardy suggested. It is advertising's obligation to present its arguments to government officials and Congress in the light of its relation to restraints governing all media and the public welfare, he said.

Noting that he is a registered lobbyist on Capitol Hill, Mr. Hardy said that industry has a "legitimate interest" in presenting its case to Congress. He added that the Buchanan Committee took no notice of advertising's role during hearings on the lobbying issue in 1950.

Mr. Hardy also singled out hearing last year before Senate and House Appropriations Committees. He said military authorities had made inadequate presentations on recruiting and were ill-equipped to parry questions thrown out by Sen. Joseph O'Mahoney (D-Wyo.) as to the advisability of allotting funds for this activity.

The function of advertising was not explained, Mr. Hardy continued, nor was it pointed out that specialists could be obtained by the Defense Dept. through media expenditures for an "infinitesimal cost."

Hardy Cited Charges

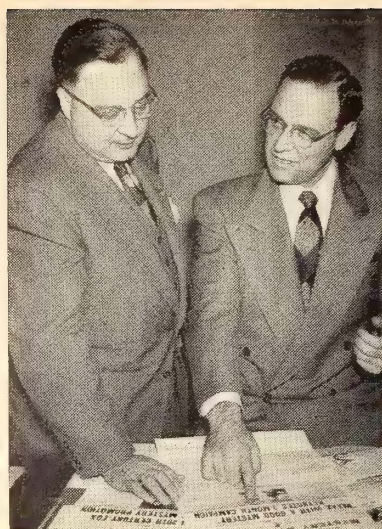
Mr. Hardy also cited charges raised that advertising constitutes an "economic waste" and that costs should not be allowable for tax computation purposes.

Top government officials familiar with advertising's role now create their own techniques for devising programs aimed at the American public, Mr. Hardy observed. He cited White House liaison with the Advertising Council for various projects.

One such example of government-industry cooperation and advertising power was the recent blood bank drive. Through the efforts of all media, a dangerous blood shortage was averted within 17 days after the campaign got underway.

Coy Talk in 'Record'

FCC Chairman Wayne Coy's address to the Cleveland Professional Chapter of Sigma Delta Chi at the Carter Hotel Jan. 28 on "The Intelligent Newspaperman's Guide to Some Broadcasting Problems" in which he predicted not more than 10 or 20 TV station grants will be made this year, appears in the Feb. 7 *Congressional Record* [B•T, Feb. 4]. Copy of speech was introduced by Rep. Oren Harris (D-Ark.)



HAROLD A. PETIT (l), Charleston, S. C., president, National Exchange Club, sponsor of National Crime Prevention Week (Feb. 17-23), discusses with Bill Fineshriber, MBS executive vice president, Mutual's participation in campaign. MBS mystery programs for three months will promote theme, "Crime Does Not Pay."

KING'S FUNERAL

CBC Limits Operation

ALL CANADIAN stations cancelled commercial programs Feb. 15, day of the funeral in London of King George VI. Suitable music as well as eye-witness accounts of the funeral from the British Broadcasting Corp. by shortwave were carried by most stations.

During the 10 days following the king's death, programs were completely rescheduled for most Canadian stations. Practically all sporting events and comedy programs were postponed.

Canadian Broadcasting Corp. stations on Feb. 15 closed down practically all day. All CBC stations carried the full funeral broadcast from London from 4:45-9:30 a.m., EST, then closed down until 2 p.m. for the funeral service from Ottawa. There was a half-hour of music preceding the funeral service, which lasted 2:30-3:30 p.m., then stations closed down again. This was followed by a brief newscast and musical program at 6 p.m. local time.

CBC last Tuesday sent two observers to London to cover the funeral. Picked were war correspondent veterans Gerard Arthur of CBC International News Service, Montreal, and Capt. Wes Briggs, CBC regional representative at Halifax.

NABET Petitions Ottawa

NABET (CIO) has applied with the Canadian Labor Relations Board in Ottawa for certification as bargaining agent for technical employees of CBC's 19 stations for which it claims a majority of membership. The application culminates a six-week organizing campaign undertaken by NABET at the invitation of CBC operators, according to Tim J. O'Sullivan, NABET international representative.

WHIL-WMEX TIFF

FCC Hears Overlap Charges

ORAL ARGUMENT on whether the FCC should revoke the program test authority it granted WHIL Medford, Mass., was heard last week by the Commission en banc. Protest was made by WMEX Boston, which also petitioned the U. S. Court of Appeals for a preliminary stay and an injunction against the program test authority.

Gist of Boston station's complaint is that 25 mv/m contours of both stations overlap and they are less than 40 kc apart in wavelengths. WMEX is on 1510 kc with 5 kw; WHIL on 1540 kc with 250 w daytime. FCC rules forbid stations to operate less than 40 kc apart if their 25 mv/m contour overlap.

At oral argument last week, WHIL claimed that 25 mv/m contours of the stations do not overlap, although it emphasized it had taken measurements along only one radial. It also pointed out that its grant was made in February 1951 and WMEX did not contest the Commission's action then and therefore it should not be penalized now. The Medford station declared that if the Commission felt dubious about the overlap, it would be willing to be moved to 1550 kc temporarily.

Questions FCC Authority

The WMEX petition to the U. S. Court of Appeals claimed that WHIL is operating illegally because the station does not have a license. It thus called into question the legal authority of FCC to issue program test authority.

It also stated that it has received 50 complaints from listeners in its service area that their reception is being interfered with by WHIL transmissions. WHIL in its opposition to WMEX's petition declared that it was willing to put wave-traps in complaining listeners' receivers.

The Boston station asked that the court order the FCC to withdraw its program test authority to WHIL. It also asked that the Court issue a temporary stay order, forbidding WHIL from continuing to broadcast.

WMEX on Feb. 8 went to court, which ordered the FCC to act expeditiously on the station's petition for withdrawal of WHIL's program authority. Next day, the Boston station asked the Court for an injunction, but the Court held that it was in the nature of a petition for a new action and denied it under its interpretation of the Judicial Review Act of 1950. Opinion of Chief Justice Harold M. Stephens of the U. S. Court of Appeals in Washington is considered of technical significance to attorneys. He held that the Act applied only to cases asking the court to review the action of an administrative agency.

EFFECTIVE Feb. 11, WBAP-TV Fort Worth, Tex., added a half hour, starting programming at 9:50 a.m. Station is now on air some 95 hours a week.

Hardy Talk Lauded

SENATORIAL plum was handed out to Ralph W. Hardy, NARTB government relations director, following his speech before Women's Advertising Club of Washington last Wednesday. Sen. Ed Johnson (D-Col.) termed Mr. Hardy's address on "Advertising and Government Relations" as a "learned and thought-provoking speech," adding that he "liked his presentation and thinking on the subject." Sen. Johnson, a guest at the luncheon, was accompanied by Nick Zapple, professional staff member of Senate Interstate & Foreign Commerce Committee, which the Colorado Senator heads.

the silk hat gets the snowball

In any industry, the leader is always the target. That's true whether you're making shoes, toys . . . or turning out research reports.

Pulse, Inc. is turning out research reports . . . the best in the industry. That's why more stations subscribe to Pulse . . . more agencies use Pulse . . . than the competitive reports turned out by any other rating service!

Pulse's number one position means that it's the target for a lot of "snowballs." But they're easy to melt. As a matter of fact, let's melt a few of them now.

Snowball "Chappell was nominated by Sydney Roslow" to serve on the Special Test Survey Committee.

FACT Excerpt of a letter from Ken Baker, chairman of the committee, to Sydney Roslow: "I stepped to the phone and invited . . . both Larry Deckinger and Matt Chappell . . ."

Snowball Chappell was not qualified for the post . . . according to Pulse.

FACT As an impartial member of the committee, he was acceptable. But as a paid hireling for C. E. Hooper, Inc., he was not unbiased—witness his errors of commission and omission.*

Snowball "Pulse," charges Chappell, "uses a quota-type sample. Interviewers select the homes they visit."

FACT Pulse uses a probability sample which permits the greatest degree of scientific accuracy. Interviewers have no choice in the selection of homes.

Snowball "U. S. Hooperating (now defunct) and national Nielsen showed close correlation in ratings of network programs in 1949. Hooperating and Pulse correlation was not close."

FACT Nielsen national ratings and Pulse's Multi-market ratings for March-April, 1951, showed a correlation of . . . daytime: 82%; nighttime: 83%. If Pulse had been national, rather than Multi-market, the correlation would have been even higher. (If you would like more information on the current picture—or the picture three years ago—ask Pulse to send it to you.)

Snowball "Accompanying a Pulse interviewer," Mr. Breyer quotes A. C. Nielsen, "is a revelation. I recommend that you try it."

FACT A group of southern stations recently tried it . . . and concluded: "This type of survey is more accurate than the coincidental method. If all surveys are carried out as efficiently as this, all of us can utilize surveys as they are intended . . . without reservation."

Snowball Test Survey Committee approved and endorsed Chappell report . . . implied a recent ad. *

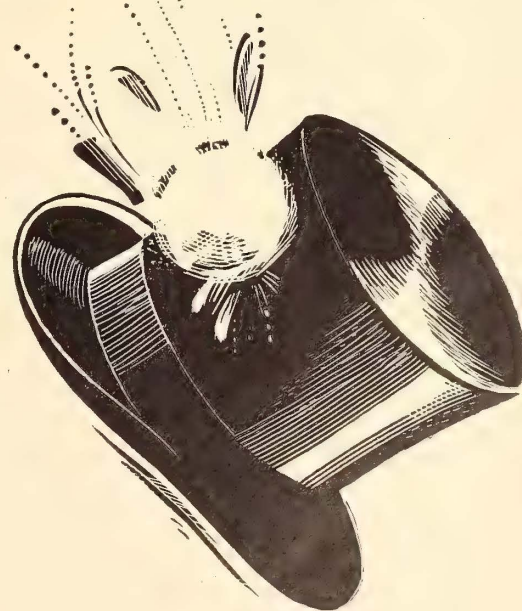
FACT No member of Committee (except Chappell) approved or endorsed Chappell report. In fact, all members resented use of their names in the ad.

Anybody who wants to know the facts about his show and the audience that's hearing or watching it, can find out by contacting



PULSE the number 1 choice
of research men who use radio
and television ratings.

THE PULSE, INC. • 15 West 46th Street, New York, N. Y.



*Ask Pulse to send you its analysis of Chappell's report.



CEDRIC ADAMS (l), newscaster for WCCO Minneapolis-St. Paul and CBS Radio personality, joins with Joe Tombers, Purity Bakeries Corp., in blowing out an improvised birthday cake, celebrating 13 years of the bakery's sponsorship over WCCO. Firm sponsors Mr. Adams' Nighttime News.

Code Review Board

(Continued from page 25)

all for the benefit of "curious radio-men."

Address by FCC Chairman Wayne Coy will feature the Wednesday luncheon. More workshop meetings are due in the afternoon covering the television code and featuring members of the board of review. A discussion of "public hearing" is scheduled in the afternoon. The annual banquet winds up its proceedings Wednesday night.

The combined NARTB boards voted approval of a radio board action calling on the FCC to abandon the old regulation calling for identification of electrically transcribed programs and announcements, except for newscasts (see radio board story, page 24).

Frank M. Russell was appointed NARTB representative at the U. S. Chamber of Commerce. H. Quenton Cox, KGW Portland, Ore., reported on behalf of the new membership committee (see membership story page 25).

List of new associate members was approved, including Century Lighting Inc. New York; Continental Electronics Manufacturing Co., Dallas; Gray Research and Development Co., Hartford, Conn.; Screen Gems TV Dept., New York; Standard Audio and Measurement Service, New York research organization.

Approval was given the FM promotion project after hearing a report from Ben Strouse, WWDC-FM Washington, FM committee chairman (see radio board story, page 24).

Robert K. Richards, NARTB, public affairs director, reported on a plan to make some of NARTB Bulletin and Reports available to educational institutions at a fee of \$15 a year. The plan was approved. Mr. Richards reported on the Voice of Democracy contest.

Legislative reports were submitted, with the combined boards informed of the status of the Benton Bill and other proposed measures.

Two interpretations by Judge Miller, clarifying the status of board members under the new by-laws were endorsed.

NARTB'S CODE

Mechanics Set at San Antonio

THE NATION's telecasting stations and networks, at least that portion coming under NARTB's new Television Code, will start operating March 1 under a set of commercial and program standards designed to halt public and official criticism of the visual medium.

Format for operation under the code was set up last week by the NARTB Television board, which met Wednesday and Thursday at Lost Valley Ranch, Bandera, Texas. The board met separately for two days and then joined with the NARTB Radio Board for a combined session Friday (see story page 25).

Less than two weeks remain for NARTB's staff to handle the huge job of signing subscribers to the video code and getting them adjusted to the stiff terms of the self-disciplining document. Even before the code goes into operation, there are signs that legislators and other groups are looking for elimination of practices they deem objectionable.

At the same time the TV industry will find itself under close surveillance from organized interests as well as the millions of listeners who are to be told by every available promotion means about the code and its provisions. They will be constantly reminded of the code by means of a copyright seal. NARTB has prepared film, slides and similar means of displaying the seal.

\$40,000 Budget Set

The board set up the \$40,000 budget for the first year of operation under the code, which was originally promulgated last December. It set up details of subscription and approved makeup of the Television Code review board which will review programs, handle complaints, interpret the document and make recommendations to the television board.

Action implementing the new code was one of the many decisions reached by the video directors. Another important step was to set up nomination procedure since the nine elective board terms expire at the NARTB convention in Chicago March 31-April 2.

Four directors representing each of the four TV networks, are appointed by the network themselves.

With 82 of the 108 operating TV stations as NARTB members, plus the networks, the chances for code adherence by most of those belonging to the association were considered bright. There were signs, too, that many non-members were planning to subscribe.

The plan for code financing provides that the networks each pay \$1,500 a year for code subscription, it was understood. The special plan was adopted at suggestion of networks themselves. All TV networks belong to NARTB.

Basic payment by stations sub-

scribing to the code will be \$520 per year if 65 stations subscribe. Stations belonging to NARTB will get a credit of \$250 toward the station dues, making the actual payment \$270 per year for code subscription.

Non-members will pay \$520 for code subscription.

A sliding scale was set up by which cost of station subscriptions will drop as the number of station subscribers increase. A sliding scale specifies that when the number of subscribing stations reaches 90 the fee will be \$405 per station.

NARTB-TV members will still get the \$250 credit under this scale.

Five meetings are to be held annually by the Television Code review board. In addition, the \$40,000 code budget, proposed by President Harold E. Fellows, provides for special meetings of the television board itself in connection with administration of the code. The directors have the right to impose penalties for violation of code terms, including lifting of the seal or suspension of the right to display it.

Budget Covers Staff

The budget also covers staff personnel for code administration as well as travel and other expenses along with overhead and seal costs.

The TV board unanimously approved a plan to conduct election of TV board members during the Chicago convention. Five two-year terms will be filled along with four one-year terms. Nominations will be made from the floor at the Chicago convention. First the TV delegates will vote for five two-year TV board members. Of these, four will be combination radio-TV station operators and one a television-only operator. After these five have been elected, those remaining on the list of nominees will be eligible for election to the four one-year terms. Three of the terms will be filled by radio-TV operators and one by a TV-only operator.

Annual budget for the TV segment of NARTB's activity was submitted by Robert D. Swezey, WDSU-TV New Orleans, on behalf of the TV finance committee of which he is chairman. Mr. Swezey presided at the TV board meeting in his capacity as board vice-chairman. Eugene S. Thomas, ex-board chairman, resigned the post when he left WOR-TV New York to join George B. Hollingbery Co. On the finance group with Mr. Swezey are Campbell Arnoux, WTAR-TV Norfolk, Va., and George B. Storer, Fort Industry Co.

Next Year's Money

For the next fiscal year, starting April 1, the board approved a budget of \$136,140.80, subject to action at the joint board meeting last Friday. The full board was given a full NARTB budget plan calling for a discount in member-

ship dues for firms or organizations owning more than one outlet, provided all stations of the group are association members. This plan promises substantial savings for multiple station membership, it was explained.

A balance of over \$18,000 was reported to the board membership and finance committee. Operation of the TV section is in charge of Thad Brown, NARTB-TV director.

The April 1, 1951-March 31, 1952 TV budget of \$150,000 includes a flat payment of \$50,000 to NARTB for overhead expenses. Salaries in the budget run around \$65,000 with the remainder covering printing, contingent items, board expenses, travel and related items. It appeared TV expenditures would increase now that the code administration is getting underway.

The new fiscal budget envisions an income of \$185,700 from membership dues plus \$16,800 or a total of \$202,500. The dues discount likely would cut income around \$14,600 or an adjusted income of around \$187,812.

The payment to NARTB rises from \$50,000 to \$65,125 under the new budget and the salary item rises to \$34,940.

Representing the four TV networks at the Texas board meeting were Alexander Stronach Jr., ABC vice president; Herbert Akerberg, CBS vice president; Chris Witting, DuMont TV Network general manager, and Frank M. Russell, NBC vice president. They serve on the TV board as network appointed directors.

Others Attending

Others attending the TV board meeting besides those mentioned above were Harold Hough, WBAP-TV Fort Worth; Clair R. McCollough, WGAL-TV Lancaster, Pa.; W. D. Rogers Jr., KEYL (TV) San Antonio; Judge Justin Miller, chairman of the combined NARTB board; C. E. Arney Jr., NARTB secretary-treasurer; and Robert K. Richards, NARTB director of public affairs.

Absent were Harry Bannister, WWJ-TV Detroit; Paul Raibourn, KTLA (TV) Los Angeles, and Mr. Storer, who was ill.

Blake-Sparks Nuptials

FORMAL ANNOUNCEMENT will be made this week of the marriage of John Blake, owner of KSNY Snyder, Tex., to Miss Minnie Sparks, confidential assistant to FCC Commissioner Rosel H. Hyde. They eloped and were married on Nov. 9 at West Memphis, Ark., by a justice of the peace. Mrs. Blake has been on leave from her FCC post since November.

NEWS programs by NBC radio total 119 shows each week, an aggregate of 20 hours and 55 minutes.

OREGON FARM HOUR with "Farmer Jones"

Preference

OF NORTHWEST DAIRYMEN

In December, 1951, "Farm Opinion Research" conducted a mail survey among dairymen of Oregon and Washington. Nine hundred questionnaires were mailed to determine farm radio listening preferences and early morning work schedules. A return of over 16% was received. Here are the results:

- Over 90% of the dairymen are up before 6:30 a.m.
- Over 70% do their milking before 6:30 a.m.
- 60% have radios in their barns.
- Over half of the farm radios are in use before 7 a.m.
- KEX RECEIVED MORE VOTES FOR MORNING LISTENING THAN ANY OTHER INDIVIDUAL STATION!

The following figures show KEX preference:

| | |
|----------------------------|-----|
| KEX | 24% |
| Portland station "A" | 12% |
| Portland station "B" | 20% |
| Portland station "C" | 14% |
| All other stations | 27% |
| No preference | 3% |

"OREGON FARM HOUR" TAPS RICH MARKET

Pacific Coast farm income is the nation's highest! Average income per farm in Pacific Coast states in 1950 was \$9,483... or \$3,644 MORE than the national average of \$5,839.

Sell your products to the 130,000 farms in Oregon and Washington with the "OREGON FARM HOUR"—(NEWS, MUSIC, PRICES, and WEATHER, for the Pacific Northwest's great agricultural industry).

CONSULT KEX SALES OR FREE & PETERS FOR COMPLETE DETAILS.

Oregon's Only 50,000 Watt Station

ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS INC

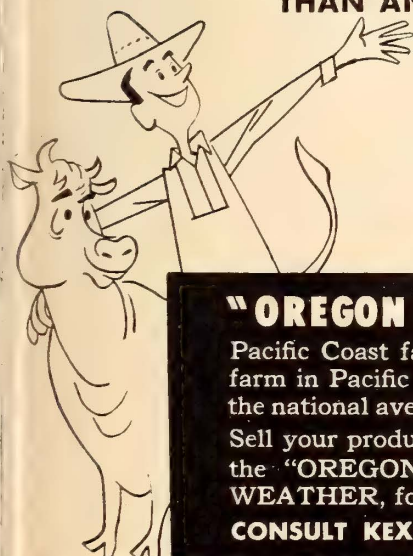
KYW • KDKA • WBZ • WBZA • WOW • KEX • WBZ-TV

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



RETURNS RECEIVED FROM WIDE AREA

Response to the "Farm Opinion Research" survey was received from 24 counties, covering a 400-mile area.



KEX

Season Campaigns

(Continued from page 23)

Manus, John & Adams, Detroit, is the agency.

A comprehensive advertising and merchandising program, geared to support "an increasing sales trend for Mounds and Almond Joy coconut candy bars," was also announced last week by John H. Tatigian, president of Peter Paul Inc. Local and regional radio news programs have been scheduled by the advertiser in about 100 key markets from coast to coast, using 10 and 15-minute shows. In some larger cities where additional radio activity is required, other types of local program availabilities are being considered. Maxon Inc., New York, is the agency for Mounds.

Mounds Campaign

This year's radio campaign for Mounds marks a shift from network to local and regional news programs. Last year, the company sponsored Ed Murrow on a split-western-half of the CBS Radio network. Featured among the merchandising material this year for Mounds will be color streamers, shelf talkers and a display decorated in a South Sea Island motif.

McKesson & Robbins (Tartan suntan lotion), is giving its 1952 advertising campaign a record budget and will feature the radio and TV family of Tex and Jinx McCrary in a concentrated all-media drive this spring and summer. Prominent in Tartan plans, as well, is an expansion of the successful tie-ins of past seasons. Tartan has already arranged a joint advertising and merchandising program with Cole of California, McGregor sportswear and Bates fabric, all of whom will fea-

ture Tartan lotion and credit in national advertising.

Tartan plans a summer saturation job in spot radio, employing short, fast copy. These "Sun-in-Safety" spots, correlated with weather reports, will be launched in 45 major cities in the country—an increase of at least 15 markets over last year—starting May 3 and continuing through mid-July.

In New York alone, Tartan plans to schedule more than 2,000 announcements throughout the sun season. Backing up the spot campaign will be participation in programs of top radio personalities, along with television spots in selected areas.

In addition to the advertising schedule, Tartan will feature a full-scale publicity program, with numerous tie-in promotions and publicity stunts scheduled for the summer season. J. D. Tarcher & Co., New York, is the agency.

American Chic Co., New York (Clorets), currently carrying a heavy spot schedule, is understood to have a sizable increase for spring expansion under consideration. Definite decision will be forthcoming next week through Dancer-Fitzgerald-Sample.

Holmes and Edwards, division of International Silver Co., Meriden, Conn., is buying a four-week spring campaign for its silverware in 120 major radio cities [B•T, Feb. 11] through Cunningham & Walsh.

Pepsi-Cola, which sponsors a TV network show featuring Faye Emerson, and which used a spot schedule on 60 markets during the three-month 1951 summer season, is still in the throes of preparing its summer budget allocation. Biow Co., New York, is the agency.

Champagne Velvet (beer) and Standard Brands (iced tea), perennial summer spot users, are also planning their summer allocations.

Radio Sales Up

(Continued from page 23)

—News (52 weeks); State Farm Mutual Automobile Assn. for Cecil Brown (13 weeks).

ABC radio recorded one of its major sales of the new year early this month, when General Mills ordered participation sponsorship of three programs under the network's Pyramid Plan. On behalf of its Kix, General Mills will participate in *Top Guy* starting Wednesday; *Defense Attorney* starting Thursday, and part of *Stop the Music*, starting next Sunday. Others new business thus far this year:

Stokely-Van Camp for *John Conte Show*; Churches of Christ of Abilene, Tex. for *Herald of Truth*; Greystone Press for two *Magic of Believing* shows and one *Sidney Walton News* program; National Optics for one *Magic of Believing* and one *Sidney Walton News*; Gillette Safety Razor Co. for *Sugar Bowl* football game; Buick Div. of General Motors for one *Big Hand*, one *Top Guy*, and one *Hollywood Star Playhouse*; Fred Fear & Co. for one *Stop the Music*; American Chic for participations in ABC's three program Pyramid Plan.

ABC radio's renewals were listed as:

Goodyear Tire & Rubber Co., for *Greatest Story Ever Told*; Christian Science Publishing Co., for *The Christian Science Monitor Views the News*.

upcoming



Feb. 18: Academy of Television Arts and Sciences, installation and awards dinner, Ambassador Hotel, Los Angeles.

Feb. 19: NARTB regional TV tax clinic, Mayflower Hotel, Washington.

Feb. 20-23: Georgia Press Institute, 24th annual session, U. of Georgia, Atlanta, Ga.

Feb. 22: Illinois Broadcasters Assn. annual spring meeting, Leland Hotel, Springfield, Ill.

Feb. 22: Voice of Democracy Awards Luncheon and Presentations, 12:30 p.m., South American Room, Statler Hotel, Washington, D. C.

Feb. 24-26: New England Newspaper

Advertising Executives Assn. and Advertising Managers Bureau of the New York State Dailies, joint meeting, Stratfield Hotel, Bridgeport, Conn.

Feb. 28-29: Oregon State Broadcasters Assn. annual meeting, Eugene Hotel, Eugene, Ore.

Feb. 29-Mar. 1: Western Radio and Television Conference, 5th annual meeting, Stanford U., Palo Alto, Calif.

Mar. 3-6: Institute of Radio Engineers national convention, Waldorf-Astoria Hotel and Grand Central Palace, New York.

Mar. 10: FCC-Theatre Television hearing, Washington.

Mar. 17-20: National Premium Buyer 19th annual Exposition, Conrad Hilton Hotel, Chicago.

Mar. 19-21: Assn. of National Advertisers, spring meeting, The Homestead, Hot Spring, Va.

Mar. 21-22: Third annual Advertising Institute, Emory U. and the Atlanta Advertising Club, Atlanta, Ga.

ELIZABETH, N.J., CRASH

Radio and TV Again on Job to Cover

THIRD PLANE crash in Elizabeth, N. J., within three months was blanketed by broadcasting reporters with first radio bulletins being announced almost immediately and with first television pictures transmitted at 7 a.m. the following morning.

Occurring at about 12:30 a.m. Monday, the crash was bulletined on wire services at 12:45 a.m. and on the air over NBC and ABC radio at 12:55 a.m. while CBS, through WCBS New York, stayed on the air until 1:30 a.m. to give wreck details to New York audiences. Television scoop was pulled, for the second time over NBC-TV by *Today*, which had similarly scored in announcing the death of King George.

NBC radio reporter Chet Hagan went to scene early Monday morning to give on-scene coverage at 6:15 a.m., after the network had opened at 5:30 a.m. with bulletin reports of the crash. Graham Grove assisted in the eyewitness spot-news reports from Elizabeth at 7, 7:30 and 8 a.m., with wrap-up coverage broadcast by NBC in a special 15-minute program at 1:45 p.m. EST.

NBC-TV mobile unit was dispatched to Elizabeth at 12:45 a.m.—even before the news was broadcast—and took film of the event until a direct video pickup could be made, abetted at the scene by eye-witness accounts and Don Goddard's news stories.

CBS Radio special events department sent Abram Weston and Ralph Paskman to Elizabeth for first-hand coverage while WCBS remained on air an extra 25 minutes. Network news programs gave full details the next morning at 7:45, 8, and 9 a.m. while CBS-TV carried the event on all regular news programs.

The wreck—which took 32 lives—was covered for ABC by Bill

This would apply largely to "soft" goods. Radio-TV set producers, many of whom are selling at below-ceiling levels, are currently awaiting issuance of tailored price regulations to guide their industry.

Whitehouse, manager of special events, and Gordon Fraser. After the first 12:55 a.m. bulletin, ABC radio carried further report throughout the night on WJZ New York's all-night music show. Next day, Julian Anthony recorded reactions of Elizabeth citizens and network also angled for reactions of New Jersey Congressmen in Washington. ABC television (via WJZ TV New York) first bulletin was at 10:30 a.m. the next day, with first comprehensive graphic coverage coming via film and "live commentary at 7 p.m. Tuesday.

DuMont sent Cameraman Don Trevor to the crash scene at 2 a.m. where he shot film used on the next noon news program at 12:15 p.m.

WPIX (TV) New York showed the burning plane just after it pancaked to a schoolyard landing thanks to an amateur photographer, Bob Schumaker, shop foreman of an automobile agency, who took 16mm pictures of the crash as soon as he arrived on the scene from his home, eight blocks away.

Off the air at the time of the crash, WNJR Newark had staff working to collect first-hand reports for broadcast at 7 a.m. Monday and later aired interviews with House subcommittee members visiting Elizabeth to hear the controversy about the airport's location. Station also got fresh report from the closed airport Monday noon in a half-hour roundup of crash news.

WATV (TV) Newark, usually signing off at 1 a.m., stayed on the air until 3:25 a.m. giving reports, including an eye-witness account made by a WATV engineer, Gil Lynn, who resides in New Jersey. All special events coverage—including a Monday afternoon forum among six state and local officials about the airport location—was handled by Na Shoehalter.

WMTR Morristown, N. J., sent newsmen Merrill Morris, Joe Slavin and Frank Fellmer to the crash site to tape interviewers. Taped hourly news broadcast were aired as a public service by local clothing store.

WIRE

INDIANAPOLIS

*Proudly
Announces*

the APPOINTMENT of

FREE and PETERS, Inc.

as EXCLUSIVE

NATIONAL SALES REPRESENTATIVES

EFFECTIVE

MARCH 1, 1952



They'll be working together hand in hand

INDIANAPOLIS BROADCASTING, INC.

PRIMARY NBC

5,000 WATTS

ET Identification

(Continued from page 24)

the FCC freeze upsets the schedule. Final decision within a year is possible. Bernard Koteen is special counsel for the committee. Other members of the group are Mr. Essex and Marshall Pengra, KGKB Tyler, Tex. The board praised Mr. Grove for the progress made.

The board, in acting on the Grove committee's report, adopted a suggestion by Mr. Hanna that no wattage discrimination apply in the case of FM.

Ben Strouse, WWDC-FM Washington, said the current three-section drive to promote FM set sales and listening is producing results. Both distributor and dealer interests are showing more interest in FM as a result of the North Carolina and Wisconsin drives [B•T, Feb. 11]. He said "it is quite evident that increased sales results may be expected to follow for several months after the close of FM Month." He said the Washington, D. C. FM campaign starts in March [see story, page 48].

"It is the broadcaster's program that sells the sets except in places where FM is genuinely needed for decent reception," Mr. Strouse said. He explained dealers should be advised to pay more attention to installation of FM sets. Among results of the campaign, beside FM set sales, are increased FM listening and development of FM's prestige among local merchants and advertising agencies, he said.

Ask Drive Extension

Requests to extend the drive beyond the three areas now active have been received from upper New York, Alabama, Philadelphia, New York City, West Virginia-Ohio; Quincy, Ill., Tri-State Area; Massachusetts, Virginia, Northern Illinois, San Antonio and others.

President Harold E. Fellows was authorized by the board to name a special committee to handle radio copyright matters especially in the music field.

A fund of \$10,000 was appropriated to provide for improvements to the NARTB headquarters building in Washington. Resignation of Craig Lawrence, formerly with WCOP Boston, as District 1 director, was accepted. Mr. Lawrence has joined CBS in New York. A special election will be held to fill the post.

Four members of the radio board were unable to attend and were excused. They were John H. DeWitt Jr., WSM Nashville; James D. Shouse, WLW Cincinnati; A. D. Willard Jr., WGAC Augusta, Ga. Frank White, MBS.

DAILY trans-Atlantic reports on the Olympic Winter Games were scheduled to be broadcast directly from Norefjell, Norway, by NBC starting last Thursday and continuing through the finals, Feb. 25. William Fitzgerald, program manager of the Armed Forces Network in Germany, will act as special NBC correspondent.

Ambassador Rogers

MEMBERS of the NARTB combined board last week accepted W. D. Rogers Jr., KEYL (TV) San Antonio, as ambassador extraordinary representing the Republic of Bandera, Tex. He was granted this privilege for his services to NARTB board at the annual winter meeting held at Lost Valley Ranch, Bandera. The board thanked Director Rogers for hospitality far beyond the call of duty.

BMI CLINICS

Two Week Schedule Set

FOLLOWING last year's successful BMI field clinics, held in 37 states with an average attendance of 82 broadcasters per clinic, BMI will stage a new series in the two-week period April 28-May 12, when the industry-owned music licensing organization has scheduled 40 program clinics to be held in 36 states and four Canadian provinces.

General format will comprise three speakers traveling with each BMI clinic troupe and three speakers from the state in which the clinic is held. Talks on the major phases of programming, station operation and management will be followed at each clinic by an open forum in which every one present is encouraged to take part. These "bull sessions" were highly popular during the 1951 clinics, BMI stated.

W. Emmett Brooks, chairman, Committee of Presidents of State Broadcasters Assn., in a letter to BMI President Carl Haverlin said, "I'm sure stations have found it highly profitable to send several staff workers from all departments to broaden them in all facets of radio operations through clinic talks and discussions, since these one-day refresher courses are a great idea exchange for all of us."

BMI program clinics so far confirmed as to state, city and date are:

Alabama (Montgomery) May 8; Arkansas (Little Rock) May 2; Arizona (Phoenix) April 28; No California (San Francisco) May 9; Colorado (Denver) May 2; Florida (Gainesville) May 6; Georgia (Athens) May 10; Illinois (Chicago) May 9; Idaho (Boise) May 2; Indiana (site undetermined) April 28; Kentucky (Owensboro) April 23; Louisiana (Alexandria) May 5; Maine (undetermined) May 12; Michigan (Battle Creek) April 30; Minnesota (Minneapolis) May 7; Mississippi (Jackson) May 3; Missouri (St. Louis) May 6; Montana (Missoula) April 28; Nebraska (Omaha) May 1; New Jersey (Atlantic City) May 6; North Carolina (undetermined) May 2; Oklahoma (Oklahoma City) May 7; Oregon (Portland) May 7; So. Carolina (Columbia) May 5; So. Dakota (Sioux Falls) April 30; Texas (San Antonio) May 9; Tennessee (Nashville) April 29; Utah (Salt Lake City) May 1; Virginia (undetermined) May 1; West Virginia (Charleston) April 29; Wisconsin (Milwaukee) May 5; Upstate New York (Syracuse) May 8.

Dates tentatively set include: Maryland (Baltimore) May 5; Washington (Seattle) May 6; Ohio (city to be determined) May 2; Massachusetts (Boston) May 9; and So. California (Hollywood) April 29.

NARTB Engineering Convention Agenda

(Continued from page 24)

"Lighting for Television"—A Film Produced by the Columbia Broadcasting System
To be introduced by William B. Lodge, CBS

Research in Broad Band Transmission
By: Dr. W. H. Doherty, Director of Research in Electrical Communications, Bell Telephone Labs

Construction and Operational Economics of Television Broadcasting
By: Robin Compton, Associate, George C. Davis, Radio and Television Consulting Engineers

A 35 kw Television Amplifier for Channels 2-6
By: F. J. Bias, GE

Planning and Installation of the First Television Station in Argentina
By: M. Silver, Federal Telecommunication Labs (Tentative)

WEDNESDAY, APRIL 2, 1952

Morning Session 9:45 a.m.

President: Raymond F. Guy, Manager, Radio and Allocation Engineering, NBC

High Gain Loop Antenna for Television Broadcasting
By: A. Kandoian, Federal Telecommunication Labs

UHF Propagation
By: Dr. George Brown, Research Engineer, RCA

Television Studio Equipment Planning
By: C. A. Rackey, NBC

A Gray Scale Generator
By: G. E. Hamilton, Eastern Division Television Engineering, ABC

12:30 p.m.—Joint Luncheon in Grand Ballroom

Speaker: Wayne Coy, FCC chairman (tentative)

Afternoon Session 2 p.m.

Symposium: Ultra-High Frequency Television

Presiding: Stuart Bailey, Jansky and Bailey, Consulting Radio and Television Engineers, Washington

Panel:

Ralph N. Harmon, Engineering Manager, Westinghouse Radio Station Washington, D. C.

James McNary, Consulting Radio and Television Engineer, Washington, D. C.

John Battison, Director of Education, National Radio Institute, Washington

John Young, Manager, Broadcaster Transmitter Engineering Section, RCA

Robert P. Wakeman, Research Engineer, Allen B. DuMont Labs, Passaic, N. J.

Participant from General Electric to be announced.

7:00 p.m.—Convention Banquet in Grand Ballroom

Symposium: Small Television Operations

Presiding: Col. John H. DeWitt, President, WSM, WSM-TV Nashville

Panel:

Frank P. Bremmer, Vice President and Chief Engineer, WATV News

Nevin Straub, Technical Director, WJAC Johnstown, Pa. (Tentative)

R. A. Isberg, Chief Engineer, KRC-TV San Francisco (Tentative)

J. E. Mathiot, Technical Director, WGAL-TV Lancaster, Pa.

CANADA'S RADIO AUDIENCE

Tune to Commercial Shows by 2 to 1 Ratio

MOST CANADIAN radio listeners prefer to tune to privately-owned stations rather than to the government-sponsored Canadian Broadcasting Corp., according to a report issued last week by the Canadian Assn. of Broadcasters.

The CAB report, based on a study by Elliott Haynes Ltd., pioneer Canadian radio research company, said that on the average only 18.5% of Canadian sets-in-use are tuned to CBC-produced programs. The rest of the radio audience is listening to non-government broadcasting, which, like that in the U. S., is supported by advertising revenue.

CBC is supported by an annual government subsidy from tax funds of \$6,250,000 plus \$5,500,000 a year from license fees. It also carries some commercially sponsored programming, about \$2.5 million worth a year.

Significantly, the commercial shows on CBC, though occupying only 10.2% of CBC schedules, rate far bigger audiences than the non-commercial domestic programming, which takes up 72% of CBC time. (The other 17.8% of CBC's schedules is made up of programs originating outside Canada and was not treated in this study.)

Canadian commercials get an average of 39.9% of all sets-in-use. The sustaining features, including news and special events, get only 16.5%.

The CBC sets-in-use averages quoted by CAB were for the year from Nov. 1, 1950, to Oct. 31, 1951,

and include rural and urban audiences and time periods between a.m. and 10 p.m. weekdays and p.m. to 10 p.m. Sundays.

The CAB report, commenting the subsidized nature of CBC pointed out that "more than 80% of Canadians voluntarily tune the programs of the independent or non-government stations who not share in any way either of the subsidies (taxes and license fees).

"In fact," the report added, "they exist solely from their commercial revenue, as do all other forms of publication. In fact, the private owned stations, in addition to paying taxes which the CBC does not, are required yearly to pay approximately \$160,000 themselves to the Canadian Broadcasting Corp. for what is known as a transmitter license fee."

WAVZ Educators Panel

NEED for close cooperation between educators and broadcasters was emphasized in a meeting at New Haven, Conn., school principals last Monday in WAVZ New Haven's auditorium. Panel speakers included Franklin Dunham, radio-TV chief, U. S. Office of Education; Daniel W. Kops, WAVZ vice president and general manager; James Frost, audio-visual consultant, Connecticut state Dept. of Education; Prof. Edward C. Coe, who teaches television at Yale University drama school.

World Wide Acceptance!

GATES 5/10 KW Transmitters

Typical Gates Customers Around the Globe

| | |
|----------------------------|----------|
| Bangkok, Thailand | 4 — 10KW |
| "YSS", San Salvador | 1 — 10KW |
| "YSU", San Salvador | 2 — 5KW |
| "CMCU", Havana, Cuba | 1 — 10KW |
| Embassy of Pakistan | 1 — 5KW |
| Johannesburg, South Africa | 3 — 10KW |
| "CJON" St. Johns, Nfld. | 6 — 5KW |

Domestic BC 5-10 KW Users

| | | | |
|------|-----------------------|------|---------------------|
| WOOF | Dothan, Ala. | KCNA | Tucson, Ariz. |
| KBIG | Avalon, Calif. | KPOL | Los Angeles, Calif. |
| KFXD | Nampa, Ida. | KSCJ | Sioux City, Ia. |
| KGNO | Dodge City, Kan. | WKNK | Muskegon, Mich. |
| WCOW | South St. Paul, Minn. | KRES | St. Joseph, Mo. |
| KTRM | Beaumont, Texas | WENE | Endicott, N. Y. |
| WIST | Charlotte, N. C. | WBSC | Bennettsville, S.C. |
| KUTA | Salt Lake City, Utah | WCHS | Charleston, W. Va. |

In Bangkok and Sioux City, Johannesburg and Muskegon, broadcasters have discovered that, in any language, the name GATES stands for dependability — low cost operation!

Yes, acceptance of GATES 5/10 KW transmitters is world wide, and for many good reasons.

For example: Whether for standard broadcast or short wave telephone or telegraph service, there is a GATES 5/10 KW transmitter exactly suited for the job to be done. With twelve models to choose from, there is no necessity for making costly adaptations — no need for compromises that cost in efficiency as well as dollars.

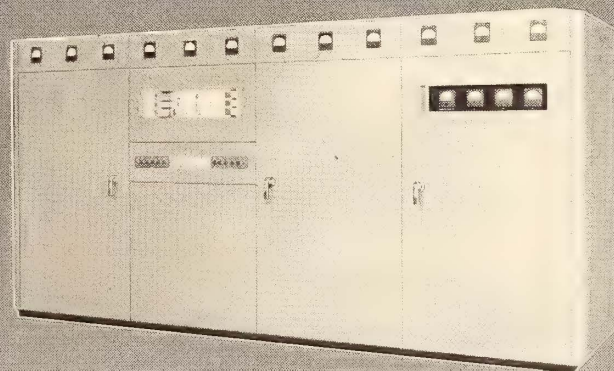
LOW INITIAL COST — LOW OPERATING COST

Another prime reason for GATES popularity, everywhere, is that while maintaining the highest standards of quality, GATES 5/10 KW transmitters always cost less to buy and install — and equally important, cost less to operate.

Because over 80% of GATES production is that of radio transmitting equipment, production efficiencies are possible that result in substantial savings of up to several thousands of dollars compared to competitive makes of equal caliber.

Savings, too, are provided by the use of the popular new 3X2500F3 tubes as both power amplifiers and modulators. This proved tube, an excellent performer at both medium and short waves, operates at lower plate voltage which means greater safety factor and better circuit constants.

Operating costs are lower since power consumption and tube replacement costs are less. One broadcaster reported actual savings of \$100.00 monthly in power bill after installing new GATES 5 KW equipment. Because every GATES transmitter is straightforward design, maintenance is easier and replacement components standard throughout the world.



GATES BC-5B 5KW TRANSMITTER With Phasor

5 R.F. stages with single 3X2500F3 power amplifier; 4 audio stages with pair 3X2500F3 Class B modulators. Inverse feedback employed but will meet full F.C.C. requirements when omitted. Three power supplies. Oil filled modulation transformer and reactor. Response 30 — 10,000 cycles 1:5 Db. Noise 60 Db. below 100% modulation unweighted; Distortion 3% at 50 and 7500 cycles, even better between. Power consumption at 100% modulation only 14.5 KW.

Wherever you are — whatever your transmitter requirements — why not write today for descriptive literature and engineering data on these modern GATES 5/10 KW transmitters? See for yourself why GATES transmitters are the first choice of so many — the world around!



GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

Hold the



in the
palm of
your hand

KCMC KCMC-FM

TEXARKANA, TEXAS
ABC-TSN

Put your sales message on the station that serves this four-state area of prosperous, buying people. Income from oil, lumber, agriculture, livestock and manufacturing.

**239,330
PEOPLE**

LIVE WITHIN KCMC
AM-FM .05M V/M AREA

Frank O. Myers, Mgr.

Represented by O. L. TAYLOR CO.



KAMD
CAMDEN, ARKANSAS
KAMD-MBS is the pioneer station of South Arkansas serving Ouachita County. Camden is home of one of the largest Navy Ordnance installations. Thousands of residents employed in vast paper mills, furniture factories, lumber industry, and agriculture.



CHECKING final plans for *State College Farm Forum*, 15-minute farm and home information program which is aired daily from South Dakota State College, Brookings, S. D., are these broadcasters. Seated (l to r) are David Kempkes, manager, KIHQ Sioux Falls; H. M. Crothers, vice president, SDSC; John Headley, president, SDSC; Byron McElligott, manager, KSDN Aberdeen; Max Staley, manager, KIJV Huron; standing (l to r): Robert Parker, radio director, SDSC; George Phillips, head, journalism department, SDSC; Raymond Eppel, manager, KORN Mitchell; George Gilbertson, extension service director, SDSC; Marvin Magnuson, U. S. Weather Bureau, Huron; I. B. Johnson, experiment station director, SDSC; Ross Case, manager, KWAT Watertown, and Fred Schweikher, program director, KIHQ. Program is carried on State College Network, made up of KWAT Watertown, KORN, KIHQ, KIJV and KSDN.

RELIGIOUS RADIO-TV PROGRAMS

National Council of Churches Reports Wide Use

SOME 442 network radio programs and 161 network television productions—plus 455 other broadcasting events—were presented last year by the Broadcasting and Film Commission of the National Council of the Churches of Christ in America.

Year-end report has been issued by the Rev. Truman B. Douglass, executive chairman of the board of managers, who emphasized,

"many of our radio and television programs go through doors that ordinarily are closed to the church." By broadcasting to people with no church background at all, the council, he said, "tries to make such persons persuasively aware of the church close by." The total of 1,058 radio and television programs resulted in the council's sending over a half-million pieces of mail to listeners, he reported.

Network radio programs included 182 on ABC, 156 on Mutual and 104 on NBC for a total of 442. WOR New York, with its *Radio Chapel*, also broadcast 33 programs locally.

Network TV activity included 156 programs on DuMont and five on NBC-TV.

Four radio transcriptions were prepared by the commission for a total of 49 programs. Seven television films were provided broadcasters, six 15-minute presentations—of which five were in color—and a 30-minute film.

The rest of the broadcasts were made of special events: 14 programs for national radio networks, prepared by the commission; 81 network commercial radio shows, and 25 local commercial radio programs. In addition, there were seven network TV programs, completely built by the commission; 46 network commercial television shows, and 20 local commercial TV programs. Sustaining programs numbered 159 for radio networks and six for local radio stations; two for network television and six for local video outlets.

New areas for 1952 programming by the commission will emphasize low-cost, high-interest films for television, which will be produced in quantity for high school and college-age people, Ronald Bridges, executive director of the commission, said. "We plan a new dramatic radio series that will highlight Protestantism's contribution to the very bases of our nation's life," he added.

CHURCH PROMOTION

Credited to Radio, TV

USE OF RADIO and television to promote church attendance has increased steadily since 1949, according to spokesman for religion in American Life Movement. As reported by the Advertising Council, national network radio messages, in terms of listener impressions, were 235 in 1949, 238 in 1950 and 256 in 1951. Television network messages were not used during 1949 and 1950, but totaled 55 last year after a TV kit, including two films, had been sent to every Ameri-video outlet. Messages were broadcast on both sustaining and commercial programs, with such companies as General Mills, Lever Bros. and Procter & Gamble contributing radio time, while Lincoln-Mercury and Kraft cheese gave TV messages. The religious movement, representing Protestants, Catholics and Jews, and headed by layman's committee under Defense Mobilizer Charles E. Wilson, is particularly interested in broadcast media, the spokesman said, since "radio and TV reach homes where newspapers are never read."

WWJ INCIDENT

Station Dismisses D. J.

SERVICES of Bill Silbert, disc jockey, have been dropped by WWJ Detroit for allegedly repeated violations of a station rule involving discussion of controversial subjects, a WWJ spokesman said last week.

Mr. Silbert conducted a nightly two-hour broadcast from Detroit's Wonder Bar, spinning records and chatting informally with celebrities. A broadcast conversation with accordionist Dick Contino, who served a term for draft evasion climaxed a series of such violations, the spokesman said. WWJ does not oppose controversial discussions but feels they should be aired only by competent authorities, it was explained.

WWJ had asked Mr. Silbert to talk less and play more records, according to the spokesman. After the Contino incident, which evoked a protest from one listener, the station gave him two weeks notice.

SHAWN PROMOTION

Made Official by NBC

FRED SHAWN'S promotion from director of NBC-TV production services to director of radio station relations [B•T, Feb. 11] was officially announced last week by Carleton D. Smith, NBC vice president in charge of station relations.

"His long career in the broadcast field and his accomplishments during that career have qualified him well for the position he is assuming," Mr. Smith observed. "His broad range of experience in the problems peculiar to local station and network operations makes him eminently suited to the requirements of the job."

WXEL to the NARTB-TV

WXEL (TV) Cleveland filed membership application at NARTB Feb. 8. Station becomes the 82nd TV station to join association. Four TV networks also belong. The WXEL application was submitted by Franklin Snyder, vice president-general manager.

SPECIAL ten-station New Jersey state network was set up last week by WPAT Paterson for an address by John Dressler, president of New Jersey Gasoline Dealers' Assn., about the current state-wide price war on gasoline. Outlets carrying the transcribed address included WTTM Trenton, WWBZ Vineland, WOND Pleasantville, WJLK Asbury Park, WFPG Atlantic City, WSNJ Bridgeton, WCAM Camden, WCTC New Brunswick, WNJR Newark and WPAT.



WBAL's Mighty Advertising-Merchandising Plan!

Strike twice at your customer with WBAL'S unique OPERATION CHAIN-ACTION - at home with radio commercials, and at the point of sale. Food advertisers guaranteed powerful point of sale promotion in over 213 leading chain food stores coupled with the unequalled power of radio advertising for mass selling. Give your product's advertising that *needed, doubled-barrelled* impact with CHAIN-ACTION. Complete details on request.

50,000 WATTS

WBAL

NBC IN MARYLAND



NATIONALLY REPRESENTED BY
EDWARD PETRY & CO.

\$14 MILLION

GAIN*

IN

WISL

**Primary Area
RETAIL SALES**

**TOTAL
RETAIL SALES**

\$161,194,000

FOOD

\$42,984,000

GEN'L. MDSE.

\$15,628,000

APPAREL

\$12,611,000

DRUG

\$4,085,000

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

WISL

Shamokin, Pa.

1000 WATTS—FULL TIME

A Mutual Affiliate

*Source: Standard Rate and Data Service

FREQUENCY POLICY *Proposal Readied For Pratt*

A POLICY governing the use of radio spectrum frequencies by all U. S. agencies—and the right of transfer from one user to another in the “national interest”—has been evolved for the consideration of Haraden Pratt, telecommunications advisor to the President.

The policy was drawn up by the Executive Committee of the Technical Policy Steering Committee, comprising representatives of FCC and the Interdepartment Radio Advisory Committee for the military, State Dept. and other government spectrum users. Mr. Pratt is chairman of the steering committee. Executive unit is a working group charged with implementing commitments reached by the recent Extraordinary Administrative Radio Conference.

The committee recommended that its “frequency management” policy be approved and forwarded to Mr. Pratt for reaching agreement with

★
FCC and dissemination “as United States Government policy upon conclusion of agreement with the FCC.”

The most immediate application of this policy, the executive committee said, exists in the fixed services where the Atlantic City table of frequency allocations” has produced the greatest restriction and where it will be necessary . . . in order to get this service in hand, that all assignments remain subject to later assignments.”

The “basic concept” as laid down for the utilization of frequencies of the entire radio spectrum by U. S. radio operating agencies was this:

“Any rights of any agencies of the United States to operate on any radio frequencies are considered to be a vital national resource. Such rights shall therefore be regarded as rights held by the United States as a whole, and they may be transferred by this government from one user to another, as required in the

overall national interest.”

The committee recommended that users of fixed service frequencies be permitted to use new fixed in-band frequencies as rapidly as authorized, with the understanding that the assignments are temporary. They could be cancelled if they cause “harmful interference to existing operations, and subject to redistribution “when necessary in the national interest.”

The executive committee has undertaken a study of EARC commitments and concludes that present U. S. philosophy “is not compatible with an expeditious and adequate solution to problems.” Problems arise in the 4 mc-27.5 mc band in view of growing international broadcasting needs.

Citing traditional policy whereby agencies try to justify their frequency needs, the committee noted:

“The rapidly expanding communications of this country and of the world in general has caused most of the impact to fall on the shoulders of persons concerned with frequency management. That a change in philosophy toward international management has been recognized . . . is quite evident. With regard to the fixed services, the stated needs so far exceeded the available spectrum space that the frequency priority concept was abandoned and the usage or operating right substituted. Based on problems now facing the United States, a similar change in management philosophy is essential. . . .”

MRS. BASEBALL FAN

Is Talked Up With Figures by WMCA Study

THE COMMON belief that only men are interested in baseball and that the sponsors of baseball broadcasts should give their commercials a strong masculine appeal is battered out of the box by WMCA New York in a new study, “The Forgotten Fifty Per Cent,” which shows that day in and day out half of the baseball audience is made of women, teenagers and children.

Based on a special survey made by The Pulse Inc. of the audience to WMCA’s broadcasts of the games of the New York Giants during the entire 1951 season, the study shows that adult males (over 18 years old) account for exactly 50% of the total at-home baseball audience. Women make up 33% of the total, teen-agers 10% and children 7%.

“The ‘discovery’ of this long-existing high-potential market offers a tremendous new source of sales to the food, fashion and staple advertisers seeking such a market for 24 weeks of virtually guaranteed consistent listenership,” Howard Klarman, WMCA promotion director, points out in a foreword to the report.

Noting that an estimated 1,000 U. S. radio stations carry Major League games throughout the spring-summer baseball season, Mr. Klarman observed that the findings of the Giants study “should be applicable to any market and to the advertisers supporting game broadcasts adjacent programs.” WMCA is making its full findings available to any other station or to any advertiser on request, he said.

The 50-50 ratio of male listeners

to others in the at-home baseball audience holds true day or night, the WMCA study shows. Women account for 34% of the daytime audience and 32% at night; teen-agers make up 10% of the afternoon and 9% of the evening baseball listeners; children account for 6% of the daytime and 9% of the evening ballgame audience.

The total at-home daytime ballgame audience averaged 163 listeners per 100 homes, the masculine audience of 82 per 100 homes being 300% more than the average of all afternoon men tuners (26 per 100 homes). Evening baseball broadcasts attracted 209 listeners per 100 homes, 28% better than the daytime total.

Out-of-home baseball listening—such as in automobiles and at beaches—comprises 21% of the total ballgame broadcast audience, the survey revealed. Men comprise a larger part of this group than of the at-home listeners to the national pastime broadcasts—62%—with women adding 24%, teen-agers 9% and children 5%.

Comparing the feminine baseball audience to the top-rated local woman’s program (*Dorothy and Dick* on WOR New York) as “the best measure of the women’s audience to baseball,” WMCA reports that in September, “for every 100 women listening to this woman’s show, 70 women listened to Giants baseball.”

KSL Salt Lake City, Utah, reports that January national spot and local sales ran ahead of the same period in 1951. Last year was best in the station’s history.

1st

IN

NEWS

Seventy-five Network newscasts weekly. Big names with authentic news. More network news than any other San Antonio station.

1st

IN
SPORTS



Major league, All-Star, World Series Baseball. Football. Auto and Horse Races. Boxing. More than all other San Antonio stations combined. Big time sports.

1st



IN KID SHOWS

One solid hour daily of big name kid shows, just for kids. More than all other San Antonio stations combined.

1st



IN MYSTERIES

KMAC carries more high-rated mysteries than any other San Antonio station. By far, first in the mystery field.

1st

in

PUBLIC SERVICE

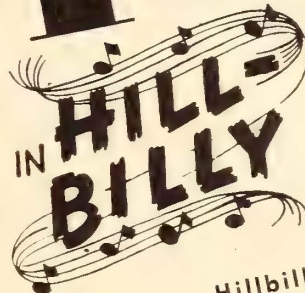
If it's big it's on KMAC. Regular and special features of broad public interest. Free time to more than 150 organizations. More than any other San Antonio station.

1st

In the Service of the
Lord

More quarter-hours of religious programs weekly than all other San Antonio stations combined. Featuring outstanding National, Regional and Local religious leaders.

1st



RFD Texas, Hillbilly House Party, Hit Parade, and Jamboree. Featuring Charlie Walker, San Antonio's only authentic hillbilly. First in mail. First in telephone calls.

1st

DRAMA

More BIG dramatic shows weekly, featuring top Hollywood and Broadway stars, than any other San Antonio station. Drama, comedy, love stories, adventure.

KMAC

MUTUAL ON 630
SAN ANTONIO, TEXAS

25
YEARS
OF
SERVICE



Represented nationally by the
GEORGE P. HOLLINGBERY CO.

Agency Beat

(Continued from page 11)

manager of Calkins & Holden, Carlock, McClinton & Smith. Mr. Roxburgh worked for Fawcett Pub., same city.

JACK REEVES, account executive, KPDQ Portland, joins James Emmett Adv., that city, as radio director.

FRANCIS L. CONGDON, director of advertising and merchandising for the Altes Brewing Co., Detroit and San Diego, to Griswold-Eshleman Co., Cleveland, as an account executive.



ALBERT E. PACINI, senior account executive, Melamed-Hobbs Inc., Minneapolis, to Bruce B. Brewer & Co., same city, in same capacity.

RICHARD BLAND NALL, named manager of Richmond offices, Courtland D. Ferguson Inc., succeeding H. P. MARTIN who died suddenly several weeks ago.

Mr. Congdon **LESTER SABER**, Gersthal & Richard Inc., N. Y., to Ray Austrian & Assoc., same city, as production manager replacing **HARRY ZEE** who moves to Creative Productions for Printographic Offset Corp., N. Y., as director.

VINCENT BENEDICT, associate art director of Gray & Rogers, Phila., named head of the agency's art department. He succeeds **GUY FRY**, a partner of Gray & Rogers, who resigns to open his own advertising and art consultant agency.

ROBERT S. BECKHAM, Erwin, Wasey & Co., N. Y., to Richard La Fond Adv., that city, as account executive. Mr. Beckham was formerly with J. Walter Thompson Co., N. Y.

REGGIE SCHUEBEL, partner in Wyatt & Schuebel, N. Y., to represent radio and TV on education and public relations committee, New York City Cancer Committee.

D'ARCY Adv. Co. moves from Hollywood to 3450 Wilshire Blvd., Los Angeles. Telephone is Dunkirk 8-3462. **VERN EASTMAN**, copy writer and account executive, Dan B. Miner Co., L. A., joins D'Arcy in same capacity. **J. REEVES ESPY** is agency general manager.

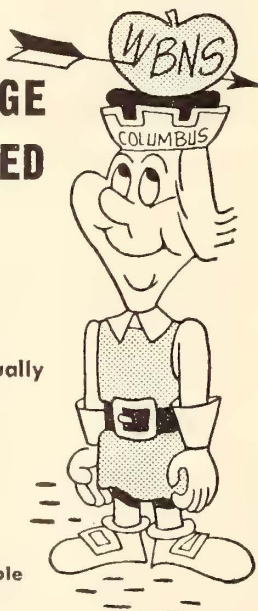
It's As Simple As This . . .

**AIM YOUR SELLING MESSAGE
AT LISTENERS WITH PROVED
Buying Power!**

WBNS Radio has:

- An Audience Which Spends 1 BILLION Annually
- All Twenty Top-Rated Programs
- Central Ohio's Only CBS Outlet
- Proved Pulling Power (4,663 replies to just 3 one-minute local spots)
- Local Personalities with Loyal Listeners

Valuable Time Locations Currently Available
Contact Your John Blair Representative



ASK JOHN BLAIR

WBNS RADIO
PLUS WELD-FM

CENTRAL OHIO'S ONLY CBS OUTLET

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

EXTRA WEEK
December 30, 1951-January 5, 1952

**EVENING ONCE-A-WEEK
NIELSEN-RATING***

| Current Rank | Program | Current Rating Homes % |
|--------------|--|------------------------|
| 1 | Jack Benny (CBS) | 16.9 |
| 2 | Amos 'n' Andy (CBS) | 16.2 |
| 3 | Charlie McCarthy Show (CBS) | 13.6 |
| 4 | Dragnet (NBC) | 13.0 |
| 5 | You Bet Your Life (NBC) | 13.0 |
| 6 | Walter Winchell (ABC) | 12.5 |
| 7 | Mr. Keen, Tracer of Lost Persons (NBC) | 12.0 |
| 8 | Lux Radio Theatre (CBS) | 12.0 |
| 9 | Our Miss Brooks (CBS) | 11.4 |
| 10 | Mr. and Mrs. North (CBS) | 11.2 |

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

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright, 1952 by A. C. Nielsen Co.

CANADIAN RATINGS

Lead by McCarthy

FOUR Canadian programs were among the first ten of 22 evening network shows aired in Canada during January, according to a national rating report of Elliott-Haynes Ltd., Toronto. The ten leaders were *Charlie McCarthy*, rating 31.6, *Amos 'n' Andy* 30.2, *Radio Theatre* 29.7, *Our Miss Brooks* 28, *Ford Theatre* (Canadian) 22.9, *Great Gildersleeve* 20.4, *Suspense* 20.4, *Treasure Trail* 19.8 (Canadian), *Your Host* (Canadian) 19.6, and *Share the Wealth* (Canadian) 19.3.

Five leading daytime shows out of 17, were *Big Sister* 18.4, *Ma Perkins* 18.2, *Pepper Young's Family* 16.5, *Road of Life* 16.1, and *Laura Limited* 15.6.

Out of 24 French-language evening shows, the leading five were *Une Homme et Son Peche* 41, *Metropole* 28.4, *Radio Carabin* 27.9, *Theatre Ford* 24.4, and *Jouez Double* 23.5. Out of 17 daytime French programs leading five were *Jeunesse Doree* 29.6, *Rue Principale* 29.5, *Les Joyeux Troubadours* 24.9, *Tante Lucie* 24.8, and *Grand Soeur* 24.2.

'POST' STOCK OFFER

Three at WTOP Are Eligible

EXECUTIVES of *The Washington Post* and WTOP Inc. (subsidiary of the Washington Post Co. and owner of WTOP-AM-FM-TV Washington) are being given the opportunity to buy Class B common stock of the company, according to Philip L. Graham, president.

WTOP Inc. executives acquiring shares are John S. Hayes, president; George F. Hartford, vice president in charge of sales, and Clyde M. Hunt, vice president in charge of engineering and operations. Including both the newspaper and the radio-TV holdings of the firm, 18 executives in all are eligible for the stock acquisition, Mr. Graham announced.

WRS POLICIES

Meeting Sets New Plan

SEVERAL program policies were adopted at the annual management meeting of Westinghouse Radio Stations Inc. in Washington, D. C., quarters last week.

Among them were inauguration of 24-hour operation at most of the stations; extension of operation of the "Feature Food" and "Feature Drug" programs. KYW Philadelphia and WBZ Boston to other stations in the group completion of plans for new educational series on WBZ-TV Boston decision to make a detailed study of surveys, research data, market and other factors for application of the findings to both sales and program operations, and completion of plans for a sales campaign to begin soon on the theme of "community relations" for use of industrial and service firms in each station's area.

In the round-the-clock operation it was explained KDKA Pittsburgh has started the service and WJ will begin soon with KYW a WOWO Fort Wayne, Ind., to follow. KEX Portland, Ore., is studying program needs of the Northwest and plans a later start.

J. E. Baudino, vice president and general manager of WRS said the decision to extend the food and drug programs was made as a result of studies by sales group. The educational series on WBZ-TV will highlight developments in science, agriculture, the social sciences, safety and music.

Attending the two-day meeting in addition to WRS headquarters staff and station management personnel were representatives of Federal Foods Inc.; Gray & Rogers Adv. and the WRS national representative, Free & Peters.

EMERSON STOCK PLAN

Voted at Annual Meeting

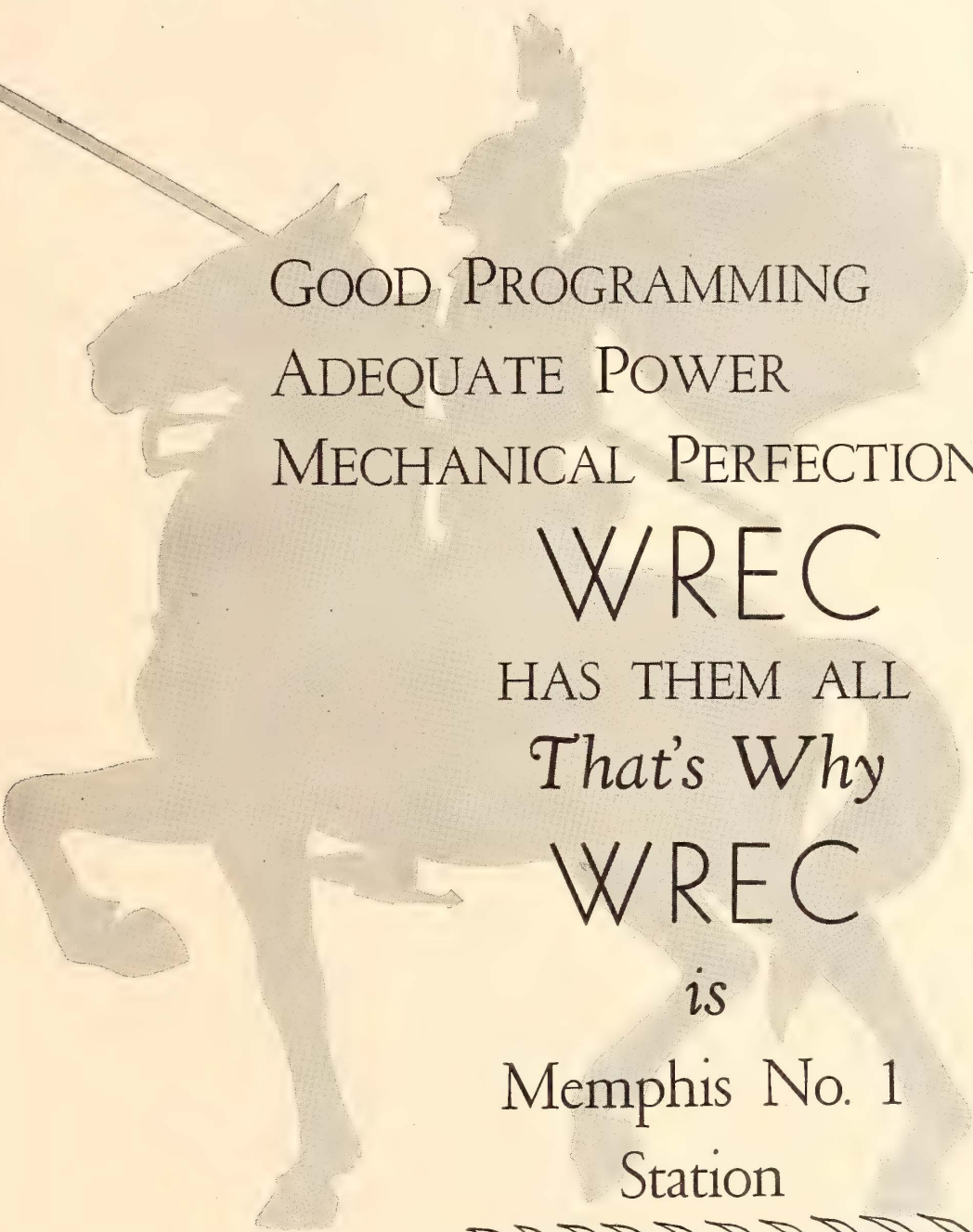
KEY OFFICIALS of Emerson Radio & Phonograph Corp. may subscribe to a total of 100,000 shares of authorized but unissued stock par value \$5 per share, over a 1 year option period, as a result of the annual stockholders meeting held in New York Feb. 6.

President Benjamin Abrams said the stock would be parcelled out among scores of employees, but that only one director, Dorman D. Israel would be eligible to subscribe. Plan is to be made available "to sub-officers and employees of the corporation as may be determined from time to time," and stock is to be purchased at the prevailing market price.

Stockholders also re-elected five directors, in addition to Messrs. Abrams and Israel. They are: Louis Abrams, president of Emerson-New York Inc. distributor; Max Abrams, treasurer and secretary; F. Eberstadt, president of F. Eberstadt & Co., investment bankers; Richard C. Hunt, member of law firm of Chadbourne, Hunt, Jauch & Brown, and George H. Saylor, former vice president of Chase National Bank, now retired.


PRESTIGE!

What makes station prestige?



GOOD PROGRAMMING
ADEQUATE POWER
MECHANICAL PERFECTION

WREC
HAS THEM ALL
That's Why
WREC
is
Memphis No. 1
Station



FIRST IN COVERAGE OF ONE OF THE

NATION'S GREATEST MARKETS

AFFILIATED WITH CBS RADIO 600 KC 5000 WATTS

REPRESENTED BY THE KATZ AGENCY INC.

FM DRIVE IN D. C.

Stations, Dealers Get Ready

ALL RETAIL and wholesale merchandisers of radio and television sets will take part in the Washington, D. C., area FM Month campaign starting March 1 and running through the entire month.

Final plans for dealer participation were discussed Friday at a joint meeting of distribution and manufacturing representatives, held at the Electric Institute headquarters in the Potomac Electric Power Co. building. The institute is directing the Washington campaign. William G. Hills, executive director of the institute, is directing its participation. Everett L. Dillard, WASH (FM) Washington, is chairman of the broadcasters committee.

Dealers showed interest in a mock FM dial on which call letters are shown. These dials will be placed on all FM sets displayed by dealers and will be distributed to customers and others who want them for home use. They can be slipped over dial controls. Fourteen stations are shown, by frequencies, 12 of them in the immediate Washington area and the others at Winchester, Va., and Harrisonburg, Va.

FM stations will carry spot announcements calling attention to the programs and service offered by the medium.

Quantity lots of a bulletin titled "FM Sales Slants" will be delivered

'51 Network Gross

(Continued from page 27)

fifth. Household equipment advertising was in sixth place both years.

Household furnishings were seventh in 1950, ninth in 1951, when beer and wine took seventh place. Confectionery was eighth in 1950, tenth in 1951. Gasoline was ninth and industrial materials tenth among TV network classes of advertisers in 1950; neither was among the top 10 classes in 1951.

to wholesalers and dealers Feb. 22. Follow-up bulletins will be sent out each week, giving ideas and suggestions to help salesmen close FM sales. Other promotion material will be used by dealers, following the pattern at the FM promotion campaigns in North Carolina and Wisconsin.

The FM promotion idea was set in motion last fall by NARTB and Radio-Television Mfrs. Assn. NARTB President Harold E. Fellows and Glen McDaniel, RTMA president, will address the Washington Ad Club March 4. John H. Smith Jr., director of NARTB's FM Dept., is coordinating the three separate promotion drives.

FOSTER, Miller & Bierly Inc., Philadelphia, for its ninth year, has renewed its Monday-through-Saturday evening newscast on WFIL Philadelphia. Cahill Adv. Agency handles account.

TABLE III

TOP TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR DECEMBER 1951

| | | |
|---|----------------------------------|----------|
| Apparel, Footwear & Access. | International Shoe Co. | \$ 88,70 |
| Automotive, Automotive Equip. & Access. | Ford Motor Co. | 251,27 |
| Beer & Wine | Joseph Schlitz Brewing Co. | 143,40 |
| Building Materials | Johns-Manville Corp. | 64,89 |
| Confectionery & Soft Drinks | Pepsi-Cola Co. | 93,87 |
| Consumer Services | Arthur Murray School of Dancing | 16,29 |
| Drugs & Remedies | American Home Products | 129,36 |
| Food & Food Products | General Foods Corp. | 665,34 |
| Gasoline, Lubricants & Other Fuels | Texas Co. | 143,90 |
| Household Equipment | General Electric Co. | 345,53 |
| Household Furnishings | Armstrong Corp Co. | 72,96 |
| Industrial Materials | Revere Copper & Brass Inc. | 87,76 |
| Insurance | Mutual Benefit & Acc't Assn. | 35,38 |
| Jewelry, Optical Goods & Cameras | Speidel Corp. | 93,33 |
| Office Equip., Stationery & Writing Supplies | Minnesota Mining & Mfg. Co. | 75,55 |
| Publishing & Media | Curtis Publishing Co. | 31,44 |
| Radios, TV Sets, Phonographs, Musical Instruments & Access. | RCA | 165,74 |
| Retail Stores | Drugstore Television Productions | 146,60 |
| Smoking Materials | R. J. Reynolds Tobacco Co. | 536,38 |
| Soaps, Cleansers & Polishes | Procter & Gamble Co. | 827,85 |
| Miscellaneous | Quaker Oats Co. | 84,36 |

TABLE IV

GROSS TV NETWORK TIME SALES FOR DECEMBER AND FULL YEAR 1951 COMPARED TO 1950

| | Dec. 1951 | Year 1951 | Dec. 1950* | Year 1950 |
|---|---------------------|----------------------|--------------------|--------------------|
| Agriculture | | | | 9,91 |
| Apparel, Footwear & Acces. | \$316,250 | \$3,141,422 | \$137,245 | 900,91 |
| Automotive, Automotive Acces. & Equip. | 1,220,854 | 11,050,501 | 748,146 | 5,325,41 |
| Beer, Wine & Liquor | 609,972 | 5,755,686 | 288,308 | 1,600,91 |
| Building Materials | 64,890 | 125,320 | | 91,21 |
| Confectionery & Soft Drinks | 471,888 | 3,410,763 | 297,860 | 1,838,81 |
| Consumer Services | 16,290 | 402,307 | 19,950 | 248,71 |
| Drugs & Remedies | 477,727 | 2,799,894 | 88,800 | 391,81 |
| Food & Food Products | 2,635,229 | 25,839,983 | 1,290,337 | 6,602,01 |
| Gasoline, Lubricants & Other Fuels | 329,160 | 2,925,134 | 198,953 | 1,515,61 |
| Horticulture | | | | 1,11 |
| Household Equip. | 1,003,122 | 8,528,403 | 505,545 | 2,652,61 |
| Household Furnishings | 234,572 | 3,555,518 | 294,258 | 2,090,01 |
| Industrial Materials | 293,553 | 2,719,452 | 279,336 | 1,248,81 |
| Insurance | 35,380 | 391,370 | 18,900 | 79,41 |
| Jewelry, Optical Goods & Cameras | 203,272 | 1,992,914 | 154,316 | 492,61 |
| Office Equip., Stat. & Writing Supplies | 217,265 | 918,065 | 19,075 | 62,81 |
| Publishing & Media | 39,510 | 864,094 | | 152,41 |
| Radios, TV Sets, Phonographs, Mus. Inst. & Acces. | 433,940 | 4,660,996 | 496,669 | 3,357,71 |
| Retail Stores | 146,600 | 2,049,256 | 18,060 | 83,51 |
| Smoking Materials | 1,989,050 | 17,993,092 | 817,347 | 6,250,11 |
| Soaps, Cleansers & Polishes | 1,375,435 | 11,037,695 | 241,940 | 863,31 |
| Sporting Goods & Toys | | | 29,890 | 108,31 |
| Toiletries & Toilet Goods | 1,950,417 | 16,455,364 | 766,214 | 4,183,11 |
| Miscellaneous | 182,685 | 1,372,484 | 131,246 | 435,21 |
| TOTAL | \$14,247,061 | \$127,989,713 | \$6,842,395 | \$40,611,91 |

Source: Publishers Information Bureau.

* 1950 figures do not include time sales of DuMont TV Network.

WINX SALE PROTEST

FCC Denies IBEW Petition

PETITION filed last year by IBEW, requesting that FCC rescind its grant for sale of WINX Washington by Banks Independent Broadcasting Co. to United Broadcasting Co., was denied last week by the FCC.

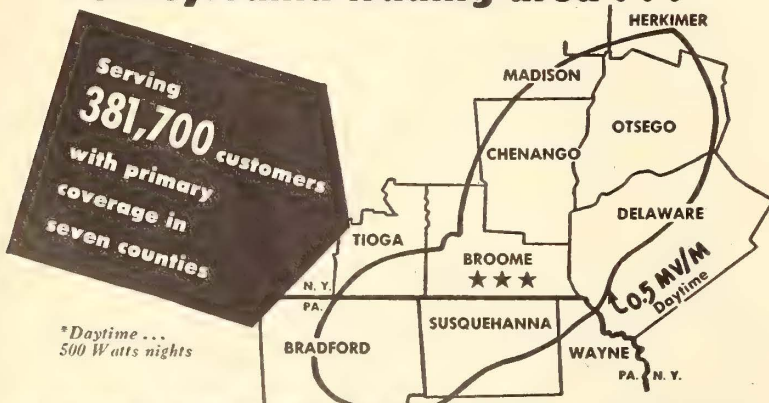
The union claimed it had a contract with WINX which still had 5½

months to run, but that the new ownership had replaced some of the old employees with engineers from another United station. The union asserted this was in violation of "the public interest, convenience and necessity" clause because the old employees were part of the public [B•T, Dec. 3, 1951].

In its order, the Commission said it had considered the labor agreement when it was considering the transfer application.



with **COMPLETE** coverage of the Southern New York - Northern Pennsylvania trading area . . .



WINR
the Triple Cities
★ BINGHAMTON
★ JOHNSON CITY
★ ENDICOTT

NBC AFFILIATE IN THE SOUTHERN TIER
George P. Hollingbery, National Representative

Thank You Mr. Clough--!

*Weather report on radio

Just recently we visited a radio station manager in an eastern city and, while we were talking, the Weather Bureau called. It was 2:30 p.m. and a sleet storm was moving in from the midwest. The stores were supposed to stay open that night until 9:00, their last evening shopping day before Christmas. But the Weather Bureau figured that the storm would disrupt the city by late afternoon and that by nightfall no traffic would move.

The question was whether to go on the air with announcements of the impending storm, urge people to stay home and the stores to close early. The Weather Bureau, the Chamber of Commerce, the stores and the station people all realized that the radio could close down the city in 30 minutes. They also realized that it was the only medium, even including the telephone, that could do so in that time.

Radio—at least good radio—has become an intrinsic part of our national living habit. There never has been a medium, and perhaps there never will be one, which can reach so many people so fast and, for certain purposes, so effectively. That is not to write off, or even to compare it with, any other medium. All of them—newspapers, magazines, television and the others—serve important individual purposes. But they must be judged and appraised individually; general comparisons of the media only serve to confuse our thinking of them all and to mix up the important values of each.

The good local radio station is as indispensable a part of its community life as the newspapers, the schools, churches, transportation systems, or whatever. People turn to it for different purposes, of course. But the purpose is no less necessary or laudable than the purpose for which people turn to other channels of communication, information, entertainment or inspiration.

It is sheer naivete, to put it mildly and nicely, to believe that, because of television, radio will disintegrate or disappear. It will serve a purpose of its own indefinitely, just as surely as phonographs and records, books and pianos, movies and magazines (and all the other things radio was supposed to "crowd out") are still serving and, in many ways, more importantly than ever.

Why, in the light of our repeated experience and our irrefutable evidence with such things, does radio continue to suffer from its widespread inferiority? Perhaps it is because we Americans, possibly more than any other people anywhere, seldom do things half-heartedly. When we buy, we go overboard. When we reject, we do so completely. When our public opinion polls fail to predict a national election, our first instinct is to junk them, once and forever. Four years later we embrace research quietly but a little more faithfully than ever.

Radio is suffering from a quaint business psychosis. The public is buying radio sets today at a faster rate than it is buying television sets. Yet among some business people, there is a fad against radio, as there once was against research. The sooner the fad ends, the better off business will be. Anybody listening? Sure, millions, most of the time.

* REGINALD CLOUGH EDITORIAL TIDE—January 11, 1952

(Reprinted By Special Permission)

Your Editorial, "Weather Report on Radio," is a fine summation of Radio's true value—the answer to needless fears.

Since 1927, the American people have bought almost a quarter of a **BILLION** radio sets. And, still, there's a remarkable story for Radio in the set sale totals for 1951:

RADIO 12,544,539
TELEVISION 5,251,154

Yes, Radio is still the greatest buy of all. KTUL and KFPW have a larger share of audience than ever before—sales exceed those of any previous period. We think that's true of any **ALERT** station.

Thanks again, Mr. Clough, for your faith in Radio—**WE FEEL THAT WAY, TOO.**

KTUL-KFPW
TULSA, OKLA. FORT SMITH, ARK.

JOHN ESAU—Vice President-General Manager
• AVERY-KNODEL, Inc., Nat'l Representative

• *Affiliated, Under the CBS Radio Network Banner, with KOMA, Oklahoma City*

30 Years

of
Fitting a Medium
to a Market

WSYR ACUSE
NBC
AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

Write, Wire, Phone
or
Ask Headley-Reed

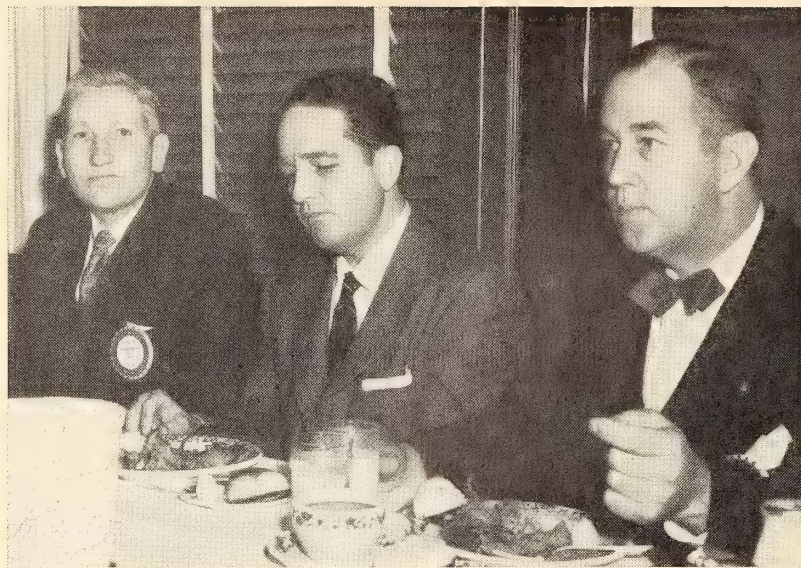
30 Years

of
Fitting a Medium
to a Market

WSYR ACUSE
NBC
AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

Write, Wire, Phone
or
Ask Headley-Reed



REPORT on his recent assignment overseas for State Dept. was given by Charles Crutchfield, vice president and general manager of WBT-AM-FM WBTB (TV) Charlotte, N. C., before Rotary Club of Spartanburg, S. C. Seated (l to r): Walter J. Brown, WORD Spartanburg president and general manager; Mr. Crutchfield, and his brother, Ralph Crutchfield, president of Rotary Club and Crutchfield's Sporting Goods Co. Charles Crutchfield began his broadcasting career with WORD.

RADIO HOLDS OWN

McCray Tells
AWRT

ALTHOUGH television has a "terrific impact," it hasn't by any means taken over radio to the amount claimed by TV enthusiasts.

So declared Thomas C. McCray, western division director, NBC Radio, as guest speaker at the first annual conference of the newly-formed Western division of American Women in Radio and Television. Sessions were held in San Diego's Manor Hotel Feb. 10.

Radio will go through some major changes, he admitted, but it will never go "out of the picture entirely." There is a place for both mediums, Mr. McCray said.

"Magazines and newspapers didn't go out when radio came in, although there was fear that they might" he continued. "Radio has done more to create a demand for good music than any other medium we have today."

Mr. McCray referred to TV's stimulating competition to the movies, adding "Maybe radio needs television to create better radio."

Armed with facts and figures to prove his points, Mr. McCray pointed out that there is a definite upswing in the affirmative thinking and action on the successful use of radio by advertisers; the gloom that was so prevalent a year ago is gone; radio business is good.

Mr. McCray said that a recent survey made on radio listening shows that (1) 51% of listening is done outside the living room; (2) radio-TV homes have more radio sets than radio-only homes; (3) the average person listens to radio more than he reads newspapers or magazines; (4) when TV first comes into a home everybody watches; (5) the longer TV remains, the more selective the listener becomes; (6) there is more listening to radio the second year in TV homes than the first year.

Rating services don't tell you how many bars of soap or how many

automobiles are sold or how many people are listening, but they are wonderful to determine program popularity, he said.

"The radio business was started to sell merchandise. We have been trapped into the line of least resistance and sold on ratings. That is one thing that is wrong."

More than 50 delegates from all parts of California, representing radio and television stations, advertising agencies and allied fields, participated in the conference. Izetta Jewel, KCBQ San Diego, western vice-president of AWRT, presided.

Radio-TV Safety

FOR the first time, a special session devoted entirely to safety problems associated with radio and television will be held this year on the final day of New York's 22nd annual Safety Convention and Exposition, to be held April 1-4, at the Statler Hotel. Other sessions will be held for broadcasters and theatre-owners on building management, disaster control, home safety, fire prevention, inspection problems, and labor-management cooperation.

MEMBERS of Associated Press will hear an address by Gen. Alfred M. Gruenther, chief of staff at Supreme Headquarters of Allied Powers in Europe, when they hold their annual meeting in New York April 21. Gen. Gruenther was one of the planners of North African campaign and became chief of staff for plans and operations after World War II.

FCC SCORED

At Calif. Broadcasters Meet

CALLING for a constitutional amendment that will include a "freedom of the press" guarantee to radio and television stations, State Senator Jack B. Tenney blasted FCC when he spoke at the annual business meeting and election of the California State Radio and Television Broadcasters Assn.

Mr. Tenney declared at the Feb. 8 sessions in Hollywood that the short period for which a radio or television station is licensed permits the FCC to "continually intimidate" broadcasters.

"The Commission may arbitrarily refuse to renew a license," he said. "It is under no obligation to state a reason, except under broad terms of the act which have to do with 'public interest, convenience and necessity.'"

Citing the case of the late G. A. (Dick) Richards, principal stockholder of KMPC Hollywood, WJR Detroit and WGAR Cleveland, as an outstanding example of governmental "persecution and censorship," Mr. Tenney urged the CSRTBA to immediately launch a campaign for enactment of a constitutional amendment.

California broadcasters at their annual meeting elected Paul R. Bartlett, president KFRE Fresno, president of CSRTBA. He succeeds William B. Smullin, president and manager KIEM Eureka. Mr. Bartlett for past year served as CSRTBA secretary-treasurer.

Lloyd E. Yoder, general manager KNBC San Francisco was made vice president for North California area, with Robert O. Reynolds, vice-president and general manager of KMPC Hollywood, elected vice-president to represent Southern California. Leo A. Schamblin, general manager KPMC Bakersfield, was elected secretary-treasurer.

New CSRTBA officers become board of director members along with Ewing (Gene) C. Kelly, president and manager KCRA Sacramento; William J. Beaton, vice president and manager KWKW Pasadena; John A. Kennedy, chairman of the board KFMB-AM-TV San Diego; Art Westlund, president and manager KRE Berkeley; Les Hacker, president KPRL Paso Robles and manager KVEC San Luis Obispo.

WJPD Shares Honor

FIRST place in 5,000-10,000 population category of "Clean-Up, Paint-Up, Fix-Up Campaign" has been won by Ishpeming, Mich., with WJPD that city sharing in accolade. Station took leadership in drive, with James P. Deegan, WJPD president, serving as chairman for local Chamber of Commerce. City won out in Class 7 on basis of excellent exhibit, completeness of presentation, effectiveness of publicity, and special meetings and accomplishments, according to AP's Howard Kany, who lauded station's role in project. Drive was sponsored by National Clean-Up, Paint-Up, Fix-Up Bureau, Washington, D. C.

Vic **RADIO** **PROFIT** Diehm Says:



Presidential Timber *Solid...Sound and Sales Wise!*



PRESIDENT . . . Harry L. Magee of WHLM, that powerful 1,000 Watt daytime station in Bloomsburg, Pa. is also President of the nationally famous Magee Carpet Company. He is reverently referred to by the people of this prosperous community as "Mr. Bloomsburg". WHLM is an affiliate of Liberty Network, and you can depend on good results from your advertising message.

PRESIDENT . . . Henry Bauman of WHOL in Allentown, Pa. is also Postmaster of this prosperous, progressive, fast growing, industrial and agricultural community of sturdy Pennsylvania Dutch. Henry Bauman is a quiet fellow with a lot of grey hair which covers a head full of common sense grey matter. That's one of the many reasons why WHOL is a swell buy to swell your sales.

PRESIDENT . . . Vic Diehm of WAZL in Hazleton, Pa. is one of those genuine genial gems that contains a rare sparkle of sales-wise wisdom, sound business ability and a sense of humor equaled only by the professional wit. Vic is the subject of outstanding articles in both "Coronet" and "Pathfinder" magazines. He'll send you a free copy with each new contract for time on WAZL.

WHLM



WHOL



WAZL

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

ALLENTOWN, PA. CBS

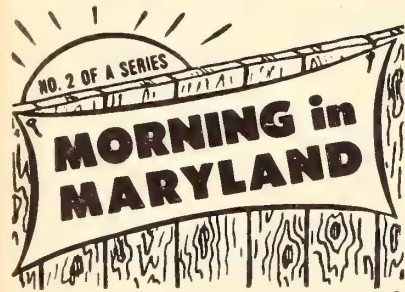
(Represented by Robert Meeker Associates)

HAZLETON, PA. NBC-MBS

Why WFBR is TRANSITCASTS

BIG

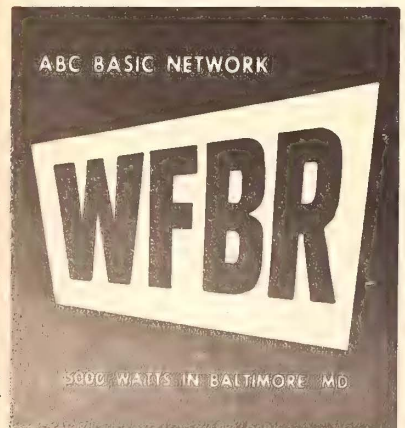
in Baltimore



This is the top morning show in the Baltimore area. It got that way by offering what listeners want . . . warmth and a friendly spirit in the morning, plus music, news, weather and birthdays judiciously sprinkled throughout.

The audience loyalty to this show is something to warm the cockles of a sponsor's heart.

Ask your John Blair man or contact any account executive of . . .



TRANSITCASTS

LEGALITY of transit radio was argued in briefs filed last week with the U. S. Supreme Court in preparation for oral argument scheduled to be heard March 3 [B•T, Feb. 4].

Arguing that the U. S. Court of Appeals erred last year when it found that transitcasting of commercials and announcements is unconstitutional [B•T, June 18, 11, 1951] were Washington Transit Radio Inc. (WWDC-FM), District of Columbia Public Utilities Commission and the Capital Transit Co., Washington Transit Company.

Opponents of transitcasting, Washington attorneys Franklin S. Pollak and Guy Martin, also filed a brief. It was concerned solely with the question of including music and non-music programs in the ban as decided by the Court of Appeals. Additional brief of Messrs. Pollak and Martin is scheduled to be filed the end of this month.

Held Lower Court Erred

Transitcasting proponents held that the lower court was mistaken when it found that the broadcasting of commercials and announcements to street car and bus riders is an infringement of personal liberties and counter to the due process clause of the Fifth Amendment.

"The court below failed to recognize the existence in the instant case of interests, including the right to listen, in conflict with those of the respondents and improperly appropriated to itself the [Public Utilities] Commission's function of determining on the basis of evidence before it whether Transit's radio service is consistent with the public convenience, comfort and safety," petitioners argued.

They also claimed that the protestants have no rights "constitutional or otherwise" to use the "private property" of Capital Transit. Since Transit Radio and Capital Transit are private companies, the Fifth Amendment cannot be applied, they claimed.

Petitioners also objected to the "dramatized" account of transitcasting ("captive audience," "forced listening," etc.) used by its opponents, asserted that it was unobtrusive, that commercials run about 35 seconds at a time and no more

SCOTUS To Hear Case March 3

★
than six minutes of commercials are permitted per hour.

Attorneys Pollak and Martin claimed that the Court of Appeals gave them "less than full relief" when it decided against only commercials and announcements. They claimed all transitcasting is illegal—music, speeches, commercials, even public service announcements.

"If forced listening to 'commercials' and 'announcements' is therefore an invasion of constitutionally protected liberty, forced listening to a speech, a sermon, a round-table discussion or an interview would be equally bad," they said.

They claimed that music, as well as words, interferes with the "free use of one's faculties" and "amounts to 'jamming' of the communications which objecting riders wish to make to each other or wish to receive from books, magazines or newspapers which they are reading or attempting to read."

CINCY 'ENQUIRER'

'Times-Star' Buys

CINCINNATI *Times-Star* bought the 111-year-old morning *Cincinnati Enquirer* last week for \$7.5 million. Purchase was made from the American Security & Trust Co., Washington, trustee under the will of the late John R. McLean. Mr. McLean was former publisher of the *Enquirer*. Terms of the sale are \$1,250,000 in Government bonds on the closing date of the sale, plus 12-year, 4½% notes on the remaining \$6,250,000. Sale must be approved by the U. S. District Court in Washington, is believed to be three to six months off. Papers were signed by Hulbert Taft, publisher of the *Times-Star*. The *Times-Star* owns Radio Cincinnati Inc., licensee of WKRC-AM-FM-TV there. Hulbert Taft Jr., president of the radio stations, is also Chairman of the Board of Transit Radio Inc.

New Business

(Continued from page 16)

spot radio campaign planned. PAYTON CARROLL is account executive.

G. G. Inc., L. A. (home permanent set), names Erwin, Wasey & Co., L. A.

NEW YORK YANKEES BASEBALL CLUB names Hirshon-Garfield Inc., N. Y.

Adpeople . . .

LEON A. MILLER, assistant to general manager of General Foods' Post Cereals Division, Battle Creek, Mich., appointed director of sales and advertising effective March 1 succeeding E. W. EBEL who will become company's advertising director.

CHARLES A. WIGGINS, sales and advertising manager for Calumet Division of General Foods also will assume similar duties for Minute Rice and Minute Tapioca.

PULSE REBUTTAL

Gives 21-Page Answer

SYDNEY ROSLOW, president, The Pulse Inc., last week fired a 21-page rebuttal at Media Agencies Clients, Los Angeles weekly advertising publication which in its Jan. 7th issue commented unfavorably on The Pulse as an instrument of audience measurement [B•T, Jan. 14].

A survey conducted for MAC by Tele-Que showed that Pulse ratings differed from other rating services and indicated that The Pulse was less accurate than the other services, according to the MAC article.

Dr. Roslow said that "The share of audience presented showed that Pulse differed significantly from the average of the remaining four services (Tele-Que, Hooper, Videodex and the American Research Bureau), but that Tele-Que agreed closely with the average of the same four (Tele-Que included as one of the four)." Pulse was not averaged in but, nevertheless, compared with the other four services, Dr. Roslow pointed out.

OPERATOR RULE

Haines Opposes Relaxation

OBJECTION to relaxation of FCC operator rules, as requested by NARTB [B•T, Feb. 4] was voiced by a station owner last week.

In a Feb. 7 letter to the FCC, Homer H. Haines, part owner of WNAE Warren, Pa., said that the primary reason for the request to relax broadcast station operator requirements is that "it will increase their net income."

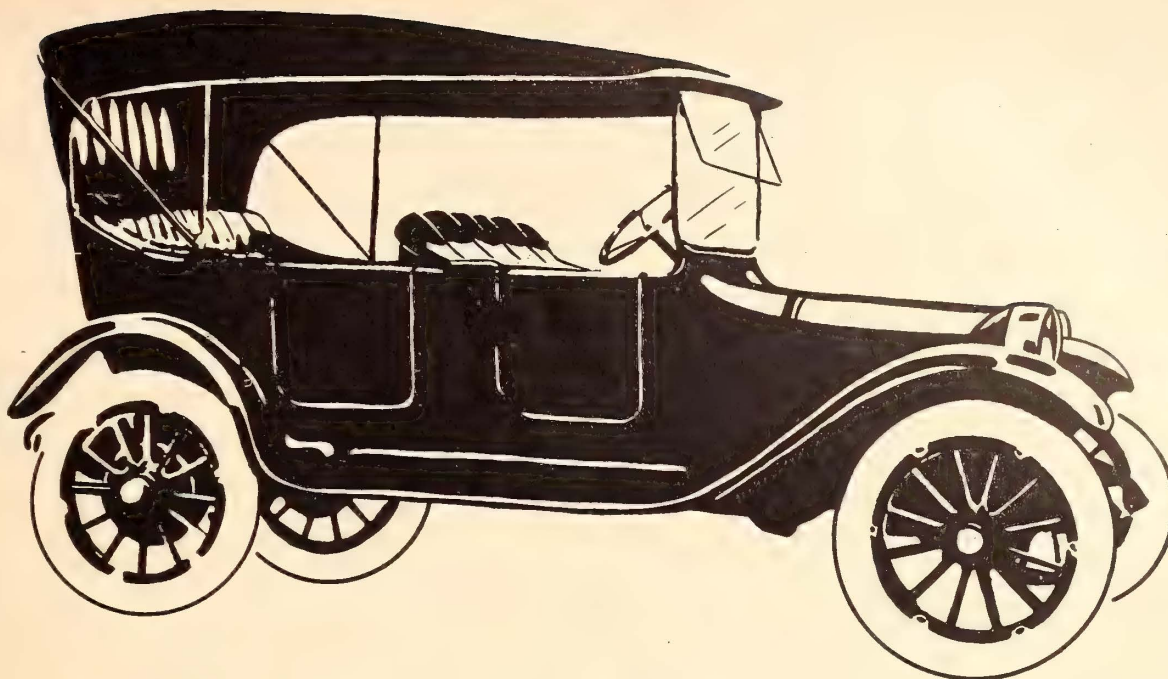
After citing the work done by broadcast engineers, Mr. Haines, who is also chief engineer of his station, recommended that technical regulations be stiffened if operator relaxation is permitted. For example, Mr. Haines said, permission to use lesser grade operators should be revoked if a station is cited for technical violations. He also suggested monthly proof of performance tests to ensure that stations are operating on frequency.

Complain to FCC

The FCC has already begun hearing from operators about the proposed use of lesser-grade operators, as recommended by NARTB. FCC's general counsel is handling the request. (For other comments, see OPEN MIKE, Feb. 11 and this issue.)

NARTB petition stressed that technical calibre of equipment is such that it is no longer necessary to have a first class radiotelephone operator in attendance at each transmitter. It asked that the rules be changed to permit AM or FM stations operating omnidirectionally with 5 kw or less to use restricted licensed operators or to operate their transmitters by remote control.

Last summer, the FCC relaxed its operator rules to permit stations to run 120 days without a first class operator at the transmitter.



You're too smart...

... to pay \$3,000 for a 1914 automobile. Yet once upon a time some models did cost that much . . . and they were worth it — then!

Radio time buying, too, is a new science today — at least in Milwaukee. Rates have changed and audiences, too. Be sure you are getting a modern value in the Milwaukee market. Buy WEMP!

For \$50, \$75, \$100, \$150 or more you can buy
 2 times the audience of Network Station #1
 2½ times the audience of Network Station #2

| | NUMBER | COST PER WEEK | TOT. WEEKLY HOOPER |
|----------------|-------------------|---------------|--------------------|
| WEMP | 14 100-Word Spots | \$108.00 | 57.3 |
| Net Station #1 | 5 100-Word Spots | \$122.50 | 33.0 |
| Net Station #2 | 5 100-Word Spots | \$116.20 | 24.0 |

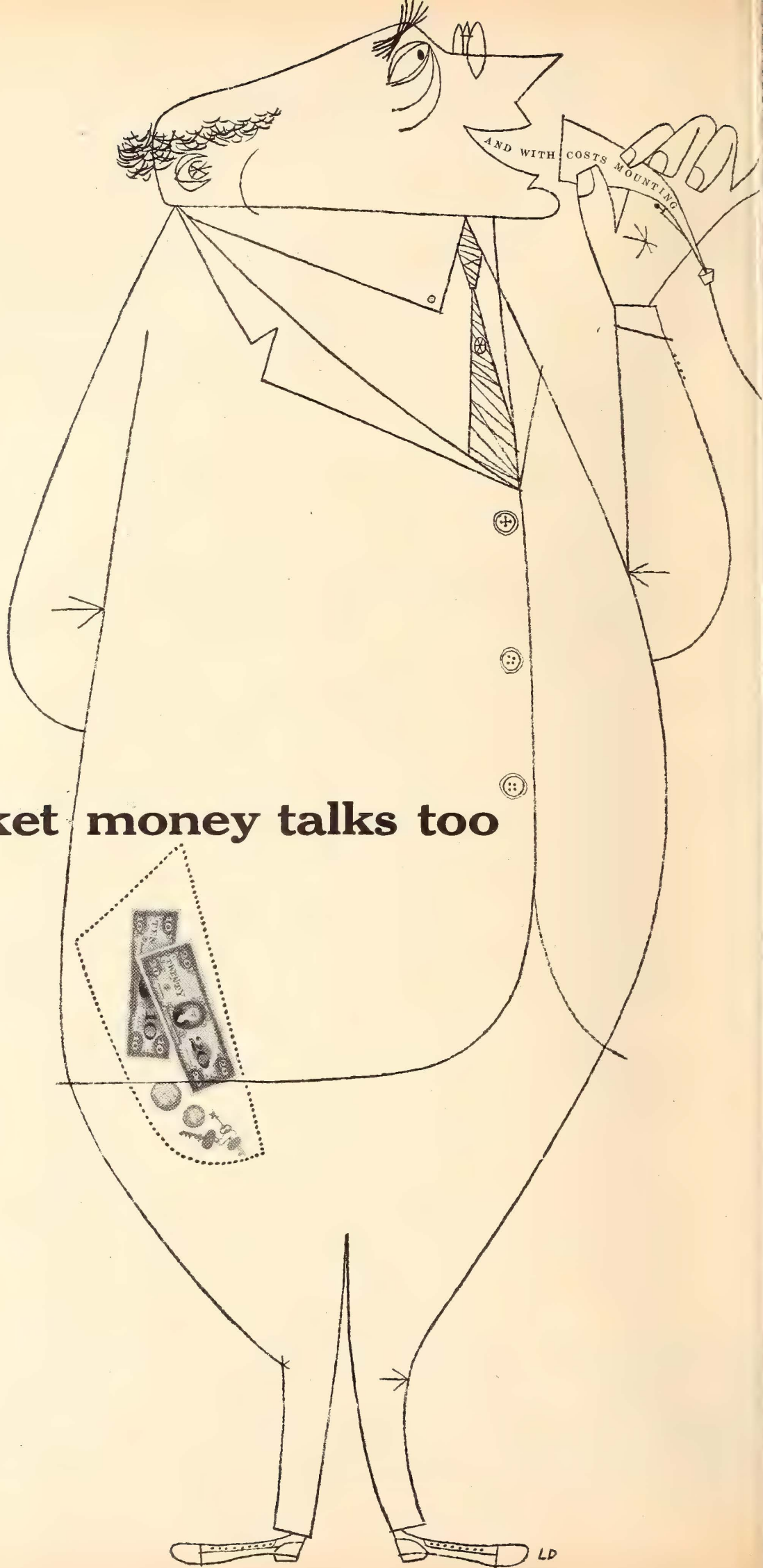
Join other shrewd national advertisers using high-rated, low cost saturation schedules on one of the nation's strongest independent stations!

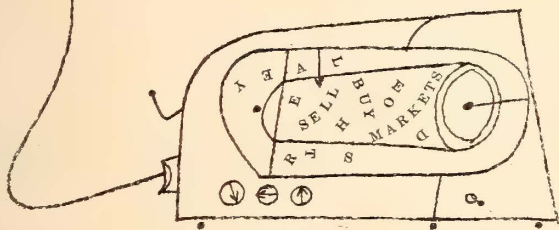
*Based on best rated periods, 8:00 a.m. to 6:00 p.m., according to Oct.-Feb., 1951, Hooper Comprehensive.

WEMP MILWAUKEE
1340 ON YOUR DIAL
 WEMP-FM CHANNEL 23.1

24 HOURS OF MUSIC, NEWS AND SPORTS
 Hugh Boice, Gen. Mgr. HEADLEY REED, Nat. Rep.

Pocket money talks too





All you ask of the cash that you carry is to carry you through the day . . .

But on CBS Radio, the pocket money of the average businessman (\$30.15*) can do much more. *It delivers advertising to 27,400 actual listeners—8,400 more than on any other network.* (Based on average CBS Radio program, NRI, Nov. 4-10, 1951.)

Among costs of doing business today, the low cost of radio is in a column by itself . . . and among networks, so is the low cost of CBS Radio.

The cost-per-thousand listeners on CBS Radio — \$1.10 — is 30% less than on any other network. And whether you compare it with Medium “B” (a certain daily) or Medium “C” (a certain weekly) or with any other through Medium “Z”—CBS Radio delivers *more circulation* for the money and *more advertising attention*.

Let your advertising talk where your customers listen most—on

The CBS Radio Network



25 Dizzy, Busy Years

ON FEBRUARY 23, FCC notes, the silver anniversary of "unified radio regulation" will occur. The date marks the creation of the Federal Radio Commission, which was set up as a temporary trouble-shooting outfit by Congress to "bring order out of chaos" in radio.

Before the Dill-White Bill creating the five man FRC was enacted in 1927, there was no licensing control. The break-down in the Law of 1912 had occurred in 1926. Stations, which had mushroomed following the first World War, wave-jumped, stepped up their power and operated catch-as-catch can. That was the "chaos" that had to be rooted out.

So the FRC was authorized to operate for a year. Its mission was to get broadcasting back on the track. The infrequent news stories called it the "traffic cop of the ether." It was to regulate assignments, power and hours. The watch-word was "electrical interference."

The FRC was continued temporarily with borrowed space, clerical help and accoutrements for a couple of years with the thought that the regulatory or "traffic cop" functions would revert to the Department of Commerce. Instead, the FRC was made permanent and it absorbed the Radio Division of the Department of Commerce. Then in 1934, the FCC was created and it, in turn, absorbed the communications functions of the Interstate Commerce Commission, State Dept. and Post Office Dept.

Throughout those 25 years, the fundamental law, as it pertains to the radio broadcasting services as distinguished from the common carriers, has remained virtually unchanged in its substantive provisions. This demonstrated the vision of such legislators as Wallace White, then chairman of the House Merchant Marine, Radio & Fisheries Committee (subsequently a Senator), and of Clarence C. Dill, who as a freshman Senator took over the radio legislation because no one else wanted the job.

This exciting quarter-century has made millionaires of a sizable number of venturesome pioneers in radio and in advertising. TV will make others. It has opened new vistas in law and engineering. The multi-billion dollar electronics field owes its existence to the audion tube. In that span hundreds of "bureaucrats" have been trained, more of them for better than for worse.

Throughout, one fundamental law has subsisted without important revision.

Today there are on the statute books no fewer than 250 pages of FCC rules and regulations pertaining to the broadcast services. Over the quarter-century literally thousands of pages of regulations were written. They related to every conceivable type of station function, including the location of rest rooms at transmitters. There have been blue books on programming and rainbow volumes on color TV; Mae West incidents and men from Mars episodes; commands that stations give atheists equal time with men of the cloth; ransacking of station files without subpoenas in the newspaper ownership inquiry; regulation by the lifted eyebrow and by the tilted crowbar; investigations of Communists during wartime, and of homos in peace-time; regulation by coercion and forcing of FM by threat.

It has been a busy, dizzy, wonderful, disgusting quarter century.

All this—and incredibly more—under a law that established a temporary regulatory agency as a "traffic cop" to control "electrical interference."

Newspaper Circulation Hits Its All-Time High

THAT WAS a typical headline in almost any newspaper you happened to pick up a few days ago. The press association wires carried it—a time-honored custom even before the advent of the radio wires.

Another frequent headline reads: "Newspaper Lineage Up." That blossoms monthly, or whenever some outfit gets out an opus or totes up a few one-time projections. Yet another perennial is "Newspapers Join Ad Council in New Public Service Aid."

These are 18-karat examples of how an advertising medium helps itself. It is done in the news columns. It's legitimate news too. Never a line when circulation of advertising volume goes down. Always it's onward and upward; nothing succeeds like success, and to the victor goes the spoils.

Now about radio. Did any station or network bother to tell its audience that there are 105,300,000 radio sets in America—as against the 54,000,000 total circulation of dailies? Or that 95.6% of all U. S. homes are radio-equipped? Or that radio business was up 7% in 1951, which was heralded as a bad year? And what about the TV boom being told over TV stations? How about those umpteen billion "listener impressions" through the Advertising Council in "public service programming"?

If it's news to publicize the business of newspapers in print, it's certainly just as legitimate news to publicize the business of radio and television on the air.

The Vidiots

TODAY let us take up the lesson of the wise men and the vidiots.

It is well known that when television came along, a cry went up—and sometimes it may still be heard—that radio was as good as dead. A few radio men even joined in the funeral planning. The most, fortunately, went about their business, which is the business of building and selling radio.

Let us look at some of the things that have happened to this medium in its death throes.

In 1951, thus far the year of television's big surge, the deterioration of radio's condition was evidenced by a gain of almost \$32 million in time sales, which reached the record total of \$485.4 million [B•T, Jan. 21]. In the same year this doomed medium trudged nearer to the grave by picking up 9.3 million receivers to go with the 96 million it already had.

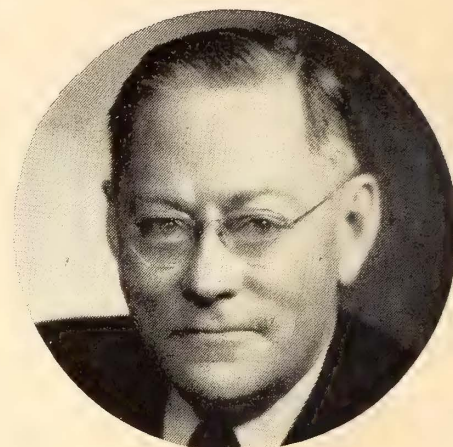
We find it hard to detect death rattles in the recitation of such statistics.

Further evidence of radio's resurgence came last week from the networks. A survey, reported elsewhere in this journal, showed they are off to a healthy start in the new year, with new and renewed business already well up in the eight-figure millions. The fact that much of this business is in renewals demonstrates that advertisers, despite their efforts to depress rates, are still convinced that radio brings a good return. Local business continues to stride forward and national spot still moves ahead. Another story in these pages shows how seasonal advertisers are relying—again—on both network and spot radio.

These facts pay tribute not alone to a good medium, but also to the men who operate it, building and selling radio with faith in their medium and its ability to stand on its own feet alongside any other medium. It is such work that in the long run will make the vidiots—doom-callers not to be confused with televisionaries, who see radio and television as strong, complementary media—wish they had held their tongues.



our respects to:



WALTER ESDRAS BENOIT

WHEN Walter Benoit tells a funny story, it is usually about himself.

One of his favorite stories is about the time his lost shoes delayed a Chicago train in Fort Wayne, Ind., for 10 minutes.

Mr. Benoit is manager of the new Westinghouse Air-Arm Division, only recently transferring from his post as general manager of Westinghouse Radio Stations Inc. Joseph E. Baudino succeeded Mr. Benoit as head of the station group.

In his WRS capacity, Mr. Benoit visited the several Westinghouse stations. The shoe story concerns a trip to WOWO-AM-FM Fort Wayne.

The train had chugged into Fort Wayne. As usual, it planned to stop only long enough to take on and discharge passengers.

The delay in departure was caused by the disappearance of Mr. Benoit's shoes. The night before he had carefully placed them in the shoe compartment of his roomette, but in the morning the shoes were nowhere in sight.

Passengers were impatient to reach Chicago, but Mr. Benoit, usually an amenable man, was not going to leave the train in his stocking-feet.

After what seemed like much longer than 10 minutes, it was discovered that the bottom of the shoe compartment had dropped between the wall panels. A workman with a screw-driver soon retrieved Mr. Benoit's shoes.

Today at 58, Mr. Benoit reflects on a very pleasant career with Westinghouse which began 36 years ago.

Born in Ludlow, Mass., July 21, 1894, Mr. Benoit joined Westinghouse after being graduated from Ludlow High School. His first job was in the accounting department of the Chicopee Falls (Mass.) plant of the Westinghouse Co.

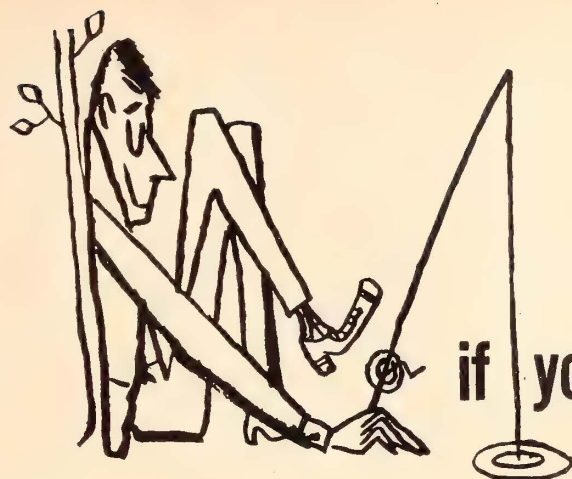
A year later he responded to a World War I bugle call and spent two years in the Army Air Corps. Mustered out in 1919, he became an auditor and accountant with the Bureau of Internal Revenue of the U. S. Treasury Dept., with headquarters in Boston.

Mr. Benoit's radio experience dates from 1922 when he rejoined Westinghouse as radio department cost accountant in the East Springfield (Mass.) works.

In 1928, six years later, radio production requirements outgrew East Springfield facilities and these activities were transferred to Chicopee Falls. Mr. Benoit was made supervisor of works accounting for the new division.

In 1934 he became division auditor. In this capacity, he was responsible for transferring

(Continued on page 58)



if you have the time



...we have the bonus

When you buy time on WGBI, you get a preponderance of the Scranton market (61.1% in the morning, 53.6% in the afternoon, 71.6% in the evening)*...*plus* a very neat slice of the Wilkes-Barre-Hazleton audience. Actually, WGBI has a larger percentage of Wilkes-Barre-Hazleton listeners than any other radio station in the 1:00 to 2:00 p.m. period, and has exceptionally high Wilkes-Barre-Hazleton ratings between 10:00 a.m. and 12:30 p.m. and consistently good ratings in the other time segments.**

Although WGBI heads *all* CBS stations in the morning, afternoon and evening... although WGBI is by far the favorite station among Scranton-Wilkes-Barre's 694,000 people... although WGBI offers an impressive bonus in Wilkes-Barre-Hazleton... still, time costs are *low*. Low enough, in fact, to make it worth your while to call your John Blair man today!

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

**Figures from the Pulse of Wilkes-Barre-Hazleton, November 12-16, 1951; 7 a.m. to 7 p.m.

WGBI

Mrs. M. E. Megargee, *President*

George D. Coleman, *General Manager*

CBS Affiliate

910 KC

1000 Watts Day

500 Watts Night

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Our Respects To

(Continued from page 56)

AMERICAN TOBACCO

Dollar Volume Increase

OPERATIONS of the American Tobacco Co. during 1951 were reviewed Wednesday by President Paul M. Hahn, who reported that cigarette sales in units as well as in dollar volume reached a new peak during the year.

Asserting that the company's increased output of cigarettes is believed to be equal to two-thirds the combined increase of all other companies, Mr. Hahn said dollar volume was increased by \$70,930,900 to reach a total of \$942,552,034. Income before taxes increased \$3,686,166 to reach a new high for the company, \$80,410,505. Due to higher taxes, higher costs, and frozen manufacturers' prices however, American Tobacco's net income decreased \$8,623,047 last year to \$33,109,669.

"Significant progress" was made during the year he said, toward reversing the downward sales curve of Lucky Strike cigarettes, with sales during 1951 approximately twice as large as for prewar 1941. Sales of Pall Mall and Herbet Tareyton cigarettes continued to increase at rates "far above the industry average", Mr. Hahn reported, with the former holding a wide margin in its position of being the largest-selling king-size cigarette in America and the latter, the second largest.

admits he considers himself a pretty fair cook.

Association with Mr. Benoit engenders deep admiration. One Westinghouse secretary commented that one of the things that impressed her most about him was the fact that his door was always open when fellow employees had a problem, personal or otherwise.

"He always had the time to listen and he was the kind of a man that you weren't afraid to approach," she added.

Mr. Benoit has a son, Army Lt. Walter Edward Benoit, now stationed at Fort Belvoir, Va. The first Mrs. Benoit, Edward's mother, died 2½ years ago. Last October Mr. Benoit married the former Eugenia Hoppenstadt, whom he met in Mexico.

Not a "joiner," Mr. Benoit has few associations outside of Westinghouse. He is a Roman Catholic. In the broad field of knowledge, his interests are centered in economics and accounting, as the books on his office shelves attest. It has become a ritual with him to read the *Wall Street Journal* each morning.

One of his very few weaknesses is Dijon mustard dabbed on sharp cheese. But when eating this mustard, Mr. Benoit advises friends to keep a glass of water handy.

FLOOD COVERAGE ACROSS THE U. S.

Stations Give Aid to Deluged Communities

SWOLLEN RIVERS overflowed banks and swept through towns and cities causing untold damage as broadcasters proved again that for providing emergency service there is no adequate substitute for radio.

Among reports of station's activities which reached BROADCASTING • TELECASTING last week were the following:

WMOA Marietta, Ohio, remained on the air 66 consecutive hours to broadcast bulletins and instructions and serve as liaison in rescue operations.

The relentless waters forced WMOA to move its operations from the ground floor of Marietta's Hotel Lafayette. At the height of the flood, the hotel was in the middle of the rampaging Ohio River.

To combat the near-zero weather, staffers had two electric heaters but, otherwise, all heat was off in the hotel. Once the waters had receded, listeners flooded the station with heartfelt gratitude.

WHIZ in neighboring Zanesville, Ohio, gave the nation a first-hand account of the errant Ohio River's courings. Allan Land, WHIZ newscaster, was heard over the NBC radio network and gave reports twice over Dave Garroway's TV program, *Today*. Assisting Mr. Land were Bob Malley, WHIZ program director, and Jack Arm-

strong, WHIZ engineer.

WTIP Charleston, W. Va., provided listeners with "beep-recorded" accounts when nearby Wheeling felt the impact of the swollen Ohio.

WLWT (TV) Cincinnati kept viewers informed when for several days that city was threatened. Station also fed the NBC-TV network and NBC-TV's program, *Today*.

Pittsburgh's business district, the Golden Triangle, narrowly escaped serious flood damage when ten inches of rain fell within 48 hours. The rain caused the Monongahela and Allegheny to overflow the banks. WWSW there aired hour reports of the rising water throughout the emergency period.

Heavy rains gave KDB San Barbara, Calif., what is described as the "biggest local news in years. . . ." KDB staffers worked for hours without relief, meals, dry clothes to keep listeners up-to-the-minute on critical areas, school closings, road conditions and relay agency locations. Coverage was made direct from the field via telephone and KDB mobile unit.

As reports persisted of flood devastation in southern California, Gene Emerald, disc jockey, KRNB Des Moines, made arrangements for Bill Bendix, movie personality to give a recorded account of the scenes of disaster.

all accounting activities when the radio division was moved from Chicopee Falls to Baltimore in 1938.

Shortly thereafter he planned and installed accounting operations to accommodate a spectacular wartime expansion which saw production in the division soar to more than 80 times its pre-war volume.

In June 1944, he was appointed assistant to the vice president for the Radio (now Industrial Electronics), & X-Ray Divisions. In December that same year, he was elected a vice president of the broadcasting subsidiary, Westinghouse Electric Corp. In 1947, he was made a member of the WRS board of directors, a position he retains today.

Accepting a temporary assignment in April 1947, Mr. Benoit spent one year in Mexico City. He served during the organization of Industria Electrica de Mexico, returning to the radio station headquarters in Philadelphia in 1948.

Washington Move

Under his direction, plans were completed to move the stations' headquarters office and staff to Washington. This was completed in 1951.

In addition to WOWO, Westinghouse stations include WBZ-AM-FM-TV Boston; WBOS Boston, international short wave outlet; WBZA-AM-FM Springfield, Mass.; KYW-AM-FM Philadelphia; KDKA-AM-FM Pittsburgh, and KEX-AM-FM Portland, Ore.

In his new post, Mr. Benoit is responsible for the design, manufacture and sale of specialized military products of an electronics nature. Plant of the Air-Arm Division will embrace 400,000 sq. ft. of manufacturing space and is now being built at Baltimore's Friendship Airport.

Scheduled completion date for the new plant is July 1. It is hoped that production for the Navy and Air Force of automatic computers to direct gun and rocket fire, radar and autopilots for fighter planes and guided missiles and complete airborne armament systems will be underway before the end of the year.

Although Mr. Benoit may be considered a foundation stone of the Westinghouse expansion, he is by nature an unobtrusive man.

His mild manner of speaking matches his quiet taste in clothes. He is not given to small talk, yet his associates do not consider him uncommunicative. He is an excellent listener and, as one associate said of him, when he does say something, he usually has the right answer.

Mr. Benoit doesn't play golf. His hobbies include movie photography in which he excels. He also

Globe-Democrat Tower Bldg.
Saint Louis

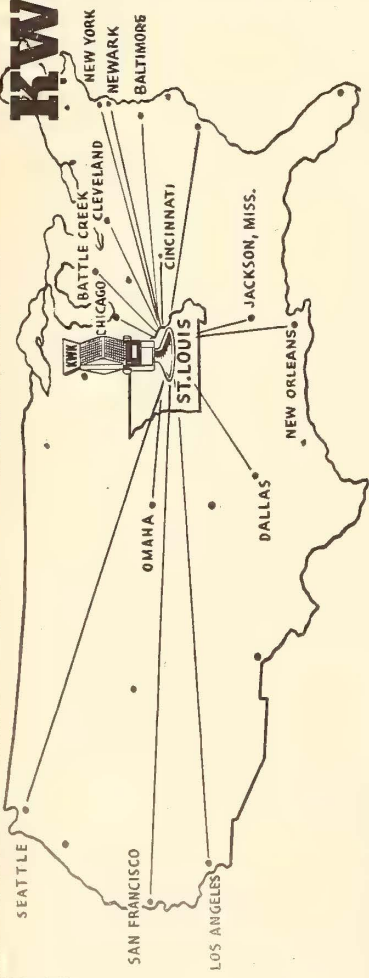


Representative
The KATZ AGENCY

KWK GETS RESULTS

Business men in the St. Louis area have found that KWK DOES SELL merchandise for them. Regardless of your plant location, if you sell St. Louis people, KWK can help you!

KWK has been serving both St. Louis and National Advertisers for almost 25 years. It is not a guess when you use KWK. You KNOW you will get RESULTS!



network

**CALIBRE
LOCAL
TALENT SELLS!**



CHIEF SAYS:

Smart advertisers agree; top local talent moves the merchandise!

WJW

CLEVELAND'S *Chief* STATION

**5000 W.
WJW BUILDING**

**BASIC ABC
CLEVELAND 15, OHIO**

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

—and Cleveland's top personalities are heard on WJW!

front office



EUGENE D. HILL, general manager of WORZ Orlando, Fla., elected vice president of the station and named to the board of directors of the Central Florida Broadcasting Co. at their annual meeting in Orlando Feb. 11.

LT. HARRY RENFRO returns to his position as executive assistant to the general manager of KXOK St. Louis after serving 18 months with the Marine Corps.

ALBERT F. SCHNEIDER, New York radio salesman, to WBNS Columbus, Ohio, on the station's national sales staff.

STANLEY GORDONI, account executive at WTVJ (TV) Miami, appointed assistant sales manager at the station. **MARY FORD**, account executive, named local sales manager.

C. W. GREEN appointed general manager of WHKK Akron, Ohio, effective March 1. He will replace **RUSSELL W. RICHMOND** who has been made executive director of United Defense Fund.

GENE SPRY appointed station manager at WKAI Macomb, Ill., and **GENE LARSEN**, assumes duties of commercial manager at the station.

HARRISON M. DUNHAM, formerly counsel for the *Los Angeles Times* and general manager of KTTV (TV) announces his association with law firm of **EDWARD M. RASKIN** and **MAURICE J. HINDIN** in L. A. Firm deals with motion picture industry, radio and television.

ISABELLE McCLUNG appointed manager of KVOR Colorado Springs, Colo., replacing **JAMES B. RUSSELL**, president and general manager, who will devote full time to preparations for television.

RAYMOND W. BAKER, vice president and general manager of WARL Arlington, Va., to WSAL Logansport, Ind., as general manager.

More **POWER** to you

WINS NOW
50,000 WATTS
Day and NIGHT!

Now WINS offers a powerful 50,000 watts around the clock. This means still greater coverage—an even better signal—another reason why...

1010 WINS!

Buy WINS
...it Sells!

WINS
50,000 WATTS
DAY AND NIGHT... NEW YORK

CROSLEY BROADCASTING CORPORATION

GEORGE P. HOLLINGBERY Co., N. Y., appointed station representative for WQXI Atlanta, Ga.

HOWARD CLAYPOOLE to ABC Chicago network radio sales from MacFarland-Aveyard agency, same city, where he was senior account executive.

DONN SCHNEIDER joins sales staff of WENR Chicago after working in the same capacity at WNMP Evanston, Ill.

EVERETT-McKINNEY Inc., N. Y., appointed station representative for KUNO Corpus Christi, Tex.

ED NEIBLING, night news editor, KTUL Tulsa, Okla., transferred to sales staff.

PHIL S. BRADFORD, program director, WCOL Columbus, Ohio, moves to station's sales department as an account executive.

PHILIP M. BAKER, Washington broadcast attorney, has moved his office from 1411 Pennsylvania Ave. N.W. to Suite 700, Woodward Bldg., effective Feb. 15. Telephone: Republic 8040.

THE FORJOE Co., N. Y., appointed by WLOU Louisville, Ky., as its station representative. **DORO CLAYTON AGENCY**, Atlanta, Ga., will represent the station in the south.

EDWARD McMAHON, WGTR (FM) Worcester, Mass., to WKOX Farmington, Mass., as an account executive.

CHUCK JOHNSON, sales staff, KVSM San Mateo, Calif., and **DICK NASON**, Detroit radio salesman, to KROW Oakland, Calif., as account executives.

JOHN BLAIR & Co. and Blair TV, national radio and video station representatives, move New York offices to Chrysler Bldg., 150 E. 43rd St.

ROBERT KOCAB to WGAR Cleveland as assistant to **ELMER KRAUSE**, secretary-treasurer.

FRANK DOUGHERTY, radio and television manager of Keenan, Hunter & Dietrich, L. A., to Harrington, Richter & Parsons, national television station representative, as West Coast manager with offices in the Russ Bldg., S. F.

JOHN C. MOLER and **BILL STRAIN** to WKY Oklahoma City as radio time salesmen.

CHARLES W. PARKER, sales manager of WICC Bridgeport, Conn., has been named business manager of WPAT Paterson, N. J., not general manager as erroneously reported [B•T, Feb. 11].

JOSEPH WOLFMAN, WOKY Milwaukee, named station's sales manager.

Personals . . .

BENEDICT GIMBEL Jr., president and general manager of WIP Philadelphia, appointed to serve on the committee of Price Stabilization. . . . **ROBERT SCHMID**, vice president of MBS, vacationing in Puerto Rico for a month. . . . **HARRY C. KOPF**, NBC vice president and general manager of the network's Chicago stations, named local chairman for radio and TV activities for National Brotherhood Week, Feb. 17-24. . . . **S. CARL MARK**, general manager, WTTM Trenton, N. J., father of girl, Feb. 4. . . . **FRANK PARRISH**, salesman at WIRE Indianapolis, has received a certificate of appreciation from the Leader Dog League for the Blind for his work in rehabilitation of blind persons and in training dogs. . . . **JAMES E. STANTON**, general manager of KFLD Floydada, Tex., elected vice president of the city's Chamber of Commerce.

L. E. RICHARDS, station manager of KIWW San Antonio, Tex., and **BILL MICHAELS**, manager of KABC same city, commended by Tracy-Locke Adv., Dallas and Houston, for cooperation in recent Maryland Club Coffee spot campaign held in the Southwest. . . . **JACK GROSS**, former owner of KFMB-AM-TV San Diego, has acquired 40% interest in San Diego Padres, Pacific Coast League baseball team. . . . **FRED PABST**, former general manager of KFRC San Francisco, named by Gov. Earl Warren of California to State Horse Racing Commission, and his son, **WILLIAM D. PABST**, vice president of Don Lee Network and general manager of KFRC San Francisco, has been named executive secretary for the Salvation Army, S. F., for second consecutive year. . . . **ROBERT D. SWEZEY**, general manager of WDSU-AM-TV New Orleans, will address members of the Chicago Television Council at the Hotel Sheraton, Chicago, Feb. 20.

YOU MIGHT GET A 12' 8" BLACK MARLIN*—

**BUT . . .
YOU NEED
THE FETZER STATIONS
TO LAND BUSINESS
IN WESTERN MICHIGAN!**

WKZO-WJEF in radio and WKZO-TV in television—that's the unbeatable Fetzer line-up for Western Michigan advertising!

RADIO—WKZO, Kalamazoo, and WJEF, Grand Rapids, offer sure-fire radio coverage of Western Michigan. Each is consistently top station in its home city; and bought in combination, *they deliver about 57% more listeners for 20% less money than the next-best two-station choice in Kalamazoo and Grand Rapids!* WKZO-WJEF also get big circulation outside Kalamazoo and Grand Rapids. BMB Report No. 2 credits WKZO-WJEF with tremendous increases since 1946 in their unduplicated rural audiences—up 46.7% in the daytime and 52.9% at night. In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage, day and night, of more than 60,000 families!

TELEVISION—WKZO-TV is the official Basic CBS Television Outlet for Kalamazoo and Grand Rapids. WKZO-TV's area includes five metropolitan cities representing a net effective buying income of more than two billion dollars. A new 24-county Videodex Diary Study made by the Jay & Graham Research Corporation proves that *WKZO-TV delivers 54.7% more of this area's 178,576 television homes than Station "B"!*

Yes, AM or TV, the Fetzer stations are Western Michigan's greatest advertising values. Get all the facts, *today!*

* In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.

WJEF

top IN GRAND RAPIDS
AND KENT COUNTY
(CBS RADIO)

WKZO-TV

top IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO

top IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

EVERY-KNODL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

FLOATING VOICE

Ceremony Feb. 24 in D. C.

VOICE of America's first ship-borne transmitter was unveiled Feb. 8, with the commissioning of the U. S. Coast Guard *Courier* at Hoboken, N. J., before members of Congress and other dignitaries.

The *Courier's* transmitter, designed to lend mobility to VOA broadcasts in the European area, will be pressed into action after a shakedown cruise in the Caribbean and thorough testing of equipment.

Ceremonies were limited to commissioning, with a full-dress dedication slated Feb. 24 in Washington, D. C., in connection with VOA's 10th anniversary the following day. It is expected that President Truman will speak at the ceremonies, addressing his remarks to the importance of the U. S. Campaign of Truth [CLOSED CIRCUIT, Feb. 4].

For this occasion, additional members of Congress and various government agencies and departments, including the State and Treasury Depts., will be invited to attend and inspect the ship's facilities. Site has not been definitely set.

Dr. Wilson Compton, chief of the new International Information Administration, under which VOA now operates, said that the *Courier* is "designed to provide another electronic weapon for combatting Soviet jamming and to enable the Voice of America to cover areas beyond the reach of present broadcasts."

Transmitting equipment is the most powerful of its kind ever installed on a ship, according to the State Dept. It comprises one 150 kw medium wave and two 35 kw short wave transmitters, plus supporting communications facilities, which will pick up VOA state-side broadcasts and transmit them to target areas. It will not originate programs under normal conditions.

Commanding the 338-ft. vessel is Capt. Oscar C. B. Wev (USCG), under whom will be a crew of 80, including ten officers trained in radio. VOA engineers will supervise transmitting operations.

The floating transmitter is known as "Operation Vagabond," a project approved by the President and Joint Chiefs of Staff and announced by the State Dept. last April. Congress has been asked to authorize funds for similar projects.

Mae MacNair Wiggin

MAE MACNAIR WIGGIN, veteran CBS Radio Network employee and the widow of Lewis Wiggin, died Tuesday in Roosevelt Hospital, New York, after a long illness. Mrs. Wiggin joined the network 23 years ago and subsequently became assistant casting director. She remained with CBS Radio until she became ill last October.



LEO BURNETT (r) checks blueprints with some of his executives preparatory to moving broadcast division of Leo Burnett Inc., Chicago, into floor space occupied previously by WAIT [B**T*, Jan. 28]. L to r are David Dole and Lee Bland, radio staff; R. N. Heath, executive vice president; Ross Gamble, vice president and treasurer, and William L. Weddell (behind Mr. Burnett), vice president in charge of broadcasting operations.

milestones . . .

► WROL Knoxville, Tenn., celebrated 25 years on the air last Tuesday, having broadcast its first program Feb. 12, 1927, under the call letters WNBK. First owned by the Lonsdale Baptist Church, the station was built by S. E. Adcock, who purchased it from the church in 1930, the year the call letters were changed to WROL. Current owner is Mountcastle Broadcasting Co. The NBC affiliate scheduled a special celebration involving network stars as well as local personalities, throughout its silver anniversary day.

► In January 1932 Murray Arnold auditioned for and won a parttime announcing post at WIP Philadelphia.



Mr. Arnold is now busy accepting congratulations on his 20th anniversary at the station. He moved to fulltime staff announcer, then chief announcer, night manager, production director, publicity director, assistant program director and finally to his present post of program director. Mr. Arnold, well-known in the industry for his efforts on behalf of BMI, was presented a gift by WIP President Benedict Gimbel Jr. at a dinner in his honor.

► "Uncle Nate" m.c. of the KEX Portland, Ore., *Stars of Tomorrow*, begins his 25th year on the show this season. During his quarter century of developing young talent, "Uncle Nate" has built many stars

of national prominence, among them Johnny Ray, current leader among popular male vocalists.

► Official tribute has been given to Herbie Mintz, WNBQ-TV television personality who celebrated his 30th anniversary in broadcasting last Tuesday, by the Chicago City Council, which set aside the week unofficially as Herbie Mintz Week. The measure was introduced by Alderman Robert E. Merriam, who congratulated Mr. Mintz for Chicagoans on his show. Other program guests last week were Jules Herbubeaux, NBC Chicago television manager, who gave Mr. Mintz an early radio microphone trophy, and A. W. Kaney, NBC Chicago supervisor of production services and a Chicago radio veteran who was chief announcer at KYW when Mr. Mintz made his first radio appearance.

► Manny Marget, vice president-general manager, KVOX Moorhead, Minn., is entering his 21st year as sportscaster-broadcaster. Very active in the industry, Mr. Marget is president of the Great Northern Broadcasting System, of which KVOX is a member, and is secretary-treasurer of the Minnesota Broadcasters Assn. Mr. Marget's commercial radio career began Jan. 1, 1931, at WDAY Fargo, N. D., where he was an announcer. After a record of well over 2,000 sportscasts, Mr. Marget is still one of the most active members of the KVOX staff.

► KWOS Jefferson City, Mo., on Jan. 30 celebrated 15 years of operation. Among observances was an hour-long documentary tracing

VOICE DRIVE

Seeks More Engineers

VOICE of America is campaigning for additional engineers on the strength of newly acquired Congressional authorization for construction of new overseas bases and increased programming.

Voice is currently programming over 50 hours daily in 45 languages, with a number of high-power medium wave and short wave overseas relay bases already in operation. Five additional very high power plants, now under construction, will be launched in the next few months.

A typical base comprises at least one very high power (300 kw plus) transmitter, two high power short wave transmitters, communications transmitters, high gain transmitting and receiving antenna systems, modern triple diversity receiving units and Diesel-powered generating equipment.

Some 60 vacancies now exist—and 125 more are expected over the next few months—for engineers who can operate either radio or Diesel power installations. FCC radio telephone first class licenses are required for all except Diesel positions. They would be used for regular operation and maintenance at these typical base installations.

Salaries for New York positions range from \$4,207 to \$7,040 annually and overseas pay from \$4,719 to \$9,230 per year, with additional sums ranging from \$600 to \$5,300 for quarters and post allowances. Transportation would be furnished overseas for engineers, their families and household effects. Provision also is made for retirement and vacation plans.

Details of the campaign were spelled out in a letter from James F. Thompson, Chief, Division of Radio Facilities Operations, Dept. of State, to NARTB Engineering Director Neal McNaughten.

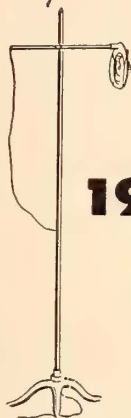
Construction and other phases of Voice expansion have been under continued study by the Voice of America Radio Advisory Committee, headed by Theodore Streibert, president of WOR-AM-FM-TV New York, one of the industry consultants to the State Dept.

news highlights since Jan. 30, 1937. In 1948, KWOS-FM was added, and the station has made application to FCC for a TV station. Miss Catherine Roer is general manager.

► Bob Prince, sportscaster and commentator for WJAS Pittsburgh, on Feb. 4 chalked up a double anniversary. He began his ninth consecutive year at the station and under the same sponsorship, the Fort Pitt Brewing Co., Pittsburgh.

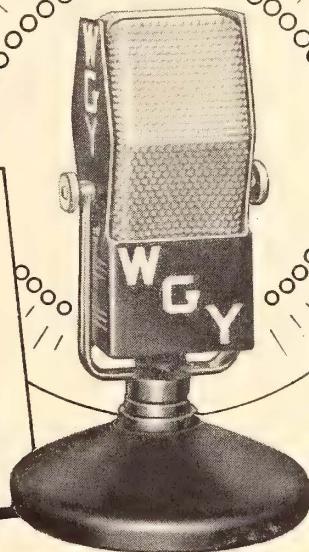
► Third birthday celebration was held fortnight ago for *National Amateur Time*, seen each Saturday on WMAR (TV) Baltimore and starring Bailey Goss. Show is sponsored by National Brewing Co., Baltimore

30 Years of Leadership



1922

**WGY's
Pearl Anniversary**



1952

- Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)
- Over 1/3 greater than the combined audience of the area's next ten top-rated stations.
- WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.
- **THE CAPITAL OF THE 17TH STATE:** Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.

WGY

50,000 Watts

REPRESENTED NATIONALLY BY NBC SPOT SALES

A GENERAL ELECTRIC STATION • SCHENECTADY, N. Y.

RADIO STILL HERE

AWRT Speaker Rebutted

TELEVISION dominated the first all-day conference of the New York Chapter of American Women in Radio and Television, but radio got a rousing defense when one speaker forecast that TV will put it into eclipse.

Albert McCleery, NBC-TV executive producer, touched off the controversy when he declared flatly that in the future "there will be nothing else but television"—especially when color TV comes into play—and that "there will be no room for anything else."

His predictions were vigorously challenged from the floor during a subsequent question-answer session.

Another theory advanced by Mr. McCleery—that "cost means nothing as long as you put your ideas across"—also drew considerable argument, with a large portion of the gathering dissenting.

The meeting, held Feb. 9 at the Hotel Astor, was attended by 109 members and guests and included a morning business session, a luncheon and an afternoon workshop.

Edythe Meserand, assistant director of special events for WOR-TV New York and national president of AWRT, opened the luncheon session with a brief address urging women to assert and assure their positions as individuals.

Robert Saudek, director of the Radio and Television Workshop of the Ford Foundation, in a speech on "How Wide Are Television's Horizons?", compared TV with "South Pacific" as an example of television's fast-spreading national influence. In order to reach the same number of people reached by a single 15-minute television show with a 5 rating seen on a 63-station network, he said, the stage show "would have to run steadily for 11 years."

In a speech on "The Social Impact of Television News," A. A. (Abe) Schechter, general executive for NBC-TV and currently in charge of the network's *Today*

(7-9 a.m. EST and CST, Mon.-Fri.), pointed out that first radio and now television has succeeded in changing the nation's social habits.

"At first," he observed, "nobody could sell radio before 10 or 11 a.m." Then came the disc jockey, and early morning programs became subjects of competitive bidding from prospective sponsors. The same thing can be done with TV on a large scale, Mr. Schechter asserted, if those in charge of television programming will give the people "anything that will interest them."

It is possible, Mr. Schechter observed, to educate people by tagging a program "educational" and trusting it to sell itself. But NBC-TV has chosen "the other way" with *Today*, Mr. Schechter stated. He said education leaders already have reported that younger children are better versed in current events since they started watching *Today*. The prevailing tone of letters received by the network indicates a lasting interest on the part of *Today's* listeners, he asserted, concluding that if a single program can make such a mass impression, the social impact of the industry as a whole is unlimited.

'Ulcer-Forming Habit'

Speaking on "Why Is Television Such an Ulcer-Forming Habit for the Performer?", actress Anne Seymour compared the TV performer to the swimmer who braves the high diving board for the first time: when nobody is watching the dive is often perfect, but when there is an audience the diver's effort usually results in a "belly-flop." However, in overcoming the trend toward "ulcers," Miss Seymour held that the filmed show—like its cousin, the taped radio program—is of less value in the long run for the actor because the sense of security it offers makes for an over-relaxed performance and a lack of vitality. She concluded that the best way for the

TV performer to avoid "forming ulcers" is to take each live show as it comes, and so familiarize himself with it.

Moderated by Doris Corwith, NBC supervisor of talks and religious programs and national vice president of AWRT, the afternoon workshop session included speeches by Mr. McCleery; Harry Junkin, free-lance radio and TV writer; Philip Cohen, vice president of Sullivan, Stauffer, Colwell & Bayles, New York; Carol Irwin, independent packager; Jean Harrison, producer-director for Frederic W. Ziv Co.; Gloria Lesser, assistant to supervisor of film procurement, CBS; Martha Rupprecht, supervisor of television recording distribution, CBS; Helen Parkhurst, permanent panelist on NBC-TV's *It's a Problem*; Caroline Burke, NBC-TV producer-director; and Mary Jane Jesse, radio-TV publicity, Young & Rubicam. The panelists spoke on "New Techniques in Radio and Television," each one dealing with his particular field. The talks were followed by a question-and-answer period.

Speaking on the cost of television material, talent and time, Mr. Cohen observed that radio and television now lack but one thing: "Something which hurls the sponsor's product out of the receiver—in color." The client's problems basically are two, Mr. Cohen asserted: "Selection of the best vehicle and atmosphere for his product, and the cost." How to control costs—especially talent costs—remains something of a mystery, he added, claiming that "the ceiling has yet to be reached." If a program or series of shows has "heart, continuity and simplicity," he concluded, the problem of finding a sponsor can be, and is, minimized.

"Women in public service and entertainment fields in the broadcasting industry look for the 'better' things," asserted Miss Burke. She reviewed her work with NBC-TV's "Operation Frontal Lobes," point-

ing out that network officials suggest sponsoring programs for which they have had repeated requests. If the sponsor desires, the network assembles a program for one time period and shows it to the advertiser for approval.

Gloria Lesser described the growing uses which television has found for film. CBS-TV, Miss Lesser explained, maintains a complete film library stocked with film footage for use with documentary programs, short subjects, dramatic sequences, and strips for title backgrounds.

Kinescopes and their uses were discussed by Miss Rupprecht, who noted that 40% of all TV shows use kinescopes or film in one form or another. To illustrate the rising trend, she reported that in 1951, 4,576,000 feet of film were used by CBS Television, as opposed to 3,023,000 feet used by Hollywood studios in the same year.

In a summary of the all-day session, Pauline Frederick, ABC radio news commentator, warned that "television's greatest power [its influence on the public] is also its greatest threat."

Miss Frederick felt that while the all-day meeting had emphasized television's bright future, it certainly had not sealed radio's doom.

"In spite of what Mr. McCleery says," Miss Frederick pointed out, "there are still, and will continue to be," great numbers of people employed in keeping radio at its present height.

NEGRO SERVICE

WLIB Offers Disc Series

STEPS which may lead to the formation of a Negro program transcription network were taken last week by WLIB New York. Station, which devotes a substantial part of its schedule to programming for the Negro audience, made three of its top Negro-appeal series available, by open-end transcription on a straight cost basis, to 54 other U. S. stations which program to the Negro market.

The programs are *Poppy Cannon Presents*, a food and nutrition program with Poppy Cannon (Mrs. Walter White, wife of the head of the National Assn. for the Advancement of Colored People); *Charlotte Hubbard's Washington By-line*, an interview program featuring the daughter of Booker T. Washington's successor as president of Tuskegee Institute, and *The Ruth Ellington James Show*, presenting the sister of band leader Duke Ellington. The *Poppy Cannon* program is being offered as a half-hour or 15-minute weekly show; the *Charlotte Hubbard* program as a quarter-hour weekly, and the *Ruth Ellington James Show* as a quarter-hour once or five times a week.

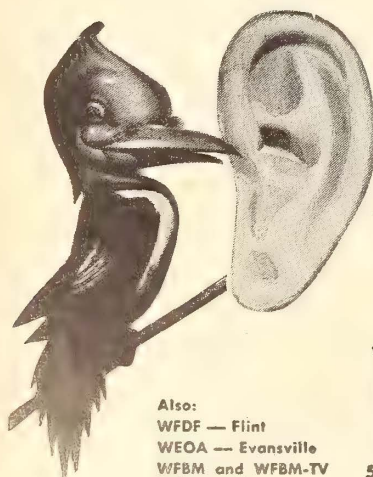
Harry Novik, general manager of WLIB, originated the programs. M. S. Novik, radio consultant and president of the station, will handle their syndication.

Names McSweeney

JOHN J. McSWEENEY's appointment as sales manager of WMCA New York was announced Wednesday by M. M. Fleischl, vice president and general manager, who also said that Howard Klarman will succeed Mr. McSweeney as account executive. Prior to joining WMCA three years ago, Mr. McSweeney was associated with Pedlar & Ryan, New York agency, and John E. Pearson Co., station representative, while Mr. Klarman has been director of WMCA promotion for nine years.



Mr. McSweeney



Also:
WFDF — Flint
WEOA — Evansville
WFBM and WFBM-TV
Indianapolis
KATZ AGENCY

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

WOOD

5000 WATTS • NBC AFFILIATE
AND WOOD-TV
GRAND RAPIDS, MICHIGAN

INDEPENDENT RADIO GIVES WHAT THE HOME FOLKS LIKE

JUST READ WHAT THESE INDEPENDENT THINKERS SAY:

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

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

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

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



ANOTHER REASON WHY INDEPENDENT RADIO PAYS OFF FOR ADVERTISERS

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

THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

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

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

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

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

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



WKAQ ELECTION

Is Ordered by NLRB

ELECTION has been ordered by the National Labor Relations Board to determine the bargaining representative for certain talent employed at WKAQ San Juan, Puerto Rico. The union involved is the Gremio de Prensa, Radio y Teatro de Puerto Rico. WKAQ is licensed to El Mundo Broadcasting Corp.

The board set aside a unit comprising all radio artists, actors and actresses, sound men, comedians, narrators and commentators employed by WKAQ, as well as talent appearing on programs produced by El Mundo Broadcasting Corp. The unit excludes, however, talent on programs produced by sponsors or independent producers and broadcast under a leased time arrangement.

Among sponsors leasing WKAQ time are Procter & Gamble Commercial Co., Colgate-Palmolive-Peet Co. and Pet Milk-Zerbe-Penn, the ruling said, El Mundo sought to exclude talent appearing on all sponsored programs.

Also omitted from the unit, under the NLRB directive, are all vocalists, musicians, script writers, transmitter operators and supervisors. Employees within the unit are eligible to vote if they can claim two or more days or 16 hours of employment the past 12 months.

TALENT SEARCH

WCKY Contest Is Tri-State

A TALENT Opportunity Tournament, sponsored by 30 newspapers in Ohio, Kentucky and Indiana in cooperation with WCKY Cincinnati, is to get underway this month.

Any amateur or amateur group such as a high school band, glee club, church choir, hillbilly unit may enter the contest. Eliminations will be held in 30 communities of the three states. Local winners will compete in finals.

Grand prize winner will receive \$500 cash, an all-expense weekend in Cincinnati, a radio appearance on WCKY, and a contract to record for King Records Inc.

'CITIES SERVICE BAND OF AMERICA'

Marks Silver Radio Jubilee on NBC Feb. 18

RADIO'S oldest continuously sponsored series will complete 25 broadcast years when the *Cities Service Band of America* presents its silver radio jubilee over NBC at 9:30 p.m. EST Feb. 18.

The 1,301st *Cities Service* program in the series—broadcast without missing a week since Feb. 18, 1927—will be a special full-hour program originating from Carnegie Hall, New York, with Paul Lavalle directing the 48-piece "Band of America" from the same podium that Edwin Franko Goldman used during the first *Cities Service* concert a quarter of a century ago. Former stars of the series—names familiar to a whole generation of radio listeners throughout the nation—will return for the silver anniversary concert. The Green and White Male Quartet and Announcer Ford Bond, program regulars, also will be on hand.

NBC radio scheduled a preliminary observance of the anniversary with a special program, *Salute to Cities Service*, at 11:15 p.m. EST Saturday. Mr. Bond offered first-hand memories of program highlights and featured personalities as he recalls them from the 25 years of *Band of America* concerts.

Expanded From 16 Stations

Originally carried by 16 NBC affiliates, the program has expanded until it is now heard over 107 stations. Network officials point out that the series was the first sponsorship contract signed by NBC's first president, M. H. Aylesworth, who still serves as broadcasting consultant to the *Cities Service* organization.

The program started with Mr. Goldman's band in February 1927, with format being changed to a 33-piece concert orchestra conducted by Rosario Bourdon a few months later. The Cavaliers Quartet, with piano accompaniment, was an added attraction, setting the now long-standing practice of having

a featured vocal group.

Soprano Jessica Dragonette and Mr. Bond joined the program Jan. 3, 1930, with the singer's presentation of Victor Herbert melodies topping the list of some 5,000 different selections presented during the succeeding eight years. Soprano Lucille Manners replaced Miss Dragonette Feb. 7, 1937, but continued the *Cities Service* tradition of singing "music with a melody" for the following years.

The now-famous Revelers Quartet, which starred such male singers as James Melton and Frank Parker, first appeared on the program Nov. 17, 1933, with their immediate popularity assuring them of a five-year run. During this period, sportsman Grantland Rice was a frequent intermission speaker with comments on sports headlines and Col. Louis McHenry Howe, secretary to then-President Franklin D. Roosevelt, occasionally spoke briefly on major national issues.

After more than a decade as conductor of *Cities Service Concerts*, Mr. Bourdon transferred his baton to Dr. Frank Black early in 1936 who directed the increased orchestra, Miss Manners, Baritone Ross Graham and a chorus led by Ken Christie for the next eight years.

On Oct. 27, 1944, Mr. Lavalle became conductor of the program, leading a 36-piece string orchestra in a new format called *Highways in Melody*. Operatic singers were presented on a rotating basis at that time with such people as Vivian della Chiesa, Annamary Dickey, Dorothy Kirsten, Robert Merrill, Thomas L. Thomas, Earl Wrightson and Conrad Thibault becoming regulars. Two years

PLANE HITS CBW TOWER

Crash Results in Six Deaths

SIX MEN died as the result of an airplane crash into a guy wire of the 570 ft. transmitter tower of CBW Winnipeg at Carman, Manitoba. Three airmen flying a Royal Canadian Air Force Beechcraft trainer struck the tower Feb. 4 and were killed in the fall and burning of the plane. The next day, three repairmen of Dominion Bridge Co. were killed when they were working near the top of the tower and a high wind struck the tower and sent it crashing to earth, killing the three repairmen and narrowly missing the transmitter building.

The crash of the aircraft had bent the top 80 feet of the tower so that it swayed as much as 30 feet off center. Two repairmen were working in this section under the glare of powerful searchlights when the wind struck. The bent section was hurtled to the ground. The rest of the tower wavered, girders snapped and it crashed to earth.

later on Oct. 25, 1946, baritone Mac Morgan replaced the guest stars.

In June 1948, *Cities Service* sought a summer program to substitute for *Highways in Melody* and decided to return to its original format, a brass band. Use of that "basic American institution" proved so popular that the idea was retained during the winter broadcasts, surviving as very successful program fare ever since. Mr. Lavalle remained as bandleader and Mr. Christie's chorus was renamed the Green and White Quartet, featuring tenor Floyd Sherman, second tenor Edward Hayes, baritone Leonard Stokes and bass J. Alden Edkins.

The half-hour program today reaches listeners in most regions of the country from 9:30-10 p.m. EST as a major part of NBC's "Monday Night of Music." For several months late in 1949, the *Band of America* also was simulcast on TV.

WRIGHT SPEAKS

At AAM Session in N.Y.

IDENTIFYING advertising as "strategic industry," Frank Wright Jr., director of public relations, National Committee for Free Europe, called upon advertisers to give freely of their ideas in the "hot war for men's minds."

Speaking before the Assn. of Advertising Men, New York, Mr. Wright explained that repetition of basic themes, catchy phrases and jingles—all trademarks of American advertising techniques—are constantly used by Radio Free Europe to sell Democracy and democratic ideas to people behind the Iron Curtain. The broadcasts have been so effective, he reported, that some satellite nations have made official demands that Radio Free Europe be silenced by the U.N. One time, Mr. Wright said, it was rumored that termination of Radio Free Europe broadcasts was tantamount to ransom asked for freeing imprisoned William Oatis.

Cite John Gambling

JOHN B. GAMBLING, familiar to radio listeners as the "humming alarm clock" heard on WOR New York (7:15-8 a.m., weekdays), scheduled to be honored by the Veteran Wireless Operators Assn. at its 27th annual meeting in New York Saturday. Starting with radio as a wireless operator in the British Navy during the first World War, Mr. Gambling, along with Capt. Henrik Kurt Carlsen of the *Flying Enterprise*, will be presented the Marconi Memorial Medal of Service, given to people who have been wireless operators and who have contributed much to radio.

KFAC Los Angeles, issuing new record No. 19 on Feb. 15, increased station rates an average of about 15%, according to Calvin J. Smith, president and general manager.

KGW carries the weight in the Oregon Market DAY or NIGHT



| TOTAL BMB FAMILIES From 1949 BMB Survey | |
|---|---------|
| DAYTIME | |
| KGW | 350,030 |
| Station B | 337,330 |
| Station C | 295,470 |
| Station D | 192,630 |
| NIGHTTIME | |
| KGW | 367,370 |
| Station B | 350,820 |
| Station C | 307,970 |
| Station D | 205,440 |

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

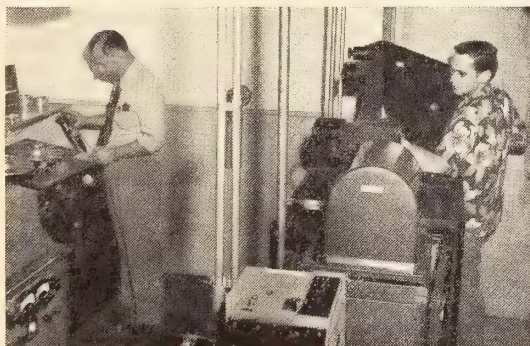
Burns & Allen take to tape

*Sound track for bi-weekly
TV film is recorded on tape
for greater fidelity*

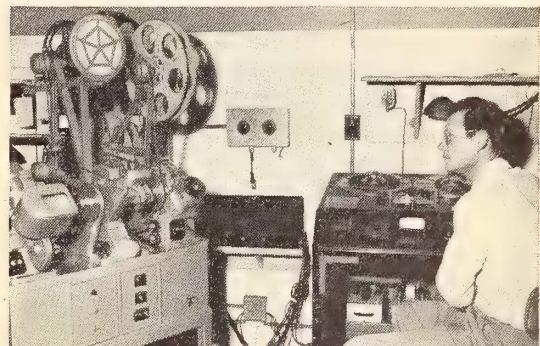


Nobody wants to miss a word when George Burns and Gracie Allen put on their hilarious CBS-TV network show. And thanks to "Scotch" Sound Recording Tape every word, every inflection comes through with lifelike fidelity.

The sound track is recorded on standard 1/4" magnetic tape synchronized with the cameras; after editing, dubbing and other operations are completed, the finished dialogue is transferred to the optical sound track. This results in far greater fidelity of reproduction since there is hardly any loss of quality during repeated re-recordings. Considerable savings result, too, because the same tape can be re-used any number of times.



CBS TECHNICIAN Bob Kelsey (left) prepares to thread a reel of "Scotch" Sound Recording Tape into a synchronous tape recorder, while C. K. Wood (right) lifts a 3000-foot magazine of 35mm film to the TV recording camera. Tape captures every sound faultlessly.



DON SYKES, CBS tape-film editor, adjusts controls on synchronous tape recorder hooked up with framing device and Moviola editing machine as he checks synchronization of "Scotch" Sound Recording Tape with film of the George Burns-Gracie Allen show.



EIGHTY 3M SOUND ENGINEERS in the field—backed by 20 technical experts in the 3M Laboratories—offer free technical assistance with any recording problem you may have. Call your local 3M Service Representative, or write direct: Dept. BT-22, Minn. Mining & Mfg. Co., St. Paul 6, Minn.

HERE'S WHY RECORDING ENGINEERS USE MORE "SCOTCH" SOUND RECORDING TAPE THAN ALL OTHER BRANDS COMBINED

- Lower noise level than any other tape
- Greater output sensitivity than any other tape
- Better reel-to-reel uniformity than any other tape
- Erases cleaner than any other tape
- No curling or cupping—always lies flat on head
- Lubricated for longer tape life



IMPORTANT: There's more than one brand of sound recording tape. Insist on the "SCOTCH" brand, the lubricated tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major networks and for master recording by leading record companies.

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Minn. Mining & Mfg. of Canada, Ltd., London, Canada.

Chicago. Relinquishing the former, "a cemetery with lights," he returned to Chicago and joined WGN as public relations and special events man.

The events became more specialized as he took leave to handle radio activities for the Office of Civilian Defense in 1942. He ended up writing scripts and political speeches for then Mayor Ed Kelly.

Inasmuch as young Howard had never seen duty as a patrol boy in grammar school, it was logical the Army would enlist him as a military policeman in 1945. Taking a dim view of this, Pvt. Meyers' disgruntlement abated somewhat when he was elevated to the rank of corporal because his was the only voice in the platoon which could be heard in a high wind. He used it in high winds of other kinds when transferred to a special services motion picture unit with such artistic temperaments as William Saroyan and Michael O'Shea.

The next couple of years were a checkerboard of travel, "all I ever dreamed of and anyplace I wanted to go." Commissioned a lieutenant in the field, he took over management of special events for the Armed Forces Network in Paris after the armistice, covering troop activities throughout Europe. He whipped around in his own jeep or

by plane, skiing in the Bavarian Alps, swimming in Italy and counting fiords of Norway.

Divorced from the Army in 1946, he was married a week later to Lucia Perrigo, currently press agent for the Ambassadors East and West Hotels. During their Nantucket honeymoon, Mr. Meyers received a wire asking him to join NBC Chicago as assistant news and special events director.

A series of verbal presentations from the head of spot sales some time later moved his name into the business column of radio. In December of 1950, he became general manager of NBC's O and O outlet, WMAQ Chicago, at the age of 37.

He went to the Taylor Co. station representative firm last January.

A devotee of polo for many years, Mr. Meyer has given it up in favor of domesticity and suburban living although he and his wife still are members of the North Shore Polo and Hunt Club.

They live in a 10-room, three-story house in Evanston, where they moved last summer, and are still in the throes of choosing a name for it. Leading the field are Stonybroke, Financial Bluff and El Rancho Escrow.

The Meyers hope to go to Banff and Lake Louise this year, a thrice-postponed ambition. Last year it was superseded by a free trip to Bermuda, which Mr. Meyers won during a Travelers Aid Raffle at which he was the raffler—for the third year. The job has not been tendered again, as—coincidentally—he managed to win something in the raffle during each of the three years he was m.c.

He is president of the Chicago Radio Management Club and a charter member of the Chicago Television Council.

McNAUGHTEN NAMED

Heads New Standards Unit

NEAL McNAUGHTEN, NARTB engineering director, was named head of the Sound Recording Committee of the American Standards Assn. at a meeting held in New York last Wednesday.

Committee was reactivated on the basis of the need for domestic or U. S. coordination of requirements in international standardization. This work is being carried out by the International Radio Consultative Committee (CCIR) through its broadcasting study group, of which Mr. McNaughten also is chairman. The committee has been sponsored by the Audio Engineering Society since its reactivation. Previously it functioned under the joint auspices of the Institute of Radio Engineers and the Society of Motion Picture and Television Engineers.



Billion dollar market is explained to KFMB-TV audience by Mr. Chernoff (l) and Mr. Keen.

OPS RADIO SERIES

To Fight Inflation

SERVICES of name talent in the radio, TV, motion picture and recording fields have been enlisted by the Office of Price Stabilization for a series of radio programs designed "to help inform the public about inflation."

Titled *Stars for Defense*, the programs will be made available through OPS regional and district offices to stations "that wish to . . . broadcast the programs as a public service."

"OPS does not pay for radio time," the agency said in its announcement last Thursday. The series is part of its public information program, it added. OPS will furnish transcriptions of the 15-minute shows "without charge."

Thirteen nationally known celebrities have volunteered their talent as "a public service." The musical portions of each program are built around a central message from the guest star, exhorting the American citizen to help hold prices down.

OPS embarked on the anti-inflation drive last fall when plans were revealed for radio spot announcements, TV slides and transcribed radio programs. At that time, OPS denied charges it was spending lavish funds "to convince the public with its own money that price control is good." Production costs for radio shows are borne by OPS, it was revealed [B•T, Nov. 26, 1951].

The 15-minute radio series, *Stars for Defense*, supplements a series of 10- and 20-second spots, eight television slides, transcriptions distributed by local agency offices and a newsreel series.

GE's Winne Named

HARRY A. WINNE, vice president in charge of engineering policy, General Electric Co., was appointed last Thursday a member of the Committee on Atomic Energy, Research and Development Board, Dept. of Defense, by Dr. Robert F. Bacher, committee chairman.

BILLION DOLLAR MARKET

KFMB Gets Facts, Promote

KFMB-AM-TV San Diego, Calif. engaged in a promotion "ram page" when it learned the city in which it is located is now a billion dollar market. Publicity of the new found fact stirred inquiries from all over the nation, the station asserts.

Billion dollar figure (after income taxes) was delivered by Dr. J. M. Gould, managing director of Market Statistics, in answer to query of John A. Kennedy, the station's chairman of the board. Mr. Kennedy and General Manager Howard L. Chernoff designed full page ads announcing this information in such newspapers as the *New York Times* (U. S. and foreign editions), *New York Herald Tribune*, *Wall Street Journal* and the *Los Angeles Times*. Mr. Chernoff appeared on KFMB-TV's *People in the News* with "editor" Harold Keen and explained the story to San Diegans. Tear sheets of the *New York Times'* foreign edition were mailed to agencies, media and business leaders.

Opens Law Office

STANLEY BAITZ, formerly information officer with the Office of Defense Mobilization and National Security Resources Board, has announced the opening of law offices in Washington, D. C. Mr. Baitz, who served as assistant to ODM Public Information Director Andrew Berding, will engage in the general practice of law with Milford F. Schwartz. Office is Suite 1105, Investment Bldg., 151 K St., N. W., Washington 5. Telephone: Sterling 1515.



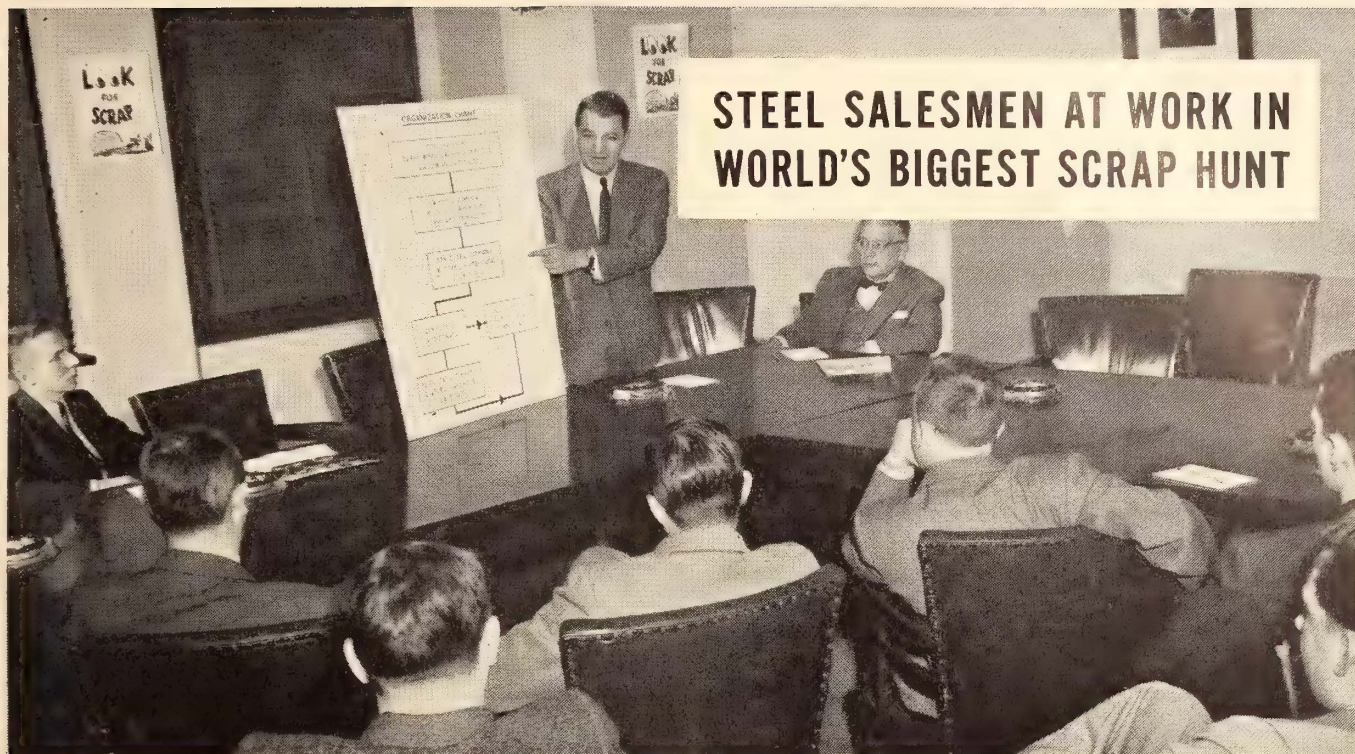
Blue Skies

... don't fool little Bismarck. He knows it doesn't take long for a few grey clouds to change the picture. In your case, KFYZ can be the key to rich new markets which help you weather changing conditions. Any John Blair man will tell you How and Why.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

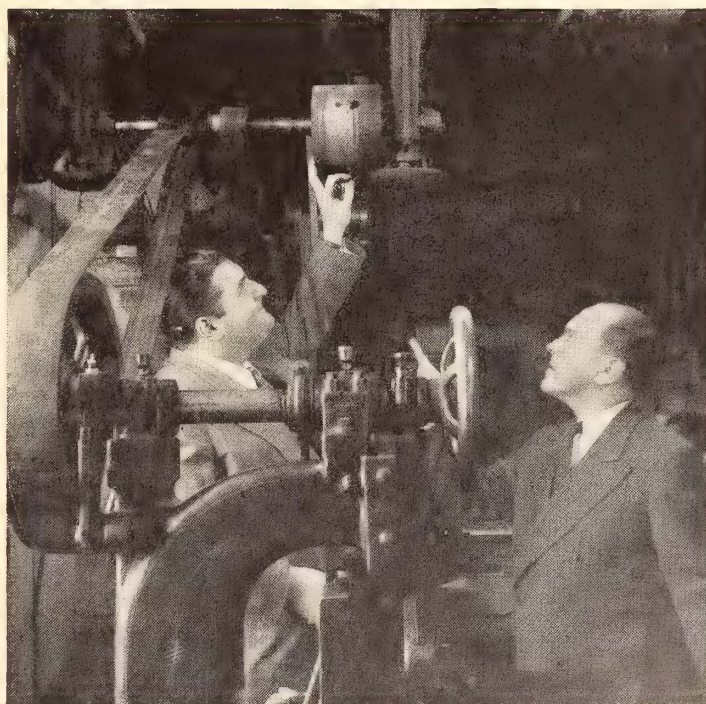


STEEL SALESMEN AT WORK IN WORLD'S BIGGEST SCRAP HUNT

1. TO KEEP the constantly growing steel mills supplied with scrap, 334 local task forces have been organized by the makers and distributors of steel. They help persuade industry, farmers and local government people to part with obsolete machines, structures and equipment. 34½ million gross tons of purchased scrap were needed in 1951. Even more will be needed this year.



2. MILES OF STREETS, thousands of factories, shops, farms and storage yards are being covered regularly by approximately 9,000 steel salesmen, in their campaign to feed their growing mills. Machines, structures and equipment of doubtful value (that can be scrapped) are their goal.



3. "A YEAR without earning its keep should put any machine on the scrap list," a member of a local Scrap Hunt Committee tells plant engineer (above) . . . One plant cleared 10,000 feet of valuable space by organizing to get rid of "doubtful value" equipment.

4. YOU CAN SCRAP HUNT, TOO. If you own, or manage a farm, shop or factory and want to organize a scrap appraisal plan, your local Scrap Mobilization Committee will help you. Your local Chamber of Commerce will put you in touch with the committee. American Iron and Steel Institute, 350 Fifth Ave., New York 1, N. Y.

RADIO SELLS TV IN CHICAGO

Tele-Tronics Cites Success Via Three Stations

RADIO has sold television so successfully for a Chicago appliance retailer that the company has added a schedule of 286 quarter-hour shows, bringing the weekly total to 48 quarters weekly over a 13-week period.

Tele-Tronics, comprised of four retail outlets spotted throughout the city, is spending about \$3,500 weekly on time alone for programming on three local stations, WCFL, WIND and WJJD. The new series of 286 quarter hours will cost about \$80,000 for the 13 weeks, including time, talent and production.

Although consistent use of radio and television programming has paid off in telephone requests for a television set demonstration within the hour, as well as in sales and in store traffic, Wright & Assoc., agency for Tele-Tronics, devised a new format which it believes will bring an even greater response.

It contracted with Johnnie Ray, the 25-year-old singing sensation who hit the top in popularity with recordings of "Cry" and "The Little White Cloud That Cried," for a star disc m.c. series. Segments for all 286 shows were recorded with Announcer Howard Miller interviewing other leading song stylists, and with Singer Ray handling introductions and closes and also singing some 60 standard tunes and several of his own.

Capitalizing on the rising tide of Johnnie Ray fandom, the Chicago retailer introduced its radio series with a one-shot television show on WGN-TV starring Mr. Ray. Three hours before show time the scheduled half-hour was expanded to 45 minutes. Although the program was designed only to promote the new Ray series on radio, Tele-Tronics received enough requests for TV home demonstrations that it sold more than \$10,000 worth of receivers.

On the air since Jan. 21, 1951, when four programs were aired on the same three stations, Tele-Tronics now has four shows a day on WCFL, three on WIND and

one on WJJD, all independent outlets. It also has a half-hour show on WIND Saturday mornings.

The Chicago area Zenith distributor is sharing costs for sponsorship and production of the Johnnie Ray programs. Costs of the other programs are shared cooperatively by Tele-Tronics with local distributors for Admiral, Sentinel, General Electric and Motorola.

All planning for the programs, however, is done by Roy Rodde, Tele-Tronics president, and Bill Wright, president of Wright & Assoc.

Tele-Tronics grew to a four-store chain in three years, working with a four-year-old agency. Two of the outlets sell only television sets, but these are leading items in the other two general appliance stores. Sets in all broadcast copy are promoted directly, with an offer of a free home demonstration of any set within an hour.

Radio has been more successful than television for the client because it spreads the appeal farther, according to Mr. Wright. Because the client wants direct and immediate response by telephone, calls can be taken over a greater period of time in response to radio shows and representatives can be in homes within an hour.

On television, the response is so concentrated within a short time that the company has difficulty meeting the one-hour time limit. Radio is also "considerably cheaper," Mr. Wright said.

Radio-TV Internship

OPPORTUNITIES for internship in radio and TV stations will be available to college and university teachers this summer, Robert K. Richards, secretary of Council on Radio-TV Journalism, has announced. Applicants can obtain further information from Mr. Richards, who also is NARTB director of public affairs, 1771 N St., N.W., Washington 6, D. C.



Plans for the new Tele-Tronics radio series are blueprinted by (l to r) Don Campbell and Mr. Wright of Wright & Assoc., Singer Johnnie Ray and Tele-Tronics President Rodde.

WHLI's Popular Number

TELEPHONE officials have asked WHLI Hempstead, L. I., to use the word "radio" whenever the outlet identifies its 1100 kc frequency, as a result of a recent snow and ice storm. Explanation: WHLI frequently broadcasts storm information for Long Island commuters. Recently, during what amounted to the winter's first big snowfall, many listeners called the station for information. The City of Hempstead was only recently equipped with dial telephones, however, so many callers mistook the station's announced location on the radio dial—1100—for its position on the telephone dial, and placed calls for Hempstead 7-1100. Latter number was held by a housewife who, after frantically answering many calls that weren't for her, had to leave her telephone off the hook all night. She got her number changed the next day.

DATES & CUSTOMS

Research Arts Will Help

TECHNICAL advice and factual research on dates, customs, superstitions and related subjects will be provided by Research Arts, New York organization founded by Dr. Paul Ilton, archeologist.

Recognizing the lack of any central agency for supplying authentications, Dr. Ilton said he established Research Arts, of which he will act as director, to service television and radio programs, sponsors, advertising agencies and film studios.

The archeologist, described as the owner of a million-dollar collection of antiquities which he excavated himself, has served as research consultant for the radio and television versions of *Believe It or Not* after the death of Robert Ripley. An occasional technical director for motion pictures, his latest Hollywood project was on the filming of George Bernard Shaw's "Androcles and the Lion," soon to be released by RKO.

WTMJ WORKSHOP

Underway for Civic Groups

VARIOUS community groups are familiarizing themselves with the history and operation of broadcast media at the Radio-Television Workshop launched fortnight ago by the Junior League of Wisconsin in cooperation with WTMJ-AM-TV, the *Milwaukee Journal* stations.

More than 300 delegates representing 39 civic, religious, educational and other public service organizations in the state attended opening sessions Feb. 4. Russell G. Winnie, manager of WTMJ and WTMJ-TV recounted the history of radio and TV. Other station staffmen are covering various operational phases. Curriculum includes organization of station, radio sales, the FCC, programming, production and public service features.

Purposes of the workshop, according to the Junior League, is to acquaint civic groups with station operation "so they can make more intelligent use of these media in the Milwaukee area."

WHIM, WORC Business

JANUARY billings of both WHIM Providence, R. I., and WORC Worcester, Mass., show substantial increases percentage-wise over January 1951 billings, the Inter-City Broadcasting Co. announced last week. Bob Engles, WHIM general manager, reported business up 35½% and national spot billings up 25%. George Taylor, president of Radio Worcester Inc., said that WORC billings show an increase of 20%.

ANNUAL Western Electronics Show and Convention will be held in Long Beach (Calif.) Municipal Auditorium Aug. 27-29 inclusive. Formerly operated as the Pacific Electronics Exhibit, show is held jointly by Western Electronic Manufacturers Assn. and Institute of Radio Engineers regional convention.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas
in TOPEKA

REACHES
93,217
RADIO
FAMILIES
WEEK
POUGHKEEPSIE
REPRESENTED BY DEVNEY