MARCH 24, 1952

35c PER COPY

BROADCASTING TELECASTING

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ANA Seeks Media Evaluation
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ARTB Convention Schedule Busy One
Page 25

Radio-TV Building Ban Easing
Page 27

January Network Gross Down 1%
Page 27

TELECASTING
Begins on Page 59

21ST year
The Newsweekly of Radio and Television.

what happens when WOR-tv comes into New York homes?



It's amazing the way WOR-tv puts products into the hands of consumers . . . for example —

Beverages *WOR-tv made Hoffman beverages the* Number 1 soft drink *among families viewing its high-rated "Merry Mailman."*

Automobile Seat Covers In just one week, *WOR-tv sold more Rayco covers than a New York network channel did in eleven weeks!*

Toys *WOR-tv completely "cleaned" New York's 200 Woolworth stores out of Zoomeray toys.*

or drugs . . . toiletries . . . cigarettes . . . candy. WOR-tv sells more for less money than any other television station in New York.

WOR-tv channel 9

TODAY'S FARM MARKETS

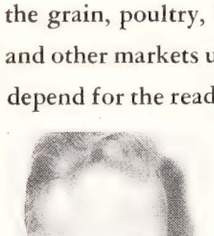
The Key to His Sales . . . . . and YOURS

● For more than 20 years, Midwest farmers have followed the leading markets over WLS each noontime.

Entitled "Today's Farm Markets," this fast, comprehensive 11:40-11:55 a.m. report provides the most complete and up-to-the-minute information on the air . . . or otherwise available . . . regarding the live stock, the grain, poultry, butter and egg, fruit and vegetable and other markets upon which Midwest farmers depend for the ready sale of their products.



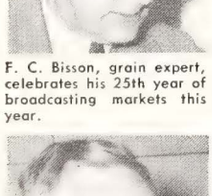
Friendly Al Tiffany ties it all together in radio's most effective farm package . . "Today's Farm Markets."



F. C. Bisson, grain expert, celebrates his 25th year of broadcasting markets this year.

There is no more certain or effective way to bring *your* products and their advantages to the attention of this vast listening audience . . . at a time when they have things to sell and *money to spend.*

Better write us today . . . or see your John Blair man . . . for possible availabilities on this and other result-getting WLS programs.



Bill Morrissey "Is" the Union Stock Yards to thousands of farmer-listeners all over the midwest.

Watch for News About "OPERATION GROCER 1952"

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & CO

1st place, 2nd place, 3rd place

IN DETROIT'S TREMENDOUS OUT-OF-HOME LISTENING MARKET

FOR

80%

of the ¼ hours

6:00 A.M. TO 12 MIDNIGHT

MONDAY THRU FRIDAY

(Out-of-Home PULSE *for January, 1952)*

IT'S

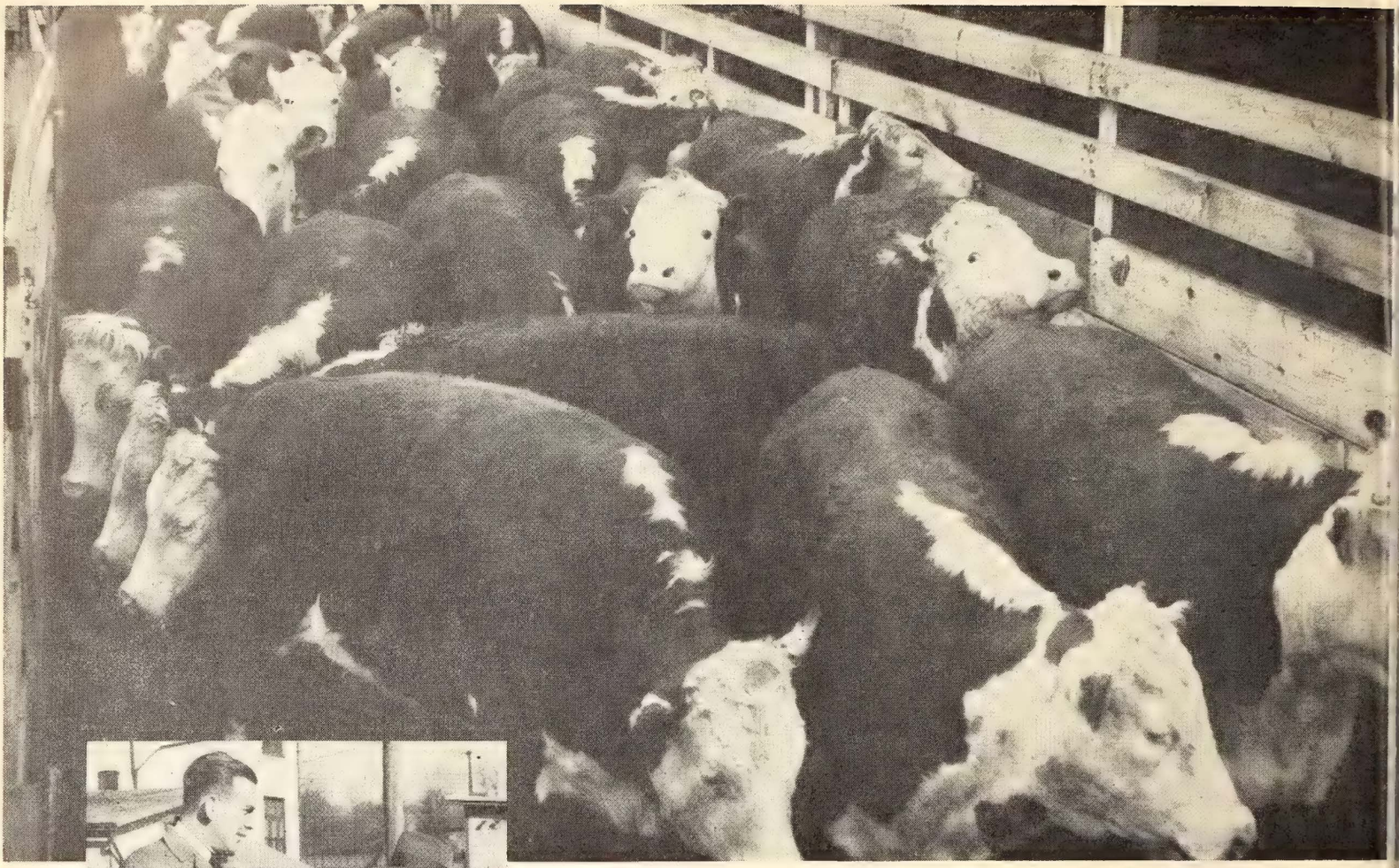
WKMH

5000 WATTS DAYS

1000 WATTS NIGHTS

Call your* HEADLEY-REED *Representative

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.





To serve well its many thousands of viewers, WGAL-TV's cameras reflect every facet of their daily lives. Throughout the year, on its weekly "Television Farmer," these important activities — animal raising, judging and trading — among others are shown. Programs are developed in cooperation with 19 County 4H Clubs, Pennsylvania State Farm Show, Lancaster Livestock Exchange and Union Stockyards.

Beef is big Business!

One of the most picturesque and important business and agricultural activities in the entire East is located in Lancaster — the Union Stockyards, "The Largest Stockyards in the East." A grand total of 471,848 head of all classes of livestock were handled there during the past year. This is an increase of 4.8% over the preceding year — highly significant because business at most of the public stockyards elsewhere in the country showed a decrease during 1951. Beef is big business in Lancaster, Pennsylvania — highly significant because the growth and increasing prosperity of this activity characterize the many other big industries located in this area. The broad mid-Pennsylvania section covered by WGAL-TV is outstanding in the nation for its stability, growth and prosperity.

WGAL-TV LANCASTER PENNSYLVANIA

A Steinman Station

Clair R. McCollough, *President*

WGAL AM TV FM

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



at deadline

CLOSED CIRCUIT

THERE'S GOOD reason for ANA's current lack of concern over radio rates (see page 23), judging by advertisers' private view. Reason: No rate problem exists at this time in broadcast buying so ANA's Radio-TV Steering Committee, instigator of famed TV-impact reports, is relatively quiescent.

SOME top-level ANA sources concede privately that association made mistakes in concocting 1950-51 attacks on broadcast medium and doesn't want to be caught again with its statistics down. Many big buyers first enamored of TV are going back to radio's fireside because of continued low-cost mass appeal. One leading advertiser has cut cost-per-male-motorist-reached by radio in half within last few years.

FUTURE DUTIES of Howard S. Meighan, who moved from president of CBS Radio to general vice president CBS (parent corporation), will be determined upon his return next month from first vacation in couple of years, and probably will be top level sales and promotion. Switch, wherein Adrian Murphy, president of CBS Laboratories Division, moved into Meighan radio spot, understood based on top brass conclusion it would bring better coordination and direction of radio and at same time bolster top-level policy on "twentieth floor."

NOMINATED FOR chairmanship of Broadcast Advertising Bureau is Charles C. Caley, president and general manager of WMBD Peoria and one of moving spirits in formation of BAB. Now chairman of Finance Committee, he's expected to succeed Edgar Kobak, who served one full year term and accepted another half year with understanding his successor would be named at scheduled March 30 board meeting. Mr. Kobak, it's expected, will be asked to accept chairmanship of new executive committee for temporary tenure.

WITHIN NEXT fortnight or so name of Thomas S. Lee Enterprises will become General Teleradio Inc. Parent company will hold 58% of Mutual Broadcasting System, which will become Mutual Division, along with Don Lee, Yankee and WOR Divisions.

IS EDGAR KOBAK, ex-network executive and now in overall consulting work, going to accept presidency of Advertising Research Foundation, recently revived under aegis of AAAA and ANA? It's learned he's been importuned to take post on parttime basis so as not to conflict with his various consultancies in radio, TV, advertising and research.

SHORTLY to be announced will be acquisition by WLEX Lexington, Ky., of WKLX, same city, from E. F. Prichard family for $85,000. Upon FCC approval, plan is for WLEX, operating on 1340 kc with 250 w, to fold, with call letters transferred to WKLX, regional

(Continued on page 6)

FLANAGAN TO RETURN TO NARTSR POST

THOMAS F. FLANAGAN on April 1 will return to National Assn. of Radio & Television Station Representatives, again taking up post of managing director which he resigned two years ago because of ill health. In announcing Mr. Flanagan's resumption of NARTSR duties, Joseph J. Weed, president of association, said that he has now completely recovered.

First managing director of NARTSR, Mr. Flanagan came to that post from chairmanship of Associated Tobacco Mfrs., which he assumed in 1943 when he was president of Penn Tobacco Co., large user of spot radio for its Kentucky Club tobacco. Mr. Flanagan left Penn in 1945 when it was sold to Bloch Bros. Tobacco Co.

During his term with NARTSR, Mr. Flanagan directed compilation and distribution of *Spot Radio Estimator*. New edition of this rapid reference book is now in preparation, Mr. Weed said. Also under Mr. Flanagan's management, NARTSR began its clinics on spot radio and spot television.

Upcoming on NARTSR agenda is launching of new presentation on spot broadcasting which Mr. Flanagan will shortly present to advertising press, preceding showings to advertiser and agency groups. This presentation was prepared under direction of Murray Grabhorn, who became managing director of NARTSR last summer after leaving ABC and remained with association until March 15 when he resigned to join Edward Petry & Co. [B•T, March 3].

JOHNSON ASKS SENATE GROUP TO GIVE FCC FUNDS FOR TV

THERE is TV emergency in nation that must be resolved when once freeze is lifted, Sen. Ed C. Johnson, chairman, Senate Interstate & Foreign Commerce Committee, said in effect Friday when making his plea before Senate Ap-

(Continued on page 94)

BUSINESS BRIEFLY

PAINT CAMPAIGN ● Sapolin Paints Inc., N. Y. (Fashion Color Odorless paints), launching radio and TV spot campaign beginning on New York metropolitan stations latter part of April, for 13-week spring advertising program. Twenty-second film spots will be used on two major TV network outlets, with radio spots on two independent AM stations. Expansion is indicated, probably on national scale, depending on success of local campaign. Since Sapolin advertising is largely seasonal, another 13-week campaign is contemplated for fall. Agency: Hicks & Greist, N. Y.

PARKER NAMES CHARTOC ● Parker Pharmaceutical Corp., Chicago, has named Shepard Chartoc Agency same city, to handle advertising for its Nitocin smoking deterrent, Foot Aids and line of ethical products. Nitocin is being spotted in test campaign and regular schedules in numerous markets, starting with 16 stations. Five other stations expected to be added every two weeks.

WALGREEN BUYS BASEBALL ● Walgreen Co. of Chicago has signed for periods preceding and following all Chicago White Sox and Cubs home games on WGN-TV during 1952 season. Agency: Schwimmer & Scott, Chicago.

SPOT CAMPAIGN ● New York State Dept. of Commerce considering annual TV spot announcement campaign in New York, New England and adjacent areas starting about April 1 for 13 weeks to promote vacation guide to N. Y. Station list will total 20 to 25. Agency: BBDO, N. Y.

SUMMER CAMPAIGN ● Eskimo Pie, through Buchanan & Co., N. Y., considering radio availabilities for annual spring and

(Continued on page 94)

James McConnell Resigning from NBC

FURTHER EXECUTIVE realignment at NBC indicated Friday with disclosure that James V. McConnell, director of National Spot Sales, is resigning effective March 31 after 21 years with network.

He did not announce future plans, but it was understood he will join sales representation firm in high-level capacity. Nor was there any indication as to who would be designated to succeed him.

Meanwhile reports—untraceable, and many of them conflicting—circulated almost madly, speculating on possible impending changes in upper echelons as high, in some cases, as presidencies of RCA and NBC. In more definite category was report that Administrative Vice President Victor T. Norton would shortly, perhaps this week, announce long-speculated resignation.

Executive-level changes already in progress at NBC included generally acknowledged but not officially announced plans for Harry Bannister, WWJ Detroit, who joins network April 14, to move into top spot in station relations department and for Carleton D. Smith, now station relations vice president, to move into responsible executive post in Owned and Operated Stations Dept. under Vice President James M. Gaines [B•T, March 17].

Mr. McConnell joined NBC in early 1931 as network salesman after several years with General Outdoor Adv., Campbell-Ewald Co., BBDO, Hays MacFarland Agency and Hearst "quality group" magazines. He was named eastern zone manager of NBC's local service bureau in 1932, and when bureau was discontinued in 1934 he was appointed assistant sales manager, eastern district. Three months later he was named executive assistant to vice president in charge of sales, and in July 1939 became manager of then new National Spot and Local Sales Division. Under various titles he has been in charge of National Spot Sales since that time.

for more AT DEADLINE turn page



at deadline

NBC GETS TEN-YEAR RIGHTS TO 'LIFE OF RILEY' SHOW

TEN-YEAR lease covering all rights for *Life of Riley* program reported by NBC authorities Friday. Lease was negotiated with Irving Brecher.

Network plans to use property as comedy show vehicle for William Bendix on television and probably radio. Video version will be live, except when Mr. Bendix's motion picture assignments in Hollywood require use of film and then laughs to be dubbed in to heighten comedy format. It is estimated that about 60% of TV programs will originate live.

Mr. Brecher, who was writer-producer-director of Universal-International's "Life of Riley," 1949 film which preceded broadcast versions, has in effect bowed out of production work on his property by granting ten-year lease. Only movie rights outstanding are those for original production and it was understood that NBC will have complete authority over title and characterization. Deal was handled for Mr. Brecher through William Morris Agency, with Tom MacAvity, director of talent and program procurement, representing NBC.

Mr. Bendix appeared as Riley on NBC radio for several years under Procter & Gamble sponsorship, and a TV version, starring Jackie Gleason, was tried unsuccessfully.

STANDARD TURNS DOWN MERGER PROPOSALS

STANDARD AUDIT & Measurement Services Inc. has rejected proposals of A. C. Nielsen Co. for merger of the two research organizations, Standard announced late Friday. Proposals, Standard said, stemmed from fear that industry confusion would result if Nielsen made one coverage study for NBC while Standard made another for its subscribers (which include CBS Radio).

Kenneth Baker, Standard president, commented that after years of effort the broadcasting industry "arrived at some agreement on a uniform method of measuring coverage . . . developed with the aid of broadcasting's customers and approved and widely used by them." Standard's offer to "continue these earlier industry efforts to produce a uniform measurement . . . has received wide and varied support from independent stations and from stations affiliated with each of the networks . . . We have a clear directive to go forward with our earlier plans." He said merger talks had "not interfered in any way" with Standard's survey, results of which are slated for publication this fall.

TWO NEW SPONSORS

TWO new participating sponsors for NBC radio "Minute Man" programs announced Friday by Co-op Programs Manager Lud Simmel. International Shoe Co. (Poll Parrot Trim Tred Shoes) sponsoring third quarter-hour of *Howdy Doody* (Sat., 8:30-9:30 a.m.), on 67 stations starting last Saturday, through Henri, Hurst & McDonald, Chicago. Fred Fear & Co. (Chick-Chick and Presto Egg colorings) buying two one-minute announcements on *Howdy Doody* on 19 stations for March 29 and April 5, and three one-minute announcements on *Kate Smith Show* (Mon. through Fri., 12:15-12:45 p.m.) on 19 other stations for April 6, April 7, 9, and 11. Fred Fear Agency: Hilton & Riggio, N. Y.

In this Issue—

National advertisers are clamoring for better media research. Plans for new examinations of radio, television and other media by the revived Advertising Research Foundation dominate the annual ANA convention. *Page 23.*

The materials scarcity is easing, if indeed any scarcity ever existed. It looks now as though broadcasters who get TV stations after the freeze is thawed won't have any serious trouble finding the materials to build them. *Page 27.*

CBS net income in 1951 was $6.3 million, a 50% gain over income in 1950. Acquisition of Hytron manufacturing facilities accounts for much of the increase. *Page 26.*

If ABC is to give CBS and NBC a competitive run for their money, it must have bigger capital. And the only way it can get it is through the merger with United Paramount Theatres which the FCC must approve. That's the essence of ABC President Kintner's testimony. *Page 61.*

House votes $2 million cut in FCC's budget request, but Sen. Ed Johnson hopes to rouse Senate support to restore the appropriation. For TV station applicants, the drastic budget cut could mean delays in doling out new stations. *Page 29.*

"Side" meetings could steal some of the show from the NARTB convention. Here's a report of the non-NARTB assemblies to be held in connection with the main event. *Page 25.*

VHF antenna height will be limited to 1,000 feet in the northeastern states. Commission adoption of that provision was the break in what was becoming a log jam. But not all is peaceful in the FCC. Comr. Jones has already begun to write his dissent to the TV allocations, it's said. *Page 62.*

One of the purposes of the government anti-trust suit against the International Boxing Clubs (or "Octopus Inc." as the celebrated sports writer, Red Smith, calls it) is to restore free competition in broadcasting of top bouts. *Page 61.*

Don Nathanson, ad manager of Toni Co., urges television to quit following radio discount structures that favor big budget advertisers to the detriment of those with less to spend. *Page 64.*

A Republican Senator tees off on Wayne Coy (a Democrat) for quitting the FCC to take a $50,000 a year job with Time Inc. *Page 34.*

Upcoming

Mar. 24: Chesapeake Chapter, AAAA, Sheraton Belvedere Hotel, Baltimore.

Mar. 24-27: Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.

Mar. 26: Senate Interstate & Foreign Commerce Committee, executive session, to consider S 2444, a bill to bar liquor advertising on radio-TV, Washington.

Mar. 30-April 2: NARTB 30th annual convention, Conrad Hilton Hotel, Chicago.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

on 1300 kc, 1 kw. Purchasers are J. I (Doug) Gay Jr. and H. Guthrie Bell, busines manager and secretary-treasurer of WLE Prichard Jr., former New Deal official, becam involved in Kentucky election situation sever years ago. Blackburn-Hamilton handlin transaction.

QUESTION is raised over legality of Voi of America ship *Courier*, commissioned wit fanfare by President Truman and State Dep March 4. Would operation of vessel viola Atlantic City Telecommunications Treat which specifies international wavelengths Department authorities say it wouldn't, th project was legally cleared. It's learned th neither FCC nor congressional committe were consulted on policy question.

VIC RATNER, who has resigned as public rel tions vice president of Macy's, may becon identified once again with CBS, but as fr lancer. On two occasions with CBS in charg of advertising and sales promotion, Mr. Ra ner has hung out his consultancy shingle a has discussed with President Frank Stant possibility of special assignments on clie basis. He has several other accounts lined u it's understood. (See story page 26).

VOLUNTARY worker and consultant to R publican National Committee on radio-TV ma ters is Frank E. Mullen, former executive vi president of NBC, now residing in Los Angel where he has business interests and is engag in radio-TV consultancy.

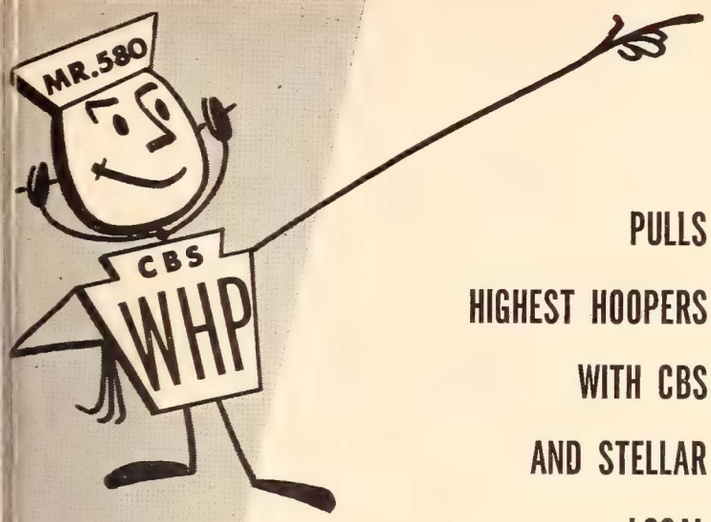
ELLIOTT ROOSEVELT, second son of F. D. I may find his radio-TV haven in Cuba, accordi to press reports. Close friend of Col. Fu gencio Batista, who took over government coup d'etat a fortnight ago, he's there n presumably negotiating for acquisition Union Radio, operating second largest netwo on island. His backing may be Batista hi self, reputedly very wealthy, and Bror Dal berg, Celotex tycoon. Elliott also has a nounced plans to seek TV in Miami and oth places.

AFFILIATES Committee session on Monda March 31, at NARTB convention in Chicago determine future course will, among oth things, consider overall research rating proje to stem tide of network adjustments. At mee ing of committee in New York on March 10-1 it's learned, Albert E. Sindlinger, Rad developer, made presentation for over project.

ENGLISH influence due to hit NBC progra ming in near future. Charles (Bud) Bar network program vice president, is negotiati with manager of Paladium in London a Harry Alan Towers for radio show featuri comics from Paladium, famous English vau ville house, plus mystery series starring Jam Mason and his wife, in addition to already a nounced *Scarlet Pimpernel.*

IT'S OPEN SECRET that Sen. Ed Johns (D-Col.), chairman of Senate Interstate Foreign Commerce Committee, wrote let last week to FCC Chairman Paul A. Walk asking for Commission's thinking on marria of AM applicants for TV grants [CLOS CIRCUIT, March 10]. Chairman Walker's re was understood to be sympathetic but son what less than a complete affirmative to su amalgamations.

for more AT DEADLINE see page 94



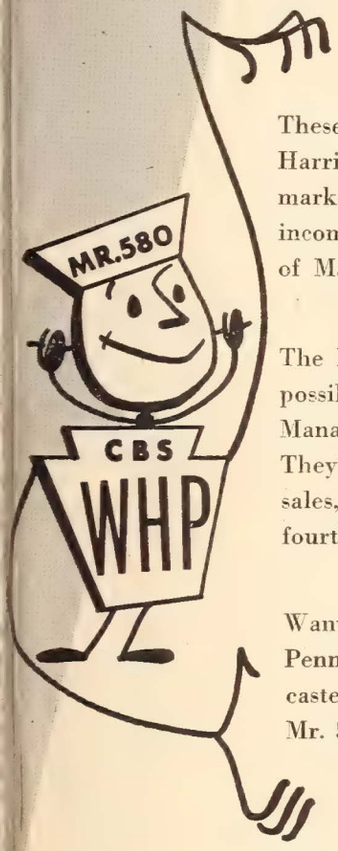
WINS FRIENDS AND INFLUENCES PEOPLE BY THE THOUSANDS

PULLS HIGHEST HOOPERS WITH CBS AND STELLAR LOCAL PROGRAMMING

These are the most valuable kinds of friends . . . the long-time friends gathered during a quarter century. W H P gives these folks the local programming that gets to the heart of the community. And that sterling CBS stuff.

Result? When Mr. 580 talks, people listen—by more thousands now than ever before since W H P has 5000 busy watts on 580. Hooper says so . . . more listeners who listen more.





These citizens are solid and solvent. Harrisburg leads all major Pennsylvania markets in income per family ($6,135), income per capita ($1,916) and Quality of Market Index (148).

The home towners tote up 7 out of a possible 9 "Superior Points" in Sales Management's recent city rankings study. They're second in the nation in drug sales, sixth in general merchandise and fourth in retail sales.

Want the thriftiest buy in South Central Pennsylvania? Want York and Lancaster and Lebanon, too? Bolling knows Mr. 580 intimately. So can you.

COVERS PENNSYLVANIA'S TOP-QUALITY MARKET



HARRISBURG, PA.

KEY STATION OF THE KEYSTONE STATE

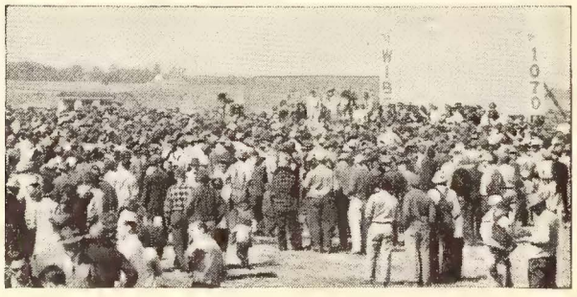
5000 W 580 KC

REPRESENTED BY **BOLLING**

Here's PROOF of pulling power:



WIBC—promoted corn picking contest pulls 35,000!



Here's part of the crowd that turned out for the Indiana Mechanical Corn Picking Contest which WIBC conducted at Rushville on October 13th . . . 35,000 people, representing all of Indiana's 92 counties and every adjoining state!

Representatives of every major farm equipment manufacturer were there, too. Said one: "We talked to more prospects in one day than we usually do during a ten-day fair. Sold more merchandise, too!"

Here again is proof that Indiana's *first* and *only* 50 KW radio station enjoys top place in the affections of the 1,077,356 radio families in its 0.5 MV contour area, a loyalty won through intelligent programing and a friendly interest in farm affairs.

That's why one minute announcement at 6 A.M. (Nov. 13, 1951) drew 915 pieces of mail for one advertiser. That's why WIBC can help you, too. See your John Blair man immediately!

JOHN BLAIR & CO.
National Representatives

WIBC 1070 KC
The Friendly Voice of Indiana

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana

BROADCASTING
TELECASTING
*

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WASHINGTON HEADQUARTERS

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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.

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.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

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

* Reg. U. S. Patent Office

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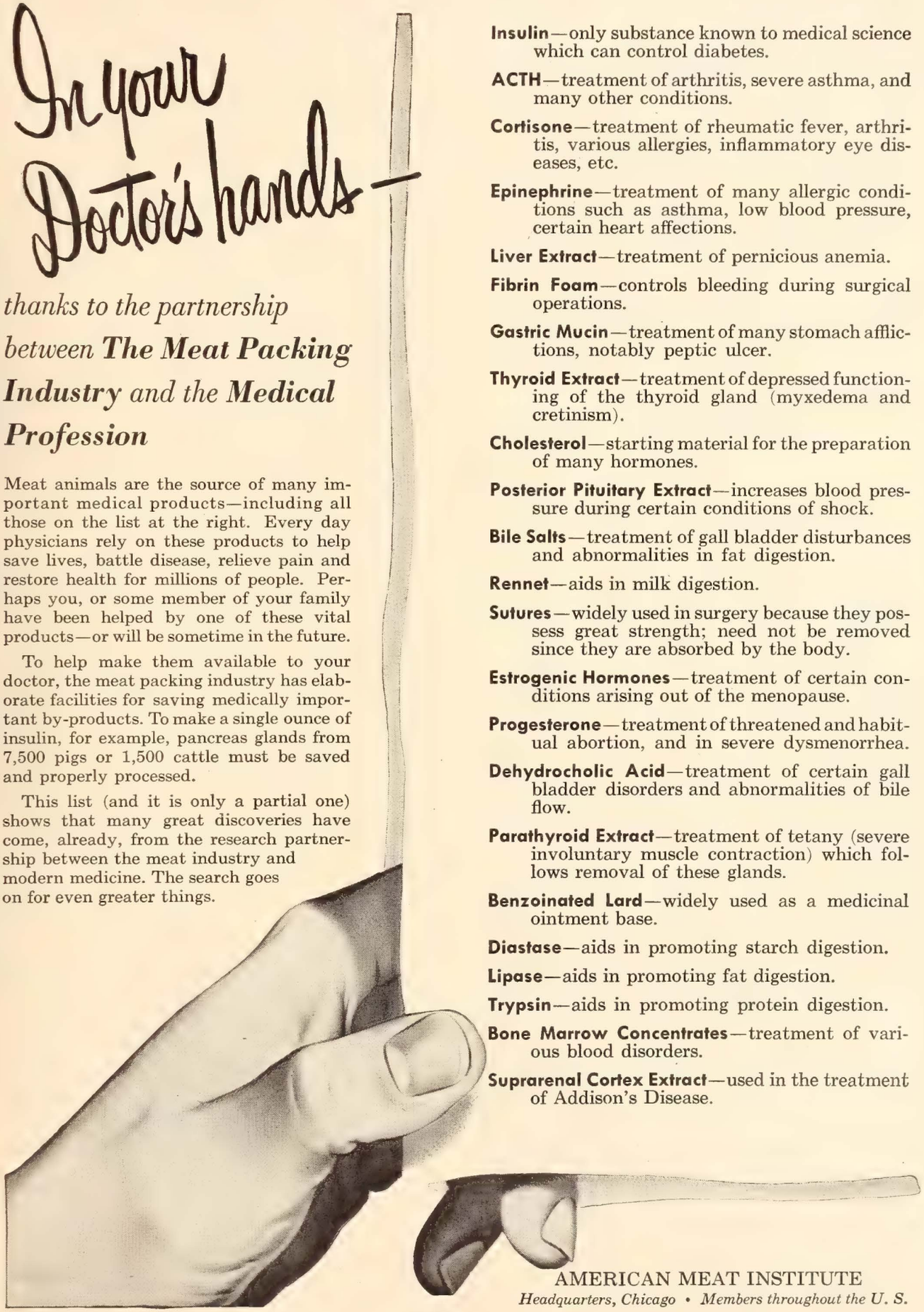
In your Doctor's hands—

thanks to the partnership between ***The Meat Packing Industry*** *and the* ***Medical Profession***

Meat animals are the source of many important medical products—including all those on the list at the right. Every day physicians rely on these products to help save lives, battle disease, relieve pain and restore health for millions of people. Perhaps you, or some member of your family have been helped by one of these vital products—or will be sometime in the future.

To help make them available to your doctor, the meat packing industry has elaborate facilities for saving medically important by-products. To make a single ounce of insulin, for example, pancreas glands from 7,500 pigs or 1,500 cattle must be saved and properly processed.

This list (and it is only a partial one) shows that many great discoveries have come, already, from the research partnership between the meat industry and modern medicine. The search goes on for even greater things.



Insulin—only substance known to medical science which can control diabetes.

ACTH—treatment of arthritis, severe asthma, and many other conditions.

Cortisone—treatment of rheumatic fever, arthritis, various allergies, inflammatory eye diseases, etc.

Epinephrine—treatment of many allergic conditions such as asthma, low blood pressure, certain heart affections.

Liver Extract—treatment of pernicious anemia.

Fibrin Foam—controls bleeding during surgical operations.

Gastric Mucin—treatment of many stomach afflictions, notably peptic ulcer.

Thyroid Extract—treatment of depressed functioning of the thyroid gland (myxedema and cretinism).

Cholesterol—starting material for the preparation of many hormones.

Posterior Pituitary Extract—increases blood pressure during certain conditions of shock.

Bile Salts—treatment of gall bladder disturbances and abnormalities in fat digestion.

Rennet—aids in milk digestion.

Sutures—widely used in surgery because they possess great strength; need not be removed since they are absorbed by the body.

Estrogenic Hormones—treatment of certain conditions arising out of the menopause.

Progesterone—treatment of threatened and habitual abortion, and in severe dysmenorrhea.

Dehydrocholic Acid—treatment of certain gall bladder disorders and abnormalities of bile flow.

Parathyroid Extract—treatment of tetany (severe involuntary muscle contraction) which follows removal of these glands.

Benzoinated Lard—widely used as a medicinal ointment base.

Diastase—aids in promoting starch digestion.

Lipase—aids in promoting fat digestion.

Trypsin—aids in promoting protein digestion.

Bone Marrow Concentrates—treatment of various blood disorders.

Suprarenal Cortex Extract—used in the treatment of Addison's Disease.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.



HERE'S TOLEDO ON A SILVER PLATTER!

DELIVERED BY "SPEEDY", THE PIONEER

A BILLION DOLLAR BUYING POTENTIAL—sold on radio. And radio in this rich Toledo and Northwestern Ohio market means WSPD, the Pioneer. For 31 years WSPD has SOLD every conceivable product for national and local accounts while providing entertainment of highest quality to its listeners. The Three Million people in the WSPD coverage area make dialing to 1370 a habit—and they trust WSPD implicitly. Buy now where the people listen—sell this rich market with the station that pioneered—phone KATZ or Tom Harker for information and availabilities. Your answer to lagging sales is "SPEEDY"—on WSPD, Toledo.

WSPD AM-TV

Represented Nationally by KATZ

agency

JOHN D. UPTON, vice president in charge of New York service, N. W Ayer & Son, and JAMES M. WALLACE, vice president in charge c creative production board, headquartered in Phila., elected to agency board of directors.

AUGUST A. NELSON appointed senior executive in charge of America Assn. of Adv. Agencies membership, eithics and counc and chapter activities with headquarters in N. Y.



Mr. Nelson

ALAN L. GRAHAM, L. W. Ramsey Co., Chicago, t Fuller & Smith & Ross, same city, as associate accou executive.

ROBERT SMITH, Prentice-Hall, N. Y., to writing staf Morey, Humn & Johnstone, that city.

JOHN WIELAND, manager of advertising and sale promotion for Standard Oil Co. of Ohio, to Leo Burne Co., Chicago, as vice president supervising Pure O account.

LEICESTER H. SHERRILL, vice president, BBDO, N. Y., to Ted Bat & Co., that city, as executive on Standard Brands account.

on all accounts

HAVING chalked up some 30-odd years in and out of the broadcasting business, John Andrew Potter, West Coast radio-television director of Calkins & Holden, Carlock, McClinton & Smith, Los Angeles, believes that "radio, undergoing a great change, is more alive than ever."

Although he does not clarify what that "great change" might be, Mr. Potter feels both radio and TV provide the greatest direct selling opportunity there is because they get into the home to demonstrate and "plug" merchandise sold.

Mr. Potter also believes the day of high budgeted radio shows is over.

"Sponsors who a couple years ago spent $15,000 to $25,000 per week for talent on their network shows now demand low-cost packages that can deliver a good mass audience," he notes.

Those sponsors are either adding the saved money to their expensive TV programming or are spreading it between the two mediums, he declares.

Mr. Potter points to the daily ABC radio *Jack Berch Show*, sponsored by agency client Prudential Insurance Co., as a medium-priced package with a large mass audience and very low cost-per-1,000 listeners. The multi-weekly AB *John Conte Show* for Stokely-Va Camp is another example, he say

Mr. Potter considers himself pioneer's pioneer in radio. He w a ham operator in 1920. The fo lowing year however, when only years old, he had his own comme cial station, WBAB Syracus under Dept. of Commerce sanctio

He sold time to local merchan and instead of cash, he got pa in tools, groceries, merchandise anything else thought the Pott family might use.



Mr. POTTER

For programmin he put local mini ters on the ai rounded up dan bands, played re ords, built his ow dramatic and varie shows with amate talent, read dai newspapers an broadcast the fir symphony in th city.

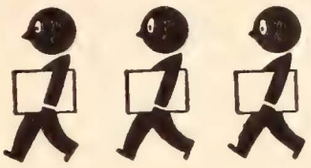
Young Mr. Pott operated WBAB f two years, then ga it "for free" to high school pal wh the Potters moved California in 1923.

A native of North Adams, Mas he received early education in Syr cuse and later attended the U. California at Berkeley, majorin in electrical engineering and bu ness administration.

Working his way through colle

(Continued on page 82)

beat



GARRIT A. LYDECKER, vice president, Biow Co., N. Y., to Hewitt, Ogilvy, Benson & Mather, that city, in same capacity.

ROBERT L. LAHUE joins W. S. Roberts Inc. Phila., as director of production and media.

KENNETH L. BROWN appointed copy chief in advertising department of Wyeth Inc., Phila.

WILLIAM G. MICKLEY, promotion manager of Pierce-Phelps Co., Phila., joins creative staff of Beaumont, Heller & Sperling, Reading, Pa.

STANLEY RESOR, president of J. Walter Thompson Co., N. Y., elected director of Scott Paper Co., Chester, Pa.

ROY A. MEREDITH, MacManus, John & Adams Inc., N. Y., named director of radio and television department. **H. G. FOWNES Jr.** promoted to post of director of radio and television production, with headquarters in N. Y.



Mr. Meredith

WILLIAM ESTY & Co., N. Y., has reopened Hollywood office to service its television shows, with **ARNOLD WESTER**, formerly with Metro-Goldwyn-Mayer Studios, in charge.

DEAN LaPOINT, Bowman & Block, N. Y., named manager-account executive of Vance Shelhamer Adv., Seattle.

W. HENLEY HUNT, vice president, Advertising Engineers, L. A. assumes presidency of his own agency, W. H. Hunt & Assoc., 6399 Wilshire Blvd., L. A. **RAYMOND J. CARPENTER**, former partner of Mail-Ad Co., named new agency's vice president.

RAYMOND C. KARSTED, director of media and market research with Glenn, Jordon, Stoetzel Inc., Chicago, to Henri, Hurst & McDonald that city. **ERIC AJELLO** joins latter agency's radio-TV department as writer-producer.

E. M. HALVORSEN, advertising and marketing instructor U. of Nebraska, and **ROBERT DENIS**, assistant advertising manager, Montgomery, Ward & Co., Denver, form Halvorsen-Denis Adv., 1135 Pearl St., Boulder, Col.

RICARD VON KLEIST, United Press correspondent, Lynchburg, Va., to Hixson & Jorgensen, L. A., as editor of *Richfield Eagle*, Richfield Oil Co. employe magazine.

HAL DAVIS, vice president in charge of promotion and publicity, Kenyon & Eckhardt, N. Y., and **DONALD C. MILLER**, vice president in charge of agency's Detroit office, elected members of board of directors.



Mr. Miller



Mr. Davis

ROBERT B. OWENS Jr., Young & Rubicam, N. Y., to Lennen & Mitchell, that city, as vice president-account executive.

FRANK F. B. HOUSTON, account executive, Abbott Kimball Co., L. A., transferred to San Francisco office.

JERRY SMITH, account executive, West-Marquis Inc., Long Beach, Calif., transferred to Los Angeles office.

MORT SIMON appointed general counsel for League of Advertising Agencies, group of 40 agencies in New York.

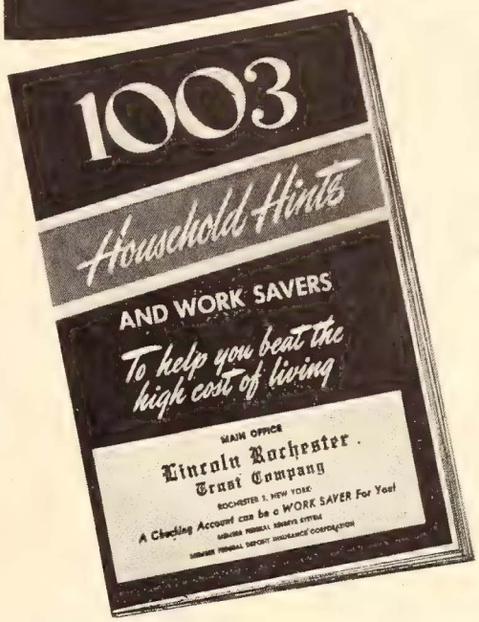
ED TRAHAN returns to Clark & Richerd, Detroit, as director of TV and public relations after one year absence.

EDWARD E. GARON Jr., sales promotion manager with Montgomery, Ward & Co., to Aubrey, Finley, Marley & Hodgson, Chicago. Other additions to agency staff include **WILLIAM WALLACE, JEAN MOORE** and **GEORGE RESEK.**

RAYMOND A. SHOLL & Co., Phila., moves to larger quarters in Land Title Bldg. Phone is Rittenhouse 6-2839.

NAN M. COLLINS Adv., Phila., relocates in Commercial Trust Bldg., that city.

3,200 a minute...





AL SISSON

That's *RADIO'S* Record on this Booklet Offer!

The facts of this case history are so astounding that they'll speak for themselves in the simplest telling:

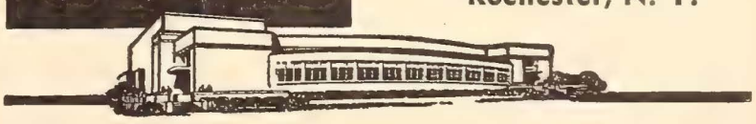
The Lincoln Rochester Trust Company, each weekday at 7:30 in the morning, presents a chatty, homespun commentary by Al Sisson. On February 4, 5 and 6 Al devoted approximately 2½ minutes of his program to offering a free booklet entitled, "1003 Household Hints." Listeners could get it only by *calling in person* at any one of the bank's offices.

The bank had a supply of 25,000 booklets. After the third broadcast, 24,000 people had called for their copies and all further mention of the offer had to be cancelled!

Simple proof, isn't it, that RADIO's ability to reach people and sell people remains unchallenged? Of course, it must be added that the station was WHAM—which has more listeners—99.3% of the time—in 16 Western New York counties, than any other radio station!

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.



Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

KLZ—30 YEARS OF SERVICE



DR. FLORENCE SABIN
Denver, Colorado
Woman of the Year for Science

"KLZ has done wonders in health education."

Dr. Florence Sabin, vice-chairman, Board of Health and Hospitals, Denver, says "KLZ has done wonders in health education."

Nationally-known Dr. Sabin—named "Woman of the Year for Science" in 1951 by the Associated Press and winner of the 1951 Lasker Award—is one of many noted Colorado leaders who have praized KLZ's approach to community problems through painstaking public service programming.

KLZ

5000 WATTS—560 KC
CBS RADIO

DENVER'S NO. 1 STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

new business



Spot • • •

HANSEN BAKING Co., Seattle, and JORDAN BAKING Co., Tacom using 504 announcements on KIRO, KOMO, KJR and KVI Seattl KMO and KTAC Tacoma, KXRO Aberdeen, all Wash., plus 6 announcements on KING-TV Seattle to promote Sunbeam, new bran name. Agency: Elliot, Goetz & Boone, S. F.

SWIFT & Co., Chicago, for Vigoro using TV spots and participa tions in Seattle, Houston, New Orleans, Salt Lake City, Cleveland an Chicago for from two to 13 weeks. Spot radio being used in Housto and may be expanded. Agency: J. Walter Thompson Co., Chicago.

CALIFORNIA INTERNATIONAL FLOWER SHOW, Inglewood, Calif starts concentrated spot announcement campaign in Los Angeles area o 24 radio and seven TV stations. Agency: Smalley, Levitt & Smith, L. A

DEPREE Co., Holland, Mich., buying three shows on WENR-T Chicago for its Nullo Deodorant tablets. Market may be added afte 26-week sponsorship of *Dangerous Assignment*, Tues. 10-10:30 p.m *Austin Kiplinger and the News*, Mon.-Wed.-Fri. 11-11:10 p.m., and weather forecast, Mon. 6:10-6:20 p.m. Agency: Dancer-Fitzgerald-Sam ple, Chicago.

JULIUS KAYSER & Co., Sherbrooke, Que. (women's wear), has starte spot campaign on number of stations across Canada. Agency: Canadia Adv. Agency, Montreal.

L. E. SHAW Ltd., Halifax (tile products), has started five minute humo ous commentary thrice weekly on four Canadian Atlantic coast station Agency: Imperial Adv., Halifax.

Network • • •

MILES LABS., Elkhart, Ind., renews *News of the World*, 6:30-6:45 p.m and *One Man's Family*, 6:45-7 p.m., both five days weekly on NB effective March 31 for 52 weeks. Agency: Geoffery Wade Adv., Chicag

ELECTRIC AUTO-LITE Co., Toledo, Ohio, to sponsor preview teleca of New York's Auto Show on CBS-TV April 1 in place of regula *Suspense*. Show will originate from Waldorf-Astoria Hotel, 9:30-10 p.m Agency: Cecil & Presbrey, N. Y.

GENERAL MILLS expanding sponsorship of Fri. installment of *Bri and Groom*, CBS-TV, Mon. through Fri., 10:30-10:45 a.m., from 15 mi utes to half hour with HUDSON PULP and PAPER Co. sponsorin Thurs. Agencies for General Mills: Dancer-Fitzgerald-Sample, N. and Knox Reeves Adv., Minneapolis.

SHINOLA DIVISION of Best Foods Inc. (Shinola and Rit), sponsorin *News Summary*, featuring Larry LeSueur on CBS Radio, Sun. 5:55-6 p.m effective yesterday (March 23). Agency: Earle Ludgin & Co., Chicag

Agency Appointments • • •

DICK KNOX PRODUCTIONS, Capistrano Beach, Calif. (ceramic dinne ware and artware), appoints Walter McCreery Inc., Beverly Hills. Rad and TV will be used.

THORTON FULLER Co., Phila., and STAPLEX Co., Brooklyn, N. appoint Hopson Adv., Phila.

POPULAR HOME FURNITURE STORES, L. A., appoints Kent Goo man Adv. Hollywood. TV is being used.

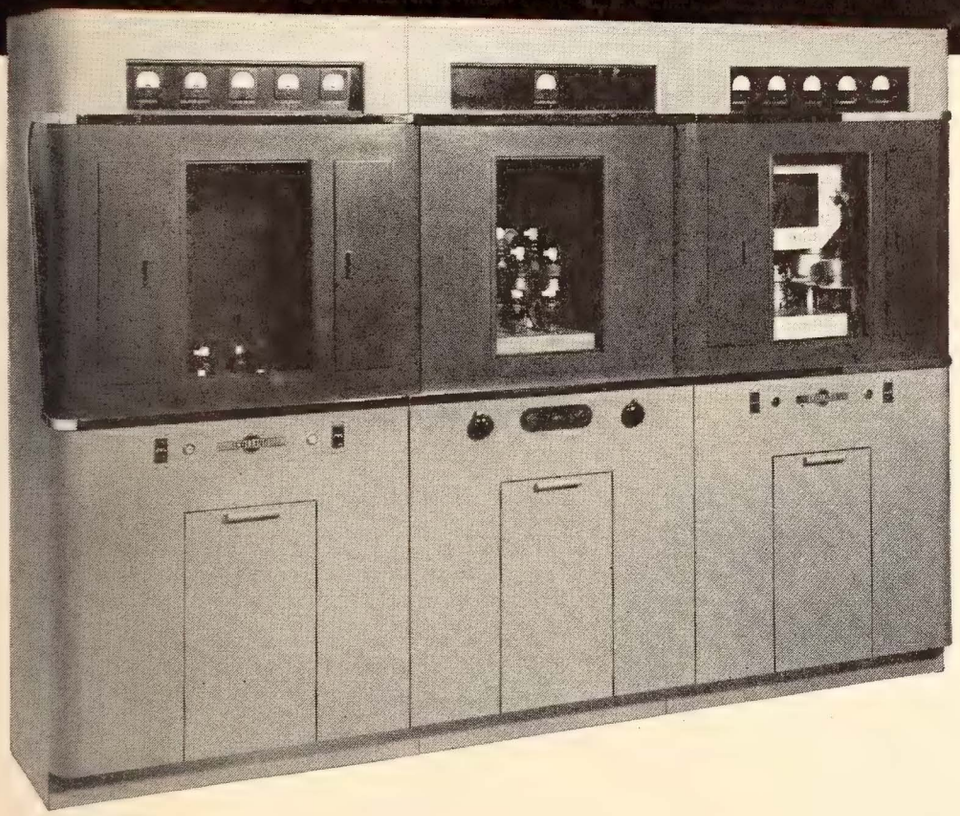
CHESTNUT FARMS-CHEVY CHASE DAIRIES, Washington, D. subsidiary of National Dairy Products Corp., appoints N. W. Ayer & So Phila.

CONSUMERS & DISTRIBUTORS INSURANCE EXCHANGE, L. (hospital plan and general insurance), and SILENT MAID PRODUCT Co., L. A. (garbage disposals), appoint Alvin Wilder Adv., that cit Former is using radio, latter TV.

DE HERIOT Inc., Hollywood (perfumes and Breathtakers, oral deodora

(Continued on page 78)

NEW COLLINS 21E 5 KW BROADCAST TRANSMITTER



- Operating economy.
- Simplified circuits.
- Simplified frequency control — low temperature coefficient crystals (no oven required).
- Single external unit — open, dry type transformer.
- Built-in modulation peak limiting.
- Full visibility of all tubes.
- Complete accessibility.

THE NEW Collins 21E 5 kw broadcast transmitter is the completing unit to the great new line of advanced design Collins broadcast transmitters. Smart, modern styling is combined with up-to-the-minute engineering in the handsome, thoroughly dependable 21E.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier driver stages through use of the recently developed high gain, long lived tetrodes. Employment of these efficient tubes also permits the use of low drain, low cost, receiver type tubes in the amplifier stages. Frequency control is by means of the new plug-in, super stability, low temperature coefficient crystals, which eliminate the need for crystal ovens.

Peak limiting automatically clips audio peaks at approximately 1 db above 100% modulation.

For 10 kw operation, the 5 kw 21E may be transformed into a 10 kw 21M. Any specified carrier frequency from 540 to 1600 kc is available.

SEE THE NEW COLLINS 21E AT THE NARTB CONVENTION

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18

1937 Irving Blvd.
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

open mike



EDITOR:

. . . I read with great interest the editorial [March 17] on irresponsible promotions.

Long ago a journalism professor of mine . . . stressed strongly to us the necessity of intestinal fortitude and integrity on the part of a [publication] in keeping advertising and editorial activities unrelated. You have them.

. . . Wherever the station mentioned is located, the public and the broadcasters there will undoubtedly treat the situation to the long-haul benefit of the listener and the sponsor who make all of our businesses possible . . .

Paul R. Fry
President
KBON Omaha,
KOLN Lincoln, Neb.

* * *

Giving and Receiving

EDITOR:

I was quite interested to read the "Feature of the Week" story in your issue of March 10 relative to the "noncommercial contracts" and invoices made out by WCTC New Brunswick, N. J., and sent with a "paid-up" statement to their many public service clients. This implies the idea of a great obligation due to the station on the part of each public service broadcaster. While I appreciate the many dollars worth of time "given" by radio and television stations for such public service programs, I want to point out some pertinent facts which many station managers apparently overlook. . . .

Unfortunately, some stations feel they have done their "FCC duty" if they "give" a certain amount of public service time; but I believe they have a further obligation to the public and themselves to see that such time is fully utilized in the best interests of the public. Another unfortunate angle is the "what the hell" attitude of some station personnel with reference to a public service "free" program. . . .

This letter is definitely not written in any belligerent or argumentative mood, but rather in a spirit of enlightenment . . . and merely to points out to stations . . . that they are also receiving something of inestimable value in return. . . .

W. Howard Lenhart
Council of Churches
of Alleghany County
Pittsburgh

Let's FACE *the* FACTS

Radio has always given the advertiser the greatest coverage —the lowest cost per thousand . . . yet some people want radio to slash their rates. Radio is a bargain buy—it always has been.

Printed media have been increasing their rates—even in the face of dips in circulation. Are the same advertisers who are asking radio to reduce rates also asking printing media to reduce theirs?

In the four years between 1946 and 1951, there was an increase of 1,281,000 radio homes in WGN's coverage area.* During this time you didn't get a letter saying, "We are increasing our rates 25% even though the number of radio homes has increased 34%!"

Let's face the facts. Radio is your best buy and in Chicago YOUR BASIC BUY IS WGN.

*Nielsen Radio Index

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



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

Just What He Needed

EDITOR:

Many thanks for the reprints of "How Industry Makes Friends by Radio" from B•T Feb. 25 issue.

This is the idea we have been looking for, not knowing just what to do. . . .

Carl Kolata
Vice President
WTTN Watertown, Wis.

* * *

Back Copy

EDITOR:

We would like your permission to reproduce the article by Harold Fellows that appeared in the Nov. 12, 1951, issue of your publication that dwelled upon the subject of what would happen "if all advertising in the United States was stopped at 10 o'clock this morning." . . .

Powell Adams
Sales Promotion
Skelly Oil Co.
Kansas City, Mo.

* * *

Delicate Balance

EDITOR:

. . . I believe most normal humans are a bit sensitive about having their careers exposed to print. But your publication has handled this so well that it satisfies my sense of pride without doing more than endangering my sense of modesty.

Norman H. Strouse
Vice President
J. Walter Thompson Co.
Detroit

[EDITOR'S NOTE: Mr. Strouse refers to an "On All Accounts" profile about him in the Feb. 28 issue.]

* * *

Echoes of Hadacol

EDITOR:

Since the famous Hadacol contests through which scores of stations gave Hadacol thousands of dollars worth of time for the chance of winning a prize, the practice has grown rapidly of baiting stations into giving a lot of publicity in prize contests. It's unfair to competitive advertising paying regular card rate, for it's really a terrific rate cut.

We think all stations should refrain from giving extra publicity for the chance of winning a prize.

B. J. Parrish
General Manager
KOTN Pine Bluff, Ark.

* * *

Distance Record?

EDITOR:

The 10 w student FM radio station at Kansas State College, Manhattan, Kan., has just set a record with probably the longest remote

(Continued on page 16)



Selling time in today's highly competitive market is a man-size job. It takes men who know. Men with contacts. Men with experience . . . with background . . . with ability to present a sales story, not only persistently but effectively!

This is an excellent definition of the men who make up H-R Representatives! The owner-partners are widely experienced in every phase of advertising, station ownership, management and sales. The men associated with this organization are mature sales-seasoned veterans in this field. Thus H-R is in the enviable position of being able to "send out a man to do a man's work" . . . to give each station on their list the *finest* representation available.

405 Lexington Ave.
New York 17, N.Y.
Murray Hill 9-2606

35 E. Wacker Drive
Chicago 1, Ill.
RA ndolph 6-0113

110 Sutter Street
San Francisco, Calif.
Exbrook 2-3407

6253 Hollywood Blvd.
Hollywood 28, Calif.
Granite 1480

HR **REPRESENTATIVES, inc.**

RADIO — TELEVISION

CONVENTION HEADQUARTERS • BLACKSTONE HOTEL • DROP IN!

NOW!

More Than

One Million Radio Families*

in the

WMC

market area

*Estimate based on 1949 BMB Survey projected through 1951.

Today in the Memphis and Mid-South market area there are one million radio families. This does not include the tremendous bonus of automobile radios, all adding up to make WMC and WMCF the greatest medium of advertising ever made available to sell the Mid-South market.

LOOK AT THESE FACTS:

- 406,034 persons now live in urban Memphis
- Memphis 2nd largest city in area of over 31 million people
- Memphis market a two billion dollar buying potential

Since 1923 Memphis' leading radio station has been

WMC 5000 WATTS • 790 KC

MEMPHIS

National Representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

CELEBRATING this year its 25th Anniversary of Affiliation with . . . NBC

Owned and Operated by The Commercial Appeal



FORMAL portrait of FCC as now constituted under the chairmanship Paul A. Walker, and including new Comr. Robert T. Bartley. Seated (l to r Comr. Rosel H. Hyde (R-Ida.); Chairman Walker (D-Okla.); Comr. Edward A Webster (Ind.-D. C.) Standing (l to r): Comrs. George E. Sterling (R-Me. Robert F. Jones (R-Ohio); Frieda B. Hennock (D-N. Y.); Bartley (D-Tex.

Open Mike

(Continued from page 14)

hookup ever arranged for such a small station.

Enthusiastic fans contributed funds to underwrite costs for a 1,300 mile remote broadcast of the basketball game between Kansas State College and the U. of California at Berkeley. This may be the long distance record for a broadcast originated by an FM station.

KSDB (FM) is student operated throughout and is a noncommercial radio station for practical training in all phases of broadcasting. Unlike most licensed educational stations, the programming, which is created entirely by students who are aiming toward commercial radio program and production careers, is designed to entertain its listeners according to their tastes rather than to educate the public. . . .

Kenneth E. Thomas
Station Manager
KSDB (FM) Kansas State College
Manhattan, Kan.

* * *

Program Idea

EDITOR:

Recent history has shown what a real boon a "Malik" or "Kefauver" program is to a department of television always in need of better material.

The public also greatly benefits by such programs. First, it is spared the lesser quality programs which the Malik or Kefauver program displaces. Second, such programs provide vital information in detail and in human appeal never before known. Hence the public is in a better position to reach correct conclusions on important problems.

Why not televise the labor-management-government negotiations in the steel industry? Here is a chance to broadcast what we all hope is a good example of democracy at work on a problem where the stake of all the people is fa larger than the interests of th immediate participants.

Furthermore the actors are sa to be good; the script promises e cellent humor and repartee; the should be moments of unrehearse spontaneous action.

John F. Clagett
Clagett & Schilz, Attys.
Washington, D. C.

* * *

Don't Sting the Public

EDITOR:

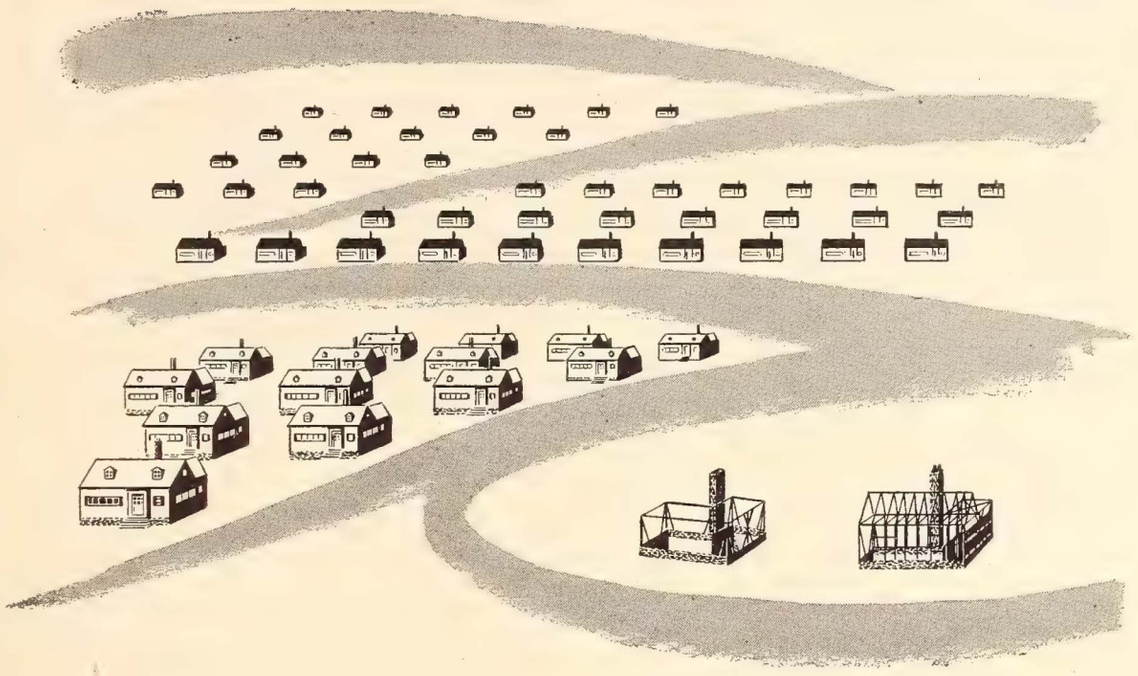
Have . . . read your [editoria "Cardboard Christmas," in the Ja 28 issue of BROADCASTING • TEL CASTING and feel prompted to repl

As continuity chief of KGL Miami, Okla., this past summer, had opportunity of coming in co tact with much the same "dea as mentioned. Previous to th receipt of goods offered, the cor mercials were delivered and "sol by our announcers, in the firm b lief that the articles mention were well worth the "reasonab price" asked.

But when said articles arrive anyone could see they were wor but a few pennies, *not* dollars. Y should have heard the announce when *they* viewed the articles th had been so faithfully and glo ingly praising . . . and selling. .

Our public has become thoroughly disillusioned with su commercials they are adverse further "taking a chance." Tru there will always be what is co monly termed the sucker, who w throw good money after bad f anything that comes along; b for the most part, the radio (a TV) audience wants—and w buy—only that which has be *proven* to be even one half as go as the commercial states. . . .

Anne Young
Beverly Hills, Calif.



PRESTO

. ANOTHER POPULATION SHIFT!

New problems in community relations can arise overnight.

Radio has the flexibility to meet them.

Today you see acres of farmland. Tomorrow, on the same site, an organized community of hundreds of families!

In these days of fantastic speed in housing developments, the company that wants good community relations must think fast. Plan fast. Act fast. These new residents are potential customers, employees, suppliers. The sooner you can make a favorable impression, the better.

Radio gets your story into their homes more quickly, and more economically, than any other medium. In many new communities, radio is the *only* medium that reaches anything like a real majority of the homes.

In six of the nation's leading industrial areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland, Oregon.. Westinghouse stations offer unique skill in handling community relations problems. They will be glad to show you how the personal touch of radio has helped other companies make friends with their neighbors. Perhaps *your* problems will respond to similar treatment.

WESTINGHOUSE RADIO STATIONS Inc

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

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



Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve **your** selling problems in the Washington market—so why not call your nearest NBC Spot Sales office **now** for details?

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week



Senora de Perrin (seated, center) gives opening instructions to XEMX staff. Others at all-woman station are not identified.

PHIL SPITALNY has his all-girl orchestra and there are women softball teams but Mexico City now has an all-woman radio station.

XEMX Paseo de la Reforma, known as "Radio Femenina," debuted March 14 during official ceremonies presided over by Agustin Garcia Lopez, minister of communications.

The new station is managed by Senora Cuca Escobar de Perrin, one of Mexico's notables in the world of radio, theatre and film. XEMX is owned by Luis Martinez Vertiz, owner of XEPH, also Mexico, and former manager of a large department store. It was Mr. Vertiz who, with Dr. Fernando Gonzales Oviedo, conceived the novel idea. They immediately approached Senora de Perrin.

Here was a plan not only to sell products over the radio but also to educate and interest Mexican women, Senora de Perrin agreed. Rates for programs and spots were set at a low level—15 minutes of air time at 7 p.m. is only 45 pesos, exclusive of talent and production. Commercials are informal and written to appeal to women.

Station's staff comprises 35 girls, including 10 announcers, 10 operators and three sales women who sell time to French, English and Mexican clients.

Among its executives are Muriel Reger, formerly with NBC New York and U. S. stations, who is music director, and women prominent in Mexican cultural circles. Senora de Perrin herself presents programs relating to household and social service activities, plus a new type of "soap opera."

strictly business



Mr. NELSON

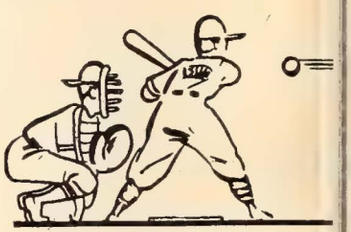
LLOYD CHARLES NELSON found an easy conversion from radio and agency work to television and films because "AM and TV follow the same pattern except in production."

Mr. Nelson is television director, with a staff of 20, at Vogue-Wright Studios, Chicago, which produces and films television commercials and shows. He also supervises TV work in the New York and Hollywood branches.

Two years ago he started packaging video shows and currently is setting up a national sales organization. Two major weekly quarter-hours are *Dr. Fixum* and *Visiting Nurse*, the latter filmed so it can be telecast 5, 10 or 15 minutes. Spot clients include Studebaker, Kaiser-

(Continued on page 79)

All the Hits and All the Runs are made at Home



AT HOME

WHERE IT COUNTS..

WTOC

DOES THE BEST JOB

a. IN SAVANNAH

b. IN CHATHAM COUNTY

c. WITHIN A 50-MILE RADIUS OF THE CITY.

WTOC

SAVANNAH, GEORGIA

5000 W 1290 KC CBS

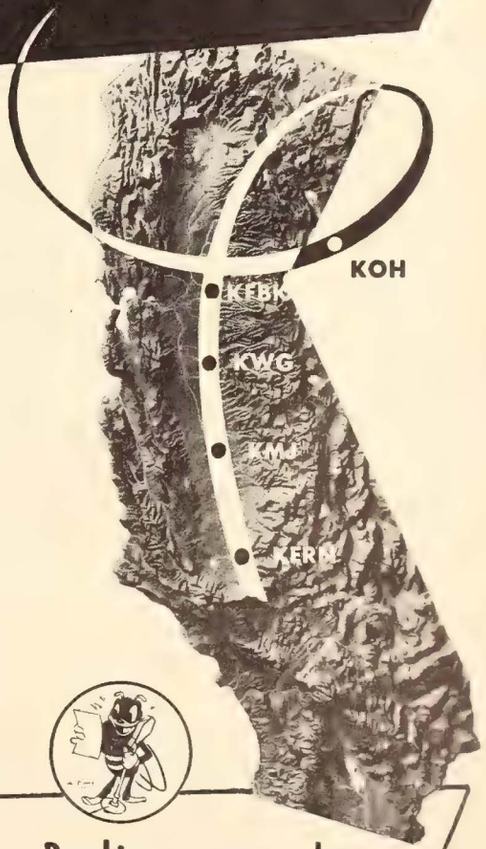
Represented by
The Katz Agency, Inc.

To sell Tooth paste to inland Californians

(AND WESTERN NEVADANS)



. . . Be on the Beeline



Tooth paste or tires, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More audience than the *eleven* other leading local stations needed to cover inland California and western Nevada. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

The one and only...

Type TT-10AL/AH...and a
will deliver 100 kw (ERP



10-kw TV transmitter for VHF

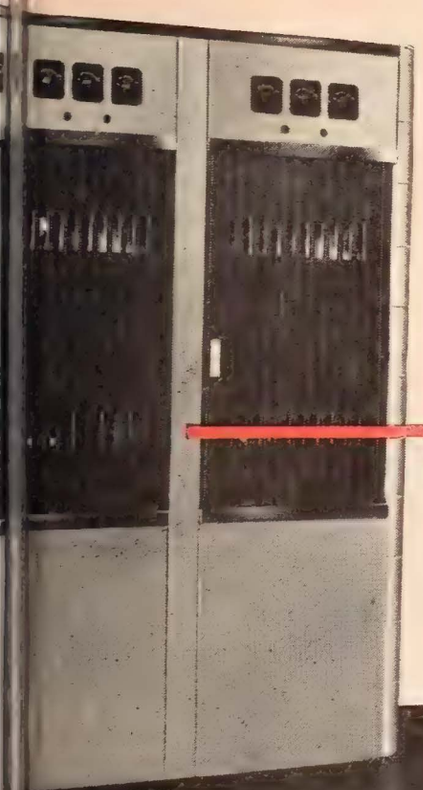
RCA high-gain antenna... at the lowest cost per kilowatt

• This remarkable new 10-kw TV transmitter, and an RCA high-gain antenna (type TF-12AM), will provide up to 100 kilowatts of effective radiated power. More than twice the power of any commercial TV transmitter operating today—and AT SUBSTANTIALLY LOWER COST PER RADIATED KILOWATT than other transmitter-antenna combinations!

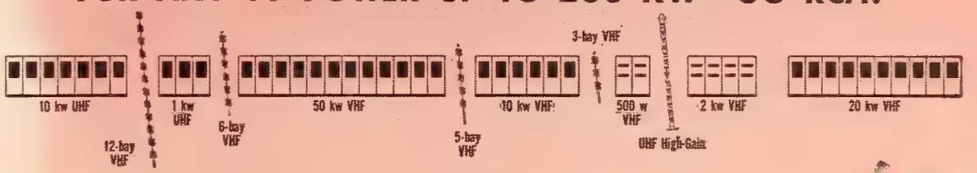
Using an improved type of air-cooled tetrode in the final power amplifier stages, this transmitter removes all former restrictions on interior cooling and floor-space requirements. No water supplies to bother about. No problem setting up the transmitter in tight quarters (it takes approximately half the floor area of previous 5-kilowatt models and weighs substantially less).

The new RCA 10-kw transmitter is available in two types. Type TT-10AL covers channels 2 to 6. Type TT-10AH covers channels 7 to 13.

For complete information on this new 10-kw...call in your RCA Broadcast Specialist. He can show you what you'll need to get "on the air"—with the power you want—at lowest possible cost. Phone him. Or write Dept. 22CD, RCA Engineering Products, Camden, New Jersey.



FOR ANY TV POWER UP TO 200 KW—GO RCA!





The Key to High Power and Low Cost

Improved RCA Air-Cooled tetrode—used in the aural and visual finals. Proved for long life, easy to handle.

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

Any misers in the house?



We mean time buyers who guard every dollar of their clients' advertising money. Time buyers who make every dollar do double duty when they buy radio. In Baltimore, the station for them is WITH!

The reason why is simple: WITH's rates are LOW . . . and WITH's audience is BIG. You get more *buying* listeners-per-dollar than from any other TV or radio station in Baltimore.

And here's proof: *WITH regularly carries the advertising of twice as many local merchants as any other station in town.* For just one good reason: WITH produces *low-cost results!* Get the whole WITH story from your Forjoe man today!

W-I-T-H

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

BROADCASTING

VOL. 42, No. 12 MARCH 24, 1952

ANA'S GOAL: BETTER FACTS ON ALL MEDIA

A year ago the ANA was busy "proving" that radio values had gone to pot. Now the national advertisers have begun to wonder whether they are getting their money's worth in any medium. They hope to get the answers from the revived Advertising Research Foundation which has $125,000 to spend on putting radio, TV, magazines and other media under the microscope.

Television Is Big But Radio's Bigger

LARGE sections of the weekly radio-TV audience—from 45% to 65% in many instances—can be reached only by radio, C. G. Shaw, vice president of A. C. Nielsen Co., told the Assn. of National Advertisers at its spring meeting in Hot Springs, Va., held last week.

From a cost per 1,000 homes reached, Mr. Shaw said, TV costs average roughly 50% higher than radio generally because of TV's higher production costs and the medium's present stage of development. These figures are based on about two dozen half-hour evening programs for radio and TV.

"Perhaps of greater significance is the fact that the range from lowest to highest cost," Mr. Shaw declared, "was about 4 to 1 for radio and TV. This variation among individual programs far exceeded differences between media, showing that opportunities for the alert advertiser exist in either field." He explained these comparisons are not designed to be used as a measure of the relative effectiveness of the media as sales vehicles for particular products.

Reminding that only 4% of U. S. homes are without a radio, he said 36% of radio homes are also TV homes. The picture shows a range from 64% in metropolitan areas down to 11% in small towns and rural sections.

Using 1946-48 as a base period, he said that radio listening in metropolitan areas is down 7% in the morning, 39% in the afternoon and 54% in the evening. In medium cities, he said, morning radio listening is up 8%, afternoon down 19% and evening down 25%. In small-town and rural sections, on the other hand, morning listening is up 6%, afternoon down 10%, and evening listening is down 4%.

241 Million a Month

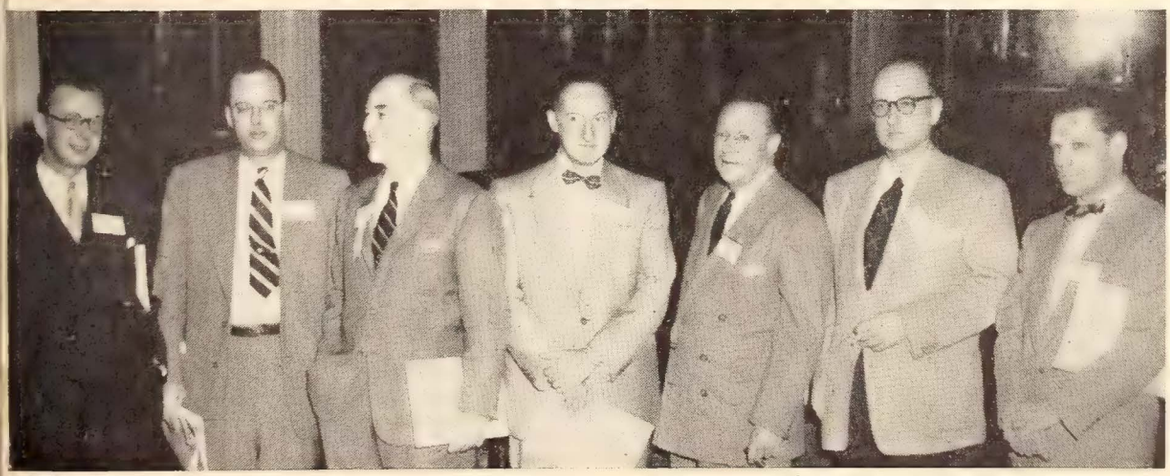
Total "home hours" of radio plus television per day were estimated at 241 million in December, 1951, Mr. Shaw said, with radio accounting for almost two-thirds of the total. The combined total represented an increase of about 31% over the 1946-48 "pre-TV" average, he added, ascribing the growth to more usage per home as well as to the greater number of homes. He noted that while radio represented two-thirds of the combined total for the entire day, its importance ranged from 96% in early morning hours to a little less than half during late evening hours, in terms of number of homes using each medium (radio and TV) per minute.

Listening in radio-only homes during the day continued at or near previous levels, according to Mr. Shaw, with usage higher in non-TV areas. Traditionally, daytime listening has been higher in smaller cities and towns, he reminded. In TV homes, he continued, daytime radio usage approximates that for radio-only homes during the morning but presents a sharp contrast during the afternoon hours as TV set usage increases. He emphasized that the marked step-up for TV at 4 p.m. is accompanied by only a minor drop in radio listening.

"In contrast with the daytime showings," Mr. Shaw said, listen-

(Continued on page 36)

* * *



SEVEN major radio-TV advertisers at Assn. of National Advertisers convention at Hot Springs, Va. (l to r): Carlton Gilbert, U. S. Rubber Co.; H. M. Kennedy, Prudential Insurance Co. of America; David W. Tibbott, New England Mutual Life Insurance Co.; C. T. Smith, American Telephone & Telegraph Co.; Frank Tucker, B. F. Goodrich Co.; John McLaughlin, Tad Jeffery, Kraft Foods Co. Radio-TV talks drew much interest.

Radio Is No Longer Only Sitting Duck

MAJOR national advertisers, demanding to know how they can get the most for their media dollars, last week reviewed an all-advertising research project in which radio and television would be pitted on their merits against competitors.

Meeting at Hot Springs, Va., several hundred members of the Assn. of National Advertisers focused attention on plans to evaluate media, especially in the light of television's obvious impact. These advertisers, representing three-fourths of the total national ad budget, showed a reawakened interest in radio. This was in contrast to the 1951 ANA spring meeting when radio was tagged as a declining medium, especially in television markets.

No Rate Cut Talk

There was no talk of radio-rate-cutting at the Hot Springs meeting. The lamented ANA studies of 1950-51, in which data were whipped up as a means of whittling down radio rates, weren't even topics of corridor conversation among delegates at last week's sessions.

On the other hand the national advertisers are now concerned over the high cost of television, including talent. This is reminiscent of a trend in the '30s and '40s, when they continually complained about radio's rising costs.

A look into the future of radio and television was a feature of the convention's closing session Friday afternoon, with Harold E. Fellows, president of NARTB, offering a series of predictions.

First step to find out what media can do for those who spend their dollars will be revival of the Advertising Research Foundation. This industrywide operation, which has never managed to live up to all the hopes of its advertiser-media-agency backers, has been refinanced and is ready to go into action when the formal go-ahead signal is given, according to ANA and agency officials.

Two key advertising officials laid

(Continued on page 92)

BOOST AM RATES

KOA, WORL, WKBV Revise

A BOOST of approximately 12½% in the local and national spot rates of NBC's KOA Denver was announced last week—first revision of its program rates since January 1944—while even larger percentage increases was announced by at least two other stations.

KOA's boost, effective April 1, applies to both program time periods and announcements, but not station breaks. The new rate card, No. 14, shows gross hourly time costs in Class A segments increasing from $320 to $360, with comparable boosts for other time classifications, while the cost of one-minute announcements goes from $48 to $54 gross in Class A time and rises proportionately in other periods.

Orders accepted prior to April 1 will be protected at current rates for 12 months, while orders received on and after April 1 will be protected for six months.

Station-break rates are unchanged, based on $48 net in Class A time. Nor are the station's network rates—$288 per hour for Class A time—affected by the changes. Officials also said no changes are contemplated in the rates of other NBC-owned stations.

Cites Listener Increase

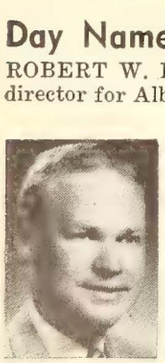
James V. McConnell, director of NBC Spot Sales, who announced the KOA boosts, noted that "since the effective date of KOA's current program rates (Jan. 1, 1944), radio families in KOA's primary Colorado-Wyoming area have increased 39%. Since the effective date of KOA's current announcement rates (Jan. 1, 1948), radio families in the same area have increased 29%.

Elsewhere, WORL Boston released its rate card No. 2, also effective April 1, which provides for "a general increase in rates of approximately 15%." Spokesmen for the Boston independent noted that this is its first rate rise since the station resumed broadcasting in October 1950 under the new ownership of Pilgrim Broadcasting Co. The one-hour one-time rate remains $120.00.

(Also see earlier story on WKBV Richmond, Ind. raising rates, page 58.)

Day Named V. P.

ROBERT W. DAY, radio and TV director for Albert Frank-Guenther Law, New York, has been elected a vice president. He has been with the agency for the past year. Prior to that, he was radio director of John Hancock Mutual Life Insurance Co., Boston, and radio-TV director of Lynn Baker Inc. and H. B. Humphrey, both New York.



Mr. Day



"Camera Number Three . . . keep your eyes on your work."

TALENT

Bergen Sees CBS, NBC Officials; Other Stars Consider Offers

SESSION between Edgar Bergen and executives of NBC and CBS got under way last week to determine the performer's future radio and television activities. Mr. Bergen, reportedly open to the best offer, also negotiated with Sonny Werblin, Music Corp. of America vice president. All meetings took place in New York. ★

Conferences are being held to determine whether Mr. Bergen, currently sponsored by Coca-Cola, will continue his present Sunday night show on CBS Radio, switch to NBC or give radio up entirely.

Holding that a weekly TV show uses up a comedian's material too rapidly, Mr. Bergen has been hesitant about involving himself in a weekly TV commitment. He is open to a monthly TV show offer but only if it originates in Hollywood on film produced by his own company with the performer retaining residual rights.

Talent Hassle

The talent battle in other circles continues to rage with CBS and NBC offering deals to both new and established talent. NBC has suggested that Tallulah Bankhead take on a regular TV show next season, produced on the same format as *The Big Show*, Miss Bankhead's weekly radio program.

Loretta Young is considering a show on CBS Television if preliminary talks are successful. Contract would call for a series of half hour filmed programs.

Although CBS claims Jack Benny exclusively, he frequently declares himself a free agent entitled to make his own commitments. Mr. Benny, who would be a welcome addition to the NBC family, is reported determined to leave radio and stick to a monthly television show.

Results of the NBC and CBS discussions with Red Skelton have not been announced [B•T, Feb. 25]. Both networks offered the star long term contracts in both radio and TV but the agreement was to keep the outcome silent for the time.

GULFPORT MEETING

MBA Elects Sepaugh

ELECTION of L. M. (Mac) Sepaugh, general manager of WSLI Jackson, Miss., to the presidency of the Mississippi Broadcasters Assn. took place at the group's annual meeting at the Edgewater Hotel, Gulfport, last week.

Other officers elected include Charles J. Wright Jr., WFOR Hattiesburg, vice president, and Granville Walters, WAML Laurel, secretary-treasurer. Elected for a one year term to the board of directors were Bob Evans, WELO Tupelo; Joe Phillips, WSSO Starkville; Bob McRaney, WCBI Columbus; Charles Newman, WCJU Columbia; Charles Holt, WHSY Hattiesburg, and Buck Hinman, WROX Clarksdale.

At the two day meeting, the group approved a statewide public service broadcast of General MacArthur's appearance in Jackson which was to take place March 22.

Mr. Sepaugh upon his election announced a special committee to handle all arrangements for the BMI clinic in Jackson May 3-4. Committee will be headed by Wiley Harris, of WJDX Jackson.

TELEPHONE 'BEEP'

Recordings Can Be Edited

WOULD elimination of the "beep" signal from tape-recorded telephone interviews used by broadcasters violate any FCC rules or conflict with tariffs filed by the telephone companies?

In an effort to deal with this annoyance, three reporters of NBC's *Three-Star Extra* took the matter up with former FCC Chairman Wayne Coy and then Acting Chairman Paul A. Walker last fall.

The decision: There is nothing in either rules or tariffs to forbid such a procedure if, after recording of the conversation has been completed, the tape is edited to eliminate the signal.

This opinion was contained in FCC Chairman Walker's answer to the question put by newsman Ray Henle. As a result, on March 19 for the first time, *Three-Star Extra* carried an "unbeeped" tape telephone interview between newsman Ned Brooks and Bradshaw Mintener, a leader of the Eisenhower Minnesota write-in campaign.

Hearings Planned

Last December, Mr. Coy advised Mr. Henle that extensive hearings were held on this question and FCC regulations then specified that the "beep" be required in phone conversations. Record of the proceedings revealed that only purpose of the signal is to acknowledge that the conversation is being recorded.

Mr. Henle also noted that "because of the quality of telephone recordings it would, of course, be quite impossible to present them on the radio as anything but telephone recordings and they would be identified as such verbally."

Only occasional use of such recordings is planned on the new program, Mr. Henle added.

JAMES KOVACH TO WQXR

Is Named Station Manager

JAMES E. KOVACH, NBC executive for five years, has been appointed to the new position of station manager for WQXR and WQXR-FM, Manhattan outlets of *The New York Times*, Elliott M. Sanger, executive vice president and general manager, announced Wednesday.

Mr. Kovach has been manager of television production operations for NBC and formerly was in charge of NBC radio network program operations. After a vacation, he will report to WQXR April 15, when he will be in general charge of operations, working directly with Mr. Sanger.

Wisconsin Meet

WISCONSIN BROADCASTERS Assn. will meet in Milwaukee at the Plankington Hotel May 5-6 for a BMI clinic the first day and closed business session the next.

CHICAGO 'SIDE' SESSIONS

Dovetail With NARTB Agenda

AN ARRAY of "side" meetings is being arranged by radio and TV networks and other industry organizations concurrently with the NARTB convention in Chicago this weekend and early next week.

In addition to BAB, which will hold a board meeting and numerous committee sessions aside from its Monday-afternoon full-membership meeting, and the All-Radio Affiliates Committee's independent session for the 354 stations which have contributed to its support [B•T, March 17], the networks will have top officials on hand and in some cases are scheduling formal affiliates' meetings (see story page 32.)

NARTB convention agenda has been pretty well completed, with workshop sessions covering basic radio and TV problems—political broadcasts, the television code and FM operation. The Chicago convention (March 30-April 2) will comprise radio-TV management and engineering conferences, to be held simultaneously.

There were some changes and additions last week. Entertainment plans were announced for the convention banquet, to be held Wednesday evening as an annual feature of the networks and BMI.

BAB Agenda

The BAB convention session will be held at 2 p.m. Monday, March 31, in the Conrad Hilton Hotel's Grand Ballroom. Before that, a breakfast for BAB's state membership promotion chairmen is slated at 9 a.m. Monday, when bureau officials will present a quick outline of plans for the afternoon program, sketch BAB member-services scheduled for the year starting April 1, and outline plans for the forthcoming membership campaign.

BAB officials who will lead the breakfast session include President William B. Ryan, Board Chairman Edgar Kobak, Membership Committee Chairman Allen Woodall of WDAK Columbus, Ga., and BAB Vice President Kevin Sweeney and Local Promotion Director Jack Hardesty.

Additionally, a number of BAB board and committee meetings are scheduled for Saturday and Sunday.

One of the top agenda items for the BAB board meeting is election of a chairman to succeed Mr. Kobak, who sought to resign last fall but agreed to continue in office until the convention so that the board would have more time to nominate his successor.

The All-Radio Affiliates Committee meeting with representatives of its contributing stations will hear a report on the 13-man committee's activities and act upon committee resolutions condemning "the dangerous practice of permitting major advertisers to set our rates for us;" stressing the vital need for radio to maintain a financially strong position in order to remain top sales medium; approving radio promotion campaigns undertaken by and within the industry, and calling upon affiliates to keep a strong "bargaining position" with their networks regarding the changing of their respective network rates [B•T, March 17].

All-Radio Affiliates Committee meeting, to be held at 4 p.m. Monday in the Conrad Hilton's South Ballroom, is heralded as one of "paramount importance to the entire industry." The report of the committee, operating under Chairman Paul W. Morency of WTIC Hartford since its formation at last year's convention, will be submitted as "final report," with the question of maintaining a permanent committee to be decided by those stations which have supported the current one. There appears no doubt in the minds of individual committeemen, however, that a committee of this nature is vital to serve as a watchdog and to help crystalize action to promote radio affirmatively.

The current committee consists of Mr. Morency; Walter J. Damm, WTMJ Milwaukee; John F. Patt, Goodwill Stations; Edgar Kobak, WTWA Thomson, Ga.; Clair R. McCollough, Steinman Stations; George B. Storer, Fort Industry Co. Stations; Hugh Terry, KLZ Denver; Richard M. Fairbanks, WIBC Indianapolis; G. Richard Shafto, WIS Columbia and WSPA Spartanburg, S. C., and WIST Charlotte, N. C.; Robert D. Swezey, WDSU New Orleans; Leonard Kapner, WCAE Pittsburgh; Ben Strouse, WWDC Washington; and Kenyon Brown, KWFT Wichita Falls, Tex. (In the listing of the committee members in the March 17 issue the names of Messrs. Damm and Patt were omitted inadvertently.)

Swezey to Preside

Schedule for the TV business session Monday morning has been revamped. Mr. Swezey, representing WDSU-TV New Orleans and chairman of the NARTB Television Board, will preside, with Thad H. Brown Jr., TV director and counsel to the television board, reporting on those activities.

TV management session has been moved to 9:30 a.m. Wednesday. Dwight Martin Jr., vice president of WLWT (TV) Cincinnati, will deliver the keynote remarks, and participate in a panel previously announced. They will discuss growing problems of station management with particular reference to labor relations. Richard P. Doherty, NARTB employe-employer relations director, will be staff representative.

Special presentation to the founders of NARTB, originally scheduled with the "Roaring Twenties" buffet Monday noon, will be held during the Tuesday luncheon with Judge Justin Miller presiding. NARTB President Harold E. Fellows will give the luncheon address in the Grand Ballroom. Special feature marking the association's 30th anniversary, "The First 30 Years are the Easiest," has been cancelled.

Tuesday morning, Mr. Fellows will introduce a general session on "Signs of the Times" in the Grand Ballroom, with Judge Miller presiding. Outlook for business (speaker unannounced), critical materials (Henry H. Fowler, administrator, National Production Authority) and legislation (unannounced) will be aired.

Workshop sessions on merchandising—"The Way to More Business"—will be followed with a panel on "Politics and Broadcasting in '52." This comprises an outline of convention plans and election coverage, plus a review of "get out the vote campaigns." Broadcasters will be apprised how much money is expected to be spent in radio-TV political advertising "and how to get your share."

Clair R. McCollough, WGAL-AM-TV Lancaster, Pa., will preside over a panel to include Kenneth Fry and Edward T. Ingle, radio-TV directors of the Democratic and Republican National Committees, respectively; Sig Mickelson, CBS-TV, chairman, Television Political Conventions Coverage Committee, and William McAndrew, NBC, chairman of radio coverage counterpart group. Ralph W. Hardy, NARTB government relations director, and Robert K. Richards, public affairs director, will be staff representatives. Session will be held 2:30-4 p.m.

Following meetings will be devoted to management, with C. L. (Chet) Thomas as keynoter. Streamlining of operations, wage and labor problems and latest

(Continued on page 32)

Unfinished Business: Rates . . . . . AN EDITORIAL

THOUGH a full agenda of speeches and workshop sessions on subjects of almost every conceivable interest to broadcasters has been arranged for the forthcoming NARTB convention, it is not unreasonable to predict that one subject will dominate the assembly this year.

It will be the same subject that overshadowed all others last year at the same location: radio rates.

On the eve of the 1951 convention CBS announced a 10% reduction in radio network rates. It was that announcement that evoked the formation of the Affiliates Committee, spontaneously created during that convention to try to fend off a general collapse of network rates.

A year has passed, and, although all network rates have settled to the equivalent ratios that prevailed before the CBS cut, a general collapse has certainly been prevented. In no small way the avoidance of disastrous declines has been due to the Affiliates Committee.

The Committee has influenced the course of radio simply by lending the prestige of its membership, which includes some of the real business statesmen of broadcasting, to the advocacy of measures supporting radio and opposing those who would degrade it.

It has undertaken no elaborate or expensive projects of its own. Its influence has been exerted through the subtler means of expressing opinions that are representative of this extraordinary coalition of broadcasters who in many cases are in competition with one another but who on the larger issues are able to present a united front of principle.

At Chicago on March 31 the 354 paid-up members of the Affiliates Committee will decide whether the organization should continue to exist and, if so, to elect officers. They will meet at a time that is no less critical than April 1951. Advertiser pressure for further rate reductions has, if anything, intensified. In some network quarters it is felt that it is only a matter of time until the networks must yield again.

It is to be hoped that the members will vote to perpetuate the Committee and, having disposed of that necessary preliminary, re-elect as chairman the broadcaster whom they chose by acclamation a year ago.

Paul W. Morency, WTIC Hartford, was drafted at the Committee's remarkable first meeting in 1951. Though it is reported that he would like to step down in order to spend more time running his station, he could hardly turn aside another draft in 1952.

He is a leader who has always heeded a call to duty. Another call should be made March 31.

CBS NET INCOME

Tops $6 Million in '51

CBS in 1951 earned a consolidated net income of $6,360,097, or $3.10 a share on the average of 2,051,491 shares outstanding during the year, Samuel R. Dean, treasurer, reported last week in his annual report to the company's stockholders, distributed as part of the company's annual report.

The increase of some 50% over the $4,105,329 net for 1950 ($2.39 per share on 1,717,352 shares) stems in part from the CBS acquisition on June 15, 1951, of Hytron Radio & Electronics Corp. and in part from special credits of $871,155 (approximately 43 cents a share) from a reduction in depreciation rates allowable for federal tax purposes and from an estimated refund of the 1950 excess profits tax.

CBS gross income for 1951 totaled $175,695,687, compared with a 1950 gross of $124,105,408. Cash dividends of $1.60 per share were paid each year. Earned surplus at the end of 1951 was $35,034,268, compared with $28,572,222 at the end of 1950.

During 1951, Mr. Dean reported, CBS increased its long term borrowing by $20 million "to be used principally for acquisition of television facilities and other assets and for general corporate purposes." Net current assets were increased by $19,845,738.

Merger with Hytron, placing CBS in the business of manufacturing radio and TV tubes and, through the Hytron subsidiary, Air King Products Co. (now CBS-Columbia), radio and TV sets, may well make 1951 "the most significant" year in CBS history, William S. Paley, chairman, and Frank Stanton, president, stated in their joint message to stockholders.

Until last year, they pointed out, "the busines of CBS had been confined almost entirely to broadcasting, in radio since 1927 and in television since 1931, and since 1938 to the manufacture of phonograph records and transcriptions." Decision to expand it to the set and tube manufacturing field stemmed from the development of the science of electronics and the rapid growth of television, they stated.

Noting that the network is in its 25th year, having started operations as CBS on Sept. 18, 1927, "over only 16 stations," the report states that CBS Radio now has 207 outlets and CBS Television 62, of which 51 are interconnected. During 1951 CBS Radio Network added 14 stations; CBS TV Network added one, XELD-TV Brownsville-Matamoros, Mexico.

The financial statement does not reveal the earnings of the individual CBS divisions, but the overall report which covers the year's history of each branch of the company's operations, states that 103 advertisers used CBS Television during 1951, of which 58 placed new business and 41 were new sponsors. Gross billings of CBS-TV were $42,470,844, the company reports, "an increase of 226.4% over 1950 and the fastest rate of growth in billings of all the networks."

The report does not include any comparable figure for CBS Radio, but Publishers Information Bureau sets that network's gross time sales for 1951 at $68,784,773 [B•T, Jan. 28]. Report points out that despite the reduction in time costs to advertisers of about 10% which was made last July, "the CBS Radio Network was again first in advertising revenue, increasing its lead over the second network from 15% in 1950 to 27% in 1951. According to published figures, CBS Radio also increased its share of all network business to the highest in history—39% of the total."



HERE is signing of contract betwee William J. McNally (l), chairman the board, Mid-Continent Radio-Tel vision Inc., and Joseph H. Ream, CE executive vice president, wherel Mid-Continent acquires 53% intere in WCCO Minneapolis-St. Paul, CE owned radio outlet, and CBS acquir 47% interest in WTCN-TV san city, subject to FCC approval [B• March 10].

RCA SALARIES

Sarnoff Gets $200,000, Folsom $165,000

BRIG. GEN. DAVID SARNOFF, RCA board chairman, received a salary of $200,000 in 1951; Niles Trammell, NBC board chairman, $100,000 plus incentive compensation of $25,000, and Frank M. Folsom, RCA president, a salary of $165,000, according to a tabulation of payments made last year by RCA to its directors included in a proxy statement sent to stockholders.

The statement notes that four directors are to be elected at the annual RCA stockholders' meeting to be held May 6 in the RCA Bldg., New York.

Official nominees, present directors whose terms expire this year, are Walter A. Buck, vice president and general manager, RCA Victor Div.; John T. Cahill, senior member, Cahill, Gordon, Zachry & Reindel, legal firm retained by RCA; Gano Dunn, president, J. G. White Engineering Corp.; Edward F. McGrady, consultant to RCA after having been vice president from 1938 to 1951.

Wages Listed

Mr. Buck last year received from RCA $73,750 in salary and $36,500 in incentive compensation. Mr. Cahill received fees of $3,550 for services as director of RCA, NBC and RCA Communications and his law firm was paid $375,000 for legal services.

Mr. Dunn, for his services as consulting engineer and as a director of RCA, NBC, RCA Communications and RCA Institutes, was paid $29,100. Mr. McGrady received $22,650 as consultant, director of RCA, NBC and RCA Communications and as RCA vice president.

The list also shows that John Hays Hammond Jr. was paid $800 last year as an RCA director and his companies, Hammond Research Corp. and Radio Engineering Co., were paid $36,000 for research and engineering services to RCA. George L. Harrison got $2,200 for serving as a director of RCA, NBC and RCA Communications.

Mrs. Douglas Horton received $600 for serving as a director of RCA and NBC. Harry C. Ingles received $35,000 in salary and $10,000 in incentive compensation as president of RCA Communications.

Charles B. Jolliffe, as vice president and technical director of RCA and executive vice president of the RCA Labs Div., received $65,000 in salary and $20,000 in incentive compensation.

Other Payments

In addition, RCA paid $3,653 for Mr. Buck, $99 for Mr. Cahill, $10,812 for Mr. Folsom, $2,520 for Mr. Ingles, $4,182 for Dr. Jolliffe, $1,513 for Mr. McGrady, $12,423 for Gen. Sarnoff and $6,138 for Mr. Trammell into a retirement fund under a plan supported by contributions from both the corporation and its employes.

This fund is now paying Mr. McGrady annual retirement benefits of $1,530. If they survive and continue in the employ of RCA until they are 65, Mr. Buck will receive $7,130 a year; Mr. Folsom, $19,930; Mr. Ingles, $960; Dr. Jolliffe, $11,670; Gen. Sarnoff, $67,720, and Mr. Trammell, $33,650. "At that time," the proxy statement says, "David Sarnoff will have completed nearly 50 years of service with RCA and its predecessor and will have contributed more than $118,800 of his own funds towards his retirement income and Niles Trammell will have completed more than 36 years of service and contributed nearly $82,000 of his own funds."

In addition to the election of four directors, the business agenda for the stockholders' meeting calls for the appointment of independent public accountants (with the reappointment of Arthur Young & Co. recommended) and for action on a proposal that the incorporation papers of RCA be amended to permit cumulative voting for directors (which the management opposes).

PLAGIARISM SUIT

Maxson Judell Names ABC

PLAGIARISM suit for $604,000 was filed March 19 against ABC by Maxson Judell, writer, in Los Angeles Superior Court.

Complaint charges ABC started a radio program called *Fun Factory* in January 1950 while fully cognizant of Mr. Judell's literary rights to *Fun Shop* and ideas expressed in a syndicated column in 1923, in movie shorts in 1924 and in a book published in 1927.

Radio-TV format was presented to the network as early as 1936, according to Mr. Judell.

RATNER RESIGNS

Leaves Macy's PR Po

RESIGNATION of Victor M. Ratner as vice president in charge of sales promotion and public relations for Macy's New York department store was announced last week by Jack I. Straus, president of R. H. Macy & Co. parent organization, to be effective April 1.



Mr. Ratner

He will be succeeded by Charles Bartlett, vice president in charge of sales promotion at Macy's, San Francisco, since December 1945.

Mr. Ratner joined Macy's in October 1949, having previously served as vice president in charge of advertising and promotion for CBS. He will return to the broadcasting industry by opening his own office for public relations and production activities at 515 Madison Ave., also effective April 1. Among his accounts is an assignment on television programming for the William Morris Agency. He also has been retained by Charles Einfeld of 20th Century Fox, and by the Council of Motion Picture Organizations to develop an institutional campaign for the motion picture industry.

Collins Net Up

COLLINS RADIO Co., Cedar Rapids, Iowa, last week reported earnings of $847,326 or $2.66 a common share for the six months ended January 31, compared with $132,161 or 35 cents a share for the same period a year ago. Sales rose to $28,481,163, nearly five times those in the first half of last year when sales totaled $5,853,1

CONSTRUCTION BAN

Lifting for Radio-TV

IRON CURTAIN around new radio-TV station construction was partly lifted by the government last week and industry glimpsed for the first time in months a return to normalcy because of easing of materials.

There were developments which pointed the way to perhaps unlimited building and other projects beginning July 1. More importantly, they served to materially reduce fears that lifting of FCC's TV freeze would find a raw materials problem in 1953.

Highlights in the materials picture stemmed from actions taken by the Defense Production Administration and National Production Authority which:

● Indicated that all industrial (radio-TV station) construction will be authorized sometime after July 1, with assurance of materials by fall to complete any projects sought by broadcasters.

● Announced a new list of grants to broadcasters for materials during the second quarter (April-June) and revealed that all applications currently on file will be approved for allotment in the third and subsequent quarters."

● Hinted that certain vital materials (steel and aluminum) may be decontrolled by year's end and that broadcasters desiring to make minor installations or alterations may be permitted to self-authorize larger quotas of metals.

Definite Action

Talk of easing restrictions has been rampant for the past month, but not until last week did DPA-NPA take concrete action to formalize it [B•T, March 3]. First tipoff on TV station picture came last Monday at a news conference held by DPA Administrator Manly Fleischmann and NPA Administrator Henry Fowler.

In response to a question, Mr. Fleischmann said the new construction policy "is an indication that more materials will be available in the third and fourth quarters" for television stations.

At the same time, Mr. Fowler indicated that a decision would be forthcoming shortly on NPA's color TV equipment manufacture ban (see story page 63).

Mr. Fleischmann diluted this optimism, however, with a reservation: A possible nationwide steel strike could paralyze American industry and play havoc with NPA materials estimates.

"There will be more materials, particularly structural steel, available in the third and fourth quarters," Mr. Fleischmann said. He urged that "individuals and companies interested in the construction of projects will now begin active planning work on such projects and file CMP (Controlled Materials Plan) applications for materials for the third and fourth quarters."

Mr. Fleischmann added that a "substantial number of new starts will be authorized for the third quarter" along with materials. In cases where materials aren't readily available, he explained, "permits to commence construction will be granted anyway."

In the latter instance, he said, "preference will be given to projects in particular areas which have been especially hard hit by the lack of defense construction and the curtailment of ordinary peacetime construction." These are so-called "hardship" areas [B•T, March 17].

Filing Procedure

Broadcasters may file on the conventional Form CMP 4 C, obtaining applications from the regional or local Dept. of Commerce office or NPA Washington headquarters. They will be routed to NPA's Industrial Expansion Division in the Construction Controls Bureau.

This picture will be carried by NPA to the nation's radio-TV broadcasters at the 30th annual NARTB convention (see story page 25). J. Bernard Joseph, chief of the Broadcast and Communications Equipment Section, NPA Electronics Division, will explain different regulations. He will stress scheduling of orders and urge broadcasters to take advantage of self-authorization orders—25 tons of steel, 2,000 pounds of copper and

(Continued on page 30)

Golf Tournament

ADVANCE entry for the annual NARTB convention golf tournament for the BROADCASTING • TELECASTING trophies may be made at any of the magazine's bureaus. The tournament will be held Sunday, March 30, at Bunker Hill course in outlying Chicago. Buses will leave the south entrance of the Conrad Hilton Hotel at 9 a.m. Trophies will be given for low net, based on the blind bogey handicap formula, and for low gross. Nineteenth-hole party will wind up the tournament.

WGBS Raises Riordan

APPOINTMENT of Francis J. Riordan as sales manager of WGBS Miami was announced last week by Managing Director Miller Babcock. A member of the Fort Industry Co. station's sales staff for the past six years, he succeeds Mr. Babcock in the sales managership. Mr. Riordan entered radio as an employe-trainee at the NBC central division in Chicago, while he was attending school. After wartime service in the army, he moved to WGBS in 1945 as sales promotion manager, transferring to the sales department a year later.



Mr. Riordan

JAN. GROSS

Less Than 1% Below Dec.

SLACKENING in the decline of radio network time sales volume is shown by the Publishers Information Bureau figures for January 1952, with gross time sales of four radio networks—ABC, CBS, MBS and NBC—aggregating $14,477,939, less than 1% below the December 1951 total of $14,619,048.

Compared to January 1951, when the combined radio network gross came to $16,666,712, this January's total represents a decrease of 13.1%. But this difference reflects the 10% cuts in gross rates effected by NBC and CBS last summer rather than a decrease in the use of network radio by national advertisers.

Aside from the generally decreased dollar figures, the radio network picture this January differed little from that of the same month of last year. The top 10 network accounts (Table I) for the two Januarys include the same nine advertisers, with Philip Morris Co., replacing Gillette Safety Razor Co., the only change from last year.

Nineteen of the 24 advertisers listed in Table II as top buyers of network radio time in January in their respective categories are the same advertisers who topped their classes in January 1951. The rank order of the categories, according to the expenditures of each for network time, is unchanged from the opening month of 1951 to that of 1952 for the first five classes. Of the second five groups, four are the same for both years, although the rank order varies.

TABLE I.

TOP TEN RADIO NETWORK ADVERTISERS FOR JANUARY 1952

1.	Procter & Gamble	$1,469,259
2.	Sterling Drug	683,732
3.	Lever Bros. Co.	631,802
4.	Miles Labs	620,546
5.	General Foods Corp.	612,111
6.	Liggett & Myers	507,608
7.	General Mills	503,759
8.	American Home Products Co.	408,595
9.	Philip Morris Co.	405,798
10.	Colgate-Palmolive-Peet	341,415

TABLE II

TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR JANUARY 1952

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 30,980
Apparel, Footwear, Acces.	Brown Shoe Co.	14,045
Automotive, Auto. Acces. & Equip.	General Motors Corp.	129,297
Beer, Wine, Liquor	Pabst Brewing Co.	80,230
Building Materials, Equip. & Fixtures	Johns-Mansville Corp.	72,676
Confectionery & Soft Drinks	William Wrigley Jr. Co.	147,147
Consumer Services	Electric Companies Advertising Program	64,028
Drugs & Remedies	Sterling Drug Inc.	632,848
Food & Food Products	General Foods Corp.	604,839
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	106,778
Household Equipment	Philco Corp.	144,310
Household Furnishings	Armstrong Cork Co.	33,136
Industrial Materials	U.S. Steel Corp.	97,560
Insurance	Prudential Insurance Co.	136,782
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	91,380
Office Equip., Writing Supplies & Stationery	Hall Brothers	81,125
Publishing & Media	Book Associates	26,312
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	57,910
Retail Stores	Dr. Hiss Shoe Stores	948
Smoking Materials	Liggett & Myers Tobacco Co.	507,608
Soaps, Polishes & Cleansers	Procter & Gamble Co.	937,800
Toiletries & Toilet Goods	Procter & Gamble Co.	386,118
Transportation, Travel & Resorts	Assn. of American Railroads	61,045
Miscellaneous	American Federation of Labor	103,672

TABLE III

RADIO NETWORK BILLINGS CLASSIFIED BY PRODUCT GROUPS JANUARY 1952, COMPARED WITH JANUARY 1951

Class	Jan. 1952	Jan. 1951
Agriculture & Farming	$ 59,987	$ 58,761
Apparel, Footwear & Acces.	23,405	130,124
Automotive, Automotive Access. & Equip.	406,608	507,689
Beer, Wine & Liquor	198,268	342,782
Building Materials, Equip. & Fixtures	72,676	112,528
Confectionery & Soft Drinks	547,130	546,894
Consumer Services	170,730	245,637
Drugs & Remedies	1,890,958	2,297,641
Food & Food Products	3,411,771	4,134,288
Gasoline, Lubricants & Other Fuels	474,508	574,299
Household Equipment	351,522	199,362
Household Furnishings	109,362	68,344
Industrial Materials	216,403	188,325
Insurance	343,948	243,242
Jewelry, Optical Goods & Cameras	91,380	100,792
Office Equip., Writing Supplies, Stationery	81,125	70,728
Publishing & Media	61,150	78,356
Radios, TV Sets, Phonographs, Musical Instruments & Access.	106,776	164,335
Retail Stores	948	1,056
Smoking Materials	1,770,437	1,843,965
Soaps, Polishes & Cleansers	1,556,733	1,812,689
Toiletries & Toilet Goods	2,076,320	2,372,164
Transportation, Travel & Resorts	91,312	128,150
Miscellaneous	364,482	444,571
Total	$14,477,939	$16,666,712

Source: Publishers Information Bureau

HEARING RIGHTS

Rep. Celler Wants Rules

HOUSE Judiciary Committee Chairman Emanuel Celler (D-N. Y.) last week called the telecasting of congressional hearings "an invasion of individual rights." He spoke before the Federal Bar Assn. in Washington, D. C.

Rep. Celler also urged that definite rules be set up in governing congressional hearing procedure. He thus aligned himself with Sens. Harry Cain (R-Wash.), Estes Kefauver (D-Tenn.) and Margaret Chase Smith (R-Me.) who have been leaders in the Senate for the establishment of committee procedure.

He pointed up that fear, not caution, often dictates legislation. The bar group "must recognize the crucial nature of this problem," he said. ". . . Unless we address ourselves to the examination of this corrosion of our civil liberties, we shall witness the tragic demoralization of the process of law," Rep. Celler declared.

But, he continued, "unfortunately, some congressional hearings have sunk to the level of hippodrome performances in a circus atmosphere. Congressional hearings are not for the entertainment of the television public."

Rep. Celler is sponsor of a House resolution that would set up a committee to study ways in re-aligning committee hearing procedures.

Meanwhile, the Senate Agriculture Committee, after a wrangle over permitting United Press Movietone News cameras to take newsreel pictures for TV use last Wednesday, put off a decision on policy. After Senators failed to make up their minds whether it should be allowed by the committee, they decided that they would leave it up to each witness.

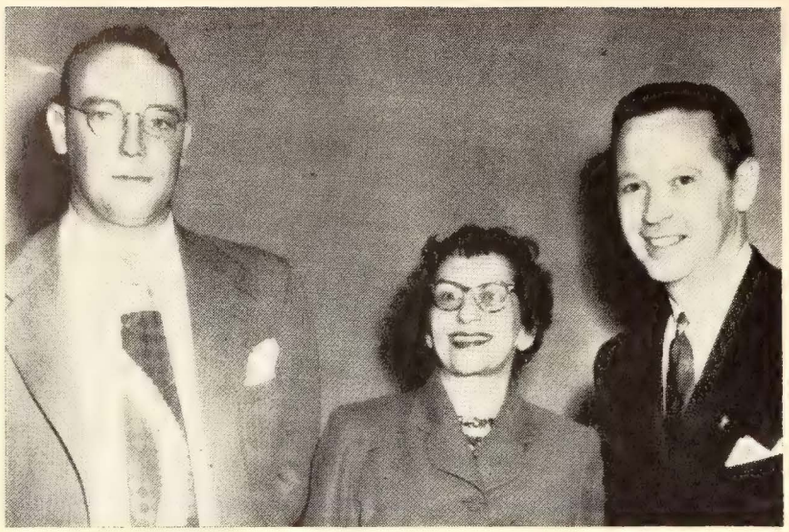
Hearing concerned a request by witness Latham White, former regional director of the Dallas Production and Marketing Administration office, who requested the newsreel shots not be made because he was a "little nervous" and was "not used to this kind of procedure."

He was fired from his job when shortages were discovered in some 20 privately-owned warehouses in the Southwest.

But another Senate hearing, that of the District Crime Subcommittee, studying narcotics traffic in Washington, D. C., was permitting both radio and TV. It is scheduled to be continued this week, with radio and TV present.

William Hancock Payne

WILLIAM HANCOCK PAYNE, 69, president of Hancock Payne Adv., Philadelphia, died March 18 at his home in Plymouth, Pa. Mr. Payne was with the old *Philadelphia Press* and *Evening Telegraph* prior to entering business for himself 35 years ago. He is survived by his wife, Martha; three sons and three daughters.



TOP OFFICERS, past and present, of West Virginia Broadcasters Assn., pause for cameraman at March 15 annual meeting at Bluefield (see story page 42). L to r: Incoming president, Jack Gelder, who is vice president-general manager of WCHS Charleston; re-elected secretary-treasurer, Alice Shein, co-owner and general manager of WBTH Williamson; past president, Joe L. Smith Jr., president of WJLS Beckley.

HOUSE FCC BILL

May Not Get Vote For Two Weeks

IT MAY be another two weeks before the House-version of the Senate-passed McFarland bill (S 658) goes to the floor of the lower chamber ready for a vote.

This was revealed to BROADCASTING • TELECASTING last week. The bill would overhaul the Communications Act of 1934 and write into law guideposts for FCC to streamline its procedures.

At least one amendment may be offered on the floor, it was indicated last week. Rep. Alvin E. O'Konski (R-Wis.) announced he will offer an amendment to the bill that would provide for the charging of fees for AM-TV station licenses (see story page 29).

Although the bill has been reported technically (which means cleared for House action), the new House bill has not yet made its debut.

The House Interstate & Foreign Commerce Committee which reported the bill a fortnight ago [B•T, March 17] has not written it into legislative form.

Revisions in Bill

Chief changes in the bill can be narrowed down to three—there may be possibly more, although until the new legislation is actually printed there is no assurance.

These are: (1) Retention of the so-called "double jeopardy" anti-trust section of the existing Act; (2) a new provision that would give FCC cease-and-desist, suspension and fine levying powers, and (3) a provision on barring any FCC rule or regulation discriminating against newspaper applicants (see editorial, page 50).

Delay in committee on the final writing of the bill and report has come about by interposing of other legislative problems, particularly the "fair trade" bill.

It was understood that another amendment possibly could come up that would apply a cut-off date on the filing of additional applications which would conflict with or compete with an original application or applications.

Time period would be 60 days. It would be designed to eliminate the practice of delaying until the very day the FCC is ready to act on an original application, the filing of conflicting applications for the same frequency or an adjacent frequency.

While at variance with a proposal of Rep. Richard W. Hoffman (R-Ill.), which was defeated in House committee, that the FCC require the posting of a bond by a competing applicant in order to defray costs for the original applicant who, in obtaining his grant, is nevertheless delayed in the process, it would presumably have the same effect of cutting down delay [B•T, March 3].

It was said that this new proposal is under consideration by Rep. Porter Hardy (D-Va.) who reportedly has contacted both FCC and the House committee on their views.

Harry Ingram

HARRY INGRAM, 40, radio and television writer and director, died of a heart attack Monday while helping to fight a grass fire near his home in Norwalk, Conn. Programs on which he had worked were *Mama* and *Tales of Tomorrow* on television, *The Shadow* and *Kate Smith Sings* on radio, and *The Big Story* on both AM and TV. With his wife, the former Gail Austrian, he also produced radio's *Tales of Fatima*, a program starring Basil Rathbone. Besides his wife, he is survived by a son, Harry M. Ingram, his mother, and a sister.

COVERAGE BAN

WHIL Denied Recording

GRASS-ROOTS protest agains House Speaker Sam Rayburn' (D-Tex.) ban on radio-TV in com mittee hearings [B•T, March 3 e seq.] continues while a station i New England, where the "tow hall" developed as a community in stitution, found the door closed a local government meetings.

Tie-in of the ban on coverage b radio recording of city council an aldermen meetings in Medfor Malden, Everett and Somervill all in Mass., was the coincidenc with Speaker Rayburn's ban, ac cording to WHIL Medford, the pro testing station. Both fell within week of each other, the Raybur ban on Feb. 25, the local ban o March 3.

After voting to permit radio re cordings, the Everett Board o Aldermen reversed itself and vote 4-3 against taping and re-broadcas of its meetings. Since then, ac cording to WHIL, protests hav been registered by the public, th press and by some of the cit officials themselves.

Meanwhile, WKBH, WKTY an WLCX, all in La Crosse, Wis., sen a blistering attack on the Hous ban to their representative in Con gress, Rep. Gardner Withro (R-Wis.).

In a letter signed jointly b WKBH Manager Howard Dah WKTY Manager Verl Bratton, an WLCX Manager Milo Knutson, th stations urged the ban be revoke

"If it should be determined tha House rules can be interpreted t uphold the Rayburn ban on broa casts of committee hearings, w urge you to do everything withi your power to see that the rules ar amended to give broadcasters th right to make such broadcasts ar recordings," the letter said.

"As broadcasters," the statio declared, "we feel that the micr phone is as essential a tool for ou newsmen as the pencil is for th reporter or the camera for th photographer."

'MAN OF THE WEEK'

CBS-TV Includes Local Lev

CBS-TV's *Man of the Week*, whi presents a nationally promine man giving his views on a curre topic, starting next month, al will honor a man whose contrib tion to public service has been a local level.

Each CBS-TV station presentin the Sunday program will pick i own local "man of the week" rotation, with first selection to made for April 6 broadcast WHAS-TV Louisville. Committ to choose the Louisville man w include Richard C. Oberlin, ne director of WHAS and WHA TV; John Day, managing editor the *Louisville Courier Journa* Norman Isaacs, managing editor the *Louisville Times*, and Vict A. Sholis, vice president and dire tor of WHAS Inc.

FCC MONEY

Budget Gets Squeeze in House

AS THE House last Thursday voted to make FCC's "tight budget" even tighter, a new FCC-congressional appeal for increased appropriations for fiscal year 1953 was slated to be made the following day before a Senate Appropriations subcommittee.

These were the developments:

● An unbending, unspending House beat down a move by Rep. Alvin E. O'Konski (R-Wis.) to restore to FCC's budget request a nearly $2 million slash recommended by its Appropriations Committee [B•T, March 17].

● Sen. Ed C. Johnson (D-Col.), chairman of the influential Senate Interstate & Foreign Commerce Committee, was planning to testify last Friday afternoon in support of FCC's increased budget.

● Chairman Paul A. Walker, accompanied by FCC aides, was also scheduled to testify.

● Rep. O'Konski, in a speech on the floor of the House Wednesday and Thursday in his losing battle for more funds to operate FCC, also announced he would offer an amendment to the McFarland bill (S 658) when it gets to the House floor. The amendment would require station operators to pay a "license fee," in order to make FCC somewhat self-sustaining.

The House refusal to accede to Rep. O'Konski's move to amend the funds bill and restore the $1,966,540 cut by the House Appropriations Committee came after running-fire directed against the FCC, led by Rep. Eugene Cox (D-Ga.).

Rep. Cox, a consistent critic of the Commission, again flayed the FCC. He demanded its abolishment and the creation of a new agency.

Charges FCC 'Not Worthy'

The Commission, according to Rep. Cox, is "not worthy of public confidence." There are many changes that should be made both in its personnel and in its functions, he said. As he put it to BROADCASTING • TELECASTING later, "there is an aggregation of pinkos down there."

Rep. Cox said the "only two men there for whom I have a high regard are [Comr. Robert F.] Jones and [Comr. Robert T.] Bartley."

These were substantially the same charges the Georgian made last year when FCC ran afoul of an axe-wielding House [B•T, May 14, 1951]. He was supported by fellow Georgian Sidney Camp (D), who pelted FCC for slow handling of a complaint—"I was indignant," he said.

Total funds voted by the House to operate FCC in fiscal 1953 were $6,108,460, $1,966,540 less than the requested $8,075,000 sought in President Truman's budget.

Rep. O'Konski's speech on the floor of the House was edged to the lifting of the TV freeze, as is Sen. Johnson's stand that more funds are needed in order to hire additional hearing examiners and other personnel to process an expected flood of applications. Sen. Johnson had disclosed his plan to battle for additional funds as early as last January [B•T, Jan. 28].

The Wisconsin legislator, speaking about the delay in the freeze lift, noted: "I know that if the amount cut by the Appropriations Committee from budget estimates remains as is, television is not going to move for at least five years more to come."

That committee, while it designated certain funds to be spent for TV processing, liberally chopped the entire budget request.

Rep. O'Konski noted "the Commission cannot possibly do the job that it has to do with the appropriation that this commitee has allowed them." FCC is a year behind in its work because of the TV load, he said.

Rep. O'Konski, who is owner of WLIN Merrill, Wis., also revived the question of payment by the broadcaster for his station license.

"In all the years I have lived I have gotten only one thing in my life for free, and that is a license to operate a radio station . . . as profitable a business as the radio and television business, it is incredible that they get their licenses free," the Congressman said.

"Let us give the FCC the money they need to let this industry expand and grow. But at the same time let us make the radio and television industry foot the bill. That they do foot the bill I will propose an amendment when legislation reaches the floor to amend the Federal Communications Act of 1934 [McFarland Bill] very shortly," he said.

Rep. O'Konski later told BROADCASTING • TELECASTING he felt "positive" that the Senate would give FCC more funds, and although the House defeated his drive to get the original cut restored, he still planned to ask for a license fee law.

During testimony before the House Appropriations Subcommittee Feb. 13, Wayne Coy, then FCC Chairman, said FCC believed the charging of fees for services is not "feasible."

Reasons, he gave, were (1) there would be no net gain to the Treasury for the amount could be deducted from income taxes of stations as an operating expense, and (2) some broadcasters may feel that since they must pay to become licensees they would feel they would be relieved from the necessity of performing in the public interest [B•T, March 10].

Asked $8 Million

Rep. O'Konski's request actually was for a flat $8 million, which he said conformed to the Budget Bureau's view. He said he wanted the "backwoods areas" to get TV, and he added, they would not for another 10 years unless greater funds were granted. "Can you imagine what turmoil there is going to be in the FCC with the filing of some 2,000 applications?" he asked. He said this appropriation "is the most important in the history of the Commission."

In answering Rep. Cox's charges, the Wisconsin lawmaker said most of congressional "dissent" of the past "has been without foundation" and that he did not know of "a more sincere or harder working force anyhwhere in our government."

He was supported by Rep. Frazier Reams (Ind.-Ohio), who is president of Community Broadcasting Co., licensee of WTOL Toledo. He said Congress by "controlling and drastically cutting" the FCC appropriation "can stifle" the broadcast business.

Also supporting the O'Konski amendment was Rep. Cleveland M. Bailey (D-W. Va.). House Appropriations Committee Chairman Albert Thomas (D-Tex.) was against the O'Konski amendment.

BUDGET VIEW

Not Good, FCC Says

WORSE than it appears at first glance. That is the dispirited attitude of FCC officials questioned about the effect of the House-pursed recommendation of $6,108,460 for the fiscal year ending June 30, 1953.

TV is going to have a long wait before the bright 1,000-TV station future can be translated into reality, they say.

Only hope they have is that the Senate will up the ante substantially. Usual course then is for House and Senate conferees to halve the differences between their two bills. Most optimistic expectation at FCC is for $6,600,000—which would not mean anything extra for TV and monitoring expansions. It would just take care of the $500,000 extra the Commission needs to meet the pay raises voted by Congress last year.

Here is how Commission people figure the House appropriation:

(1) The $6,108,460 passed by the House compares with $8,075,000 requested by the President—a $1,966,540 reduction. It is also a reduction of $500,000 from present operating levels, because with last year's pay raises the Commission's current budget (making no allowances for expansion of TV and monitoring services) is $6,600,000.

(2) In the House report, the Appropriations Committee said it had added $51,810 "for new positions in connection with TV application processing," and $125,000 for the acquisition of new monitoring equipment. Therefore, the House appropriation should realistically be considered $5,931,650 for present operations, plus $176,810 ($51,810 plus $125,000) for the purposes specified.



SPOT RADIO CLINIC luncheon was held by the National Assn. of Radio & TV Station Representatives in New York with Alfred Morgan (seated, center), president of White Rock Corp., as special guest. Standing (l to r): Arthur McCoy, Avery-Knodel; Martin Beck, Katz Agency; Jones Scovern, Free & Peters; Murray Grabhorn, managing director of NARTSR; seated (l to r) are Adam J. Young Jr., Adam J. Young Jr. Inc.; Mr. Morgan, and Robert Eastman, John Blair & Co. Clinic-luncheon was held at Biltmore Hotel March 11.

FELLOWS CITED

State Groups Honor

HONORARY awards have been conferred the past 10 days on NARTB President Harold E. Fellows by broadcaster associations of two states—Arkansas and Oklahoma.

Last Monday, at the Arkansas Assn. meeting, Mr. Fellows was made a genuine "Arkansas Traveler," with the award extended by C. G. Hall, state secretary. Session was held in Little Rock.

A similar honor was bestowed at the Oklahoma Broadcasters Assn. meeting in Oklahoma City March 14. Joe Bernard, general manager of KOMA that city, commissioned Mr. Fellows a full commodore in the Oklahoma navy. Mr. Bernard made the presentation for Gov. Johnston Murray.

Construction Ban

(Continued from page 27)

1,000 pounds of aluminum—wherever possible.

Mr. Joseph sees no problem in 1952-53 as FCC grants new TV stations. Even with perhaps 50, 75 or 100 new VHF TV station grants next year, there will be sufficient material to accommodate needs for steel towers, transmitters and other equipment. UHF poses no greater a problem, he feels, though the question of transmitter design may pose some obstacles. Manufacturers should reach their set output goals in '52 without difficulty.

Among broadcasters receiving second-quarter approvals for projects were ABC San Francisco; Allen B. DuMont Labs, New York; CBS Los Angeles; WTMJ-TV Milwaukee and WDAF-AM-TV Kansas City.

Materials were allotted to ABC for radio-TV studios and offices estimated at $600,000. The network received 28 tons of steel and 5,000 pounds of copper—70% of its request project was begun last December.

DuMont got 10,000 pounds of copper for a TV studio at WABD (TV) New York. This $1,750,000 project is 23% completed.

CBS application was for television—presumably its $5,250,000 Gilmore Stadium TV studios project which was launched in December 1950. CBS received 95,000 pounds of copper for second, third and fourth quarters. Project is 6% finished.

Project Values and Grants

The Kansas City Star Co. quota for WDAF and WDAF-TV facilities valued at $700,000 was 5,315 pounds of copper wire. Project, started in April 1949, is 72% completed. WTMJ-TV Milwaukee project was not identified, but is believed to be for its outdoor studios [B•T, Feb. 25]. Project value was given as $307,936, with starting date of January 1951. Station drew 179 tons of steel.

In addition to these, numerous electronic manufacturers were given authorizations for varying projects, among them General Electric Co., Hoffman Radio Corp., RCA Victor, Raytheon Mfg. Co., Westinghouse, Philco Corp. and Sylvania Electric Products.

A substantial number of industrial projects were denied, NPA said, for lack of materials. Allotments will be made in third quarter, however, to enable any broadcaster to complete construction. They need not refile, it was understood.

As for materials, some forms of steel may be decontrolled by fall or winter. Copper will replace steel as the limiting factor in construction. Aluminum will become more plentiful, but nickel and cobalt will remain scarce.

THREE Cleveland stations, WTAM, WHK and WERE, adopted 45 rpm system of recorded music last week as standard equipment. Operations began simultaneously March 17.

FREQUENCY TABLE

For Below 25 mc Issued

TABLE of allocations below 25 mc was issued by the FCC last week to complete revision of 1938 Cairo allocations begun in 1944. It also implements the 1947 Atlantic City allocations, in accordance with the 1951 Extraordinary Administrative Radio Conference in Geneva.

The new table of allocations will be added to Part II of FCC's Rules (allocations above 25 mc are already listed). Included in the services authorized in various bands of the spectrum below 25 mc are AM broadcasting and broadcast remote pickup.

Assignments in the bands from 14 kc to 1605 kc will go into force during 1952. Assignments from 1605 to 2000 kc went into force Jan. 1 of this year. No official dates have been set for assignments between 2000 kc and 25,000 kc. In the 2000-4000 kc area, Region II (North America, Latin America and Caribbean Islands) assignments are specified but official effective dates have not been decided.

AM band encompasses 535 kc to 1605 kc. Remote audio pickup bands are: 1605-1750 kc, 2107-2170 kc, 2194-2495 kc, 2505-2850 kc, 3155-3400 kc.

DEFAMATION SUIT

Dickerson Names NBC, Others

NBC, its radio commentator, Robert Montgomery, and its New Jersey affiliate, WTTM Trenton, last week were faced with a $1 million defamation suit filed by John J. Dickerson, chairman of the New Jersey Republican State Committee.

Mr. Dickerson charged that Mr. Montgomery used "false, malicious and defamatory matter" in attacking him in five broadcasts, for each of which he asks $200,000 damages.

The broadcasts involved in Mr. Dickerson's suit related to a current grand jury investigation of gambling and official corruption in Bergen County, N. J. Mr. Dickerson is mayor of Palisades Park and a member of the Bergen County board of freeholders.

'Ford' of TV

EMERSON Radio and Phonograph effort to capture the medium price market was indicated last week when Benjamin Abrams, president, said that production will be increased "tremendously" and that prices would be reduced. Other manufacturers had announced reductions in price earlier in the week (see story page 77). Company plans to feature a 17-inch mahogany veneer table model for $179.50. Mr. Abrams described the new policy as an attempt to become the "Ford" of the TV industry. The firm has been a leader in the sale of low-priced radio receivers.



GLENN SNYDER (l), WLS general manager, discusses "Operation Grocer" details with Harley V. McNamara, president of the 615-store National Tea Co. (r), and J. D. Hill of WLS sales-merchandising department. ➔

WDGY SALE

$425,000 Is Price

PURCHASE of the 50 kw WDGY Minneapolis-St. Paul for $425,000 from Stuart Investment Co. by four Minneapolis-St. Paul businessmen was announced last week with filing of application for transfer with the FCC.

Four stockholders of the 30-year-old Class II station (on 1130 kc with 25 kw night) are Clarence T. Hagman, former general manager of WLOL Minneapolis-St. Paul; H. J. Lang, owner of an electronic welding firm in the area and also of an auto supply business in San Diego, Calif.; George E. Lau, owner of area coffee shop chain; Clarence W. Levy, furniture retailer. Each will own 25% of Twin Cities Broadcasting Co., licensee of WDGY.

New owners already own a $300,000 note of the station, which they bought from Stuart Investment Co. for $250,000 (of which $160,000 was cash, $90,000 by note). They are paying $175,000 for 100% of the stock of Twin Cities.

WDGY, which operates with a nine-element array at night, lost $90,000 in 1951. Stuart Investment Co. will continue to own KFOR Lincoln and KOIL Omaha, Neb.

N.Y. PLACES BAN

On Certain Hearings

SUPRISE action by New York State Legislature Thursday was the passage of an amendment to civil rights laws, prohibiting the telecasting, broadcasting or taking of motion pictures at state hearings where witnesses testify under subpena or other compulsory processes.

Specifically, the bill covered sessions conducted "by a court, commission, committee, administrative agency or other tribunal in the state," which left question open as to whether it would cover federal proceedings conducted in New York. Intended to protect witnesses' rights, the bill—introduced by Sen. Nathaniel T. Hellman of Bronx—was reportedly backed by the state Bar Assn. which passed a similar resolution on federal hearings a few weeks ago.

WLS FOOD PLAN

All-Year Promotion Set

FOOD STORE promotion, which has been carried on at WLS Chicago on *Feature Foods* for 17 years, becomes a year-round merchandising activity April 3 following a successful all-summer season last year.

For a minimum of $3,600, an advertiser of a food product distributed in group stores such as the nation-wide A & P, Kroger, National Tea and National, will get six one-minute announcements weekly for 13 weeks, as well as station and store promotion.

The grocery group, which also includes regionals affiliated with Grocerland Stores, Central Stores and IGA, will highlight in local promotions the station-advertised products it stocks normally with banners, shelf cards, floor and window displays and newspaper advertising, all calling attention to the radio sales event.

WLS will stage a saturation campaign using 31 mentions weekly for the sales event and the featured product, using *Feature Foods* (six-a-week, 1:30-2 p.m.), the *National Barn Dance* (Saturday, 7:30 p.m.-12 midnight) and a new show, *Your Grocer and You* (Thursday, 7-7:30 p.m.).

Using a different group of stores weekly, the station expects to tie-in its activities with more than 4,000 stores in the 13-week campaign period. Thirteen groups of stores were lined-up for the promotion plan a month before the kick-off.

COMPONENTS MEET

Set for D. C. May 5-7

ELECTRONIC components and transistors will top reports to be delivered during a forthcoming conference under the joint sponsorship of Radio-Television Mfrs. Assn., the Institute of Radio Engineers and the American Institute of Electrical Engineers. Session will be held in Washington, May 5-7 with the Dept. of Defense and National Bureau of Standards participating.

Under the general theme, "Symposium on Progress in Quality Electronic Components," reports will be given on reliability of Soviet components and their development in Great Britain. W. R. Sittner, Bell Telephone Labs., will discuss status of the transistor at Bell Labs. Other topics include transistorized power amplifier and military availability of transistors. Over two-score technical papers will be presented.

Chairman of symposium committee is J. G. Reid, National Bureau of Standards. Program was arranged under direction of A. F. Murray, electronic consultant to the Defense Dept.'s Research and Development Board. Three-day meeting will be held in Dept. of Interior Auditorium.

How Much Is Your Station Worth?

The Answer—A Blackburn-Hamilton Company appraisal will analyze and interpret the nine key factors listed in the adjoining column. These findings, made as a result of an in-the-field investigation and hundreds of actual sales will be judged and translated into an appraised price—the price at which your station could be sold at today's market.

You may or may not be interested in selling your radio or TV property, but in the face of changing conditions, the appraised value of your station is valuable information for insurance, tax, estate and other personal reasons.

The Nine Key Appraisal Factors

1—Earnings
2—Investment
3—Technical
4—Market
5—Competition
6—Programming
7—Management
8—TV Factor
9—Potential

The information furnished us is held in strict confidence. It is compared with many other similar properties that we have appraised in connection with sales, financing or other personal matters.

Extensive experience and a national organization enable us to make complete and recognized appraisals in minimum time. Contact our nearest office for the cost and available time.

NARTB Convention - Chicago

March 30—April 2—Conrad Hilton Hotel
Suite 1200-01-01A

Our Washington, Chicago and San Francisco offices will each be represented at the 1952 Convention. Whether your interest is TV financing, an appraisal, buying or selling, be sure and contact us for a confidential discussion. Indications are that this convention will be the largest and busiest to date so why not set up a definite advance appointment.

• Negotiations • Appraisals • Financing

BLACKBURN-HAMILTON COMPANY

Radio Station and Newspaper Brokers

WASHINGTON, D. C.
James W. Blackburn
Washington Building
Sterling 4341

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755

SAN FRANCISCO
Lester M. Smith
235 Montgomery Street
Exbrook 2-5672

Chicago 'Side' Sessions

(Continued from page 25)

figures on stations' earnings and costs will be offered. Panel was announced earlier. This is slated for 4-5:30 p.m.

Another session will be devoted to audience promotion with Glenn C. Shaw, KLX Oakland, Calif., as keynoter. On the panel besides Mr. Shaw are John Esau, KTUL Tulsa, Okla.; Jack Knabb, Jack Knabb Adv. Co.; Worth Kramer, WJR Detroit; and Richard Allerton, NARTB research director, as staff representative. Value of merchandising departments in enhancing radio's worth to the advertiser will be recounted, with case histories of three cities—Tulsa, Rochester and Detroit.

Because of the shift of TV management to Wednesday morning, "the confession session" will be moved to 10:30. In addition to Harry Bannister, formerly WWJ-TV Detroit and now NBC-TV, who presides as chairman and seven panel members previously announced, three others have been added. They are Walter Compton, WTTG (TV) Washington; Ted Cott, WNBT (TV) New York, and Klaus Landsberg, WTLA (TV) Los Angeles.

FCC Chairman Paul A. Walker will speak at the Wednesday luncheon with Dwight Clark Jr., Voice of Democracy contest winner, as guest. He represents KCOL Ft. Collins, Col.

Workshop sessions will round out the Wednesday afternoon meetings and official convention business. TV code will be discussed at 2:30 by the NARTB TV Code Review Board, with Mr. Brown, NARTB TV chief, and Mr. Swezey, chairman of the code-writing committee, taking part.

Session on "Public Hearings—Are They Open to the Public Through Radio and Television?" will be held at 4 p.m. Judge Miller will preside. James M. Landis, an attorney, will uphold the affirmative. No speaker for the negative has been set.

The no-speech banquet will be graced with a slate of notable celebrities, with arrangements handled by Carl Haverlin, BMI president. Scheduled are comedian Lou Holtz, singer Patti Page, Kay Thompson and the Williams Brothers, the White Guards male chorus, the Merriel Abbott Dancers and Lew Diamond and his orchestra. Banquet starts at 7 p.m. in the Grand Ballroom.

There were few if any changes in the engineering slate from those previously announced (March 17). Most notable involves a substitution for Frank Marx, ABC engineering director, at the Tuesday morning session. A. James Ebel, engineering chief, WMBD Peoria, Ill., will replace him. Panel will discuss transmitters, consoles and other topics.

J. Bernard Joseph, chief of the Broadcast and Communication Equipment Section, Electronics Division, National Production Authority, will explain materials regulations. Plans are underway to set up a desk in Exhibition Hall to answer broadcasters' questions. Session is designed primarily for engineers and other technical help.

NETWORKS

Set NARTB Delegate Lis

ALL networks are expected to have top executives in Chicago during the convention for informal conversations with affiliates. Some plan formal network-affiliates meetings.

ABC's delegation will be headed by President Robert E. Kintner, Radio Vice President Ernest Lee Jahncke Jr. and Television Vice President Alexander Stronach Jr. and plans call for a meeting of network executives and the ABC Stations Advisory Committee on Sunday [B•T, Feb. 25]. This meeting will be held in conjunction with a luncheon at noon at the Ambassador East Hotel.

NBC's delegation has not been officially disclosed, but it is not expected that a meeting of network officials with their Stations Planning Advisory Committee will be held since the organizational meeting of the new SPAC has been set for mid-April in New York.

CBS Television's official delegation will be headed by President J. L. Van Volkenburg and a group of CBS Radio executives also is expected to be in Chicago during the convention period. Neither division plans formal affiliates sessions.

Mutual, DuMont Representatives

President Frank White, it was announced last week, will lead the Mutual delegation, which also is slated to include William H. Fineshriber Jr., executive vice president; E. M. Johnson, vice president in charge of engineering and station relations; Robert A. Schmid, vice president in charge of advertising, public relations and research; Charles Godwin, Robert Carpenter, Roy Danish of the station relations staff; Hal Coulter, director of advertising, and Francis X. Zuzulo, manager of press information. A meeting with the Mutual Affiliates Advisory Committee may be held.

The DuMont group will be led by Chris J. Witting, director and general manager, and will include Elmore B. Lyford, director of station relations; Robert Coe, manager of station relations; Edward Koehler of the station relations department; Robert Woolf, head of the teletranscriptions department and Donald A. Stewart, coordinator of the film department.

Your merchandising works for us..... ...FULL TIME

"When representatives of our major suppliers visit Birmingham," writes Ben Ash of A. & A. Ash, Inc., jewelers for almost 50 years, "we invite them to appear on our radio programs. Then we call WSGN. We can forget it, because we know the interviews will be interesting and that they'll be handled without a slip-up."

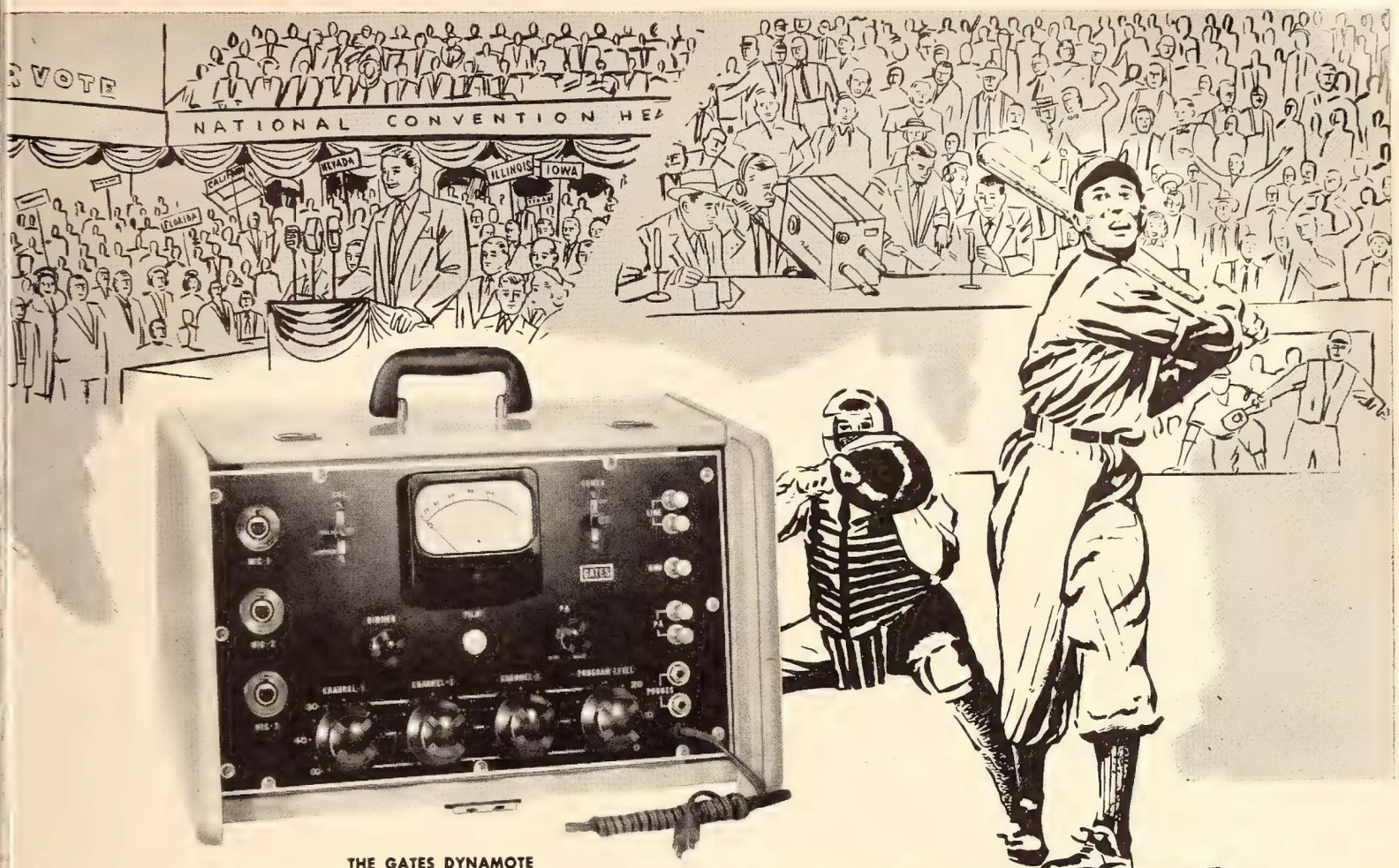
Ash sponsors "Time for Music" four nights a week. That's two hours on the air, but Ash, with WSGN cooperation, makes it work a full week. Continual merchandising of famous lines with a famous store pays off for both.

For follow through with merchandising details, for solid coverage of booming Birmingham, use WSGN. For full details, contact Bill Randa, Manager, General Sales, WSGN, Birmingham. (Tel. 4-3434).

WSGN-FM
That POWER-ful Station
and WSGN

(WHBS and WHBS-FM, Huntsville, Alabama, available in optional combination at substantial savings.)

WSGN is affiliated with ABC and is the key station for the Alabama Broadcasting System.



THE GATES DYNAMOTE
Here is the latest model GATES DYNAMOTE — as new as next fall's election!

YOU'RE THERE WITH THE Gates "Dynamote"

Some Outstanding DYNAMOTE Features

- Three microphone channels
- Public address take-off with level control
- Cue circuit to studios
- A.C. or battery powered
- Instant — automatic — changeover to batteries if line fails
- High gain — low noise
- Four inch V.U. meter with dimmer control
- Completely self-contained
- Weighs just 31 pounds with batteries installed
- One-piece construction

Whether baseball or politics, symphony or jazz — you can be sure of clean, crisp quality when Dynamoting your "out of studio" shows.

The GATES DYNAMOTE, originated about two decades ago at the advent of the Dynamic microphone, is each year brought up to date as the latest major league standings. — Your 1952 Dynamote is the engineers' choice, the producers' choice and the people's choice — compulsory, of course, because GATES DYNAMOTES are used wherever there is broadcasting.

Heavy political and sports coverage will create unusual demands on remote facilities. Recognizing this, production on the GATES DYNAMOTE has been increased. Orders are being handled same day as received in most cases.

GATES

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

ADVERTISING EFFECT

Politz Notes Correlation

THE RELATIONSHIP between an advertisement and company sales no longer measures the effects of advertising, Alfred Politz, president of the research organization which bears his name, told a luncheon meeting of the copy testing group of American Marketing Assn. in New York Thursday.

Such research results in correlations only, not causations, he said, and can lead to only one scientific evaluation: People exposed to advertising buy more than people who are not exposed to it. But, he said, even this cannot be considered the direct result of advertising, since one advertisement regenerates itself—by producing talk, a purchase which, in turn, provokes a neighbor's purchase of the same product, etc.—to "form a chain of causes, without which advertising cannot function."



COMPREHENSIVE coverage map of Keystone Broadcasting System as it supplements national radio networks and TV markets is a feature of the NARTB convention display. Checking acetate covers for the map are Pete Peterson (l), sales executive for Keystone, and Curt Winters, account executive at Simmonds & Simmonds Adv., both Chicago.

COY CRITICIZED

Sen. Welker Hits 'Time' Post

SEN. HERMAN WELKER (R-Ida.) asserted on the Senate floor Monday that former FCC Chairman Wayne Coy "can be accused—and justly so, I think—of being retained [by Time Inc.], not for his great television ability, but because of his former connection with the FCC and its activities."

Sen. Welker's attack was leveled at Mr. Coy's FCC resignation and subsequent employment by Time Inc. as radio-TV consultant with a $25,000 annual retainer, plus other remuneration for a $50,000 total [B•T, March 3, Feb. 25].

The Senator also cited the projected acquisition by Mr. Coy of half-ownership in KOB-AM-TV Albuquerque, N. M., with Time Inc. [B•T, March 10, 3].

When apprised of Sen. Welker's remarks, Mr. Coy said in part that the Senator had "reached a new height . . . in asserting more things not so in less time than any member of the Senate heretofore."

Mr. Coy denied that he had been active in getting the Commission to approve *Time's* application to operate a [TV] station in New Mexico—as intimated by the Senator—"for the simple reason that such an application has not been filed yet. Any man who sought to know the truth could have found it out by a simple query."

Mr. Coy resigned from the Commission Feb. 21 in order, he had said, to permit him to become a "free agent" in negotiating his return to private industry. Later, it was announced that Mr. Coy is to become president and operating head of the Albuquerque properties upon FCC approval of sale to Time Inc. He also is to continue as a consultant and possibly to participate in any other station properties acquired by the corporation.

Sen. Welker, as acting Republican leader in the Senate the day of his speech, combined a revived complaint of "job-jumping," KOB's TV operation and reported plans by Time Inc. to buy into additional TV properties.

In effect, the Senator asked his colleagues to keep watch on Mr. Coy's further activities in his association with KOB.

So-called "job-jumping" has been Capitol Hill debate-fodder in the past. As long as two years ago, Sen. Hugh Butler (R-Neb.) authored an article in *American Magazine* which hit at this practice—that of government officials who resign their positions in order to receive employment by groups doing business with the government agency or agencies the former employes served in official capacity. Sen. Welker noted the article and also legislation which was introduced by Senate Judiciary Committee Chairman Pat McCarran (D-Nev.) that would bar such practice.

'Job Jumping' Provision

The Senate-passed McFarland bill (S 658) which is pending House action (see page 28) also contains a provision (Sec. 4, subsec. (a)) on the subject of "job-jumping."

It reads that any Commissioner "serving . . . after one year from the date of enactment . . . [of the bill] . . . shall not for a period of one year following the termination of his services as a Commissioner represent before the Commission in a professional capacity any person, including all persons under common control, subject to the provisions of this Act, except that this restriction shall not apply to any Commissioner who has served the full term for which he was appointed."

Obviously, this can not affect Mr. Coy now nor could it in the future.

As expressed by the Senator the "salient" points, he said, were:

"Time" magazine now intends to go into the television and radio field; and Mr. Coy, who resigned from the FCC on Feb. 21, within 24 hours of that time received his appointment from "Time" magazine, at a retainer . . . of $25,000 a year.

It seems that in this case we have a man who is very well acquainted with the present members of the Commission. He worked with them for some four or five years, and he knows them well. . . .

After he [Coy] stated that he was resigning to replenish his private income, where did he get the money to help buy television station KOB? If he had no funds, what consideration did he offer so that he now is a co-owner of this television station? Certainly if this activity does not deserve strict censure, I do not know what does. I think Mr. Coy and "Time" magazine should explain this setup.

In citing the background of Mr. Coy's resignation and subsequent employment, Sen. Welker read portions of the news story printed in the Feb. 25 issue of BROADCASTING • TELECASTING and a March 12 broadcast by Ray Henle of NBC's *Three-Star Extra*. Mr. Henle had speculated that *Time* planned to buy into "no less than 16 important radio and television outlets in various cities across the country," that Mr. Coy was in charge and that "it eventually may mean a brand-new television network."

[EDITOR'S NOTE: FCC regulations preclude ownership of more than five TV stations by a single entity and FCC has been inclined to favor a limit of total AM outlets owned in this manner to seven.]

Sen. Welker, however, reported that KOB, "a television station," received a "new authorization" to operate because "it is my understanding that Station KOB was heretofore licensed, but of course the new purchasers had to get a new authorization."

The Senator's assertion was that the authorization was made immediately after it was announced that Mr. Coy had joined *Time* and also that KOB-AM-TV had been sold to Time Inc. and Mr. Coy.

[EDITOR'S NOTE: This was not the case, however. The "authorization" which Sen. Welker spoke of was for KOB's AM station, not TV. Specifically, the authorization as reported in FCC ACTIONS in the MARCH 10 issue of BROADCASTING • TELECASTING was a granting to KOB of an application for an extension of special service authorization to operate KOB on 770 kc with 25 kw-night, 50 kw-day, for six months beginning March 1. KOB has been granted such extensions for years since the station was involved in a court case regarding its frequency.]

N.Y. CIVIL DEFENSE

Facilities Are Readie

USE OF LOCAL and statewi radio networks, including every censed station as well as oth communication systems rangi from telephone to carrier pigeo if necessary, is included in Ne York state, county, and loc emergency information plans, t New York State Civil Defen Commission announced last week

Report was issued after a stat wide inspection and discussion to by Deputy Director Milton O'Connell and Martin Caidin, tec nical specialist, who met with sor 150 civil defense directors, sta members and public informati officers of 28 cities and 27 counti assembled for day-long discussio in Buffalo, Rochester, Syracu Utica, Albany and Binghamto Meetings for public informati officers and their staffs in the N York City area are scheduled to held later, probably within month, it was added.

Civil defense workers report that local testing of emergency lief already has been conducted, cooperation with local radio s tions and newspapers, and that formation crews are so organiz that, should any of them beco casualties, relief workers cou take over and continue communi tions systems without interrupti

Planning also has included ste to avoid spreading of false unauthorized information duri times of emergency, and all put announcements—by radio, tele sion, the press or outdoor sou systems—will bear authority state and local civilian defense ficials to assure authenticity.

Complete problems and their ecution are scheduled to be c ducted and tested on the city-cou level, beginning in April and c tinuing through December, to f ther test emergency informat services, it was indicated.

"Local press and radio stati and their personnel," Mr. O'C nell observed after his inspect tour, "have already done a t mendous public service to th respective communities by plac their equipment, time, and expe ence at the disposal of the local rectors of civil defense."

WIBW Scholarships

TWO $250 scholarships to Kansas State College were made last week to two of the top 4-H members in Kansas by WIBW Topeka, according to Ben Ludy, general manager. Citing "outstanding achievements and for general 4-H work, the awards were made by Wes Seyler, farm service director, WIBW, and tape recordings of the presentations played on his Saturday evening show, *The Dairymen's Roundtable*. Winners were Betty Lou Smith, McPherson County, and James McCoid, of Rossville.

WOPA VS. LBS

May Be Settled Soon

DAMAGE suit against Liberty Broadcasting System by WOPA Oak Park, Ill., is expected to be settled within a week after continuous hearings before Master in Chancery David Silbert.

Because of the expense of an injunctive bond, attorneys for WOPA dropped its pleading for a temporary injunction against fulfillment of Liberty's contract with WCFL Chicago and asked that the case be decided on its merits. Station, located in a Chicago suburb, charges breach of its affiliation contract with Liberty. Latter also signed an affiliation with WCFL. Both stations cover some of the same area.

The decision will be made by a federal district court judge after the recommendation of the chancery. Decision could call for dismissal of the action, a permanent injunction or damages, or a combination of both, all favorable to WOPA except dismissal. WOPA is understood to favor one possible solution which would provide that both stations carry Liberty programming as official affiliates.

Meanwhile, action on the damage suit brought by Liberty against 13 major league baseball teams for $12 million was at a standstill in Chicago last week as answers were ready to be received by defendants after a delay in delivery of summonses and copies of the complaint. Liberty charges conspiracy in restraint of trade and claims loss on cancellation of its *Game of the Day* series.

FCC EMPLOYES

To Get Service Pins

SERVICE seniority with the FCC and its predecessor agencies—Dept. of Commerce and Federal Radio Commission—for more than 500 FCC employes will be recognized April 8 at ceremonies in Washington with the presentation of service pins [B•T, March 17]. Among the 500 are 15 employes with 30 years of service, 110 with 20 years, 393 with 10 years.

Senior FCC employes with 30 years service are Chief Accountant William J. Norfleet and Administrative Service Chief Paul H. Sheey.

Among those celebrating 20 years of service are Comrs. Rosel H. Hyde and George E. Sterling, Field Engineering Chief George S. Turner, Field Engineering Asst. Chief Frank Kratokvil, Safety & Special Radio Services Chief Edwin L. White, Safety & Special Radio Services Asst. Chief Lester W. Spillane, Asst. Chief Engineer John A. Willoughby, Asst. Secretary William P. Massing, Examiner Fanney N. Litvin, Broadcast License Chief Clara M. Iehl.

Among those in the 10-year class are Chairman Paul A. Walker, Comr. Edward M. Webster, General Counsel Benedict P. Cottone, Broadcast Bureau Chief Curtis B. Plummer, Secretary Thomas J. Slowie, Aural Broadcast Chief James E. Barr, TV Broadcast Chief Cyril M. Braum, Broadcast Bureau Asst. Chief Joseph N. Kittner, Frequency Allocation & Treaty Chief Albert L. McIntosh, Asst. Chief Accountant Hugo Reyer, Examiners James D. Cunningham, Hugh B. Hutchison, Leo Resnick, Elizabeth S. Smith, Basil P. Cooper.

Elliott's Resolution

ANOTHER demand for a select House committee to investigate "offensive and undesirable radio and TV programs" and books has been made in the House. This time, it was H Res 581, offered by Rep. Carl Elliott (D-Ala.). It was referred to the House Rules Committee. Others were by Reps. Edward H. Rees (R-Kans.), and E. C. Gathings (D-Ark.) [B•T, March 3, Feb. 11].

'PEOPLE CHOOSE' SERIES

World to Release April 27

WORLD Broadcasting System, New York, producer of transcribed library programs and features, announced production last week of a 13-week pre-political convention series, *The People Choose*, recreating highlights of past political conventions and campaigns.

Series will be released as part of World's regular service to its 900 affiliated stations April 27, and will be previewed at the NARTB convention in Chicago. Material for each half-hour program will include researched scripts, music keyed to the documentary dramas, and records of a specially written song, "If You Believe in Democracy." Each program will follow a political event of the past, setting the time and scene, describing pre-convention maneuvering, jockeying for nominations, and ultimate presidential campaigns.

SALES BOOKLETS

Are Announced by BAB

FIRST in a new series of presentations designed to show how radio sponsorship will boost grosses for certain industries was mailed to Broadcast Advertising Bureau members Wednesday. The 16-page brochure is titled "Selling the New Paint Market With Radio."

Twelve of the industry presentations are planned to be released annually by BAB, it was indicated, with the second presentation, directed to tire manufacturers and dealers, to focus on the tire-replacement market and its expansion by radio advertising. Further 16-page booklets for making sales to automobile manufacturers and dealers, airlines and brewers are scheduled to be in the hands of stations, network and national spot representatives by summer, spokesmen for the radio-promotion organization said.

from the nation's
top radio and television
buying markets

AVERY-KNODEL

INCORPORATED

serves its stations, agencies and advertisers

NEW YORK
ATLANTA
LOS ANGELES
SAN FRANCISCO
DALLAS
CHICAGO
75 East Wacker Drive,
ANdover 3-4710



Television Big, Radio Is Bigger

(Continued from page 23)

ing in radio-only homes in the TV area nighttime was about the same during early evening hours and somewhat higher during the late hours—again reflecting differences in the urban-rural characteristics of these marketing areas. "In TV homes, there is a very high degree of interest in television throughout the entire evening and at peak points between 8 and 10 p.m. The extent to which TV usage holds up during the 'late' hours is noteworthy."

Mr. Shaw showed how coverage of radio commercials varies between TV and non-TV areas according to such factors as program preferences and network strength. TV competition gets stronger in mid and late-afternoon hours, giving radio considerably higher coverage in non-TV areas.

At night, he said, radio ratings are higher in radio-only homes, whether in a TV or non-TV area; extremely low in TV homes; some programs in radio-only homes are strongest in the TV area *(Lux Radio Theatre, Walter Winchell)* while others do best in non-TV areas *(People Are Funny, Suspense)*.

Total TV usage is generally higher in multi-station than single-station TV markets, he said, though the differences are minor.

Figures Compared

Mr. Shaw said that during January, 1952, the average daytime network radio program reached 2,033,000 homes per broadcast; the corresponding figure for TV was 1,198,000 homes. Nighttime, the average network radio program reached 3,210,000 homes per broadcast in comparison with 2,844,000 for TV.

Among the top 20 programs, he found a range from 7,019,000 homes per broadcast *(Amos 'n' Andy)* down to 4,152,000 *(Bob Hawk)* for radio and from 7,745,000 *(Red Skelton)* to 4,790,000 *(Big Town)* for TV.

'Capitol Cloakroom'

REPEAT performance on *Capitol Cloakroom* by Sen. Ed C. Johnson (D-Col.) March 28 will mark the program's fifth year on CBS Radio. The show is aired Friday, 10:05-10:30 p.m. EST, originating from WTOP Washington. Sen. Johnson, who was the informal public affairs program's first guest five years ago, will be interviewed by CBS Radio correspondents Griffing Bancroft, Bill Shadel and Bill Downs. In its five years, the program has interviewed 111 Senators, 37 House members, 10 Cabinet members and 48 other government officials. Program is produced by Lewis Shollenberger, and supervised by Stuart Novins.

the WHLI long island story

WHLI is Tops!

*Latest Share of Audience**

	Morning	Afternoon	Entire Survey
WHLI	**29.9**	**25.9**	**27.5**
"A" Network, 50 Kw	20.9	22.3	21.8
"B" Network, 50 Kw	12.4	22.0	18.1
"C" Network, 50 Kw	16.2	12.9	14.2
"D" Network, 50 Kw	10.0	7.1	8.3
All others combined	10.6	9.8	10.1

ONE STATION, WHLI, DOMINATES
THE MAJOR LONG ISLAND MARKET

*CONLAN STUDY OF LISTENING HABITS:
Daytime, February 1952
Hempstead, Long Island, N. Y.

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
PAUL GODOFSKY, President
the voice of long island

REPRESENTED BY RAMBEAU

MUSICIANS

WSB Issues New Ruling

ADJUSTMENTS in compensation paid out to so-called "casual" musicians—those not regularly employed by radio-TV stations and other groups—may be made without prior approval, the Wage Stabilization Board ruled last Wednesday.

Broadcast industry authorities felt the new ruling, Resolution 89, would have no appreciable effect on radio-TV networks and stations. As one authority put it, "it would only formalize what has been done administratively . . . before."

Three-year radio-TV contracts covering musicians were signed with the American Federation of Musicians and President James C. Petrillo in March, 1951. Only possible effect—and one which the union unofficially claimed as a small victory—is that it advances the level of other than staff players.

WSB adopted Resolution 89 in recognition "of the varied and unusual circumstances pertaining to the employment of casual professional musicians" which render wage regulations impractical for them. "Casual" is defined as "in regular engagement."

In adjusting wages and salaries of casuals, the employer and union "are expected to conform to the national wage stabilization policies and regulations," the board said. WSB reserves the right to review all adjustments.

Staff musicians are defined as:

> . . . Professional musicians who, on a permanent and continuing basis, are direct employes of establishments such as radio broadcasting stations, television studios, motion picture companies, theatres, movie houses, hotels, night clubs and other establishments including regularly established bands and orchestras employing professional musicians.

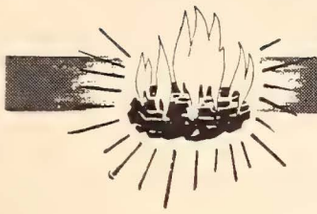
The wages and salaries of the staff group are subject, however, to wage board policies and regulations. No petitions for staff musicians will be considered "on the basis of any claim of inequity with the wage rates of employes as may be adjusted" under Resolution 89, the board said.

SSB ADVISORY GROUP

Further Studies Over-Scale Pay

INDUSTRY members representing networks, agencies and talent managers met in New York Tuesday with Salary Stabilization Board members to hold further discussions on control of over-scale salary increases.

Session—second to date by the enlarged committee—was identified as an "exploratory . . . discursive consideration" of the various problems involved. Although nothing concrete has been recommended, it is hoped that committee attitudes might be formulated in writing after another meeting, to serve as advice to SSB for any ruling it might make. Date of the next session was left open.



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

ABUNDANT COAL HEADS FOR PEAK PRODUCTION IN NEXT CENTURY.

The authors of a new book, "Energy Sources—the Wealth of the World," point out that "Coal is by far the most abundant fossil fuel. The magnitude of coal reserves is, therefore, of the greatest importance. . . . Of the total world reserves, 52 percent is bituminous, 40 percent is subbituminous and lignite, and 7 percent is anthracite. . . . Assumptions that seem reasonable at this time indicate that the peak (of production) for all coal may be reached by the middle of the next century or almost certainly not later than the middle of the century after that."

BRITISH TEAM STUDIES AMERICAN METHODS OF COAL UTILIZATION.

A thirteen-man team from Great Britain recently arrived in this country to study American methods of using coal in steam plants. They hope to improve the efficiency of coal utilization in Britain to help conserve their inadequate coal supply. Here in America tremendous advances have been made in getting more work out of each ton of coal. At the time of World War I it took an average of 4 lbs. of coal to produce a kilowatt-hour of electricity. Today with modern combustion equipment, more efficient boilers, and better-prepared coal, the average is 1.14 lbs. of coal per K.W.H. and some electric-generating plants of newest design are able to do the job with as little as ⅔ of a lb. of coal.

COAL PROVES MAIN FUEL SOURCE FOR ELECTRIC UTILITIES.

A top public utility executive has pointed out that his industry's coal requirements grew from 40 million tons in 1931 to nearly 105 million tons in 1951—about one-fifth of the national output. He then estimated that the nation's electric power requirements by 1954 will increase this figure to 130 million tons. And so it goes: more and more reliance on coal, our most plentiful fuel.

COAL'S VALUE AS RAW MATERIAL INCREASING.

Indicative of coal's increasing importance as a source of chemicals and the raw materials of chemistry is the development program of one of the nation's largest coal producers. This company is spending over one million dollars on research and the construction of a pilot plant to experiment with coal conversion. These experiments are designed to yield the maximum salvage of special tars from which valuable chemicals are obtained, as well as a base for synthetic fuels. The plant, as presently designed, will also produce a coal char which will be a very useful solid fuel.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

SELL LOCAL RADIO

Venard Tells Alabama Group

LOCAL programs, featuring local personalities and catering to local tastes, comprise the key to successful station operation, Lloyd George Venard, president of O. L. Taylor Co., said Friday in a talk to the Alabama Broadcasters Assn., meeting in Biloxi, Miss.

Noting that Alabama has 77 AM stations to 18 daily newspapers whose total circulation is only slightly more than half the number of radio homes, Mr. Venard declared, "The advantage is all on your side if you localize."

He suggested that an early morning show—"a two or three hour show with the same personality and with interruptions only for news and farm programs"—is something that will "give your local audience a local pride." News shows, with the same sort of local coverage that the local newspaper gives to local events; local women's programs, run daily and conducted by a woman "whose authority, by virtue of her personality and her voice, will gain her invitations to everything from a christening to a Red Cross rally"; local sports coverage; localized musical programs and local kid shows were also suggested by Mr. Venard as good vehicles for building station audiences and profits.

Good local programming deserves good promotion, Mr. Venard pointed out, suggesting the use of station breaks taped by local citizens, so that "your station identification is given by people who live in your town," the use of names from the phone book, and having the station telephone operator answer calls with "this is station WXXX . . . Right now we are broadcasting the noon farm program for Smith's tractors."

"See to it that your engineers, your announcers, your secretaries all talk radio," he urged. "Help them talk it. Give them facts on radio's importance—and your own success stories. Many a deal has resulted from the enthusiastic report that some announcer gave to a friend who told it to an advertiser."

Reminding his audience that local radio does almost twice the dollar volume of business as the four national networks combined, Mr. Venard urged them to "sell radio" to their listeners, to dramatize the 105 million radio homes in the U. S., half with two radios, a third with three, and to use a couple of courtesy spots a day to promote radio itself.



IN LOUISVILLE to inspect facilities of WHAS there is this group of representatives from Henry I. Christal Co., new station representative of WHAS (radio). Visitors are welcomed by Neil Cline (seated, r), WHAS sales director. Standing (l to r): A. J. Young Jr., Irvin Gross, Alan H. Schroeder and Douglas Ballin. Christal's James L. Thompson is seated with Mr. Cline.

RADIO PIONEERS DINNER

Set April 1 at NARTB Meet

AIR FORCE Secretary Thomas Finletter is to deliver the major address as a highlight of the annual Radio Pioneers Club Dinner April 1 during the annual NARTB convention.

The dinner is an added feature of the convention. Dr. Lee de Forest, credited with inventing the vacuum tube, will receive a special citation during the dinner, to be held at 7 p.m. in the Conrad Hilton Hotel Grand Ballroom. The third annual Pioneer Award will be made to Prof. Reginald Fessenden, pioneer wireless experimenter.

POLITICAL FUNDS

Probe Proposed in House

A PROPOSAL that a special House committee be appointed to probe campaign expenditures of House candidates got a green light last Thursday by the Rules Committee. If approved by the House, it goes into effect.

The resolution (H Res 558), authored by Rep. John W. McCormack (D-Mass.), who is Majority Leader in the House, would look into "use of advertising space, radio and television time . . . moving-picture film" and other services made available to the House candidate in his campaign.

All methods of contributions, expenses, money raised or subscribed by candidates themselves, individuals, groups of individuals and corporations would be explored.

Committee, made up of five House members picked by the Speaker, would look for violations of the sundry federal or state acts prohibiting certain election-campaign practices and suggest remedial legislation. Subpoena powers would be granted the committee, which would have a deadline set at Jan. 3, 1953, for its report to the House.

Winchell III Again

WALTER WINCHELL, radio commentator, taken ill in ABC studios just before his regular Sunday night program, March 16, was forced to cancel his appearance. Announcer Richard Stark read the prepared script. His office, attributing the ailment to "a serious attack of virus infection."

UNION BATTLE

NABUG Drops NABET

DISSENSION within ranks of National Assn. of Broadcast Unions and Guilds became separation last week with a Wednesday announcement that NABUG's New York council had voted unanimously to drop from membership one of its early members, National Assn. of Broadcast Engineers and Technicians.

Council Chairman Oliver Nicoll said the conflict was the result of "raiding" by NABET, which was charged with infringements in the past two years on TV and radio writers, directors and scenic designers, among others. NABET action, it was said, was contrary to policy adopted by other NABUG members, called the "little NABUG formula": To operate under trusteeship in new areas with temporary representation, until industry trends become stabilized and jurisdiction could be resolved.

Old strife was revived last fall when NABET sought membership from various engineers throughout the country and NABUG meetings were held as early as last October to resolve the conflict amicably. NABUG council privately implied last December, however, that if NABUG-NABET discussions could not settle the difficulties, the latter union would be dropped.

Resolution was passed unanimously by unit vote as well as by the council, composed of representatives for American Federation of Radio Artists, Television Authority, Radio and Television Directors Guild, Assn. of Theatrical Press Agents and Managers, and Local 829 of United Scenic Artists of America (all AFL); Authors League of America (independent), and Radio Writers Guild (an ALA member). Representatives of International Alliance of Theatrical Stage Employes and NABET were not present.

NABUG was organized nearly five years ago for solution of problems common to guilds and unions associated with the radio-TV industry.

George Mahr, national representative of NABET, Friday morning denied the raiding charges lowered against his group by NABUG. "We regret the move they feel necessary and disavow any raiding with which we've been charged," he said. "Groups are free to disaffiliate or affiliate as they see fit, and that's the way we operate."

upcoming

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

Mar. 24-27: Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.

Mar. 26: Senate Interstate & Foreign Commerce Committee, executive session, to consider S 2444, a bill to bar liquor advertising on radio-TV, Washington.

Mar. 26-28: American Assn. of Industrial Editors, first national convention, Netherland Plaza Hotel, Cincinnati.

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

April 1-4: Twenty-second annual Safety Convention and Exposition, Statler Hotel, New York.

April 1-4: American Management Assn. 21st annual packaging conference and exposition, Auditorium, Atlantic City, N. J.

April 3-5: American Assn. of Advertising Agencies, spring meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 4-6: American Women in Radio & Television, second national convention, Statler Hotel, Detroit.

April 15-17: AIEE Southwest District meeting, Jefferson Hotel, St. Louis.

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

April 16: BAB Sales Clinic, Los Angeles.

April 16-18: American College Public Relations Assn. 36th annual convention, Carter Hotel, Cleveland.

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

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

April 20: Los Angeles Advertising Women Inc., in cooperation with Advertising Assn. of the West, 6th annual Frances Holmes achievement awards, Ambassador Hotel, Los Angeles.

April 20-24: American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 21: BAB Sales Clinic, San Francisco.

April 21-26: Educational Television Programs Institute seminar, Pennsylvania State College, State College, Pa.

April 23: BAB Sales Clinic, Portland, Ore.

April 24: MBS stockholders annual meeting, New York.

April 24: BMI Program Clinic, Palliser Hotel, Calgary, Alta.

April 25: BAB Sales Clinic, Seattle.

April 25-27: Advertising Federation of America, Fourth (Florida) district, Casablanca Hotel, Miami Beach, Fla.

April 28: BMI Program Clinic, Owensboro, Ky

April 28: BMI Program Clinic, Phoenix, Ariz.

April 28: BMI Program Clinic, Missoula, Mont.

April 29: BMI Program Clinic, Nashville, Tenn.

April 29: BMI Program Clinic, Charleston, W. Va.



Don Lee's Radio audiences are climbing

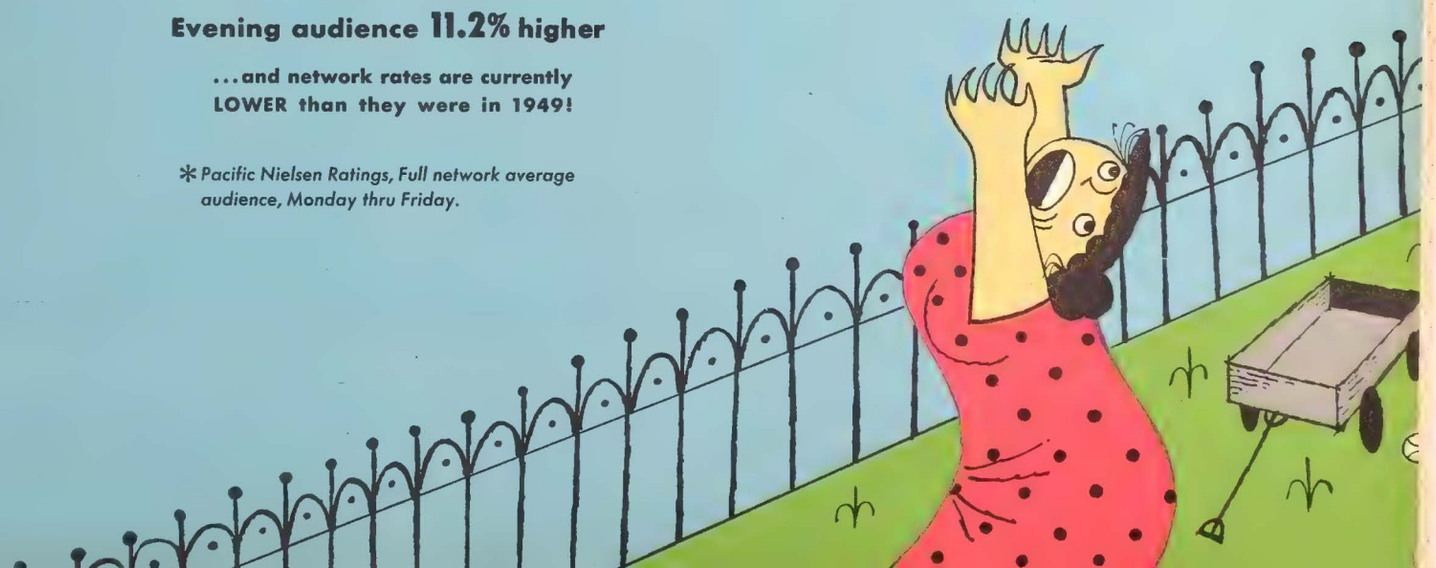
12-month average -1949 vs. 1951*

Daytime audience 8.9% higher

Evening audience 11.2% higher

...and network rates are currently LOWER than they were in 1949!

** Pacific Nielsen Ratings, Full network average audience, Monday thru Friday.*



DON LEE, THE BIGGEST NETWORK ON THE PACIFIC COAST, GIVES THE MOST COMPLETE, CONSISTENT *LOCAL* COVERAGE AT THE LOWEST COST PER SALES IMPRESSION OF ANY OTHER SALES MEDIUM

Don Lee and only Don Lee can sell your customers *locally* in 45 important Pacific Coast markets from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern in 45 markets. There's no waste. That's real flexibility and real *value* and it's a Don Lee exclusive.

Don Lee consistently carries more Pacific Coast regional business (with more regionally sponsored shows consistently in the top rated 10) than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium – DON LEE.

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network

1313 North Vine Street Hollywood 28, California





Miss Price (at head of table), writer-producer-director of Unshackled, *works for one-seventh the sum she made in commercial radio in handling broadcasts for Pacific Garden Mission on WGN. Here she confers in detail before a show with program talent, each of whom is a professional, paid AFRA scale.*

'Unshackled'

A Spiritual Theme Helps to Sell Pacific Garden Mission

RELIGION on the local airwaves, long a somewhat shabby and hard-to-sell item, has acquired the accouterments of maturity and the professionalism of commercial venture at WGN Chicago.

There *Unshackled* is molded subtly without the too-frequent admixture of fanatic evangelism and frantic fund appeal.

Its appeals are an understanding of fundamental human behavior, the simple dramatics of everyday living and a search for reason in what seems to many an unreasonable world.

Named by an imaginative (and anonymous) ad man, *Unshackled* is aired each Saturday at 7:30 p.m. by the 50-kw clear channel station, a prime time for any religious program. It is written, produced, researched and directed by an energetic woman whose secret of successful radio selling is a personal conviction that the "product" is the best.

That product is the philosophy that "Christ is the answer to all problems," a logical conclusion following the writer's assumption that the inventor knows best how his machine functions."

The lady with such conviction is Eugenia Price, who entered the competitive field of commercial radio writing 12 years ago and sold her first script, *In Care of Aggie Horn* on NBC. Three years ago, the successful daytime serial writer, of *Joyce Jordan* and others gave up $35,000 yearly.

At that time, her minimum price for a simple half-hour drama, minus such time and energy-consuming items as research, production and casting, was $250. Today, she shepherds *Unshackled* through every phase for $100 weekly—$25 more than she was paid the first year.

The sponsor is Chicago's oldest Skid Row project, the Pacific Garden Mission, second largest in the country.

"New York, and the Bowery Mission got there first," she noted.

Unshackled went on the air Sept. 30, 1950, initially at 11 p.m. on Saturday. Last fall it moved to 7 o'clock, following the popular Mutual network show, *Twenty Questions*. They have almost identical ratings, with *Unshackled* getting an estimated 300,000 listeners weekly.

It has reached heights of glory which even surprise the mission's optimistic administrators, among whom is Superintendent Harry Saulnier. He handles all activities for the three-building organization, a purely local and non-profit operation located on State St. in the slum area just south of the Loop.

The program, designed to spread the Christian gospel to the widest possible audience, seeks to restore faith in recalcitrants and bring into the fold persons needing help. *Unshackled* continues as a self-supporting vehicle, with any surplus money contributions going to other radio broadcasts.

The success has transcended the local scene, extending into national and international realms. This spring, Pacific Garden Mission plans to buy time on six other 50 kw stations, starting with WWVA Wheeling, W. Va. One Chicago constituent has guaranteed one-third of the costs on that station, about $15,000 yearly. Time is always purchased at card rates.

Broadcast expenses this year are expected to total about $225,000, of which $50,000 is for the WGN show. Another $280 weekly will be spent on Voice of America re-plays of the program to Iron Curtain areas and to members of the armed forces overseas.

Miss Price, since her personal and professional change-over, believes religion "is either awfully simple or simply awful."

Methods of making it "awfully simple" on the program include purchase of weekday time, use of a drama-documentary technique, professional productions with competent performers (she does all the casting) and payment of union scale wages.

She uses music and sound effects whenever necessary, and omits an open or middle "commercial," using only a short pitch at the end of the program after the story conclusion.

Miss Price is convinced this last move is wise, although "I'm sure we lose half the audience." The closing message, in a subdued manner, seeks funds for continuation of the series. Occasionally, for a special mission project, a mention will be made.

Two weeks ago the mission medical and dental clinic, staffed by volunteer professionals, ran out of drugs. A one-time mention brought in more than $1,000 in one mail. In a 30-second spot, the mission offered its book, *Doorway to Heaven*, for $2 shortly before Christmas. It sold out—1,000 copies in one week.

Plots and story themes are taken from mission files on degenerates, alcoholics, neurotics, prostitutes and criminals, although sensational elements are deleted. The script concentrates on the more normal individual suffering from frustration or loneliness, with whom members of the audience can readily identify themselves.

The Pacific Garden syndicated network will span the country from coast to coast with broadcasts of *Unshackled*. There will be no local cut-ins for a similar organization in those markets because the mission believes it can help many people in many places, despite its purely Chicago character.

* * *

MISSIONARIES all over the world have used tapes of the show and Protestant ministers in this country broadcast them in sermons and at church social meetings. A prison official in St. Joseph, Mich., reported numerous conversions each week as a result of the prisoners' request that *Unshackled* be substituted for regular Sunday church services.

Minus heavy moralizing, the show has "the most basically sound approach to psychology and its therapy that I have ever heard on the air," in the opinion of a Chicago university professor of psychology. Understanding, rather than preaching, is the objective.

The 75-year-old mission, established by an eastern socialite couple who attended its meetings nightly for 30 years, is subsidized by Protestant churches and by individuals. Progressive in its concepts as well as in its teaching and guidance methods, the mission governing board is delighted with results of its use of radio. It may cancel its black-and-white "trade" advertising nationally and also is considering extensive preparation of television films. Its agency, the John M. Camp Co., has specialized for the past few years in religious TV presentations.

UNDERSTANDING, rather than preaching, is the objective of local religious show of WGN Chicago. Miss Price gave up $35,000 a year as a successful radio writer three years ago to devote her talents to **Unshackled** for $75 per week. "Commercials" are kept subtle and in good taste. A psychology professor from a Chicago university termed the program, "The most basically sound approach to psychology and its therapy that I have ever heard on the air."

CONVENTION SEATS

Filing Deadline Is April 15

APPLICATIONS by radio and television commentators and working radio-TV newsmen for seats at the Republican and Democratic National Conventions to be held in Chicago in July must be made by April 15. Official announcement was made last week by Bill Henry, chairman of the 1952 Political Convention Committee of the Radio Correspondents' Assn., Washington, D. C.

The Radio-Television Galleries again have been designated by the Republican and Democratic National Committees to supervise the radio and television news "galleries" at the conventions. Mr. Henry has been appointed chairman of the committee to supervise accreditation, seating and operation of the radio and television news quarters in Chicago by the executive committee of the correspondents' association.

Other members of the convention committee are Willard F. Shadel, CBS, vice chairman; Hollis M. Seavey, MBS, and G. W. Kingsbury, WLW Cincinnati.

D. Harold McGrath, superintendent of the Senate Radio-Television Gallery, and Robert M. Menaugh, superintendent of the House Radio-Television Gallery, will be in active charge of facilities at the two conventions. This is the fourth time Messrs. McGrath and Menaugh have had charge of convention "gallery" facilities for radio and TV. They will be aided by the following assistant superintendents of the two Galleries: Robert C. Hough, C. J. D'Andrea, Carmen Garcia, Clarence T. Day and Manuel (Mike) Michaelson. Mrs. Garcia has been appointed secretary to the committee.

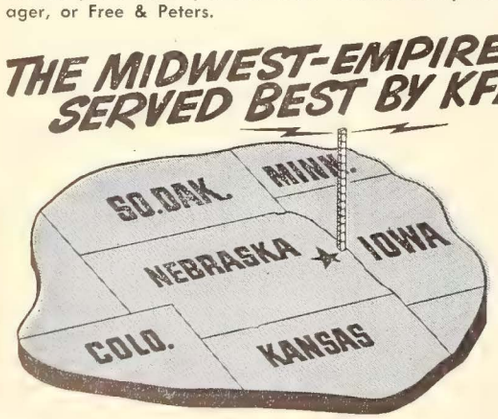
A standard form has been prepared for applications. They will be furnished to anyone who writes to the Radio-TV Gallery, Room G-25, U. S. Senate, U. S. Capitol, Washington 19, D. C.

Full Cooperation Promised

Mr. Henry said: "Both the national committees have given us assurances that every effort will be made to provide facilities, including seats, for all possible legitimate working radio and television newsmen and commentators. But it will be necessary for applications to be filed not later than midnight, April 15, so that our needs can be presented to the Arrangements Committee of the two conventions by April 20."



"Technical perfection in engineering" is the achievement citation to KFAB's staff of engineers. Every KFAB technician is an expert . . . trained and experienced in all phases of engineering from the control panel to field work. This experienced staff of technicians whose combined service records total 205 years . . . manning the finest equipment money can buy . . . build another bonus for KFAB advertisers. This is another guarantee that the advertiser's message is delivered to KFAB listeners with maximum quality and effectiveness. BIG ACHIEVEMENTS can be yours when you use KFAB—Contact Harry Burke, General Manager, or Free & Peters.





'PUBLICITY' FUNDS

Limited in House Action

AN ECONOMY-minded Congress is continuing its renewed attacks on the number of publicity personnel on the rolls of U. S. government agencies.

Butt of the most recent jab is the Radio-TV-Film Section of the National Production Authority but other government departments also came in for criticism. The jab was delivered March 13 by Rep. George Meader (R-Mich.) during House debate on the third supplemental appropriations bill.

The House passed the funds measure, including a proviso that "no part of any appropriation contained in this act shall be used for publicity or propaganda purposes not heretofore authorized by the Congress."

The bill (HR 6947) was designed to provide expenditures for salaries and other services for numerous government agencies during the remainder of the current fiscal year ending June 30. If cleared by the the Senate, it would mean that none of the departments could use the voted funds for purposes of publicity, including radio-TV activity by their personnel.

Rep. Meader took NPA to task for sending out material "to promote the philosophy and interests" of the agency. The weekly reports, he said, are sent to members of Congress for use "on your radio reports to your constituents back home." The material offered is in the form of 15-minute scripts.

Added Expense

The congressman's greatest concern was that this not only is an added expense and perhaps an illegal use of public funds, but also an attempt by the government "to try to influence public opinion." Similar charges had been raised in connection with OPS public information radio programs [Feb. 25, 18].

The Meader amendment, approved on the House floor, does not apply, ironically enough, to NPA. Funds for salaries and expenses of its policy arm, the Defense Production Administration, and for such Commerce Dept. groups as the Census Bureau and National Bureau of Standards would be affected publicity-wise by the proviso.

The amendment would apply to FCC which was earmarked for $488,900 for salaries and expenses.

The State Dept.'s international information and educational program, for which a sum of $1,750,000 would be allotted, also would be unable to use the money for publicity purposes.

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE NUMBER 29 OF A SERIES

FOR YOUR INFORMATION:

To the average layman, 1/1,000,000 of an ounce of anything isn't worth talking about. Yet, with such infinitesimal weights as this, oil industry scientists are developing some fascinating facts about lubricants and their effect on internal combustion engines. Even more microscopic particles - as little as 1/1,000,000,000 of an ounce - have been mixed with different petroleum products to trace their flow in the vast array of underground pipe lines which speed gas, crude oil and oil products to refineries and consumers.

Geiger counters and other trappings of the new atomic age are being used in these experiments which are part of the oil industry's constant program of research and development - a program on which individual companies are spending a total of more than $100 million a year. Especially intriguing is the fact that some companies started experiments with radioactive materials as early as 1943 - two years before Hiroshima and Nagasaki were transformed from relatively obscure Japanese cities to landmarks in history. In those early days, the cyclotrons were used as sources of radioactive materials. Now the atomic pile at Oak Ridge, Tenn., is the chief source.

How are these atomic tests being carried out? One revolutionary approach involves the use of radioactive piston rings. Specially-trained scientists install one of these rings in a test engine while others safeguard their health and lives by keeping a close check on the radioactivity with the delicate Geiger counters.

The car is then driven in proving ground road tests under weather conditions ranging from summer's heat to sub-zero colds. The infinitesimal particles worn from the radioactive piston ring drop into the motor oil and are measured with the Geiger counters. Perhaps only as much as 1/1,000,000 of an ounce of metal is involved but the atomic test provides unheard-of accuracy. In addition, tests can be completed with as little as 50 miles of driving, whereas the older methods required as much as 10,000 miles. One of the points that these atomic tests have proved is that modern, high-quality motor oils can actually triple the life of a car engine by substantially reducing wear.

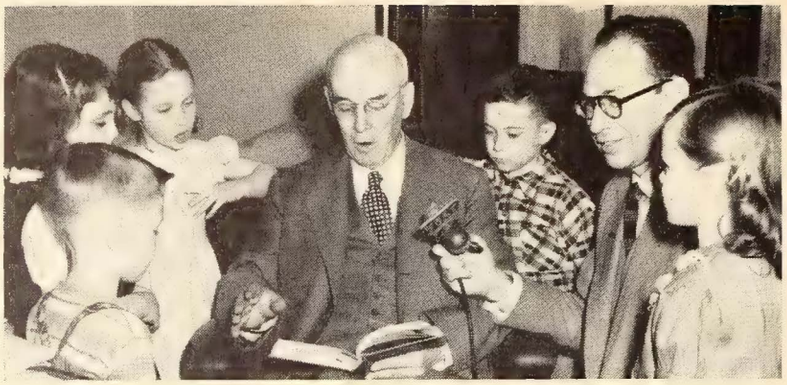
Oil industry scientists and technicians are using radioactive materials in other experiments too. In addition to the lubrication tests and the use of isotopes in the underground pipelines, oil men are using them in refineries to trace the progress of hydrocarbon molecules in the manufacture of petroleum products; in well-logging (mapping and studying of underground strata to determine the likelihood of oil production); and as a means of determining the liquid level in closed containers.

For further information about the oil industry, don't hesitate to write to me.

Edwin W. Esmay

Edwin W. Esmay, Acting Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.





CRIME doesn't pay morning-time thriller—with moral, of course—is read to moppets by Sen. Charles W. Tobey (R-N. H.) of Kefauver Crime Committee fame. Sen. Tobey (holding book) told an "original children's story" to listeners of *Little Ernie's Story Time* on WGAY Silver Spring, Md. (Friday, 9:30 a.m.). It was about the theft of 16 New Hampshire pullets from "an old woman" and how her despair was turned into happiness by her village neighbors in the Granite State. At right, holding microphone, is WGAY's Ernie Tannen. Sen. Tobey was the third dignitary to be guest on the program which has been host to Sen. Margaret Chase Smith (R-Me.) and Maryland Gov. Theodore R. McKeldin.

FLA. RULING

Restricts Political Radio Programs

SUPPORTERS of political candidates in Florida must buy their radio advertising through the candidate's campaign treasurer, according to a ruling by Circuit Judge Tillman in upholding constitutionality of Florida's new election law.

★

The law had been attacked in a suit filed by W. A. Smith, president of WPLA Plant City, Fla. [B•T, Feb. 18]. Judge Tillman held, however, that the law is not applicable in the case of a candidate for national office who does not have a campaign manager in the state. An appeal to the state supreme court is expected.

In a similar suit to test the law's applicability to newspaper advertising, Circuit Judge Hutchinson had held the law unconstitutional as denying freedom of the press.

J. Kenneth Ballinger, Tallahassee attorney representing Florida Assn. of Broadcasters and Florida Press Assn., attacked the law in the suits on behalf of the associations.

State Attorney General Richard Ervin first interpreted the law to require that all funds spent by any person to further the candidacy of an office seeker must be turned over to the campaign treasurer and disbursed by him. Later he changed the ruling to permit supporters of Florida candidates to pay cash out of their own pocket for advertising, specifying the purchaser must have written authorization from the candidate or his treasurer and the expenditure must be listed on the candidate's public financial return.

Latest Ruling

Judge Tillman's latest ruling holds the owner of a Florida radio station must have authorization for a time purchase from the candidate's treasurer; he may give time to a candidate or other citizen for expression of views furthering a candidacy if the time is contributed as a gift through the candidate's treasurer; a citizen may give his views on a candidacy (on a station other than his own) if he has first obtained authorization from the candidate's treasurer and the payment is recorded as a contribution to the campaign; a station may broadcast opinions and views of non-residents of the state. Nominees of national parties are not candidates under the state law.

Judge Tillman said, "It should be noted that the rights of freedom of speech and the press, as applied to radio, are necessarily and from the beginning more restricted than they are in relation to a newspaper."

He based this thesis on the assertion that radio is not available to all and therefore subject to regulation by the federal government.

DAYLIGHT TIME CHANGES

Networks Ready Plans

MAJOR networks are preparing for the April 27 shift from standard to daylight saving time.

NBC, CBS, ABC and MBS again will record their radio broadcasts so that all may continue to be heard during the same local time slot they occupy in winter months. Live productions will be broadcast on daylight schedules with no noticeable shift for audiences in daylight time zones, and will be recorded for rebroadcast, one hour later, in zones remaining on standard time. LBS plans were not announced.

Television programs at NBC, CBS, ABC, and DuMont will be aired on daylight schedules so that live shows will be seen one hour earlier in terms of local time in those zones which continue to observe standard time. For audiences in daylight time zones, there will be no noticeable change in the broadcast time of their live video programs.

W. VA. MEETING

Protests Rayburn Ban

PROTEST against Speaker Sam Rayburn's ban on radio-TV pickups of House of Representatives proceedings was voted March 15 by the West Virginia Assn. of Broadcasters, meeting at the West Virginian Hotel, Bluefield. Members were urged to contact their individual congressmen.

John T. Gelder Jr., WCHS Charleston, was elected president to succeed Joe L. Smith Jr., WKNA Charleston-WJLS Beckley. Mr. Gelder won over J. Patrick Beacom, WVVW Fairmont. On Mr. Beacom's motion the election was declared unanimous. William E. Rine, WWVA Wheeling, was elected vice president. Mr. Rine is a vice president of Fort Industry Co. Alice Shein, WBTH Williamson, was re-elected secretary-treasurer.

Directors-at-large are L. H. (Bud) Rogers, WSAZ-AM-TV Huntington, for TV; John S. Phillips, WHTN Huntington, for independents; P. T. Flanagan, WHIS Bluefield, for medium stations; F. J. Evans, WPLH Huntington, for small stations.

District representatives are C. Leslie Golliday, WEPM Martinsburg, District 1; Fred Zimmerman, WBLK Clarksburg, District 2; Charles High, WGKV Charleston, District 3; Virginia Cooper, WJLS Beckley, District 4.

The association voted to petition FCC to relax the rules covering first-class technicians in light of present-day operating progress. Support was voted the Broadcast Music Inc. clinic to be held April 29 at the Daniel Boone Hotel, Charleston. Cash prizes will be supplied for the BMI contest for young composers.

RCA's film, "Success Hill," was shown by David S. Newborg. The film shows the operation of the Bridgeport, Conn., UHF television station. Delegates were guests of WHIS Bluefield at a reception.

Formation of a statewide network of broadcast stations for civil defense purposes was advocated by John N. (Bill) Bailey, public affairs officer of Region 2, Federal Civil Defense Administration.

'Hillbilly Heaven'

WSM Nashville's *Grand Ole Opry* is given colorful treatment in the March issue of *The American Magazine*, copies of which were sent to the trade last week by the station. Called *Hillbilly Heaven*, article, authored by Don Eddy, says: "Today, its [Opry] fame is so great that hopeful guitar and banjo beaters, accordion squeezers, mandolin pickers, balladeers, yodelers and assorted mountain minstrels still arrive in such throngs that Program Director Jack Stapp, a sharp city feller who can spot a hillbilly dilly as far as you can call a hog, has had to set up an audition system to screen the promising from the impossible."



stars all... crusaders all...

working for the **AMERICAN CANCER SOCIETY'S**

1952 CANCER CRUSADE

1 — Greer Garson
2 — Gary Moore
3 — Mary Margaret McBride
4 — Gregory Peck
5 — Frances Langford
6 — Luke Easter
7 — Perry Como
8 — Senator Estes Kefauver
9 — Richard Rodgers
10 — Robert Young
11 — Eric Johnston
12 — Lanny Ross
13 — Roy Acuff
14 — Rex Allen
15 — Sons of the Pioneers
16 — Wayne King
17 — Sarah Vaughan
18 — Ginny Simms
19 — Spike Jones
20 — Senator Ford
21 — Sid Gordon
22 — Jimmy Cannon
23 — Don Ameche
24 — Fibber McGee & Molly
25 — Harry Von Zell
26 — Don Wilson
27 — Richard Stark
28 — Marvin Miller
29 — Ford Bond
30 — Ezio Pinza
31 — Eva Gabor
32 — Col. George Collins
Dr. Charles S. Cameron
Dolly Stark

Join them, use them!

For Radio

20 seconds through fifteen minute features
including weather forecasts
Scripts for 18 program categories

For Television

20 second and one minute trailers and animations
A full catalogue of props



AMERICAN CANCER SOCIETY • 47 Beaver Street, New York 4, N. Y.
Walter King, Director, Radio and Television



In Wilkes-Barre, Pennsylvania's 3rd Largest Market,

WILK's

average ¼ hour rating* from 7 a.m. to 1 p.m. is 34.1% higher... than that of the next-best station...

* Pulse:

Monday, Friday

November 1951

Wilkes-Barre - Hazleton Market

•
•
•

AVERY KNODEL Inc.

Nat'l. Rep.

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

'RED' INFLUENCE

Cites Union Control Danger

COMMUNIST-controlled unions holding defense contracts in electronics and other fields pose a "serious threat to national security" and potentially are "very dangerous," a top defense procurement official declared last Monday.

The warning was sounded by Chairman John D. Small of the Munitions Board before a Senate Labor & Public Welfare subcommittee probing Communist domination labor unions. The inquiry is under the chairmanship of Sen. Hubert Humphrey (D-Minn.).

Citing important contracts held by the independent United Electrical Workers Union reaching "substantial dollar volume," Mr. Small asserted:

"The [UEW] is the collective bargaining agent for many facilities working on important defense contracts in the strategically-important field of electronics. Congressional reports point out that a roll call of their leadership reveals names whose affinity to the Communist Party line is a proven fact. . . ."

The UEW was ousted from the CIO in 1949 on the grounds of Communist domination and a new CIO International Union of Electrical Workers was formed in its place. Both hold contracts with General Electric, Westinghouse, Sylvania Electric Products and other electronic firms. Mr. Small also noted that the American Communications Assn. was expelled from the CIO in 1950 .

Broadcasters Have Stake

With respect to affidavit provisions of the Taft-Hartley Act, broadcasters as well as manufacturers appear to have a stake in what Sen. Humphrey calls a "broad and philosophical approach" to the problem. While unions, failing to sign non-communist affidavits, are deprived of benefits of the National Labor Relations Board, the Justice Dept. acknowledged that it had probed 68 such officers who signed them looking toward possibility of perjury. Of 14 cases which went to grand juries, only one indictment has been returned.

NLRB Chairman Paul Herzog testified that authority should not be vested in the board to determine whether any union is "Communist-dominated." NLRB should confine itself to collective bargaining because, among other reasons, it is not so qualified and speedy conduct of elections and unfair labor practices would be frustrated by delays, Mr. Herzog testified.

Whatever action Congress takes, according to Mr. Small, should not only apply to the Defense Dept., which the Munitions Board represents, but also to other government agencies dealing with unions.

Mr. Small also charged there is "not the least bit of doubt" that some union leaders would call strikes if importuned by the Soviet Union. Furthermore, he added, the Defense Dept. does not believe it now has authority to remove "potential saboteurs" from plants.

A Justice Dept. official, Andrew F. Oehmann, told the subcommittee that it is virtually impossible to prosecute Communist union leaders because the department must prove they were party members when they signed the non-Communist affidavit. He urged the Taft-Hartley law be amended to require officers to swear they have not been CP members for at least 12 months prior to signing the affidavit.

NEW WRFD PLANT

6,500 Attend Opening

FREEZING weather, overcast skies and an urge to catch an extra 40 winks on Sunday morning didn't stop approximately 6,500 people from driving 50 to 75 miles to attend the grand opening of new studios and 260 acre radio farm of WRFD Worthington, Ohio. Festivities took place March 16.

Ladies who attended received baby orchids flown in from Honolulu for the occasion. Green and yellow balloons were distributed to the boys and girls. Cigars and book matches were given to the men.

Activities commemorating the station's renovation continued throughout last week. On March 17, a tour of the station was conducted for sponsors and a party was held that evening for those who advertise on WRFD. Guest speakers at the gathering were Edgar Kobak, former president of Mutual Broadcasting System, and Joseph C. Harsh of the Washington bureau of the *Christian Science Monitor*. Station executives estimated that during the week an additional 10,000 persons visited the studios.

WRFD is owned and operated by the Peoples Broadcasting Co. of which Murray D. Lincoln is president. J. D. Bradshaw is station manager.

KRGV BIRTHDAY

Celebrates 25th Year

KRGV Weslaco, Tex., "The Voice of the Rio Grande Valley," reached its 25th year of broadcasting last Tuesday.

Station, which is owned by the Taylor Radio & Television Corp. and managed by Byron (Barney) W. Ogle, had its start in a "spare" back room of a music company in Harlingen, Tex., about 20 miles east of its present location. Called KHMC for Harlingen Music Co., the original outlet was supervised by H. R. Baum and managed by M. S. (Dick) Niles. Station was sold to Taylor-Howe-Snowden Inc. (later the Taylor Radio & Television Corp.) on Oct. 1, 1938.

KRGV operates on 1290 kc with 5 kw full time, directional night, acquired in July 1950. It is an affiliate of NBC.

RFE TRANSMITTER

Fourth Built in Portugal

CONTRIBUTIONS during the 1951 Crusade for Freedom made possible the construction of a fourth Radio Free Europe transmitter in Portugal which started broadcasts to Iron Curtain countries Feb. 27, the Crusade's national chairman, Gen. Lucius D. Clay, said last week.

First of the new 50-kw transmitters—all located northeast of Lisbon—went on the air Christmas Day; the second, in January, and the third, early in February. All were purchased with 1951 Crusade donations.

With its additional five transmitters in the Munich and Frankfort areas of Western Germany, Radio Free Europe now broadcasts daily to six countries—Albania, Bulgaria, Czechoslovakia, Hungary, Poland and Rumania—for a total of 800 hours per week, General Clay stated.

Installations in Portugal

The installations in Portugal include a half-mile-long antenna system designed to magnify the power of the transmitters and provide pinpoint accuracy in directing broadcasts. Programs are relayed among the various RFE stations for simultaneous broadcast on different wave lengths, thus reaching a maximum potential audience in Soviet satellites and counteracting Communist efforts to jam the broadcasts. Portugal, General Clay pointed out, has an excellent position for shortwave relay to Eastern Europe.

Crediting public donations for RFE expansion, General Clay warned that "America must keep expanding and intensifying its campaign of truth against Communism's big lies, by building more and more freedom stations. . . . We must not relax our efforts for a moment."

CHARGES PROPAGANDA

CHNO Stops Union Series

CHARGED by the International Union of Mine, Mill and Smelter Workers at Sudbury, Ont., that CHNO Sudbury had refused to permit a union program, Baxter Ricard, president of CHNO, replied that no Canadian communication outlet is compelled to disseminate Communist propaganda.

CHNO had aired one union program and was subsequently visited by the Royal Canadian Mounted Police, according to Mr. Ricard. The program which attracted the police contained a refrain "Russia Goes Marching Along." After the union had agreed to use no more Communist propaganda on a new series of programs on CHNO, Mr. Ricard, however, allegedly found "Communist double talk" in the next scripts. He then refused to air any more union programs. The union, in its newspaper *Mine-Mill News*, described the program as hard-hitting and factual.



SILVER plaque commemorating 25th anniversary of NBC was presented to top echelon of network on behalf of its affiliated stations. L to r: Jack Harris, vice president and general manager of KPRC Houston, who presented plaque; Niles Trammell, NBC board chairman; and Joseph McConnell, NBC president. Mr. Harris also presented executives with personal gifts. Plaque noted NBC's "outstanding leadership" in broadcasting arts and service to public during the past 25 years [B•T, March 17].

BASEBALL PLANS

Sponsors, Stations Report

BROADCAST and telecast plans for coverage of major league baseball games and training sessions throughout the country have been announced by several advertisers and stations.

Games played by the Washington Senators will be sponsored for the second straight year by the Christian Heurich Brewing Co., makers of Old Georgetown beer. WTTG (TV) Washington will handle TV assignments with Arch MacDonald and Bob Wolff alternating as sportscasters on the 26 games scheduled for telecast as well as on all scheduled games to be aired over WWDC Washington. Agency for the brewery account is Henry J. Kaufman & Assoc., Washington.

Bob Neal, WERE Cleveland sports director, inaugurated 1952 Cleveland Indians spring training broadcast schedule by airing play-by-play of the first two games with the New York Giants at Tucson March 8-9. Entire exhibition through April 13, with exception of four games, is being carried by the station.

Boston Red Sox broadcasts will be aired over WHAY New Britain, Conn. The 154-game agenda starts April 15 in Washington, D. C., and runs through Sept. 28.

Timely new program series has been announced by World Broadcasting Co., New York, transcribed program feature producer. Company has prepared a 26-program series, *Get a Hit*. Format calls for telling of a memorable baseball moment with local personalities as narrators. Script and music is furnished by World. Current baseball news and brief summary of an athlete's career are allowed for in the script.

ARMED Forces Radio Service, Hollywood, for sixth year shortwaved Motion Picture Academy Awards presentation to estimated listening audience of 91 million in 60 foreign nations.

IRAC

Functions Are Held 'Important' By Key Government Agencies

FUNCTIONS of the Interdepartment Radio Advisory Committee are deemed "important" by the Dept. of Defense, the Central Intelligence Agency and the Dept. of Commerce but IRAC's workload reflects records "in something less than a satisfactory and up-to-date condition."

Authority for this statement is Haraden Pratt, telecommunications advisor to the President, who expressed these views in a letter to Rep. Albert Thomas (D-Tex.). They were placed into the record of hearings held by a House Appropriation Independent Offices Subcommittee of which Rep. Thomas is chairman.

The Congressman had requested Mr. Pratt to outline the functions of IRAC in connection with FCC's proposed 1953 budget. FCC sought $11,327 for the coming year to cover "applied technical research and frequency allocation" involving IRAC. The Commission received an estimated $6,000 for the current fiscal year.

Mr. Pratt, in his letter to Rep. Thomas dated Feb. 21, thus commented officially for perhaps the first time on the nature of his telecommunications work with FCC and IRAC. He later made a progress report to President Truman [B•T, March 10].

The telecommunications chief ascribed condition of IRAC's records to "the greatly expanded use of radio frequencies with the advance of the art during and since the last World War" and to "the greatly increased military uses of radio frequencies resulting from the activities in Korea."

Mr. Pratt described IRAC's functions as assigning radio frequencies to government stations and serving as a forum for collaboration with the FCC, which apportions spectrum space among radio-TV broadcasters, amateur radio operators and other private users.

Mr. Pratt said that in response to a query put before defense agencies ("Is the work of the IRAC important and necessary to your operations?") the answer was that "without question" the committee's functions are important. To that end, he reported, the Defense Dept. has agreed to lend financial assistance to the committee as a national defense measure.

The President's telecommunications chief also added that his staff currently is helping to strengthen "the structure of secretariat of the committee in order that it may cope with the extra workloads imposed upon it. . . ."

IRAC was founded in 1923 by the late President Calvin Coolidge as a means of clearing use of frequencies between government departments and private users.

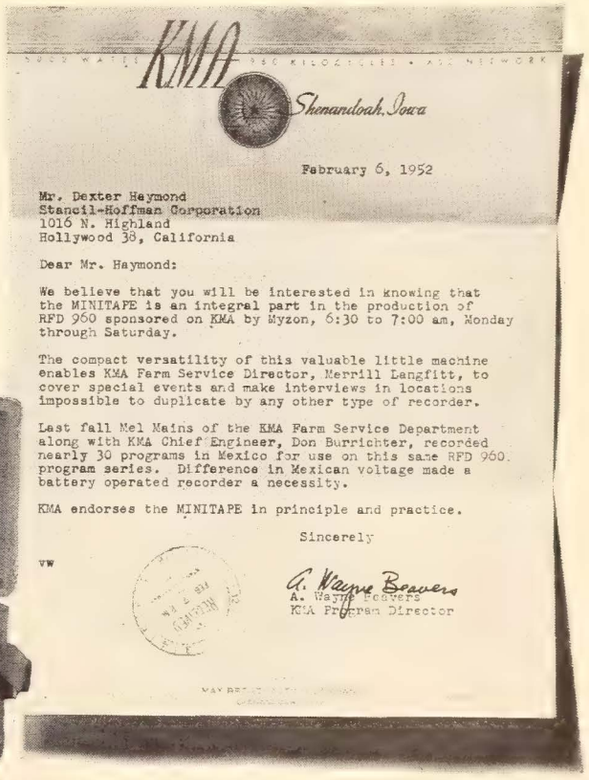
sponsor bait...

Buy a MINITAPE—*the shoe box size recorder that pays for itself in six weeks!*

KMA makes money with Minitape*



MODEL M5A... $249 complete
F.O.B. Hollywood



KMA
Shenandoah, Iowa

February 6, 1952

Mr. Dexter Haymond
Stancil-Hoffman Corporation
1016 N. Highland
Hollywood 38, California

Dear Mr. Haymond:

We believe that you will be interested in knowing that the MINITAPE is an integral part in the production of RFD 960 sponsored on KMA by Myzon, 6:30 to 7:00 am, Monday through Saturday.

The compact versatility of this valuable little machine enables KMA Farm Service Director, Merrill Langfitt, to cover special events and make interviews in locations impossible to duplicate by any other type of recorder.

Last fall Mel Mains of the KMA Farm Service Department along with KMA Chief Engineer, Don Burrichter, recorded nearly 30 programs in Mexico for use on this same RFD 960 program series. Difference in Mexican voltage made a battery operated recorder a necessity.

KMA endorses the MINITAPE in principle and practice.

Sincerely

vw

A. Wayne Beavers
KMA Program Director

- The only self-contained battery-operated tape recorder.
- Used by over 500 stations.
- Recordings of network quality.
- Weighs only 13 pounds.
- Uses rechargeable motor battery.

*MINITAPE... *Trade Mark Registered*

STANCIL-HOFFMAN

1016 NORTH HIGHLAND AVENUE HOLLYWOOD 38, CALIFORNIA

SPRINGTIME PIs

Sprout Like the Flowers

NEWEST spring fashions in per inquiry novelties are emerging from the mail order shops.

They cover a wide range of items, including intricate contracts bearing the ingenious imprint of the barrister to old-fashioned staples of the 30-cents-on-the-dollar type.

In keeping with the Lenten season, two of the offers provide continuity including Biblical references apparently designed to point up their coefficient of sales pressure.

Judging by comments of broadcasters who have viewed some of the spring styles, special interest has been aroused by Protam, whose advertising is placed by Dowd, Redfield & Johnstone, New York. Writing to stations, Allen O. Kaye-Martin, on behalf of the agency invites participation "in our regular Protam radio activity"

While method of compensating stations and network is not mentioned, the letter states, "During the past year we have broadcast continuously on more than 400 stations, including all CBS and NBC owned and operated stations, as well as all leading 50,000 w stations, plus heavily concentrated activity on the Don Lee Pacific Network, Columbia Pacific Network, Mutual network, etc"

Flexible Arrangement

After this introduction, the letter gets down to terms quickly, offering the following flexible arrangement:

We would like to buy as many quarter-hour periods on your station weekly, as you feel warranted to do a maximum job for us, based upon orders not costing us more than $1 each. Initially, we will sign a six-week firm contract. In other words, if the total cost of the quarter-hour units recommended by you were $300 weekly, we would expect 300 orders.

The best way to arrive at the recommendation you might make to us is to use your rates on the half hour contiguous schedule, dividing the half hour into quarter-hour programs, using at least two quarter-hours daily on those days you carry the program. You are to broadcast the Protam program on the days and during the periods that you consider would be your best mail-pull time.

You are to obtain and ship to us the minimum number of orders required, according to the procedure outlined above, on a weekly basis. If, after the end of the first two weeks, you find that this volume cannot be obtained, you have the right to cancel our order and bill us for the time used. However, you are to continue to run the Protam programs until they pay off.

Another mail order firm offering a more diversified line of spring propositions is Marfree Adv. Corp., Chicago and New York. The familiar phonograph record deal, with a P.I. of 30 cents on a dollar order, sounds a note of caution, "Please don't confuse this offer with any other you have ever heard."

With obvious know-how in this type of merchandising, Marfree adds, "Instead of the usual cat-and-dog tunes which have been used to pad out so many recent deals, Galgano (Galgano Distributing Co.) specially recorded four brand new top hillbilly tunes for this new offer, using special name talent. These are not pickup tunes, closeouts or distress merchandise."

A three-ply continuity packet is provided, opening with a terse 60-word introduction. After a song is played, a 750-word message is read, followed by a brief closing remark of 350 words.

Appealing to the broadcaster's business side, General Manager Burton A. Neuburger of Marfree closes with this thought, "Don't take our word that this is a great offer. Try it yourself on the air. There's magic in a buck. Let's make lots of them."

Another Marfree project offers a package described as "No. 1 in the series," paying $1.75 per query for the White Cross plan of Bankers Life & Casualty Co.; 60 cents for Quilt Lady, priced at $1.79, and $1.50 for Mitocin, a $2.98 smoking deterrent made by Parker Pharmaceutical Co.

Both of the above offers originated in the Chicago office of Marfree Adv. Corp. Vice President Barnett Friedenberg of the New York office has a new product called Dianol, mix-with-paint insecticide, that he believes "will out-d-Con d-Con." d-Con is a rodenticide.

A Marfree continuity about the hillbilly record opens with a Biblical approach: "Friends, remember how the good book talks about Manna from Heaven! Well, I'm dropping in on you out of the airwaves with some of the best news to come down the road in many a day . . ."

On behalf of the White Cross plan, the Marfree copy again takes up the Biblical theme, submitting this friendly greeting, "Friends, the Bible teaches us that a good man protects his family against all emergencies . . ."

A "sensational" proposition comes out of Lasker-Riseman Inc., Boston, for the firm's client, Roy Tracy. A harmonica package sells for $1.98 plus cost if orders are COD.

"The materials offered are very costly compared to most radio mail order offers," George Lasker writes on behalf of Lasker-Riseman. "In order to make a small profit, therefore, our client can't afford to pay more than 80¢ for advertising for each order received. We would like to buy three or more five-minute programs per day on your station, with your guarantee that they will cost no more than 80¢ (gross) for each order."

A leading magazine publisher, Curtis Pub. Co., has made a P.I. pitch that brought a nose-rubbing reprisal from Frank E. Wimberly, general manager of KWHW Altus, Okla. Mr. Wimberly wrote R. H. Goshorn of Curtis Circulation Co. in this vein:

"We are slightly surprised to get from the *Country Gentleman*, associated by tradition with the Benjamin Franklin who said 'keep thy shop and thy shop will keep thee,' a per inquiry offer. We would also be surprised if we learned that some *Country Gentleman* subscription offers we have heard on regional radio stations are per inquiry . . . We would hardly be consistent in participating per inquiry, as we are currently scheduling paid advertising calling attention to reading material in another national farm publication."

Revival of Radio Merchant's Guild service is proposed in a letter to stations from Joseph F. MacCaughtry, Los Angeles. If enough stations are interested in the guild's plan to increase station revenue, the project will be reinstated, according to Mr. MacCaughtry, who also serves as president of Cardinal. The 10-point guild plan is built around mail order selling by radio.

Arrow Adv. Agency, Chicago, shows an awareness of P. I. problems in offering 60 cents per inquiry for an unnamed item. Milton Hecker, on behalf of the agency, surveys the P. I. field this way, "Let the facts speak for themselves! We know that most P. I. deals that are submitted to you are 'hot deals' only in the eyes of the copywriter and in the hopeful anticipation of the client . . ."

Nearsightedness Scored

The oft-uttered observation of P. I. offerers about radio's chance to sell mail order merchandise much cheaper than the local merchants brought an observation by Willard Deason, general manager of KVET Austin, Tex., to this effect in a letter to Rand Adv. Agency, New York:

"I wonder if you realize that the average station in the medium-size market draws the greater portion of its revenue from the retail stores and from the manufacturers or distributors who use the retail stores as outlets for their products. In my opinion, any station manager who goes into the mail order business in competition with the local retailers is 'nuts'."

William Von Zehle & Co., New York, asks stations, "Is increased TV viewing or a decrease in radio advertising cutting into your radio profits?" If so, the agency suggests stations purvey Nutridine, dietary supplement, keeping $1.50 of the $3 per bottle charge, or $2.25 for the three-bottle $5 economy package.

Dick Gilbert, promotion manager and conductor of his own program at KTYL-AM-FM Mesa, Ariz., replied to a P. I. inquiry by offering Carl Fischer Inc., New York music publishing house, a daily announcement at usual rates in lieu of a 35-cent retainer for $1 copies of a Jo Stafford book on singing.

RADIO SUCCESS

Tulsa Savings Assn. Cites

TWO-WEEK radio spot campaign by Oklahoma's State Federal Savings & Loan Assn. on four Tulsa stations, offering a name brand pen and pencil set with each new account opened during the bank's 35th anniversary and relocation celebration, reportedly brought a tripling of the normal annual increase in accounts.

Stations used by the savings association, for whom Gibbons Advertising Agency, Tulsa, conducted the campaign, were KOME KRMG KTUL KVOO.

By the end of the three-day period, 389 new savings and investment accounts had been opened. Some 1,200 visitors had registered. Radio campaign was supplemented by a two-day newspaper and television schedule.

This was the same banking house that won first prize for institutions with assets under $5 million in the U. S. Savings and Loan League 1948 contest for outstanding advertising and business development, a program again handled by Gibbons, the agency reports.

Before You Buy in Cincinnati
STOP – LOOK – READ
→ *See Centerspread This Issue* ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER
L. B. Wilson WCKY CINCINNATI

WARREN NAMED

Fisher Lessens KOMO Duties

W. W. WARREN has been named vice president and general manager of Fisher's Blend Station Inc., licensee of KOMO Seattle, to succeed O. W. Fisher in the active managership. Mr. Fisher remains president of the corporation.



Mr. Warren

Mr. Fisher, cutting down his activities on advice from his doctor, has been president of the corporation since its beginning in 1926 and was appointed general manager in 1944.

Mr. Warren was program manager and treasurer.

In other changes, George F. Dean, public relations representative, becomes public service manager and Frederick J. Patterson, production manager, succeeds Mr. Warren as program manager.

Appointment of Mr. Warren was announced by the board of directors which also elected Kenneth R. Fisher treasurer and assistant secretary and Ray Baker, commercial manager, to the post of vice president.

KPOL Los Angeles, new 5 kw daytime station on 1540 kc of Coast Radio Broadcasting Corp., scheduled to start July 1, has joined Southern California Broadcasters Assn.

ABC NET IS UP

Attributed to TV

A SUBSTANTIAL boost in the net income of ABC and its subsidiaries during 1951—$368,943 after federal income taxes, compared to $84,605 in 1950—was reported by the company last week.

ABC said 1951 net income equaled 22 cents a share on the 1,689,017 shares of issued and outstanding $1 par capital stock. The 1950 total represented five cents a share.

Most of the increase was attributed to ABC's television operations.

It was noted that the 1951 net income figure does not include a $131,438 special credit which represents an adjustment of prior years' depreciation less provision for additional Federal income taxes.

Canadian Set Sales

RADIO set sales in Canada in January dropped 38% from sales in January 1951, according to the Radio-Television Mfrs. Assoc. of Canada. Total Canadian radio sales in January '52 amounted to 28,472 units valued at $3,003,925, compared with 46,498 units worth $4,156,590 in January '51. Inventories in January '52 totalled 187,461 radio sets, up 27,654 from January '51.

EDGAR BERGEN, star of CBS Radio *Edgar Bergen - Charlie McCarthy Show*, has made three annual scholarships available to American students for study in Scandanavian countries.

S 2444

Bill on Johnson Group Agenda For Wednesday Closed Session

JOHNSON-CASE bill to bar liquor advertising from radio and television will be considered by the Senate Interstate & Foreign Commerce Committee at its next executive session, is slated for this Wednesday.

Committee Chairman Ed C. Johnson (D-Col.), who co-authored S 2444 with Sen. Francis Case (R-S. D.), last week announced the placing of the legislation on the committee's agenda.

Senate Commerce group's printing of the hearings held Jan. 30-31 and Feb. 6-7 was completed a fortnight ago [B•T, March 17]. That was the green light for the committee to take up the bill in closed session.

The bill, which was introduced early in the session this year [B•T, Jan. 28, 21], drew fire from broadcasters and representatives of beer, wine and liquor industries in subsequent hearings [B•T, Feb. 11, 4].

Chief criticism from these quarters was that the legislation was discriminatory against the broadcast media since it singled out radio and TV alone but did not encompass magazines or newspapers. Beer and wine people called the bill one step in a campaign by the "drys" to outlaw all alcoholic beverage advertising in all media.

Such organizations as NARTB, Assn. of National Advertisers, American Federation of Advertisers and the American Assn. of Advertising Agencies, leveled fire against the bill, which was supported chiefly by temperance organizations.

WKIP TRANSFER

Employes Purchase Control

STATION executives of WKIP Poughkeepsie, N. Y., last week filed application with the FCC for acquisition of the station's control [B•T, March 2]. The price is $30,000.

Station's present owner, Poughkeepsie Newspapers Inc., keeps WHVA (FM), affiliate operation.

The new group is comprised of George W. Bingham, WKIP general manager; Marvin S. Seimes, chief engineer; Richard A. Dwelley, commercial manager; John J. Kuhn, and Mabel Meurer.

The station's physical assets are listed as $21,810 at depreciated value, $54,277 original value. For both the AM and FM stations, depreciated value is listed as $138,200. WKIP is an ABC affiliate on 1450 kc with 250 w fulltime.

CANADIAN ASSOCIATION OF BROADCASTERS

what goes on up there?

There's more going on up here than we can keep up with ourselves, sometimes!

For instance, as the fourth largest industrial nation in the world we're growing fast.

In the last ten years our population has increased by enough people to start a new city equal in size to our two largest together: Greater Montreal (1¼ millions) and Greater Toronto (1 million). Or an annual increase at the rate of one city about the size of Hamilton, Ontario, or Bridgeport, Connecticut, each year! That's mostly a natural increase, helped by immigration and Newfoundland's joining the Dominion in 1950.

Yes, sir! There's plenty going on up here. We're giving birth to a great NEW MARKET every year!

Your problem is how to reach these new markets.

Well, in Canada 94% of all homes have a radio. That solves a lot of problems. Whatever part of Canada you wish to reach, rural or urban, you can do it through Radio.

For Radio is Canada's chief entertainer and also her most welcome salesman.

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

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

THE LATEST WCKY STORY

Before You Buy in Cincinnati

STOP — LOOK — READ

STOP – AND CONSIDER THESE FACTS

- WCKY has 20.5% of the audience 8:00 AM-7:00 PM Mon-Fri and is exceeded by only one station*.
- WCKY's rate of $60 per quarter-hour daytime is as low as any station in Cincinnati**.
- WCKY has 50,000 watts power, assuring you not only Cincinnati coverage, but a large bonus coverage as well.

LOOK – AT THE RATINGS WCKY GIVES YOU

- Ratings as high as 5.3 on the Makebelieve Ballroom, higher than such network shows as Strike It Rich, Welcome Traveller, Double or Nothing, Hilltop House.
- Ratings as high as 6.7 on the Daily Hit Parade, higher than such network shows as Lowell Thomas, Beulah, One Man's Family, Lone Ranger, Gabriel Heatter.

** Jan-Feb 1952 Cincinnati Pulse*

*** Dec 1951 Standard Rate & Data*

THE LATEST WCKY STORY

READ – WHAT WCKY ADVERTISERS SAY

- "We have been consistent advertisers on WCKY for several years and know that we get maximum audience and results from our advertising dollar spent on the station."

  Frank Watkins
  Mariemont Laundry

- "Since adding WCKY to the Imdrin schedule, we have had a large increase in sales in Cincinnati and the Southern states."

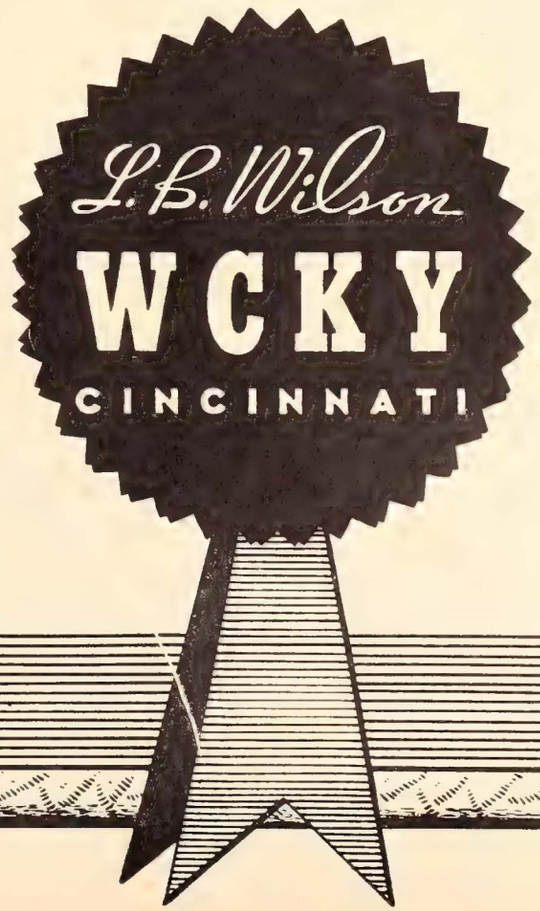
  Walter Zivi
  O'Neil, Larson & McMahon Agency

Invest Your Ad Dollar WCKY's-ly

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

or

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



editorial

TV's 'Korea'

THE FCC is up against a self-forged buzz-saw. Like the Panmunjom "truce," the FCC freeze continues.

An economy-minded House Appropriations Committee has gutted the fiscal 1953 budget by knocking off nearly $2 million of an $8 million Presidential request. It all but ignored the TV job ahead.

Now it isn't rare to find the FCC in a sweat, notably with a change in chairmanship and with a new commissioner aboard. When Wayne Coy resigned a few weeks ago, he had reason to feel that the freeze was about over and that all essential guideposts had been nailed down.

That, regrettably, isn't so. Things seem to have become unglued.

Comr. Robert F. Jones is known to be opposed to the whole plan, kit and kaboodle. It's evident that he favors separations based on "average" areas of economic influence, rather than use of the maximum common denominator. In his judgment, his plan would make for more assignments with separations to fit the particular markets.

Comr. Frieda B. Hennock threatens to dissent in a manner that, she is disposed to predict, would bring wild political repercussions. And evidently some Commission people frighten easily.

The Commission is under mandate to get the freeze over with. To date, every deadline has slipped by. Now even the end-of-March *absolute* deadline appears to have gone aglimmering.

It's folly to hope that the FCC can produce an allocation and ground rules that will satisfy all. There's a new great debate over channel-by-channel processing (i.e. to require the applicant to specify the facility sought) versus the "lump" plan whereby the FCC would pick the winners for the available facilities). Previously, the FCC had approved channel-by-channel on a tentative vote. Now there's a pitch for "dual lump," meaning that applicants would specify only whether they go for VHF or UHF, without pin-pointing the channel.

It's clear that the lumping plan will preclude licensing of new stations in markets of economic significance for months—possibly years. Litigation obviously would ensue, with all allocations in the market tied up.

And it can be expected that sharp protest will stem from the tentatively approved plan to limit antenna heights in Zone 1 (eastern) to 1,000 feet with power sufficient to equalize coverage.

Whatever the final allocations, the Commission now must act with dispatch.

Failure to do so surely will bring the wrath of Congress down on the FCC. One has but to read the *Congressional Record*, because hardly a day passes without debate about the FCC "depriving" an area of the gift of TV. Further delay will bring more pressure. It won't help the Commission on its appropriations plight. "Inordinate" delay—say beyond mid-April, unless there are overweening reasons—could well erupt into a demand for ripper legislation to create a new Commission to do the TV job.

Chairman Paul A. Walker walked into a tough job. He did it with his eyes open. He must hold fast. He must not allow dissident commissioners, chasing educational rainbows, ignoring the practicalities of free, competitive enterprise, to uproot a necessary allocation in gestation for 43 months.

House 'Cut'

AFTER TWO decades, the House committee charged with radio legislation has announced its intention of reporting its own version of the Senate-approved McFarland bill (S 658). Based on what we've seen, that House version would subject broadcast licensees to the kind of duress that could reduce radio and television licensees to serfdom, subject to the whim and caprice of the FCC.

It is another adroit attempt at admixture of bitter and sweet. It would, for example, lighten the load on renewals, and place deadlines on the length of time an application may pend. It would prevent discrimination against newspaper or other "class" applicants, this the direct (and wholly equitable) result of quiet and effective campaigning by the press. Nominally, it would give the licensee and the applicant the better break they have deserved. That's the sugar-coating—almost all picked up from the McFarland bill which has passed the Senate four times. The one exception is the anti-newspaper discrimination proviso.

Then the mailed-fist-in-the-velvet-glove. The McFarland bill provides for "cease and desist" orders—a middle-ground authority short of revocation. We've had misgivings about that provision, which contains portents of abuse going beyond the stigma of the present "temporary" license. But the virtues of the McFarland bill far out-numbered the strictures.

The House Committee, however, would authorize the FCC to suspend licenses up to 90 days and to levy fines up to $500 per day for infractions. It takes no oracle to divine that either would be tantamount to the death penalty. To suspend a station even for a week would mean loss of listeners and abrogation of contracts (as well as deprive the public of accustomed service). It is unrealistic, and cruel and unusual punishment.

The fine proposal goes beyond anything ever perpetrated even in the balmiest days of ASCAP's crusades at $250 per copyright infringement. A station might inadvertently violate the station identification rule just once a day. At $500 a throw, an unscrupulous FCC minion could allow violations to accumulate to the point of running almost any station into bankruptcy before the citations could reach the innocent offender.

The iniquitious "double-jeopardy" anti-trust provision in the present act would remain under the House bill. One of the salient remedies of the McFarland bill was to knock out this wholly un-American provision that would place on the line the licenses of any stations owned by entities which might run afoul of the anti-trust laws—civil or criminal—in their business affiliations totally divorced from radio or television broadcasting.

So far, we've seen only the House committee "statement." It's unsafe to predict the whole scope of the House bill until it's in black-and-white. The "statement" was drawn by committee "experts," manifestly after almost constant counsel with FCC attorneys.

The McFarland bill was designed to restore equity and justice in FCC procedures. It had the endorsement of the FCC (as distinguished from its legal staff). It had the support of the broadcasters and lawyers, despite misgivings about "cease and desist." It already has had a salutary effect, because the FCC, within the last year, voluntarily invoked most of the provisions for functional reorganizations.

It is apparent that some folks are playing fast and loose with the House committee, with the better-informed Senate, and with broadcasters. Fortunately, there's an alert Senate committee about, along with vigilant observers on the Washington radio-TV scene.

our respects to:



PATRICK FREEMAN

FROM PARTTIME announcer on a western Canadian station to national sales and promotion director of all independent Canadian stations is the saga in radio of a youthful Irishman, Patrick Freeman.

Burly but suave and serious, Pat Freeman has been awakening Canadian station operators to the fact that they are selling their medium too cheaply and has been demonstrating with facts and figures to the advertising industry that radio is the best media buy in Canada.

In the offices of national advertisers and their agencies, at radio meetings throughout Canada, at sales and advertising conventions everywhere in Canada, Pat Freeman makes his presentations. Always it is the same basic theme, backed by graphs and figures. He reiterates and demonstrates that "no other medium can offer such urban plus rural coverage."

After his demonstration he asks his audience, "What combination of other media can reach so many people, so effectively and for so little money?"

The result of the campaign has been an increased interest in radio by advertisers who have seldom, if ever, used radio in Canada. The impressive figures are making new friends and potential advertisers for Canadian broadcasting.

Mr. Freeman was born in Ireland on Sept. 19, 1909, and went to Canada while still in his teens. He headed for western Canada where he hoped to be a successful farmer. But the depression 30s did not aid successful farming and curly red-haired young Pat Freeman decided to try the nearest city.

From the small town of Pincher Creek, Alberta, to the city of Calgary was an uncomfortable journey the way he travelled. He recalls that freight trains are not built for comfort.

Nor was the welcome provided by the police constables in the railway yards very comfortable for non-paying passengers. But the athletic Irishmen remembers "it was just a short sprint in the early morning darkness from the freight yards to the city" that was to be his home for some years.

He got work in a lumber yard and from there drifted to other jobs until he met Frank (Tiny) Elphicke, then manager of CFAC Calgary, now manager of CKWX Vancouver and vice chairman of the Canadian Assn. of Broadcasters. Mr. Elphicke asked young Freeman

(Continued on page 55)



More Italians in New York than in Rome, will hear the bells of St. Peter's at Eastertime

THROUGH the facilities of WOV studios in Rome, more than two million Italian-Americans in the New York area will be able to hear the famed bells of St. Peter's Cathedral at Eastertime. This is typical of the type of broadcasting service WOV renders day in and day out. There are more Italians in New York than in Rome. Programs originating both here and in Italy have developed a listener loyalty such as few stations anywhere enjoy. WOV, in both its English and Italian broadcasting hours offers two vast, concentrated audiences available to you at an extremely low advertising cost.

Originators of *Audited Audiences*

WOV

NEW YORK

5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4



C. C. ANDERSON Co. Dept. Store signs for KIDO Boise, Ida., *Nightcap News*, quarter hour, seven nights a week. Concluding arrangements (l to r): Hugh Shelley, station coml. mgr.; Joseph Parker, sponsor ad mgr.; Wilmer D. Hill, Anderson gen. mgr., and KIDO Gen. Mgr. Walter E. Wagstaff.



REGAL AMBER Brewing Co. takes full season sponsorship of San Francisco Seals baseball on KSFO that city for fourth consecutive year. L to r: Jack Campbell, station coml. mgr.; Fred Ducato, vice pres., Abbott-Kimball Agency, and Don Klein, sportscaster who will announce games.

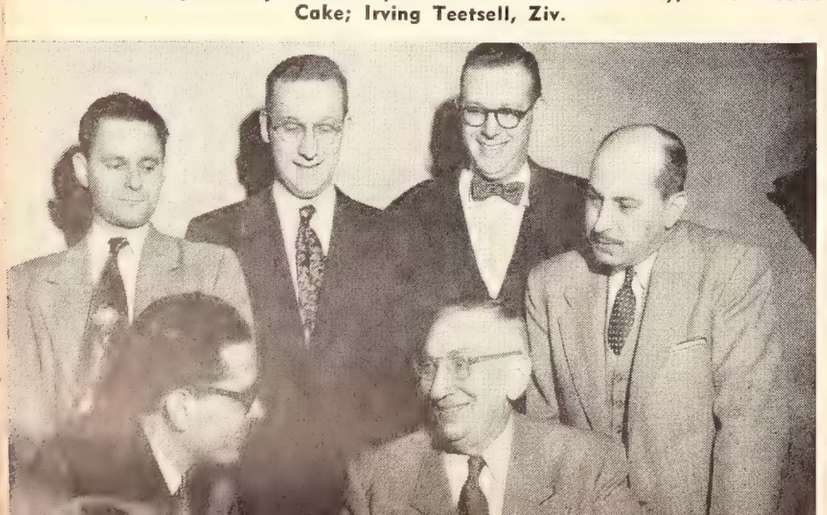
L. R. BRYAN Jr., pres., Second National Bank of Houston, signs for local co-op sponsorship of ABC *America's Town Meeting of The Air* on KXYZ Houston. Looking on: Fred Nahas (l), KXYZ exec. vice pres. and gen. mgr., and Hugh J. Bernard, bank vice pres. in chrg. of pub. rel.



VAN PATRICK (l) completes arrangements with Jack Rose, pres., Louis Rose Co., for latter's sponsorship of *Tiger Review*, Sunday evening quarter hour on WKMH Dearborn, Mich., following Mr. Patrick's play-by-play broadcasts of Detroit Tiger baseball games.

ARRANGEMENT with KCUL Fort Worth for MBS' baseball *The Game of the Day*, is made by (l to r): George Mercer, pres., T. E. Mercer Co., distributor for Falstaff beer, with which Mercer will share sponsorship; Dr. James G. Ulmer, KCUL pres., and Jeff Christian, Mercer mgr.

BLUE RIBBON CAKE Co.'s president, Reuben Levy Sr. (seated, r) turns over contract for sponsorship of Frederic W. Ziv Co.'s *I Was a Communist for the FBI* to Ralf Brent, dir. of sls., WIP Philadelphia. In background (l to r): Norman Land, Ziv representative; Richard and Herbert Levy, Blue Ribbon Cake; Irving Teetsell, Ziv.



CAB MEET

Freedom Rights Seen Among Chief Issues

LARGEST meeting in its history is expected at 27th annual convention of the Canadian Assn. of Broadcasters at the Royal York Hotel, Toronto, starting today (March 24) under chairmanship of Malcolm Neill, CFNB Fredericton, N. B.

Close to 400 Canadian broadcasting executives and many representatives from the U. S. are registered for the four day sessions which will feature panel discussions on selling, programming, management and cost control and will take up important business regarding national program ratings and freedom of the press as applied to broadcasting.

The CAB this year will make a concerted effort to prove that broadcasting is in the actual sense electronic publishing and that excessive government control is an infringement of the fundamental rights of freedom of the press and freedom of speech.

Canadian broadcasters will be asked to confirm the CAB directors' decision on this policy. The CAB already has filed a statement with the Inter-American Press Conference calling upon it for support.

The whole question of listener research also will be examined at the annual business meeting and a new system operated by an independent organization under control of advertisers and broadcasters is expected to be established at this meeting. There has been a growing feeling for some years that present methods of taking national and regional ratings by various independent organizations are not giving a true picture and that their results vary too much, causing confusion among advertisers and agency representatives.

Schedule of Events

The program starting today, following an address of welcome by Chairman Neill, will include a talk by John Sheridan, Canadian Chamber of Commerce, Montreal, on "The Value of Trade Associations," and a panel discussion led by Hugh Horler, radio director of MacLaren Adv. Co., Toronto, on "An Ideal Radio Sales Pitch."

Afternoon sessions of opening day include panel on "Where and How to Look for New Business," led by Adam J. Young Jr., New York, and a panel on "Making Salesmen More Effective" led by Wallace R. Parr, Manufacturers Life Insurance Co., Toronto.

Tuesday morning will be devoted to the annual meeting of the Bureau of Broadcast Measurement and report on program research under chairmanship of C. Wis McQuillin, radio and TV director of Cockfield, Brown & Co., Toronto. Tuesday luncheon will be a joint event with the Toronto Ad and Sales Club, at which Maurice Mitchell, Associated Program Service, New York, will be guest speaker.

On Tuesday afternoon, Horace Schwerin, New York, will discuss "Increasing the Effectiveness of Radio Commercials" and a panel on "Personnel Selection" will be led by Ernest de la Ossa, NBC, New York.

Wednesday morning, "Management and Cost Control" will feature opening session with E. B. Chown, J. D. Woods & Gordon, Toronto, as chairman. Pat Freeman, CAB sales director, will make a report on the sales advisory committee. Afternoon will be a closed business session with a report of J. T. Allard, CAB general manager. Copyright, rating problem, CAB policy on TV and electronic publishing campaign, as well as other business will be handled.

Wednesday evening annual dinner will be held with presentation of the John J. Gillin Award, the Canadian General Electric Award and CAB 25 Year Club presentations. Dinner will be under chairmanship of F. H. Elphicke, CKWX Vancouver, vice chairman of CAB. Dinner will be preceded by annual cocktail party given by Canadian National and Canadian Pacific Telegraph Cos.

Closing morning session will be devoted to panel discussion on "How to Increase Local Sales" under joint chairmanship of Ken Soble, CHML Hamilton, and W. T. Cruickshank, CKNX Wingham. W. E. Wallbridge, WWJ-TV Detroit, will tell Canadian independent broadcasters the problems of "Getting Into Television." For independent Canadian broadcasters, TV is awaiting a decision by the government on policy after the government's Canadian Broadcasting Corp. opens its own stations at Toronto and Montreal in August. A business session will close the annual meeting Thursday noon, with 1953 convention slated for the Mount Royal Hotel, Montreal, March 9-12.

MARTIN AND LEWIS

Liggett & Myers Negotiating

LIGGETT & MYERS, New York (Chesterfield cigarettes), through Cunningham & Walsh, that city, last week was in negotiation with the comedy team of Dean Martin and Jerry Lewis for sponsorship of their NBC radio show next fall. Whether the advertiser would pick up the Friday 8:30-9 p.m. time has not been decided. Currently the radio version of Martin and Lewis is sponsored under NBC's Tandem Plan.

Whether Chesterfield will renew Bob Hope and Bing Crosby next season is still debatable. Talent costs for the comedy team are understood to be about half of that which the sponsor currently pays for the Hope and Crosby packages.

front office



EDWARD LARKIN named manager of Los Angeles office, CBS Radio and TV Spot Sales.

CHARLES F. GRISHAM, WLTV (TV) Atlanta, Ga., named national sales manager for station.

RALPH DAWSON, WJR Detroit, named assistant sales manager, WXYZ-TV that city.

GEORGE GREAVES, assistant general manager, KNBC San Francisco, named program chief in addition to present duties.



Mr. Dawson

JUNIUS ZOLP, NBC-TV Chicago sales traffic manager, to network's TV sales staff, that city.

JACK ELLISON, KWIN Ashland, Ore., named manager in charge of Seattle office of John Keating Co., station representatives.

WALTER ENGELHARDT, sales staff of KVFD Ft. Dodge, Ia., to sales staff of George W. Clark Co., Chicago, station representative.

ROGER L. HARRISON, sales staff, WBZ Boston, to KSTP-AM-FM-TV St. Paul-Minneapolis, as radio account executive.

RAY D. SCOFIELD, account executive with John E. Pearson Co., and **C. RODNEY GIBSON**, account executive at All-Canada Radio Facilities, join N. Y. TV sales staff of Headley-Reed.

A. GAREN FERRISE, commercial manager, WMMN Fairmont, W. Va., named managing director, assisted by **FRANK J. LEE**, WMMN program director [B•T, March 17].



Mr. Lee

THOMAS BOISE, sales staff, KSFO San Francisco, joins local sales department of KNBC there.

ARTHUR H. BERG, Kling Studios representative, to WNBQ (TV) Chicago, on sales staff.



Mr. Ferrise

PHILIP MERGENER, Headley-Reed, Chicago, representative firm, to NBC Spot Sales, that city.

RALPH D. HERBERT, Salt Lake City advertising man, to KMOD Modesto, Calif., commercial staff.

WALTER A. SCANLON, regional sales promotion supervisor for Alexander Smith Inc., carpet manufacturer, named sales promotion manager for CBS Television Film Sales, N. Y.

JOSEPH BRENNER, FCC regional attorney in Los Angeles, resigned to join S. V. O. Prichard in establishing law firm of Prichard & Brenner, 321 So. Beverly Drive, L. A.

HULY BRAY, account executive, Kal Ehrlich & Merrick Advertising, Washington, D. C., to WGMS that city as director of sales replacing **PATRICK HAYES**, now management consultant.



Mr. Bray

RICHARD C. SHEPARD, commercial manager, WXRA Kenmore, N. Y., to WBEN Buffalo sales staff.

ERNEST FELIX, ABC assistant treasurer and former acting general manager of network's Western Division, Hollywood, resigns and will announce future TV plans at a later date.

JACK FREW, WJPS Evansville, Ind., to KITO San Bernardino, Calif., as commercial manager.

RAYMOND SOLARI, salesman for Birds Eye Los Angeles office, subsidiary General Foods Corp., N. Y., to KTTV (TV) Hollywood as special sales representative.

BENEDICT GIMBEL Jr., president-general manager, WIP Philadelphia, named radio-TV chairman for second annual Education Week for the Blind commencing today. . . . **WILLIAM D. PABST**, general manager of KFRC San Francisco and vice president of Don Lee Broadcasting System, named head of the 1952 Boy Scout Exhibition Show May 2-3. . . . **NORMAN CASH**, assistant general sales manager, WLW Cincinnati, father of boy, Jeffrey Macdonald, March 4. . . . **WALTER HAASE**, manager, WDRC Hartford, Conn., appointed member of volunteer committee of area's Office of Price Stabilization. . . . **FRANK ESTES**, assistant manager, WKNE Keene, N. H., father of boy, Richard Henry, March 1. . . . **S. R. SAGUE**, general manager of WSRS Cleveland, taking a short vacation in South after business trip to Washington, D. C. . . .

WILLIAM A. McGUINEAS, commercial manager of WGN Chicago, is vacationing for three weeks in Arizona. . . . **T. ARTHUR EVANS**, secretary-treasurer of Canadian Assn. of Broadcasters, Ottawa, named member of 11th annual advertising award committee of Assn. of Canadian Advertisers.

'HARRY LIME' SOLD IN 392

Lang-Worth Series Renewed

TRANSCRIBED radio series, *The Lives of Harry Lime*, has been placed in 392 markets throughout the U. S. according to John D. Langlois, sales manager of Lang-Worth Distributing Corp., who says the series also is being broadcast in Bermuda, Alaska, Hawaii and Great Britain.

Originally contracted for on 26-week basis with option for renewal, the series has proved so successful that options are being picked up daily, Mr. Langlois said. Among recent renewals is sponsorship by General Electric in cooperation with Dynamic Stores over WJZ New York. Success of the series—produced by Harry Alan Towers—has resulted in Lang-Worth plans for another open-end series featuring star talent for distribution in the near future.

MORE than $80,000 worth of time was donated by Southern Calif. radio and TV stations in 1951 for prevention of forest fires, according to W. S. Rosecrans, president Conservation Assn. of Southern Calif.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, Dec. 1951-Jan. 1952

SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	23.3	59.0	27.6	13.1	0.3
Monday thru Friday 12:00 Noon-6:00 PM	21.5	69.2	19.5	11.1	0.2
Sunday thru Saturday 6:00 PM - 10:00 PM	36.7	67.9	12.3	17.8	2.0

Total Coincidental Calls 14,272

*C. E. HOOPER, Inc.

Get the entire story from

FREE & PETERS

WDBJ

Established 1924 · CBS Since 1929

AM · 5000 WATTS · 960 KC

FM · 41,000 WATTS · 94.9 MC

ROANOKE, VA

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

THE ONLY PHILADELPHIA STATION CARRYING MAJOR LEAGUE BASEBALL

Play-by-play broadcasts of

Athletics

and

Phillies

HOME AND AWAY GAMES

with

★ BYRUM SAAM
★ GENE KELLY
★ CLAUDE HARING

Philadelphia's top sportscasters

WIBG

DIAL 990

10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT

REPRESENTED BY RADIO REPRESENTATIVES, INC.

air-casters



PAUL C. LEVITAN, supervisor of technical operations, CBS New York, named TV special events producer.

WILLIAM BERNS, Kenyon-Eckhardt, N. Y., producer-director, to ABC that city, as production supervisor assisting **LEONARD BLAIR,** program director.

ARNOLD SNYDER, WNJR Newark, N. J., director of public relations, and **WILL PEIGELBECK,** station's home and garden director, participated in panel at educational conference sponsored by New Jersey Oil Industry Information Committee in Trenton last Thursday.

SHIRLEY WRAY, director of radio publicity, Los Angeles Children's Hospital and Braille Institute, joins Hollywood headquarters staff of KBIG Avalon, Calif.

PETE MATHEWS, announcer, WSAZ Huntington, W. Va., promoted to production manager. **LARRY DRAPER,** WEIR Weirton, W. Va., and **CHARLES ESTERLY** join WSAZ announcing staff.

BILL CUNNINGHAM, freelance publicist, to KPOL Los Angeles as promotion director.

ALAN LISSER, announcer-producer, KFI Los Angeles, to KBIG Avalon, Calif., as program director.



Mr. Lisser

FRANK M. DOWNS to WMAQ and WNBQ (TV) Chicago as merchandising assistant.

GEORGE LEE CLARK joins KCOW Alliance, Neb., as announcer-copywriter.

ARNOLD BENUM, program director, KITO San Bernardino, Calif., named head of station's Riverside studios. **FRED REINHARDT** becomes program director.

ROY BATTLES, WLW Cincinnati farm director, named "outstanding radio farm director of 1951" by Ohio Farmers Home Administration Employes Assn.

MILT SLATER, program director, WCAX Burlington, Vt., named production manager of WNEW New York and **MILT MARCH,** former writer-producer at WINZ Hollywood, WMIE and WTVJ (TV) Miami, all Fla., appointed chief writer at WNEW.

CLOYD HEAD, commentator at WMAQ Chicago, is vacationing in Mexico for several weeks.

GERTRUDE HUNKIN, WGAR Cleveland, appointed personnel director.

BILL HUDDY, announcer, KCMJ Palm Springs, to KIST Santa Barbara, Calif., in same capacity.

BOB LARIMER, director of news and special events, WLAC Nashville, Tenn., to WMAK that city as program director.

BANNER SHELTON joins WBIG Greensboro, N. C., as disc jockey.

STAN DALE, WSRS Cleveland, resigns to free lance.

AL BECK, KXOL Fort Worth, Tex., announcer, and **HOWARD FISHER,** to announcing staff of WBAP Fort Worth.

JAMES CORNELL, promotion manager, CBS Central Division, to NBC New York as director of radio network research.

DON GALLAGHER, producer-executive director, WPTZ (TV) Philadelphia, named associate program director, WCBS-TV New York.

JACK VINCENT, new to radio, to KXO El Centro, Calif., as announcer.

BERNARD PHILLIPS, actor on NBC-TV *Dragnet,* assigned role in Stanley Kramer Productions feature film, *The Dirty Dozen.*

ALAN NORMAN, New York announcer - actor, to WFDF Flint, Mich., as early morning disc jockey.



Mr. Norman

SAM ELBER, publicity director, WPEN Philadelphia, to conduct courses in dramatics at Neighborhood Centre, that city.

DALE McINTYRE, educational director, WJR Detroit, assigned director of public service programming in addition to other duties.

GORDON A. ROBINSON, sales promotion manager, WDSM Duluth-Superior, Minn., and **HAL SEARLES,** WDGY Minneapolis, join KSTP-AM-TV St. Paul-Minneapolis as assistant sales promotion manager and announcer respectively.

RICHARD N. MARSH, program assistant, KECA-TV Hollywood, on military leave of absence with U. S. Marine Corps.

WILLIAM GARGAN, star of NBC radio's *Barrie Craig, Confidential Investigator,* completed pilot film for proposed TV version at Eagle-Lion Studios, Hollywood.

"SMILIN'" JIM TOTH, Louisiana hillbilly disc jockey, to KPAC Port Arthur, Tex., in same capacity.

JIMMY HOGAN, WSYR-AM-TV Syracuse musician, father of boy, Kevin, March 14.

BILL BURRUD, producer of KTTV (TV) Hollywood *The Open Road,* and Mary Kathryn Albert were married March 17.

JAMES GRAHAM DAMON, program operations manager, KNBH (TV) Hollywood, and **TESSIE ANN BEATON,** NBC Western Division continuity department, announced engagement March 2. Wedding scheduled May 24.

RICHARD BICE, production staff, WBAP-TV Fort Worth, Tex., father of boy, Charles William.

ROBERT F. HURLEIGH, news director at WGN Chicago, father of girl Jan Theresa, March 15.

News . . .

JACK KRUEGER, news editor, WTMJ-AM-TV Milwaukee, appointed to Committee on Freedom of Information for city's chapter of Sigma Delta Chi.

GUY RUNNION, newscaster, KECA-TV Hollywood, adds similar duties at KFWB that city.



Mr. Runnion

JACK FUNK, program director-commercial manager KCHI Chillicothe, Mo., and program director-promotion manager, KXOX Sweetwater, Tex., to WSMI Litchfield, Ill., as news and special events director.

'ROVING MIKE'

CKNW Airs 2,000th Time

BIRTHDAY CAKE bearing 2,000 candles was sliced up among customers of Phillips Radio & Furniture Ltd. when that firm celebrated the 2,000th broadcast over CKNW New Westminster, B. C., of the program *Roving Mike.*

CKNW's owner-manager, Bill Rea, for the past seven years has been a familiar figure on the city's streets, interviewing passersby.

Mr. Rea recalls that when he asked an "old-timer" what he thought about installing parking meters, his subject answered "Parking meters, bah! What this city needs is a darn good comfort station!" Moments like that, however, have been few and far between.

With the help of its radio advertising, the Phillips firm is now housed in a modern store and one of the four Phillips brothers opened a second radio-electric appliance store in a new shopping area of New Westminster.

Before You Buy in Cincinnati
STOP – LOOK – READ
→ See Centerspread This Issue ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS
OF
SELLING POWER
L.B. Wilson WCKY CINCINNATI

Our Respects to

(Continued from page 50)

to announce a piano recital. That was in 1931 and was his introduction into radio. His voice attracted attention and some commercial contracts followed.

Pat Freeman announced news, developed a reputation as an ad-lib special events announcer and worked as a disc jockey long before that descriptive term was invented for Canadian radio. In 1935 he became chief announcer of CFAC and three years later was promoted to production manager. He produced or announced most of the network programs that originated from Calgary during those years.

When the late King George VI and Queen Elizabeth went to Canada in 1939, Mr. Freeman was loaned to the Canadian Broadcasting Corp. as the only private station announcer to travel from coast to coast with the royal party. When Canada went to war some months later, he enlisted and took staff training at the Royal Military College, Kingston, Ont., Canada's West Point.

War Services

During the war he served as Canadian representative on the U.S. Aleutian Plans Staff at Fort Ord, Calif., and later on Kiska. In May 1944, on the eve of the allied invasion of Europe, he was appointed to the 10-man secretariat of the Canadian cabinet. It was his job to write a daily top secret brief on all allied operations for then Prime Minister Mackenzie King and members of the Canadian war cabinet.

Later he served with Canadian forces as an intelligence staff officer in England, Belgium and Holland. He made a number of inventions which were used by Canadian and allied troops. Some of these were among the Canadian war secrets which figured in the 1946 Canadian spy trial as having been passed on to Russia by Canadian spies.

One that had not, a unique all-weather map, was adopted by the Canadian government's Dept. of Mines and Resources.

After the war, Mr. Freeman returned to CFAC Calgary. There he created new techniques in programming and sales research and developed a five-man news department for the station.

Late in 1948, the CAB began casting about for a more aggressive sales and promotion director. Mr. Freeman was suggested. While his friends counselled him against the association post, he decided to accept it as a chance to develop new sales techniques and do a research job for the industry in which he had made a successful career. In January 1949, he began his new work, with headquarters at Toronto.

Since arriving on the national scene, Mr. Freeman has made notable progress. He was first to assess and break down the gross annual expenditure in Canadian radio, now about $35 million.

'Time Has Come'

Then he decided that "the time has come to create new, incisive radio sales ammunition."

This was not long in coming and from his office was issued broadside after broadside. These came under such titles as "The Inter-Media Story," "Let All Media Play With the Same Deck," "The Plusses of Summertime Listening," "The Ideal Rate Card," "Facts About Canadian Radio" and others.

He has fought hard against what he calls "genecide" or stations fighting each other while overlooking other media, their main competition.

Mr. Freeman has completed his second study of radio costs and trends and has compared them to those of other media. He has made two major presentations to the CBC underlining the inequities between Canadian rates and circulations as compared to those of the U. S. stations and other Canadian media. He is an active member of the Canadian Bureau of Broadcast Measurement's Research and Development Committee and serves as chairman of the CAB's Sales Advisory Committee.

His analysis of the initial cost of Canadian commercial TV has been widely circulated.

Of the coming of TV to Canada, he said in a recent address: "The need for a strong, reliable, positive radio sales story will grow with each succeeding year. We plan to furnish that story."

Mr. Freeman is a strong advocate of Canadian stations having an editorial department and feels that in having such a department and an editorial policy they will earn greater value as an advertising medium.

In June 1940, he married Madeline Austin, then continuity editor of CFAC. They have two children, Patricia Eleanor, age 9, and Graham Patrick Michael, 5. They live in Toronto's suburb of Leaside.

Mr. Freeman belongs to the Carlton Club at Toronto where he plays "squash in slow motion." He plays golf in the summer at Calgary and Banff and likes fishing there for rainbow trout while camping in the foothills of the Rocky Mountains.

He no longer has time for soccer and cricket, which he played as amateur in his youth, or for boxing and long distance swimming. He has travelled widely in Canada and the U. S.



COVERAGE of major political events this year, including Republican and Democratic national conventions, will be sponsored on KTRH Houston, Tex., by C. and I. Life Insurance Co. of that city. Discussing broadcast arrangements are (l to r): Corwin Riddell, KTRH news director; Ray Herndon, station manager; (seated) M. A. Backlund, president of C. and I., and Milo C. Morgan, vice president and director of agencies for C. and I. Contract calls for direct reports of national and Texas State Democratic conventions as well as July state primary and national election returns next November. Following month station will cover Houston city election.

Adds Radio-TV Course

COMMERCIAL writing course for radio and television has been added to Brigham Young U.'s curriculum at Provo, Utah. Instructed by Heber G. Wolsey, Gillham Agency Inc.'s radio-TV director in Salt Lake City and formerly with KSL that city, course began last Wednesday.

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA

In GASOLINE SALES

Greenville	42,572,781
Columbia	31,404,179
Charleston	27,837,066

S. C. State Treasurer Figures in gallons for Year ending June 30, 1951.

MAKE IT YOURS WITH WFBC 5000 WATTS

The News-Piedmont Station, Greenville, S. C.

NBC affiliate for the Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

NATIONAL ADVERTISERS GO LOCAL WITH WINS!

When national advertisers want to get their selling message right down where consumers live and buy in the metropolitan New York market, they use *local* radio.

That means WINS to a blue list which includes:

- Anacin
- Ballantine
- Bayer Aspirin
- Bell-Ans
- Bromo-Seltzer
- Carolina Rice
- Crosley TV & Radio
- Fry's Candy Bar
- Kirkman's Soap
- Ladies' Home Journal
- Manischewitz Wine
- Metropolitan Life Ins. Co.
- Pepto-Mangan
- Phillips Milk of Magnesia
- Rem
- TWA
- 20th Century-Fox
- Union Pacific

You can reach this market economically while it's listening, relaxed. Just buy . . . 1010 WINS . . . it *sells!*

1010 WINS 50,000 watts Day and Night . . . New York

CROSLEY BROADCASTING CORPORATION

BALTO. AAAA SESSION

Ryan to Address Group

DEBATE on "Radio, TV or Both?" with William Ryan, BAB president, as one of the participants will highlight the annual meeting of the Chesapeake Chapter of the American Assn. of Advertising Agencies in Baltimore today (Monday). Session will be held at the Sheraton-Belvedere Hotel under chairmanship of Joseph Katz, president of Joseph Katz Co.

Mr. Ryan will speak for radio, but panelist for television has not been set. Other topics on the agenda include "What Agency People Think of the Big Brass," with representatives of three member agencies, and "Why Don't You Guys Say What You Want?" by a newspaper compositor.

Other officers of the Chesapeake chapter, besides Mr. Katz, who is president, are J. Robert Corry and Lewis Edwin Ryan, vice chairmen, and Theodore A. Newhoff, secretary-treasurer.

WBZ on 24 Hours

WBZ Boston fortnight ago commenced 24-hour programming as part of the interim broadcast alert plan evolved by the FCC. Plan calls for around-the-clock operation, except from 12 midnight to 5:30 a.m. Monday, for most Class I 50 kw stations operating on clear channels.

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

1888 James Conway Liner 1952

FUNERAL services were held March 13 in Monroe, La., for J. C. Liner, 64, owner-operator of KMLB Monroe, who died March 11 after a three-day illness that followed a heart attack. During the last few years he had suffered several other attacks.

In 1930 Mr. Liner founded KMLB, one of the few radio stations in the state at the time. He selected the call letters from the motto, "Know Monroe Louisiana Better." After two years as a daytimer KMLB went to full time regional. An FM outlet was added a few years ago.

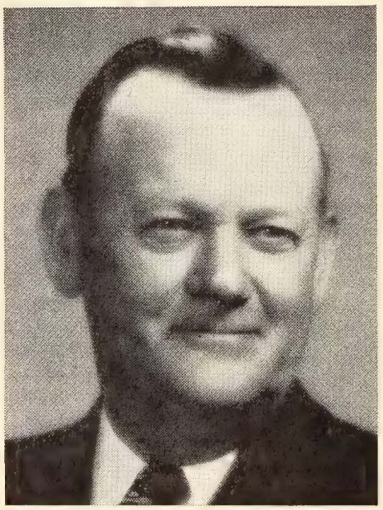
Mr. Liner studied business administration at Louisiana Tech. In 1912 he started a laundry. He had been honored by many Monroe organizations for his civic activity. He was a member of the Chamber of Commerce, First Methodist Church, Monroe Country Club, Lotus Club and many Masonic orders.

[*Reprinted from B•T March 17*]

* * *

Mr. Liner, a native of Ruston, La., is survived by his wife, the former Bernice Renwick of Monroe; a daughter, Mrs. Melba Liner Gaston, and three grandchildren, J. C. Liner III, Robert Gaston III and Conway Liner Gaston.

Commenting on the radio executive's contribution to his community, an editorial in the *Monroe News-Star* stated: ". . . he placed the facilities of his station at the disposal of every good cause as he regarded the ownership and



operation of this facility something in which he was serving as a trustee for the cities and country that was thus being served. . . . In J. C. Liner's passing, the community has suffered a loss that will never be completely filled. . . ."

CAR AUDIENCE

WJR Makes Survey

CARS in 172 representative areas in Wayne, Macomb and Oakland Counties were checked by WJR Detroit to determine the number equipped with radios. Station reports that of 51,084 cars checked, 42,438 or 83 out of each 100 were radio equipped. Findings have been released in booklet form.

The Goodwill station covered over 5% of all registered automobiles in metropolitan Detroit and discovered there are more car radios in the area than there are TV sets. Average number of passengers per car in the area is 1.8, the study indicated.

The 172 locations which the station checked included most of the heavy traffic intersections, important shopping areas and cities within the three county area. Purpose of the survey was to determine total amount of radio circulation as material valuable to advertisers.

At peak traffic periods, close to a million people, all potential customers, are automobile passengers, the study pointed out. These people must pay visual attention to traffic but are free to listen to the radio, it was noted.

WCEN FULLTIME

Marks NBC Affiliation

DEDICATION program pointing up its new affiliation with NBC and inauguration as a fulltime station was held by WCEN Mt. Pleasant, Mich., with national, state and city political figures joining in the salute.

Special 90-minute broadcast on March 9 featured a preview of nightly NBC programs and top personalities from WSAM Saginaw, another NBC affiliate. WCEN's three-year history also was reviewed. Station previously was an independent, with 500 w daytime only on 1150 kc. It now operates 18 hours daily with 1 kw daytime and 500 w nighttime on that frequency.

Salutes were delivered by Michigan Gov. G. Mennen William, Sens. Blair Moody (D-Mich.) and Homer Ferguson (R-Mich.) and Mayor Del Conkright of Mt. Pleasant. The tributes, recorded on tape, lauded Paul Brandt, WCEN owner, for his public service broadcasts.

Reno Franchise Asked

CAMCO Enterprises Inc. of San Mateo is proposing that it be granted a 25-year franchise to transmit telecasts from San Francisco Bay Area to Reno, Nev. Programs would be received by an antenna system at a 7,000-ft. level near Reno, with signals thenceforth transmitted through coaxial cable to a central switchboard for wiring into homes or business offices. Firm asks it be exempted from city taxation if it pays 2% of its gross income to the city every year. Reno area does not expect normal TV facilities for several years.

AFRA RADIO, TV AWARDS

Presented in Cleveland

AWARDS based on local programming for 1951 have been presented to Cleveland stations at a luncheon held at Hotel Hollenden. In the first annual American Federation of Radio Artists awards competition held in that city, WHK, WXEL and WEWS each scored with two winners.

WHK's Bill Gordon, disc jockey, was named the "best performer" while Lou Oswald, promotion manager, was recognized for "best promotion efforts" in radio. WTAM's *Ohio Story*, originating in Cleveland and heard over a 15 station network, was judged the "best program." WDOK won an award for "special events—public service." Noted was its coverage of the Cleveland aspects of the Kefauver Crime Hearings.

WGAR won the "public service—special services" award for its series of public service programs.

In TV, WXEL and WEWS divided honors, each winning two awards. WXEL's honors were for "public service—special events" with Warren Guthrie, station's newscaster, named outstanding performer. WEWS scored with its *Old Dutch Polka Revue*, winning the "best program" award, while Western Reserve U. was given the "public service—special service" award for pioneering college education by television on the program, *Telecourses*.

Special citation went to 86-year-old Louis W. Zimmerman, 29 years in radio and WHK's night manager.

Peterson Confirmed

NOMINATION of Ivar H. Peterson, former NAB attorney, as a member of the National Labor Relations Board was confirmed without opposition by the Senate last Monday. Mr. Peterson will succeed James J. Reynolds as board member for the unexpired term of five years ending Aug. 26, 1956. He was sworn in Friday by U. S. Circuit Court Judge J. Warren Madden.

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

Radio Campaigner

GUBERNATORIAL candidate Brailey Odham, Florida businessman, resorted to a 24-hour question-and-answer radio marathon in his home state last Thursday as part of his campaign. While Mr. Odham stationed himself at a cafeteria in northwest Miami, the program shifted from one station to another as time was available. Questioning was conducted by telephone. Eleven stations in Miami, Coral Gables and Miami Beach were scheduled to carry parts of the program. Mr. Odham of Sanford, Fla., said the method was an economical way to reach many people.

SO. CALIF. AAAA ELECTS

Lee Ringer Chosen President

LEE RINGER, president of Ringer & Assoc., Los Angeles, has been elected chairman of Southern California Chapter, American Assn. of Advertising Agencies, for the coming year. He succeeds Carl M. Heintz Sr., president of Heintz & Co., who continues a member of the board of governors.

Russell H. Nagle, vice president and merchandising director of Erwin, Wasey & Co., was made vice chairman with Herbert C. Brown, account executive, The McCarty Co., secretary-treasurer.

New members on the board of governors include Eldon E. Smith, vice president and manager, advertiser service department, Young & Rubicam; Harry W. Witt, manager, Calkins & Holden, Carlock, McClinton & Smith, and Walter McCreery, president, Walter McCreery Inc.

Time Saving Bill

REP. FRAZIER REAMS (Ind.-Ohio) has introduced a bill which would set up an annual declaration of daylight saving time for the nation. Rep. Reams, president of Community Broadcasting Co. (WTOL Toledo), offered the bill (HR 7067) in the hope that it would be a time saver for the Congress which annually debates DST for the District of Columbia. Rep. Reams, in noting this yearly controversy and other sporadic changes in time confuses radio stations in addition to other interstate commercial enterprises, told the House his bill would eliminate "inconvenience and burden on individuals in interstate business."

AUDIENCES at WGN-AM-TV Chicago increased 35% last year, with 144,017 persons attending 846 audience shows. This contrasts with 106,469 who visited programs in 1950. *Hi Ladies'* 257 shows brought in 28,657 persons to the studio, while 170 broadcasts of *Ladies' Fair* played before 29,023.

JOINT DEFENSE

Is Answer to Media Attacks—Fellows

ALL MEMBERS of the broadcasting family—networks, stations, agencies and advertisers, representatives, editors and reporters—must join in common defense against attacks on the medium and on free enterprise itself, Harold E. Fellows, NARTB president, told the Radio Executives Club of New York at its Thursday luncheon. ★

Using the intriguing title, "Say a Prayer for Sam McGinty," Mr. Fellows called for constant improvement in the pattern of programming and advertising heard and seen by the public. For broadcasters to surrender this function "to some other agency, private or public, is the first step toward disaster," he warned.

The subject for the message was a mythical Sam McGinty, getting more than his share of land and goods and leaving no "footprints on the sands of time" though "quite a few on the necks of some of his fellow men."

On Sam's final resting place, Mr. Fellows said, is this inscription, "At last, he hath joined his neighbors."

Radio is suffering a number of afflictions, many of them imagined, he said. "What is television going to do to radio?" he asked rhetorically. "Nothing that is not good for the American people and if it's good for the American people, it's good for free enterprise," he replied.

"This is such an obvious truism that one hesitates to dust it off before you, who are apostles of our way of life. It is rapidly becoming evident that the soothsayers of yesterday, who predicted that radio would be crushed under the heel of television, were reading the wrong tea leaves.

Fallacious Reasoning

"The truth of the matter is that in the history of the civilized world, no mass medium which has captured the attention and confidence of the people has failed as an industry. To state that radio or newspapers or television will perish is to assume a similar fate for books, magazines and the motion pictures. Such a conclusion is nonsense and can only proceed from a premise that our nation's business is growing smaller rather than larger."

Mr. Fellows termed radio and television "blood brothers," with a symbol in the form of a license to prove it. "To divide their interests is unrealistic," he claimed, in view of the common problems they face.

Eighty separate pieces of legislation directly or indirectly affecting the business of broadcasting are before Congress, he reminded, involving the rights of advertisers and broadcasters in the field of copyright, availability of public hearings to the microphone and camera, establishment of a program review committee, freedom of media to advertise legal merchandise, number of channels available to commercial telecasting, amount of money the government may spend in using broadcasting as an advertising medium, liability of a broadcaster in airing views of an individual whose copy he cannot edit but who has access to his microphone.

Only a few of the measures would help radio and TV, with the rest restrictive in nature, he declared.

Broadcasters should not only retain the right to govern their own behavior, but should also determine their own rules of business conduct, according to Mr. Fellows, pointing to radio's progress in the last three decades. He pointed to name-calling within the advertising profession, saying it "places all of us identified with advertising, and the profession itself, in jeopardy when these alley fights take place on the main streets of America."

DON QUINN, writer for NBC radio *Halls of Ivy*, coined phrase, "The middle-of-the-roaders think that holding the crown of the road makes them King of the Highway," adopted by Los Angeles Police Department for current Slow Traffic—Keep Right campaign.

'WOMAN OF YEAR'

KWBE Honors Local Winner

KWBE Beatrice, Neb., took the extra day this year—Feb. 29—to give the local ladies their due by promoting a "Woman of the Year" award in cooperation with the Beatrice Chamber of Commerce and local merchants.

With the realization that the men are regularly grabbing the headlines, the station launched a drive for nominations over the air and set up a council of judges. The winner was Alene Voss, of the Grace Convalescent Home, who was unanimously chosen for her "unselfish services to others." Hundreds of letters poured into the station.

Miss Voss was interviewed over KWBE and given a trophy and many valuable gifts donated by local merchants. KWBE reports enthusiastic response to the idea and a buildup of good will calculated to call attention to "an up and coming radio station." KWBE began operation in 1949.

On hand for the ceremonies were Bill Boyce, KWBE "man on the street"; Gordon C. (Bud) Pentz, acting station manager, and Marge McGavren, KWBE continuity director. KWBE is owned and operated by Blue Valley Broadcasting Co. Charles (Vanda) Brugha is general manager. Station is an MBS affiliate.

a million dollars worth of talent for $40 to $57.50 a month

based on advertising rates



nathaniel shilkret's symphonic "pops"

Nathaniel Shilkret is musical director for RKO Pathe films and for the Cornelia Otis Skinner Broadway production, "Paris 90." He has composed and conducted for smash MGM and RKO musicals, and has been featured by radio's biggest sponsors, including Chesterfield, Camel, and General Motors. His fine Symphonic "Pops" Orchestra is your is in the

SESAC Transcribed Library

which includes Jazz, American Folk, Band, Concert, Hawaiian, Barbershop, Novelty, Religious, and Latin-American Music.

SESAC, Inc. **475 Fifth Avenue New York 17, N.Y.**

d-CON CITED

FTC Complaint Charges Misrepresentation

THE d-CON Co., Chicago manufacturer of "America's foremost rat and mouse eliminators" and principal in per inquiry deals, has run afoul of the Federal Trade Commission.

FTC issued a complaint March 15 charging the company and United Enterprises Inc., also Chicago, with misrepresenting the effectiveness of three rodenticide preparations. A hearing was set for Washington April 21.

The complaint challenges claims that d-Con, a product, is nonpoisonous and completely safe; will destroy all rats and mice within 15 days and that it will eliminate all after-odors usually associated with rodenticides. It also charges that d-Con *per se* was not the subject of a *Reader's Digest* article.

When it first hit the market less than two years ago, d-Con was heralded by Marfree Advertising Corp., New York and Chicago, as a potential "strong money-maker" for radio stations. Last month, the firm sent out to stations a similar letter singing the praises of Dianol, "a sensational, revolutionary, mix-with-paint insecticide that we seriously believe will out d-Con d-Con" (see story this issue).

"We have decided to apply the highly successful d-Con formula to Dianol—with your radio station and your sales staff again forming the all-important merchandising center of the plan," Marfree advised one broadcaster.

The advertising agency noted that stations found the d-Con merchandising plan "profitable over the last two years" and added a plea for "the complete cooperation of your sales staff every step of the way."

The Dianol letter was sent out under signature of Barnett Friedenberg, vice president of Marfree, and dated Feb. 6.

The FTC complaint cited Leonard J. Ratner, Jerome S. Garland and Gerald H. Rissmann, officers of the corporations (either d-Con or United Enterprises), as respondents, with 20 days to answer the charges. Type of advertisements used was not specified in the complaint.

It is known, however, that radio continuities have been used to sell d-Con, which Marfree claims to be "the largest selling and best known rodenticide in the world."

The d-Con Co. in January revealed information "of a new twist in radio promotion"—a contest which it launched for radio stations. It initiated window display campaigns to complement the radio drive in which stations were asked to participate "and win prizes for themselves."

Brochure of Welcome

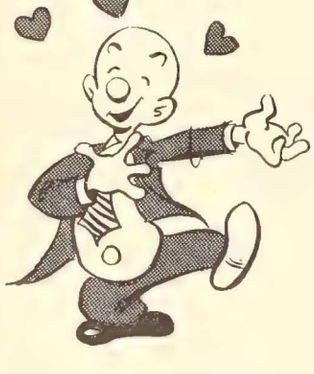
A brochure welcomed broadcasters "to the larger and larger family of stations that will be carrying d-Con radio schedules in 1952." Campaign was to kick off Jan. 1 for dealers and distributors alike, with over $1,700 in cash prizes.

The stations were asked to take photographs of one window and one store display, which they were importuned to install, and send them to d-Con. This would automatically enter them in the "d-Con Radio Station Display Contest."

As an inducement, d-Con offered two $100 first prizes and four $50 second prizes. This was broken down into three prizes each for stations in the 250 w to 1 kw and 5 kw to 50 kw categories. The contest is scheduled to end March 31.

The station brochure appeared under the signature of Alvin Eicoff, advertising manager for The d-Con Co.

LOVE!



. . . it's wonderful!

. . . we've been going steady with seasoned national and local advertisers for over 18 years, so we're inclined to agree. Make a date with KFYR to cover the agriculturally wealthy North Dakota market.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE

Rep. by John Blair

KSTL Moves

MOVE of all KSTL St. Louis broadcast equipment to a new building at its new East St. Louis transmitter site has been announced by William E. Ware, KSTL president. Move was made, Mr. Ware said, in the interest of civil defense. With complete operation under one roof and a standby auxiliary generator, KSTL would be able to service Illinois and Missouri even if power facilities were knocked out in St. Louis by a bombing attack, station deported.

Donates Property

RADIO gets results in many ways but one of the most unusual responses has been reported by Emmett Brooks, president of WEBJ Brewton, Ala. To open 1952 Red Cross membership drive, the station aired a 15-minute discussion of local chapter activities one evening. Next day, a well-to-do widow notified the Red Cross she had executed her will giving it "perpetual income" from her property valued at several hundred dollars per month. The program contained no high-pressure or sentimental appeal for contributions, according to Mr. Brooks.

WKBV BOOSTS RATES

Announces 20% Increase

WKBV Richmond, Ind., made plain its views on radio's time values last week in the most direct way possible. It announced a 20% increase in its rates.

General Manager Lester G. Spencer said new local rates went into effect March 1, when WKBV became an ABC affiliate, and that the new national rates will become effective on April 1.

He also announced that WKBV will charge the one-time rate for all political broadcasts.

The station is on 1490 kc with 250 w fulltime.

Dispersion Guide

QUESTIONS and answers dealing with the government's industrial dispersion program have been compiled in a manual and released by the National Security Resources Board. The guide is intended as an amplification of basic points contained in a booklet, *Is Your Plant a Target?*, issued by the board last August, according to Chairman Jack Gorrie. Booklet defines terms and tells how state and local groups may obtain guidance in solving their dispersion problems.

COPYRIGHT BILL

Would Broaden Law

HOUSE passed and sent to the Senate last week a bill to broaden the copyright law so as to protect recording rights of authors of nondramatic literary works [B•T, Oct. 22, 1951].

The legislation (HR 3589) would give rights to non-dramatic material corresponding to those given to music—that is, for performance "for profit." In addition, recording rights are extended.

Law already affords rights to authors of dramatic works. However, it does not give the same number of rights for all classes of copyright material although it lists various kinds of material which can be copyrighted and assigns certain rights to each.

Effect of bill also would be to extend recording rights to dramatic works, thereby clarifying that section of the law which gave public performance rights without a "for profit" limitation.

TOP CANADIAN SHOWS

Are Reported for February

FOUR Canadian shows made the leading 10 evening network programs in February, according to the Elliott-Haynes national ratings, released at Toronto on March 11. Leaders were *Charlie McCarthy*, rating 31.6; *Radio Theatre*, 30.9; *Amos 'n' Andy*, 29.3; *Our Miss Brooks*, 27; *Ford Theatre*, 22.3 (Canadian); *Treasure Trail*, 19.4 (Canadian); *Great Gildersleeve*, 19.1; *Suspense*, 18.8; *Your Host*, 18.7 (Canadian), and *NHL Hockey*, 18.3 (Canadian).

Daytime leading five shows were *Big Sister*, 18; *Ma Perkins*, 17.2; *Happy Gang*, 16.3 (Canadian); *Pepper Young's Family*, 16.2, and *Road of Life*, 15.5.

Five leading French evening shows were *Un Homme et Son Peche*, 39.3; *Radio Carabin*, 29.2; *Metropole*, 28.7; *Jouez Double*, 25.6 and *Theatre Ford*, 25.5. Five leading French daytime shows were *Jeunesse Doree*, 30.1; *Rue Principale*, 29.7; *Les Joyeux Troubadours*, 25; *Grande Soeur*, 23.4, and *Tante Lucie*, 23.2.

Before You Buy in Cincinnati

STOP – LOOK – READ

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS

OF

SELLING POWER

L.B. Wilson WCKY CINCINNATI