

TELECASTING

We have your gift "wrapped up" for you--

Top TV buys of '52!

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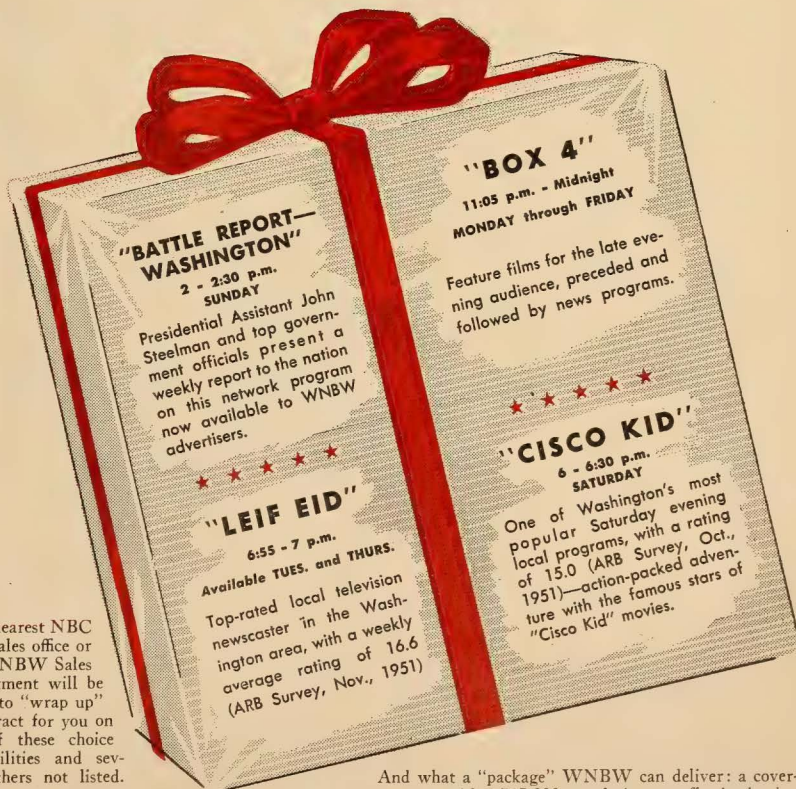
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in our
7th
year

Your nearest NBC Spot Sales office or the WNBW Sales Department will be happy to "wrap up" a contract for you on any of these choice availabilities and several others not listed.



And what a "package" WNBW can deliver: a coverage area with 1,717,200 population, an effective buying income of \$2,588,621,000, and 312,000 television sets.

WNBW

Channel Four

NBC-TV IN WASHINGTON

DECEMBER 24, 1951

NETWORK TV

NETWORK television in 1951 had troubles, but none of them had anything to do with money. Gross billings increased by a whopping 184.9% over 1950.

The biggest problem in 1951 was the same one that beset the networks the year before—how to clear time on enough stations to satisfy advertisers. And that was a problem that would last as long as the FCC freeze.

At year's end there were 108 stations on the air (one more than at the end of 1950) in 67 cities, and nearly 15 million television sets in operation, half again as many as at the end of the year before.

Pressed by advertiser demand, networks in 1951 were opening up new program periods in daytime hours which a year before had been thought to be useless for television. The most ambitious exploration scheduled in that line was NBC-TV's *Today*, an across-the-board three-hour show beginning at 7 o'clock in the morning, which goes on the air Jan. 14. All the others also had big plans for daytime expansion.

Gross billings gains in 1951 almost defied any reasonable accountability. BROADCASTING • TELECASTING estimates that billings will total \$129,000,000. They were \$45,278,885 in 1950, according to Publishers Information Bureau.

Network Breakdown

Here's the way it breaks down, network by network. The figures for 1951 are BROADCASTING • TELECASTING estimates, based on projections of PIB figures which are complete only through October and on information from networks themselves. The 1950 figures are PIB's.

	1951	1950	Pct. Change
ABC-TV	\$18,300,000	\$ 6,628,662	+176.05%
CBS-TV	\$42,500,000	12,964,531	+227.8%
DuMont	7,700,000	4,500,000	+71.1%
NBC-TV	60,500,000	21,185,692	+185.5%
Total	\$129,000,000	\$45,278,885	+184.9%

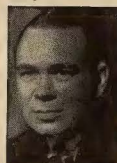
The big billings increase stemmed not only from the expansion of schedules into daytime hours but also from substantial rate increases. One question that a lot of



Mr. Weaver



Mr. Stronach



Mr. Van Volkenburg



Mr. Witting

people were asking at the end of 1951 was: How high can TV rates go without pricing TV out of the market?

Following are year-end statements by television network chief executives:

Alexander Stronach, vice president for television, ABC:

"The trial runs for television are over; shakedown cruises a thing of the past. This does not mean that experimental TV will not go on. It should and will. But it does mean that television has entered its productive commercial era and is now able to support itself. Tele-

vision now is on a profitable basis.

"Here at ABC-TV the long range prospects are bright. The ABC television network as of this time comprises 63 outlets, five of which are owned by the network. These five owned stations, WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles and KGO-TV San Francisco, represent guaranteed outlets in five of the seven major markets in the United States. A purchase in these markets is one of the most valuable assets any advertiser can secure in today's difficult clearance situation.

TV STATIONS

TV STATIONS, generally loaded to the gunwales with business, enjoyed vastly improved business in 1951 and look for an average jump of more than 50% in their 1952 gross.

With an approximate 50% jump in circulation to a peak of around 15 million video receivers, stations in many cases adjusted their rates upward. Use of daylight hours, especially afternoon, attracted many advertisers and 1952 is expected to bring a lot more sponsors into the substantial audiences enjoying the daylight time segments.

Compilation of increases in total business anticipated in 1952 shows an average of 53% for stations responding to the BROADCASTING • TELECASTING questionnaire.

Topping the separate business brackets is network business, with a 67% average boost expected in the first quarter of the year. The individual estimates range from 10% to 175%.

Not quite matching the network figure is national spot with a 61% average increase in the first quarter over the same period a year ago. Here the individual estimates

range from 15% to 120%. As for local TV business, the average is 48% based on a spread of 20% to 100%.

If there is anyone in TV who expects a decline in any phase of station business, that person cannot be found in the questionnaire replies.

For the most part the more spectacular estimates came from cities where TV is not yet a medium of several years' existence. The rate of expansion in set sales is much more rapid in communities relatively new to TV.

AT&T Link Helps

Spread of AT&T inter-connection facilities to new areas, including the West Coast, has been a stimulus to stations benefiting by the hookups. Additional cities will be linked in 1952.

The questionnaires do not reflect anticipated end of the FCC station freeze, since this influence will not become important before the last half of the year.

Among markets still below a saturation point is Louisville. Vic-

"In addition to the value of this select group of facilities to a sponsor, the ABC-TV network has prime locations from which to originate network programming. We have some of the finest studio facilities in New York. Our Chicago station has always been a source of network programming. The advent of the transcontinental cable-micro-wave television relay allows for the transmission of prestige programming from coast-to-coast and has brought into television's fold the film capital of the world, wherein is concentrated one of the greatest talent pools of all times.

"The 23 acre motion picture lot owned by the ABC-TV network is the finest television plant in existence today. It assures an exchange of programs from coast-to-coast during the coming year that will exceed all expectations of the present concept of network programming.

"During 1951, ABC-TV offered such new shows as *The Celanese* (Continued on page 56)

Trend Seen Up, Up, Up

tor A. Sholis, WHAS-TV, said TV business in the market will continue to grow rapidly in 1952 in comparison to older TV cities. "General business prospects for the Kentucky area are quite bright," he said. "Earnings will be down, however, because of taxes and higher operating costs."

In the same market Nathaniel Lord, WAVE-TV, indicated marked optimism as he looked into the coming year.

Stations in the Eastern Seaboard area are completely optimistic though TV is well-established in most of the cities. E. K. Jett, WMAR (TV) Baltimore, said, "Television is now available in most every major market and will continue as the most effective and most profitable medium for mass communication. In short, it looks like 1952 is going to be a great year for television with lifting of the freeze; beginning of new construction in new markets; power increases for better reception and political elections." He observed that the summer political conven-

(Continued on page 57)

SARNOFF

Sees TV in Top Election Role

DURING the past year, television established itself as such a vital force in the life of America that in 1952 it promises to be a decisive factor in the nomination and election of the next President, Brig. Gen. David Sarnoff, chairman of the board of RCA, declared in his year end statement.

Gen. Sarnoff said:

"By election day [in 1952] there will be approximately 18 million television sets in the United States, with a potential audience of more than 60 million persons—exceeding the total population of the United States when Grover Cleveland campaigned for the presidency in 1884. For the first time coast-to-coast network facilities will be available for the national campaigns.

Widespread Impact

"No other force, in so short a time, has ever exerted such a widespread impact on the home, on entertainment, education, politics, advertising, news and sports.

"The power of such a medium for moulding public opinion is unprecedented. It provides an open forum in which every home has a front-row seat in the discussion of national and international problems. The leaders, as they speak, become living personalities whose emotions and appearance are viewed directly by millions of people. This new art brings sincerity or insincerity into focus and has an intimate way of portraying the distinguishing characteristics of a natural leader.

"Television of today, however, is only the prelude to the television of tomorrow. It will change its

format from time to time to keep pace with new program trends and new inventions. It is a live and flexible medium. In the process of its evolution it will develop its own art form, distinct from radio, motion pictures, stage and press. It will create and develop new entertainers and new personalities for the television screen.

"Already television has revealed its tremendous impact as an advertising medium. Based on the financial results of the first ten months, the 1951 time billings of four TV networks and 109 stations should reach at least 250 million dollars. This year, for the first time, television surpassed network radio in revenue. Today there are 15 million television sets in the United States. About 40 theatres are television-equipped."

Gen. Sarnoff pointed out a number of important TV advances in 1951. Among them:

TV stations proved they could operate within the accepted economic framework of the U. S. broadcasting system.

TV manufacturers survived a period of dwindling sales, and now receiver sales are on the upswing.

RCA worked up plans to ask the FCC to consider its compatible color TV system before mass production of color sets, stopped by Defense Mobilizer Wilson, is resumed.

TV Expansion

Coast-to-coast TV became a reality.

TV expansion into UHF was proven to be possible and practical in extensive tests by RCA-NBC engineers at Bridgeport, Conn.

Gen. Sarnoff pointed out that

while television has thus advanced, radio also has continued to move forward. He said:

"Today there are 2,400 AM and 680 FM stations in the United States. Daily broadcasts cover 95% of the country. Approximately 12 million new radio sets were sold by the industry in 1951, lifting the total in this country close to the 100 million mark, including about 24 million automobile radios. There are 43 million radio equipped homes. . .

Golden Anniversary

"Measured from the date of Marconi's first transatlantic wireless signal in 1901, radio in 1951, celebrated a Golden Anniversary. Throughout its half century of progress as a science, art and industry, it has met the tests of ups and downs in business. The constant invigoration of science has given radio a perennial vitality and versatility. Its Golden Age is still ahead."

General Sarnoff said that the radio industry looks forward with confidence to each new year as one of increasing promise and progress. He continued:

"The year 1952 will be no exception; for the field of electronics—of which radio and television are a vital part—is on the threshold of many new developments. These include the harnessing of electrons in solids for useful work, instead of subjecting them to incandescent heat inside a vacuum tube.

"Tiny devices, known as transistors, have been developed for use as detectors, amplifiers and oscillators for radio, wire and cable communications. These use ger-



Gen. SARNOFF

manium crystals as small as a match head. They will play an important role in the future of many forms of communications.

"Today, communication is only one facet of the future of electronics, the roots of which are imbedded in radio and television. There are limitless possibilities also for electronic inventions in new and broader fields, especially in the field of home appliances.

"On the threshold of 1952, it is difficult to imagine a world without radio, or homes without broadcast receivers and television sets. This record of accomplishment and public service is the result of the freedom we enjoy in America to research, invent, develop and progress under a democratic system of competitive private enterprise that surpasses in achievement any other system in the world."

SET DEMAND

Greater Than Supply—Baker

DEMAND for General Electric radio and TV sets will far exceed ability to produce, Dr. W. R. G. Baker, vice president and general manager, GE Electronics Division, predicted in a forecast of 1952 developments in electronics.

Replacement purchases by owners of small-picture TV sets and removal of public confusion over color will aid

the demand, he said, plus increased sale in fringe areas as receivers become more sensitive and transmitter power increases.

Demand for TV and broadcast equipment has been fairly substantial despite the freeze, according to Dr. Baker. With lifting of the freeze he foresees a rush for TV construction permits plus expansion of existing studio facilities. He predicted GE business in these lines would double in 1952.

BROADCASTING • Telecasting

APS TO ENTER TV

ASSOCIATED Program Service, radio library organization, will announce shortly its entry into the television film field with exclusive distribution rights to the extensive backlog of educational and documentary features of Encyclopaedia Britannica Films, it was learned last week.

At work on the projected expansion for more than a year, APS has invested approximately \$150,000 in the purchase of other films, aside from commencing the re-editing of EBF features to fit TV needs, and expects soon to be ready to set up a special TV division apart from the radio library service.

APS, headed by Vice President and General Manager Maurice B. Mitchell, is a division of the Muzak Corp., whose owners also own the Encyclopaedia Britannica and Encyclopaedia Britannica Films, described as the largest service in the educational and institutional film

field. In anticipation of the move into TV, EBF has stepped up its production schedule in recent months and is now turning out a film a week. EBF also has acquired Films Inc., said to be the largest organization in the 16mm entertainment film field, which has exclusive 16mm rights to Warner Bros. and 20th Century-Fox Films. Presumably efforts will be made to extend these rights to include TV use.

Far-Ranging Backlog

Primarily, however, APS expects to concentrate on educational and documentary programs. EBF's backlog in this field is far-ranging, including specially produced features on such diverse subjects as national and world affairs, sports, communications, social sciences, home economics, geography, arts and crafts, development of modern industry, conservation, physics, child psychology, agriculture, and history among others.

Will Offer Films

They were specially produced for use primarily by schools and colleges. The task of rearranging, re-editing and packaging these features for presentation as TV series has been in progress for the past year. Some may be re-edited as film commercials.

Among the early offerings being planned is a documented series on atomic energy—said to be the first of its kind ever released. Another dramatic production probably will deal with narcotics.

The APS TV division will be entirely separate from the APS radio library service, which, according to General Manager Mitchell, is now completing its most successful year.

Muzak President Harry E. Houghton reported that Muzak too is completing its most successful year, and also has completed technical improvements which will enable it to extend its franchise areas from 200 to 500 cities next year.

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FILM PROSPECTS

Demand May Double in '52

BUSINESS prospects for film companies in 1952 could scarcely be brighter, judging by the comments of TV film package and motion picture producers to the annual year-end survey by BROADCASTING • TELECASTING.

This optimism far transcends such apparent obstacles as FCC's TV station freeze, material shortages, cost factors and union jurisdiction squabbles. Potentialities are described as limitless when FCC lifts the freeze, though this probably will not be reflected in 1952.

Virtually without exception, film producers are unanimous in their conviction that demand and output for film will double—even triple—in the forthcoming year.

Perhaps the best barometer is the numerical emergence of film companies which have hopped on the television bandwagon, firm in the belief that film will dominate the visual medium in the near future.

Ever since motion picture companies on the West Coast adopted the time-worn adage—"if you can't beat 'em, join 'em"—the gold rush to television has been in full swing. The key to this situation is their belief that TV eventually will be wed to motion pictures after divorcing sound broadcasting—an abhorrent thought in many industry quarters.

Emerging from the year-end survey are these highlights:

- Film will comprise from 65% to 80% of telecasting by the end of 1952, or within a reasonably short time thereafter.

- The films-for-TV industry will record upwards of \$10 million in revenue next year, with a sizable part of that for film commercials.

- More and more motion picture stars and executives will channel their time and efforts to films for video; in addition, the TV industry will spawn a growing crop of stars for the movie industry.

- Film production may well centralize on the West Coast and

many advertising agency executives may be expected to transfer their operations to Hollywood.

Television will play a greater role in world affairs and in entertaining people, largely through film, according to Louis D. Snader, president, Snader Telepictures Corp. He reiterated that "80% of television will be on film by the end of the year" and cited interest in films of the Korean war and forthcoming coverage of the GOP and Democratic party conventions.

"It is my feeling that we can best serve our function by entertaining the people," Mr. Snader asserted. "By providing entertainment we draw into the periphery of our viewing audience the greatest number of people."

Television will prove to be both a lure and training ground for Hollywood film stars, Hal E. Roach, president of Hal Roach Studios, Culver City, Calif., told BROADCASTING • TELECASTING.

"Many personalities will wait too long before entering television. By the time they're ready for the move they will discover that television already has its own popular favorites."

Bing Crosby Enterprises, Hollywood, forsee 1952 as the first golden year for motion pictures in video, according to Basil Grillo, executive vice president. Firm pioneered in film TV with the *Fire-side Theatre* and is shooting other programs for sponsors.

"Not only is production of good television films increasing in 1952," Mr. Grillo said, "but sales of this product to important national, regional and local advertisers is keeping pace with our production."

Even greater progress in the film-for-TV industry than this past year is predicted by Jerry Fairbanks, president and executive producer, Jerry Fairbanks Inc. Output should double that of 1951, he states, explaining:

"Sponsors, agencies and net works finally have recognized film for what it can be—the one sure way of achieving professional perfection in program presentation and the best method of solving the problem of time differences across the nation. Already well represented on all video popularity surveys, filmed programs this coming year may capture as many

as six out of the ten top ratings. And its use by independent stations for quality programming at costs local and regional sponsors can afford will increase manifold."

The new year will usher in a "sponsors' goldrush" to TV film productions, following the lead of Procter & Gamble, General Mills, Philip Morris and others, according to Milton M. Blink, executive vice president of United Television Programs.

"But it is the regional and local sponsors who come into their own with films, as only with film can they compete with the best of TV shows at a fraction of the cost of a nationwide show. We are extremely high on film and TV in '52," Mr. Blink stated.

Aaron Beckwith, sales manager of United Television, same firm, said that new year production is "accelerated, with new shows being planned by United TV." Prospects for 1952, he said, "are great because networks are adopting policies that make time clearances easier." And small stations are being attracted to the bigger and better shows being made by film packagers, which also improves the outlook.

John L. Sinn, president of Ziv TV Programs Inc., said spot television of the filmed-syndicated variety is destined for greater importance for the same reason spot radio has increased in use.

Swing to Film

More and more national advertisers are turning to filmed programs—such as *Boston Blackie* and *Cisco Kid*—to do their selling job in specific individual communities, he said. So too, are regional and local advertisers, who find such a flexible programming tool a valuable means of getting through to the public.

With the quality of film and of film transmission having become so top grade that resistance to using filmed shows has passed out of existence, the filmed-syndicated television industry is on the verge of a boom paralleling that enjoyed by the transcribed-syndicated radio industry during the past five years, Mr. Sinn predicted. Top names are becoming increasingly easy to bring into the field—top actors, writers, technicians.

John Mitchell, vice president and

general manager of United Artists TV Corp., sees business going "way up" for 1952 to reach a volume about three times that for 1951. Sales, too, will increase, he adds.

Network Resistance

"Film business will get bigger and bigger and bigger, and 1952 should be a great year" Mr. Mitchell said, adding the qualification, "unless there's a war." Network resistance to film has finally broken down, he said, and this has opened things up all the way around, setting a pattern for national, regional, and local advertisers.

The end of 1951 also brings an end to red-ink operations, Mr. Mitchell reports, with film companies now starting to make money in television.

Jules Wile, president of Masterpiece Productions, sees greater production during 1952 with an increase of at least 25%. Sales should have a proportionate rise.

Mr. Wile predicts that, while much more film will be used during 1952, more effort will be directed toward producing half-hour programs, rather than feature-length films for television, primarily because of time costs. Advertisers will want features trimmed to TV time schedules with 54 minutes playing time in an hour's telecast. Half-hour and hour-long programs will amount to at least 50% of the film business during the year, he said, adding, "1952 will be a good year, a very good year."

Production Increase

Mervin Pollack, vice president and general counsel of Patheoscope Productions, sees a production increase of 40%—not because of greatly increased business so much as because Patheoscope has to date, somewhat neglected TV for industrial films and plans to rectify that.

Mr. Pollack also sees greater use

(Continued on page 77)



Mr. Lesser Mr. Sinn Mr. Robeck Mr. McNamara Mr. Thayer Mr. Autry Mr. Ralston Mr. Roach Mr. Snader Mr. Collins

SCHECHTER

A. A. (Abe) SCHECHTER, widely known news executive, will return to NBC as a general executive in the television network department on or about the first of the year, it was learned last week.

Mr. Schechter, director of news and special events for NBC before World War II and vice president of Mutual in charge of news, special events and publicity after the war, is now a vice president of Crowell-Collier Publishing Co.

In his new post, it was understood, he will be available for special assignments, the first of which will be to take charge of the television network's ambitious new morning "communications" program, *Today*.

As part of this assignment he will have the responsibility of organizing, operating and supervising an international news and feature service to provide material for the program. *Today* is slated to start Jan. 14 and will be seen Mondays through Fridays from 7 to 9 a.m. (both EST and CST), with Dave Garroway in the role of "communicator" [B•T, Dec. 17; also see other story this issue].

Assumes Post Jan. 1

Mr. Schechter will assume his new post, it was understood, on Jan. 1 or at an earlier date if it is possible for him to wind up his duties with Crowell-Collier before that time.

It is expected the announcement of Mr. Schechter's appointment will be made this week by S. L. (Pat) Weaver, NBC vice president in charge of television operations.

Most of Mr. Schechter's professional career has been spent in the pursuit and recounting of major news events. His entrance into the art of reporting came at the *Providence* (R. I.) *Journal*, followed by the *Newark Star-Eagle* and finally the famed *New York World*.

After tours at AP and INS he went to the NBC press department in 1932, rising by 1936 to director of news and special events. He was responsible for many innovations in newscasting, and is credited with having sold the *Esso Reporter*, which pioneered network newscasting under commercial sponsorship. In 1940 he wrote a book, *I Live on Air*, published by F. A. Stokes Co. He went to the Office of War Information in 1942, on leave from NBC. Within a few months he was a captain in the Air Force and later chief of radio under Gen. Douglas MacArthur, being discharged as a lieutenant colonel.

After the war he joined MBS as vice president in charge of news and special events. A year ago he joined Crowell-Collier Pub. Co. and since last April had been vice president in charge of public relations.

Mr. Schechter was born Aug. 10, 1907, in Central Falls, R. I. He completed schooling at Boston U.

Rejoins NBC; Is TV General Executive



Mr. SCHECHTER

NBC-TV RATES

Go Up 10% July 1

DETAILS of a new NBC-TV rate increase, averaging out to about 10% for the full network and to become effective July 1, are being completed by network officials and will be given to advertisers, agencies and stations by the first of the year.

The last rate boost, last July 1, put the Class A gross hourly rate for 36 interconnected stations at \$31,150, and for all 63 stations on the network at \$45,425.

The new increase, spokesmen reported, follows NBC-TV's formula of making boosts by a percentage equal to half of the percentage by which TV set circulation has increased since the last increase. Thus, the rate boost on a 100%

BCE SERIES

13 Films Planned

BING CROSBY Enterprises, Hollywood, will go into immediate production of a new TV film series of 13 half-hour programs, spokesman announced Tuesday. This was said to be the first time a producer has completed a series without first submitting a pilot film for sponsorship.

To be called *Coronet Theatre*, series will emphasize warm, human interest stories rather than the suspense and mystery format of BCE's *Rebound* series, recently sold to Packard Motor Car Co. for telecast about Feb. 1.

Explaining investment of capital in full series before offering sales, Basil Grillo, executive vice president of BCE, said, "we felt it was fairer to a potential sponsor to show him a completed series of 13 films."

MPAA EYES TV

Cooper Is Named

INDICATION that the Motion Picture Assn. of America will be giving TV careful study could be seen last week in the formal appointment of Edward Cooper as director of its Television Dept.

Mr. Cooper's appointment was in the negotiation stage a fortnight ago [B•T, Dec. 10]. He was serving as staff director of the Senate Majority Policy Committee. He takes over his new duties Jan. 2.

Mr. Cooper had been engaged in communications' regulatory matters from 1939, when he joined the staff of the Senate Interstate & Foreign Commerce Committee, until he left Feb. 1, 1951, to join Sen. Ernest W. McFarland (D-Ariz.), the Majority Leader in the Senate.

From 1942-45, Mr. Cooper served with the Navy in the Office of the Director of Naval Communications, retiring with the rank of lieutenant commander.

Mr. Cooper, who is 48, will headquarter in the Washington office of the MPAA.

increase in sets would be 50%.

NBC-TV estimates the gain in sets since last July's rate increase at about 20%, so that the overall 10% increase in the full-network rate is in line with the formula, spokesmen pointed out. Serving notice by Jan. 1 gives advertisers the customary six-month protection, it was noted.

CBS-TV SIGNS

New NARTB Member

CBS has joined NARTB Television, bringing with it two owned stations, the association announced last week. This brings TV membership to 75 stations and three networks.

According to J. L. Van Volkenburg, president of CBS Television Division, WCBS-TV New York and KNXT (TV) Los Angeles, both owned stations, have filed applications with the association.

It was understood the network will pay NARTB around \$1,100 a month in dues.

Membership activity continued on an expanded scale in the radio segment of NARTB. Eighteen broadcasters in the Philadelphia area met at luncheon Wednesday with NARTB President Harold E. Fellows to discuss industry problems and association affairs. William T. Stubblefield, NARTB station relations director, accompanied Mr. Fellows.

William K. Treynor, assistant director, returned last week from a two-week swing through eastern and southern states. New NARTB radio members signed in the last fortnight include WPIK Alexandria, Va.; WEIM Fitchburg, Mass.; WCPM Cumberland, Ky.; WISE Asheville, N. C.; WIEL

KLETTER TO DTN

To Head Sponsor Service

DuMONT Television Network has instituted a merchandising and business development department as an additional service to its sponsors and has named Edward Kletter, president of Product Advertising Corp. to head the unit, DuMont General Manager Chris J. Witting announced last week.

Mr. Kletter, who resigned as president of Product Advertising Corp. and as vice president of United Cigar-Whelan Stores Corp. to accept his new position, brings many years of experience in merchandising, advertising, and sales promotion to the network. He started his career with United Cigar-Whelan Stores in New York in 1925, ultimately becoming regional manager of the eastern territory. In 1945 he was transferred to California as president of the Whelan Drug Co. of California to expand the Western Division of the organization. He returned to New York in 1950 to assume presidency of Product Advertising which, among other activities, handled two major network TV programs and sales promotion for some 4,000 chain and 15,000 independent drug stores.

The new department was set up, Mr. Witting explained, to create and administer merchandising and point-of-sales promotional activities for products of DuMont sponsors.

WDTV (TV) INNOVATION

Rotates Berle, Sinatra

WDTV (TV) Pittsburgh last week initiated—with the Texas Co.'s approval, spokesmen reported—an alternate-week schedule for Texaco's weekly Milton Berle show (NBC-TV, Tues., 8-9 p.m.).

Every other Tuesday in this time period the DuMont-owned station intends to carry the first half of the *Frank Sinatra Show* from CBS TV, followed by the *Saturday Evening Post's* program, *Keep Posted* 8:30-9 p.m., from the DuMont network. First quarter-hour of the Sinatra show is sponsored by Ekco Products.

Elizabethtown, Ky.: WLCK Campbellsville, Ky.; WAIN Columbia, Ky.; WOPI-AM-FM Bristol, Tenn.; WFHG Bristol, Va.; WBLT Bedford, Va.

According to a highly placed CBS Radio source, the question of re-entry into NARTB Radio has not been considered. At the time CBS pulled out of the old NAB in May 1950 the network was paying \$5,000 dues as an associate, or a total of around \$40,000 a year including owned stations. The withdrawal was attributed to the belief that the association largely duplicated services performed by the network on its own behalf.

ABC withdrew from the association at the same time as CBS and has not rejoined.

CHANNEL PLAN

THREE discernible trends have become apparent in TV applications during the past few weeks.

● Applicants have begun champing at the bit. Although TV applications have not been impressive in weekly numbers, there have been 17 filed so far this month. This compares with four in November and 10 in October. In December 1950, only 10 TV applications were filed for the whole month.

TV application activity began soon after FCC Chairman Wayne Coy, Comr. George E. Sterling and Broadcast Bureau Chief Curtis B. Plummer estimated that the TV freeze would be thawed by Feb. 1 [B•T, Nov. 5]. They also estimated that after a period for new applications to be filed and old ones revised (60 days has been most mentioned), processing would start. No TV applications for new stations have been processed since September 1948.

No secret is it among Washington attorneys and consulting engineers that they are under increasing pressure by many of their clients to "get that application in." Although they themselves are not counseling haste, clients' hurry-up attitude is beginning to prove infectious.

● UHF got the accolade last week when Westinghouse Radio Stations revealed that its KYW Philadelphia was applying for a UHF channel there. Application has been prepared and was due to be filed late last week or early this week.

Philadelphia 'Hot Spot'

Philadelphia, ranking fourth in U. S. Metropolitan Areas, is one of the "hot spots" in the FCC's proposed TV channel allocation plan. It originally had four VHF channels assigned, but under the proposed plan, the FCC deleted Channel 12 and substituted four UHF channels. One of the UHF channels is reserved for educational TV. The three VHF channels are already occupied—by WCAU-TV, WFIL-TV and WPTZ (TV).

TV applicants WIP and Daily News Television Co. (WIBG-Philadelphia Daily News) have waged a strenuous fight to have Channel 12 restored—primarily on the ground that it would be unfair, if not impossible for a long time, for a UHF station to compete with the three existing VHF stations.

Westinghouse UHF application may be presumed one Philadelphia

Trends Seen in Bids For New TV Outlets

station's answer to that viewpoint.

● Combinations of existing radio stations in one TV application—long talked about as a possible answer to (1) competitive hearings for good markets and (2) high cost of TV installations—became a fact last week with an application for Fargo, N. D. In that city, KFGO Fargo and KVOX Moorhead, Minn., joined forces under the name of Red River Television Corp. for Channel 6. Cities are across the river from each other. Commission proposed only two VHF channels for the Fargo-Moorhead area.

Previously, same type of consolidation was involved for Waterbury, Conn., where applicant Nutmeg State Broadcasting Co. was corporate setup for WBRV, WATR and the Danbury News-Times. This combination is to be dissolved, it is understood.

WLWT (TV) SHOWS

Augment NBC-TV Schedule

WLWT (TV) Cincinnati says it will be the "independent NBC-TV originating point" shortly after the first of the year. Robert E. Dunville, president of Crosley Broadcasting Corp., notes that the station already is supplying 2½ hours of weekly network production with the *Ruth Lyons' 50 Club*.

Total weekly network time supplied will be six hours in January, it is pointed out, after *Midwestern Hayride* returns for one hour weekly 11 a.m. Saturday (starting Jan. 5), and *Mel Martin's Breakfast Party*, audience participation, joins NBC-TV at 10 a.m. Mon.-Fri. (starting Jan. 7).

Santa at FCC

FCC staffers gave Cyril M. Braum, chief of Broadcast Bureau's TV Division, box of matches "to thaw the TV freeze" as a gag Christmas present last week. Paul Dobbin, chief of the Allocations and Standards Div., got a rubber ruler; he's charged with working out final allocations of TV channels throughout country.

OLYMPIC TV

Bids Are Asked

AGENCIES billing more than \$5 million business in 1951 and all the television networks have been invited by the U. S. Olympic Committee to submit bids on exclusive television rights to films of the Olympic games next year. The annual athletic event will take place in Helsinki, Finland, from July 19 to Aug. 3.

Two weeks ago the U. S. committee, which headquarters in Chicago, mailed letters detailing the plan to 102 agencies and networks. "Several" responses had come in by Thursday, according to J. Lyman Bingham, executive director.

He explained the Finnish Olympic organizing committee, which handles the international event, retains the right to accept or reject any bid. Proposals will be screened by the U. S. group and then forwarded to the Finnish organization.

Negotiations for radio rights are being handled direct. Details of the TV plan are being worked out now by Mr. Bingham and his staff, and should be ready for presentation sometime this week. The U. S. committee, which has the exclusive TV sales rights, is working on a percentage basis. This money will be used to help send the American Team to the Olympics, estimated cost of which is \$850,000.

CBS TV SPOT

Staff Changes Announced

CBS TELEVISION Spot Sales department was the scene of two promotions and one staff addition last week. They were announced Wednesday by Merle S. Jones, CBS-TV vice president in charge of stations and general services and Thomas H. Dawson, general sales manager of CBS-TV Spot Sales.

Sam Cook Digges, CBS-TV Spot Sales midwestern sales manager, was named eastern sales manager effective Jan. 1, to replace George R. Dunham Jr., recently appointed general sales manager of CBS-TV New York, key station of the network's video division.

After spending five years with the retail advertising department of the *Washington Daily News*, Mr. Digges entered broadcasting as a salesman for WMAL Washington, D. C., in 1942. He served with the Merchant Marine during the war and joined CBS in 1949, first as New York salesman for TV Dept. of Radio Sales, then as CBS station representative for both radio and TV. He was named TV manager of Radio Sales' Chicago office in 1950.

MacLean Chandler, account executive in the Chicago office, was simultaneously appointed midwestern sales manager, and Theodor F. Shaker was named his successor. Mr. Chandler was associated with Leo Burnett Co. in Chicago for 12 years, where he was vice president in charge of radio and TV. He interrupted his career for service with the Navy from 1941-45 and still retains his rank as lieutenant commander. He joined CBS as account executive in Radio Sales' TV Dept. in 1950.

Mr. Shaker joins CBS TV Spot Sales after association with the TV Sales Dept. of the Katz Agency. His previous record includes representing nine drug manufacturers in Michigan, selling for Lorenzen & Thompson, newspaper and radio representative, and for the *Farm & Ranch Southern Agriculturalist*.

PULSE RATINGS

New TV Service Offered

PULSE has announced a new TV program rating service, the network Popularity TelePulse, which will combine "individual ratings of TV network shows in nine cities by weighting proportionate to TV population to yield a single measurement." This measure, Pulse stated, can be taken as a popularity gauge as network programs are telecast in these markets "in more uniform and standard patterns." Markets are Atlanta, Chicago, Cincinnati, Cleveland, Columbia, Detroit, New York, Philadelphia and Washington. Baltimore will be added in January.

Pulse warned against confusing these ratings with the multi-markets TelePulse figures, which include one station as well as multi-station TV markets.

OSU TV Bid

NONCOMMERCIAL, educational TV station is sought by Ohio State U. in an application filed with FCC last week for Channel 12—which is not proposed for Columbus. OSU application stated that Channel 12 could be allocated to Columbus without upsetting allocation plan, which proposes to reserve UHF Channel 34 for educational use. OSU operates noncommercial radio station WOSU Columbus.



DISCUSSING camera locations for WFIL-TV Philadelphia's coverage of the Mummies' New Year's Day parade (l to r) Edward Gardiner, treasurer, C. Schmidt & Sons, brewing firm sponsor; John Gardiner Jr., vice president and sales manager of firm; James C. Gibson, account executive, Al Paul Lefton Co., and Roger W. Clipp, general manager, WFIL-AM-FM-TV. Group is shown outside City Hall.

NCAA POLICY

To Decide TV Jan. 10-12

A POSITIVE television policy for 1952 will be established by the National Collegiate Athletic Assn. at its annual convention in Cincinnati Jan. 10-12, but a firm control over all live telecasts of games is expected to continue indefinitely.

This was the report which came last week after a special two-day meeting of the NCAA Television Committee in Chicago. Operational developments of the controlled "experimental" telecasting of games this past season were discussed by the group, which refrained from making specific recommendations on policy.

The decision will be made by the membership after a convention report on the \$50,000 survey conducted by the National Opinion Research Center, Chicago, on the effect of game telecasts on gate attendance. Results will be compiled here first week in January.

Television committee members said there was talk of scheduling football telecasts next year from Saturday to Saturday, rather than entirely in advance, in order to avoid conflict and inequities among the stations and viewing areas.

Ralph Furey of Columbia U., co-chairman of the TV committee, said the policy of "blackouts" which went into effect during the 1952 season "wasn't restrictive at all, compared to what most conferences had previously planned. If it hadn't been for the NCAA program, the general public would have seen little or no college football on television last fall."

Mr. Furey said the limitations on telecasting were "completely equal." He said "pressure" for more different games came from the television industry, newspapers owning TV stations and people "in the trade."

Tom Hamilton of Pittsburgh is co-chairman with Mr. Furey. Committee members are Bob Hall, Ale; Max Farrington, George Washington; Edward Krause, Notre Dame; Reaves Peters, Big even; Howard Grubbs, Southeast Conference; E. L. Romney, Mountain States Commissioner; and W. O. Hunter, Southern California. Others attending were CAA President Hugh Willet, substituting for Mr. Hunter; Joseph Rauh, NCAA attorney in Washington; Edwin Reynolds, New York, CAA TV program director.

T&T's Holiday Show

SPECIAL holiday film program telecast last week by some 80 stations under sponsorship of AT&T, was placed by Cunningham & Walsh, New York, and not by W. Ayer & Son, New York, as erroneously reported [B•T, Dec. 3]. This was an exception to the normal set-up, which continues, of rer handling the telephone company's institutional advertising and C & W advertising of the classified telephone directories.



FINAL PLANS for the building of a new, larger Television Center were announced last week by Edward Lamb, owner of WTVN Columbus, Ohio. Plans were drafted by Al Tynan & Assoc., Columbus architects. Contract has been let to the Altman-Coady Co. Construction will begin immediately and it is hoped that the building may be finished by mid-May.

DuMONT LABS

By DR. ALLEN B. DuMONT
President, Allen B. DuMont Labs

THE BIG role that television is to play in our lives is still in the making and this will become more and more evident in 1952. Television should not be placed into the fixed category of entertainment . . . [It] is just a part of the function and place in our lives that television will play.

We look for more attention to be given not alone to video entertainment but to areas of interest in the domain of public relations, to the development of electronic journalism, to sight and sound exploration in the realm of everyday politics, to adult education, to the illustration of how the tenets of religion can and should be applied to everyday life.

The year 1952 will see television playing its most important role as America's voters go to the polls to elect or reject the candidates who will represent them in our government.

Television's quality of honesty, which separates the wheat from the chaff, picks out the sheep from the goats, and differentiates the phony from the genuine, had its effect in the recent November elections.

To Aid Government

In 1952 the inherent honesty of television will be put to work in earnest in the cause of good, clean government and a return to the fundamentals of the American enterprise system.

It is conceivable that in the working of that accomplishment, television at its efficient best will fill our halls of Congress with statesmen, and our state and local offices with men whose greatest desire is to serve completely the public interest and welfare by means of the application of honesty and sincerity.

We will also see television moving at an increased rate into business and industry. Television is rapidly becoming the eyes for management to check on operations and a valuable new tool for workers to perform difficult tasks with greater safety.

Already more than 150 business and industrial TV units are in operation around the country. They are private television systems operated over closed circuits on cables, directly from camera to receivers with no signals being

TV Impact Seen Greater in '52

transmitted over the air. Industry officials contend that television's commercial and professional uses will overshadow its role in bringing entertainment into the living room.

Television is already bridging the gap between worker and management. It is used for smoke control in New York City. Steel mills and automobile plants are using television for closeups of operations which might be impossible or hazardous for a human observer. Television is being used in oil well operations, and several department stores have viewing screens at key points to allow customers to see merchandise being offered on other floors.

The government is making numerous uses of television, many of which are being kept secret for security reasons. However it is known that television is used for rocket and guided missiles studies, robot planes and other military operations. Stereo or three-dimensional television is presently in use in the Atomic Energy Commission's Argonne Laboratories for handling materials which are dangerously radioactive by remote controlled devices.

The outlook for the television industry in 1952 is closely intertwined with that of the defense effort.

With electronics playing an increasingly important role in the blueprints of our military and naval planners, electronics, next to steel and aircraft, will play industry's most important role in our national rearmament program. By the end of 1952 the electronics industry will be producing at an annual rate of \$4.5 billion which equals the peak industry production figure in World War II.

Because of this tremendous manufacturing effort for the national defense, the production of television receivers, will, of necessity have to be curtailed. The industry

TALENT COSTS

Sullivan Gives Figures

LINCOLN-MERCURY Division of Ford Motor Co. is spending \$3,500,000 a year for its TV show, *Toast of the Town*, Ed Sullivan, that program's m.c., said Wednesday in a talk to the Advertising Women of New York.

Speaking at the ad women's Christmas party at New York's Waldorf-Astoria, Mr. Sullivan said that some \$900,000 of the total goes for talent, the remainder for time and for the 86 employees other than talent — stagehands, technicians, etc.—who work regularly on the show.

TV talent costs are high, Mr. Sullivan admitted, noting that chorus girls who for a Broadway show would get \$85 to \$100 a week are paid \$170 for a single TV performance, including rehearsal time. Top fee paid to any single star on *Toast of the Town* was \$6,500, he recollected.

Complete talent costs for the program's first broadcast in 1948 were \$800, Mr. Sullivan said, including \$100 for a young comedy team, Martin & Lewis, and \$80 for the singer, Monica Lewis. Rogers & Hammerstein, who also were featured on the series' initial broadcast, performed without pay, he recalled. In contrast, he said that a recent *Toast of the Town* telecast, "The Sherwood Story," had a talent budget of \$23,000.

Some such adaptation of the usual variety formula as that used in that program and others in his series which have reviewed highlights in the lives and careers of well-known personalities is absolutely essential to the survival of video variety shows, Mr. Sullivan declared. The vaudeville formula, which gave TV its first big audience ratings, is doomed today without some new factor to give these programs an "appeal to the mind and the heart," he stated.

When *Toast of the Town* first started on the air it was broadcast opposite the *Philco Playhouse*, which soon moved to another time period, Mr. Sullivan reported. "I'd be scared to death to have that kind of competition today," he added, noting that as pure variety shows have slipped on TV there has been a corresponding increase in the popularity of the better dramatic telecasts.

which manufactured upwards of 5,000,000 receivers in 1951, following an unprecedented 7,500,000 figure in 1950, will produce approximately 4,000,000 sets, due to shortages of critical materials.

In the DuMont organization already 60% of the firm's business is on defense work with a military backlog of over \$60 million. The company will be in full defense production by early spring 1952. We anticipate that our total sales, which were around \$50 million in 1951, will reach a company high water mark in 1952, of between \$100-\$125 million.

Success Story board

Seeing the picture with Sid and Imogene



Television is the most profitable advertising medium ever evolved.



Its costs are big by irrelevant comparisons to halfway media —



slight in relation to what makes it big:



the biggest stars on the biggest programs in television . . .



the biggest audience on the biggest network



For every advertising dollar invested today, television delivers more people . . . customers . . . sales than any other medium.



And that is the measure of its success. Specifically, among program viewers, the average show raises sales by 37%.



Results. Such as, for our own Show of Shows — 36.8 extra customers per month for each TV dollar.



And for advertisers who plan big to sell big, NBC offers



the biggest opportunity for the biggest sales results!

Fresh time periods are being opened by NBC-TV, with low budget shows and high budget shows, to place the selling force of television within the reach of *all* advertisers. Write or call NBC-TV Sales.

The results figures are from the remarkable study, "Television Today." If you haven't seen this booklet about television's impact, or if yours is worn out with use, write us.

NBC
television

The network where success is a habit

PLANE CRASH

Radio, TV Give Coverage

RADIO and television coverage of the New Jersey plane crash Sunday, Dec. 16, became an immediate and impressive demonstration of broadcasting journalism last week with almost all stations in the metropolitan New York area sending special crews and equipment to the scene for on-the-spot visual and audio reports.

WNJR Newark said it aired the first bulletin at 3:21 p.m. Sunday, less than 10 minutes after the Florida-bound airliner crashed at Elizabeth, N. J., with a loss of 56 lives.

First word of the tragedy was flashed to the WNJR newsroom by Engineer Robert Wirtick, who saw the plane's smoking engine burst into flames from his post at the station's transmitter in Union, N. J. After a check with Civil Aeronautics Administration headquarters at Newark, Newsman Arthur J. Hedges put the first crash bulletin on the air at 3:21 p.m. and the station had Mr. Wirtick's account, recorded by telephone, on the air at 3:49 p.m.

Sends Mobile Unit

With details pouring into the WNJR newsroom from Newark News reporters, the station also dispatched a mobile unit to the accident scene with Announcer Chris Cunningham and Engineer Ivan Eisenberg, whose on-the-spot report was broadcast during the 6:30 p.m. Prudential Insurance Co. of America broadcast. WNJR re-broadcast its eye-witness coverage late Sunday and early Monday.

WOR-TV New York, whose transmitter is also located on the Jersey side of the Hudson River, carried its first announcement at 3:30 p.m. and sent its special crew to the crash scene to record interviews with three eye-witnesses. Charles Singer, assistant chief engineer for WOR, was on the scene to help interview three additional eyewitnesses for AM broadcast at 7:30 and 11 p.m. that day.

WPIX (TV)'s veteran Newsreel Cameraman Frank Hurley rushed to the crash site and, with portable lights and camera equipment, shot film which was delivered in New York at 5:57 p.m. Thus, WPIX had a two-minute film segment, shot at the scene, on the air at 6:30 p.m., which it claimed was four hours ahead of other TV stations. Other footage was included for a special TV edition of *Telepix* at 8:55 p.m.—when a five-minute sequence was used—and at 10:25 p.m.

CBS Television carried film strips of the disaster on Don Holdenbeck's *Sunday News Special* at 11 p.m. Radio Division of CBS put two bulletins on the air shortly after the crash occurred, following with the full story on the 4:15 p.m. newscast. Henry Wefing, news editor; Dick Aldwin, news staff member; and Dallas Townsend, com-

mentator, and three CBS Radio engineers took portable equipment to the accident location and recorded interviews with eye witnesses for 11 p.m. broadcast.

Mutual carried on-the-spot coverage of the plane crash with an insert made by *World Telegram* Reporter Gabe Pressman for the MBS 11 p.m. newscast.

CLARK RESIGNS

To Form Own Rep Firm

NEW STATION representative firm was incorporated in Illinois last week as George W. Clark resigned as Chicago manager of the John E. Pearson Co. representative firm to head his own company.

The firm will be known as George W. Clark Inc., and will have headquarters in Chicago. Offices will be opened there Jan. 2 at 333 N. Michigan Ave., and a New York office will be established shortly thereafter.

Chicago manager of the Pearson firm for two years, Mr. Clark worked previously as an account executive at Grant Adv. and a network salesman for Mutual, both Chicago. He was Chicago manager for WLW Cincinnati two years, and co-manager of the station's New York office one year.

McCALL'S 'MIKE'

Seven Women Win Awards

SEVEN women in radio and video have been named winners of *McCall's* "Mike," broadcasting honor for outstanding public service. The selections are to be officially announced in the January issue, to reach newsstands Wednesday.

Top honor winner was Elizabeth E. Marshall, assistant radio-TV director, Chicago board of education and state radio chairman, Illinois Congress of Parents & Teachers.

Over WIND and WBEZ (FM) Chicago, Mrs. Marshall aired a children's citizenship program entitled, *Lady Make-Believe*. Judges opined Mrs. Marshall "worked effectively to strengthen local PTAs as forces in education."

Other winners were:

Kit Fox, director of special broadcasts for WLW Cincinnati, for her series, *The 13th Man*.

Sister Mary St. Clara, BVM, chairman of economics department, Clarke College, for her kitchen radio program on WKBB and WDBQ (FM) Dubuque, Iowa.

Edythe J. Meserand, assistant director of news and special features for WOR-AM-TV New York, for her fund-raising efforts to provide clothing and



Mr. Clark



Mrs. Marshall

AGENCY DISSOLVES

Rosenberg Adv. Files

ARTHUR ROSENBERG Co., 32-year-old advertising agency, has dissolved and filed proceedings asking for an extension of time to pay its debts.

A notice was placed in Thursday's *New York Times* indicating that the agency voluntarily proceeded under Chapter XI of the Chandler Act listing liabilities as \$100,047 and assets as \$116,503. A settlement of 30% is proposed.

The agency has handled WEVD New York plus a number of mail order accounts, as well as American Christmas Decoration and Christmas Wrapping Corp. The latter two accounts have been using an extensive radio spot campaign. Another account, Myer 1890 Beverage, had been using a television spot schedule since last summer.

Harold Chartow is president and Sam Rubenstein is vice president of the firm.

A meeting of all creditors is expected to take place sometime early in January. Isadore Leinwand is attorney for the agency.

STRATEGY BOARD

Allen Will Remain

DR. RAYMOND B. ALLEN, new chief of the Psychological Strategy Board, and Gordon R. Gray, former PSB chairman, conferred briefly with President Truman last week.

Dr. Allen, former chairman of the Salary Stabilization Board and who has resigned as president of the U. of Washington, told the President he would remain at the Strategy Board at least until next September.

Mr. Gray leaves the PSB chairmanship Jan. 1 to return to the U. of North Carolina, of which he is president, but will be retained as a consultant to the board [B•T, Nov. 26]. Mr. Gray owns WSJS Winston-Salem, N. C. Dr. Allen was succeeded at SSB by Judge Justin Miller, NARTB board chairman and general counsel.

JWT Coast Move

PLANNING expansion of its Los Angeles area staff and facilities, J. Walter Thompson Co. will consolidate its Los Angeles and Hollywood offices into one central office at 6399 Wilshire Blvd., Los Angeles, effective Jan. 1. Cornwell Jackson, agency vice president, is manager of the Hollywood office; James L. Thompson heads Los Angeles branch.

toys for hospitalized children.

Bee Baxter, women's director, KSOU Sioux Falls, S. D., for her successful campaigning for a mental health clinic on her program, *Toward Mental Health*.

Helen Faith Keane, formerly with WABD (TV) New York, for her information-philosophical series, *For Your Information*.

Dorothy Gordon, for her WQXR-AM-FM New York moderation of *The New York Times Youth Forum*.

LABOR COSTS

Must Set Limit—Fellows

INDUSTRY must take a stand "somewhere along the line, setting up intelligent barricades against personnel costs that will make profitable operation prohibitive," Harold E. Fellows, NARTB president, said Wednesday in addressing Television Assn. of Philadelphia at a dinner meeting.

Mr. Fellows recalled the agonies suffered by the motion picture industry as studios became enmeshed in labor difficulties.

Reminding that a standard rate card will soon be ready, through cooperative development by NARTB and AAAA, Mr. Fellows said TV hopes to avoid radio's mistake of failing "to price itself profitably." Many types of rates exist in TV and these must be reduced to uniformity, he said.

In discussing the NARTB Television code, he said, "I am not among those who believe telecasters developed a code only under the compulsion of government pressure and the threat of such sound and fury as Senator Benton utters. I believe television broadcasters wrote and adopted a code because inherently, like their fellowmen whom they serve, they are decent, self-respecting, God-fearing citizens. Television is going to be as good as you are—no more, and no less; in your absence, it's going to be as bad as the government can make it—and that can be, as we have witnessed in other areas of the world, pretty bad."

Growth of television hinges on three factors, he said, "Business, which must continue to finance it; you, who must continue to produce it, to make it work, and the public, who will measure its success by responsiveness."

He was optimistic on ability of business to finance "an enterprise as expensive as television," sounding this warning, "Wherever business is such that it cannot support television, in whatever nation that might be true, one of two things will happen; the people will be enslaved or the economy will collapse."

Caldwell Estate

ENTIRE estate of Louis G. Caldwell, Washington radio attorney who died Dec. 11 [B•T, Dec. 17] was left to his daughter, Mrs. Barbara C. Brobeck, under terms of his will filed in District of Columbia court last Wednesday. Mrs. Brobeck is to receive a maximum of \$6,000 a year for 10 years, when the entire estate is to be turned over to her. Should she die before that time, it will go to her children. The petition listed personal property, cash and securities at \$285,200 and real estate holdings at \$148,000, a total of \$433,200. The property includes Mr. Caldwell's share of assets of the firm of Kirkland, Fleming, Green, Martin & Ellis, of which he was Washington resident partner.

PERSONAL RADIO

Envisaged by Sarnoff

PERSON-TO-PERSON radio communications, with every individual carrying a miniature pocket transmitter-receiver as he now carries a watch and wallet, was predicted Thursday by Brig. Gen. David Sarnoff, RCA board chairman, as the ultimate development of the radio art.

Speaking at a luncheon session of the Radio Executives Club of New York which commemorated the 50th anniversary of the first trans-Atlantic wireless communication, Gen. Sarnoff noted the development of the radio art and science from the early ship-to-shore stage through point-to-point, nation-to-nation, continent-to-continent and then to round-the-world transmissions. Then, he said, came the stage of mass communications, enabling one individual to address his words simultaneously to millions of listeners. Television is now adding sight to sound in mass communications.

But, Gen. Sarnoff declared, "the destiny of radio will not have been fulfilled until there is the final step of person-to-person communication. Communications ought to be as much a part of a person as his watch or his wallet. . . . He should be able to communicate with anyone at any place in the world. And when there is no answer it will mean that the person being called is either dead or drunk."

Envisaging how such a system would work, Gen. Sarnoff said that each individual would have his own frequency as he now has his own telephone number. Not much power would be needed, he pointed out, as no one would be very far from a "radio highway" which would channel his message to any point in the world.

Notes Miniature Tubes

Recent developments of miniature tubes and of transistors no bigger than the head of a pin are a big step toward the achievement of person-to-person radio, Gen. Sarnoff said. The idea, strange as it may seem to a layman, is "not at all fantastic," he said, to those who have watched and worked with the development of radio communications during the past 45 years as he has.

Before he spoke, Gen. Sarnoff reproduced the early trans-Atlantic signal, the letter "S" which Senator Marconi received Dec 12, 1901, in Newfoundland, after its transmission across 1,800 miles of ocean from England. The reproduction improved on the original, however, by traveling around the world after it had tapped it out and before it was heard in the starlight roof of the Waldorf-Astoria Hotel where he REC luncheon was held. He also held a radio-telephone conversation with the Marchessa Marconi, widow of the late inventor, and her laughter, in Rome.

Major portion of Gen. Sarnoff's



AT COST of more than \$200,000, Jerry Fairbanks Productions, Hollywood, has acquired from NBC-TV all rights to more than 260 TV films the production firm originally made for the network.

The purchase includes 195 five-minute animated *Crusader Rabbit*, 26 *Public Prosecutor*, 26 *Going Places With Uncle George* and 13 *Jackson and Jill* comedies. Four packages are to be re-edited.

Return to Fairbanks of the films makes the firm's stockpile of television programs largest in the industry, the company reports. It now has more than 500 television programs for syndication.

Comic strip *Terry and the Pirates* is being translated for television by script writers Arthur Pearson, Norman Hall and Barney Sarecky, Odyssey Pictures, Los Angeles, announced.

First 26 half-hour programs will go into production early in January. Casting is underway in Hollywood, directed by Mr. Sarecky, who will be in charge of production for Odyssey.

Television distribution rights for 42 Ruby Film Co. films have been secured by Sterling Television Co., New York.

Films range in length and type

informal talk, delivered without manuscript or notes, was in a reminiscent vein, dealing with his association with Senator Marconi from the early days when he was Marconi's office boy and one of his main duties was delivering candy and other gifts to Marconi's girl friends in New York "and he had quite a few in those days."

Marconi was a very extraordinary man, Gen. Sarnoff said, "modest, very quiet and very uncommunicative except to his intimates. . . . He was not much of a talker but a very profound thinker." Marconi was never greatly interested in the apparatus at the ends of the radio circuits "and never much of an expert at handling that apparatus," he reported, "but he was deeply concerned with what happened between the transmitter and the receiver."

Relating an incident from about 1925, when Gen. Sarnoff from the Marconi yacht, off the Coast of England, had succeeded in talking by radio to Australia, he said that in discussing it later Senator Marconi said: "You know, I understand how this works, but before I die there's just one thing I'd like to know and that's why it works."

"He died without knowing and I—and a number of others—live without knowing why to this day," Gen. Sarnoff stated.

film report

from 10-minute shorts to half-hour documentaries and featurettes on variety of subjects including travelogues of major European and Eastern countries, and unusual occupations and hobbies.

Production and Sales . . .

COMMODORE PRODUCTIONS, Los Angeles, has signed Clyde Beatty for series of 26 half-hour films to shoot at General Service Studios, Hollywood. The adventure stories will be filmed in color and production schedule calls for 2 pictures weekly. Shirley Thomas, associate producer, produces the Beatty Mutual network radio series. George Blair directs and story teller is Bill Heath. Stanley Farrar has been signed to play Mr. Beatty's friend in the series.

SCREEN TELEVIDEO PRODUCTIONS, Hollywood, *Electric Theatre* weekly television film series, begins Jan. 28 on 35 stations, sponsored by the local power companies in each of the areas. Contract calls for 39 half-hour films with option for 52. Each script is complete in itself, varying from comedy to

drama. Gil Ralston produces, Arthur Ripley directs and Rudy Abel is production manager.

JERRY FAIRBANKS PRODUCTIONS, Hollywood, to shoot *America for Me*, special television, theatrical, and commercial film, for *Greyhound*, to be filmed in technicolor for theatrical and commercial release and printed in black and white for television. Half-hour film planned for TV and commercial release.

SARRA Inc., Chicago, has completed a new series of film spots for Jules Montenier's (*Stopette*) *What's My Line?* on CBS-TV. One minute commercials are keyed to the show theme, and were supervised by Mrs. Florence Murdoch, account executive at the Earle Ludgin agency.

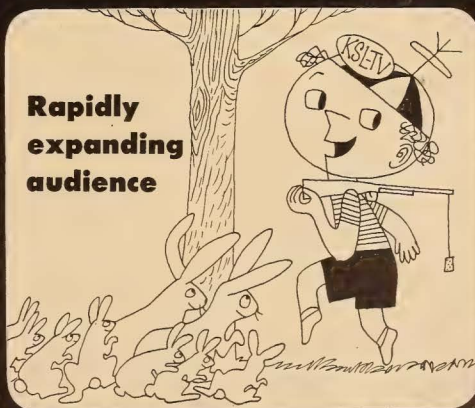
SIGHT-SOUND TAPE

Ready January '53

NEW magnetic tape recording system that will take sight and sound at the same time, now being developed by electronics division of Bing Crosby Enterprises, will be available commercially by January 1953 [B•T, Nov. 19].

Frank Healey, executive director of the electronics division, while admitting there still are some "bugs" to be worked out, said demonstrations of the new process will be held in New York and Hollywood next June.

Rapidly expanding audience



Over 53 per cent of Utah's total population lives within the KSL-TV coverage area . . . and it's growing fast having increased almost 40 per cent in the past decade, as compared with the national average of only 14.5 per cent. To deliver YOUR advertising message to this rapidly expanding audience use

KSL-TV

SALT LAKE CITY, UTAH • REPRESENTED BY TELEVISION SPOT SALES • CBS • ABC • DUMONT

(Continued from page 46)

Theatre, sponsored by The Celanese Corp., and Pulitzer Prize Playhouse, sponsored by Frigidaire Division of General Motors Corp. These quality programs captured the imagination and tribute of the public and critics as well. The coming year will see the creation of other programs of equal caliber.

"Television is at its triumphant threshold."

J. L. Van Volkenburg, President, CBS Television:

"I believe 1952 will see television operations assuming the proportions they're likely to maintain for the next several years. Already we can clearly see that the 'shakedown cruise' is over, and that television is emerging as a full-scale, year-round, fully national medium.

"With the opening of transcontinental facilities during 1951, plus the indications that 1952 will see a lifting of the freeze on new station construction, television becomes for the first time an advertising force that is able to make a formidable competitive challenge to other media. At this moment, the cost-per-thousand figures for CBS Television have already shown the sharp downward trend that puts us squarely in the competitive media picture. Already, there is abundant evidence that television can more than pay its way; that its admittedly high costs can be more than offset by its tremendous advertising effectiveness, and by its continually growing and almost incredibly loyal and enthusiastic audience.

"The big news in 1951, in my view, covered two areas which we'll see greatly expanded in '52: daytime television's growth and success, which we prophesied last year, and the astonishing track record of summer television, which I believe none of us could have forecast so optimistically.

"The success of summer television—the almost negligible drop in viewing, the record of many advertisers who actually won larger audiences at lower costs than ever before—brings us to the realization that the old word 'hiatus' seems to be fading out of television's dictionary. Television proved itself in 1951 as a year-round selling medium; and I am convinced that 1952 will see many more advertisers remaining on the air throughout the summer, either with their winter show or with a top-flight substitution. For one thing the 1951 season proved was that advertisers could not sell summer viewers short—there were just too many of them!"

Chris J. Witting, Director and General Manager, DuMont Television Network:

"Encouraged by an 117% increase in broadcast revenue during 1951 [including network and owned-stations billings] and in

confident anticipation of a further step up in business during the next 12 months, the DuMont Television Network is pressing a many faced program of development.

"The growing cost-consciousness on the part of sponsors and potential sponsors, the expressed authoritative questioning as to whether TV is pricing itself out of reach of enterprises whose support is essential to its development comes as no surprise to DuMont. From the first we have insisted that TV must sell competitively, that its cost per thousand must be in line with the cost of other mass media. So, during 1951, we have maintained our policy of featuring programs which, while low in cost, were capable of building substantial, loyal audiences.

"In fact, when we read about \$100,000 night time programs and note the very substantial number of shows calling for \$25,000 to \$50,000 a week in talent costs alone, as well as \$35,000 daytime offerings, we are proud of the fact that we have translated our 'low cost of production' philosophy so effectively into this medium—and achieved such records for our sponsors.

"We are confident that our record in this area is largely responsible for the increase of broadcasting revenues from approximately \$6,000,000 last year to an anticipated \$13,000,000 of broadcasting revenues for 1951, and for the servicing of 35 network accounts in 1951 as against 26 in the previous year.

"We are currently effecting plans on several fronts to enhance and support our ability to build audiences at low cost.

Facilities Expanding

In the first place, we are rushing work on our major construction project, the new DuMont multi-million dollar television center at 205 East 67th Street, Manhattan, as well as on new studio facilities for our Washington station, WTTG (TV). The New York project is being now expedited in the hope that we may have the first of its five studios in operation by early Spring, the rest by mid-year. Aside from localizing all of our programming, production, teletranscription and engineering activities under one roof, with its attendant efficiencies and economics, this center will also embrace many 'in-built' money-saving production features, which will be reflected immediately on program costs. . .

"The growing attractiveness of public service programs emanating from the nation's capital, has dictated the wisdom of tripling WTTG's space, and this construction project will give us two new and modern studios in Washington during the early spring.

"The fresh and lively wit developed by the panel of midwesterners in our Chicago program *Down*

You Go, has become increasingly popular throughout the network, brilliantly pointing up the potential for wide diversification in programming. We are now setting up a central division of the network, primarily to realize more of that potential in the Chicago area. . .

"Similarly, the abundance of talent and producing ability in Eastern cities outside New York, has been exemplified by such programs as *Johns Hopkins Science Review*, produced by WAAM (TV) Baltimore, and winner of several more awards and citations this year. To take further advantage of such affiliate resources [we plan] . . . also to originate some programs in studios being built by our Philadelphia affiliate, WFIL-TV. . .

New York Election

"Television's performance in the field of 'electronic journalism' has won it great applause during 1951—given New York City a new president of City Council, in fact. With a most significant national campaign coming up this fall, the medium will be called on to do a job in the public service second to none in its history. . .

"Films have proved highly attractive both as audience builders and revenue producers. We have, therefore, just set up a department whose purpose it will be to scour not only Hollywood but world producing centers to sign the best available footage of feature films and to work with the most imaginative and capable of the group of venturesome young organizations producing exclusively for TV. This production we will make available to affiliates on an economical dependable basis. . .

"During 1951, DuMont, following its established policy of pioneering, took two moves to assure top sports events on home screens. Facing an organized effort on the part of moving picture theatre owners to wrap up major sports events and limit their presentation to theatre audience, the DuMont Television Network, acting on its own initiative, organized a group of television receiver manufacturers to underwrite the Ezzard Charles-Joe Walcott fight at Pittsburgh, establishing a pattern which others have since sought to emulate and which DuMont itself plans to utilize as the occasion warrants in the future.

"So, too, faced with the NCAA ban on the telecasting of college football this fall, DuMont, which introduced this gridiron classic to video with its coverage of the Notre Dame home schedules during the last two seasons, fared forth and introduced National Professional League football—then found it drawing ratings, city for city, in excess of the college variety. . .

Sylvester L. Weaver, Jr., Vice President in Charge of Television, NBC:

"The title of our newest and greatest television venture for 1952

THEATRE TV

Seek Exclusive Channels

EXCLUSIVE frequencies for theatre TV are desired by the motion picture industry, not any on a shared basis. That point was made by Motion Picture Assn. of America, Theatre Owners of America and National Exhibitors Theatre Television Committee in a joint comment filed with FCC last week on 20th Century-Fox's petition of last September to enlarge issues in the theatre-TV hearing [B•T, Sept. 17].

Agreeing with 20th Century that the FCC should consider, as one of several alternatives, use of industrial radio service wavelengths for theatre TV, motion picture groups stressed that: "Exclusive frequencies are necessary if a truly competitive, nationwide theatre-television service is to be established because of the inevitable expansion and growth of the service."

"It may not be possible, however, to offer to the public the full benefits of these achievements on a competitive, nationwide basis," the statement declared, "if exclusive channels of sufficient band width are not allocated to theatre television."

Arguing against shared use of industrial radio service frequencies, the motion picture group suggested that the Commission look into the setting up of an exclusive theatre TV band as part of the industrial radio service.

Theatre TV hearing is scheduled to begin Feb. 25.

is *Today*, but the pattern of the minds and dreams of all of us in NBC television is based on an even more exciting concept, "Tomorrow."

"A year ends, another begins—another Tomorrow—so let me focus your attention on the potential of NBC television in this immediate Tomorrow. The advent of the program *Today* will key the tenor of NBC television in 1952. With it and the other new morning network programming we have announced, we will bring to the public the initial concrete realization of the tremendous responsibility that is the burden of those of us in television—the stewardship of the greatest mechanism to influence men and mores that has ever existed.

"At NBC we expect, through the presentation of great entertainment for diversion, to keep our channel the hot channel which most people watch most of the time, with our cultural and information material handled with skill and showmanship. We will present the constant procession of events, both political and entertaining, wherein the viewer will look out on his own world and see most of it without leaving his home.

"The anxious and fearful period of history in which we live deserve the best from the men entrusted with the American air. The best of what we intend to deliver."

TV Station

(Continued from page 46)

ons will be viewed by more people than will vote in the November elections.

On the West Coast there is equal optimism. A veteran radio and TV executive, Philip G. Lasky, KPX (TV) San Francisco, after observing that business in the area looks good, added, "Television-wise, this market is still growing, in view of the fact that the set penetration is still hovering around 30%, and this should result in greater interest by local advertisers. KPX will have a operation its large, especially-multiple television studio plant, providing for the first time extensive and adequate live-production facilities for this community; this factor is expected to stimulate program production."

Another fast-growing TV area is Albuquerque, according to George Johnson, KOB-TV. He said the market is growing fast, with bank clearings 8% over 1950. "Television advertising in Albuquerque continues to attract and hold a large diverse list of accounts," he added.

MENEFEE CASE

Record Kept Open

RECORD was kept open until Jan. 4, 1952, for submission of character witness testimony by Henry B. Menefee, 24-year-old war veteran whose radio telephone and amateur radio license was revoked by the FCC last May for allegedly operating an unlicensed TV station in Madisonville, Tex.

Mr. Menefee explained to Comr. George E. Sterling, who heard the case in Houston two weeks ago [B.T., Nov. 26], that he had been told by the two principals in the proposition that "everything had been taken care of" regarding FCC authority to operate the booster TV station, 90 miles from Houston. The booster was put into operation picking up programs from KPRC-TV in Houston in order to sell TV sets in Madisonville.

Last September, the Federal Grand Jury in Houston refused to indict the three principals involved—L. W. Peay and J. H. Roberts, in addition to Mr. Menefee. Mr. Menefee was the only one of the three over whom FCC had jurisdiction.

Nielsen Set Survey

SUPPORTING Foote, Cone & Harding research showing heaviest audio listeners to be first purchasers of TV sets [B.T., Dec. 17], C. Nielsen Co. reports that a new study of homes in metropolitan areas showed that, before television, 50% of the homes account for 71% of the total radio listening, with the other half responsible for only 29%.

Of the "heavy" group, Nielsen states, 63% have bought TV sets, while only 50% of the "light" group have done so.



Mr. Jett

Mr. Lord

Mr. Johnson

Mr. Lasky

Mr. Sholis

VOA TV SEEN

As New U. S. Venture

EXPANSION of the State Dept.'s broadcasting operations, with primary emphasis on TV services for foreign countries, arose as a fresh possibility last week.

While State Dept. authorities declined comment on a report that an autonomous television division would formally be set up as a counterpart or branch of the Voice of America, there were indications that video operations will be accelerated in the forthcoming year.

The department's motion picture section has been cooperating with the International Broadcasting Division on preparation of films and kinescopes for distribution to those nations overseas which maintain TV operations.

A second straw in the wind is the work which has been undertaken by Richard Hubbell, former CBS executive now serving as consultant to IBD in New York. Mr. Hubbell reportedly has been drawing up a blueprint for a TV section since last spring.

Under the coordinating unit authorized by Edward W. Barrett, Assistant Secretary of State for Public Affairs, members of both IBD and IMP (International Motion Picture Division) have collaborated on film and kinescope production. IMP prepares condensed film programs which may be used on TV; IBD handles kinescope production. The points are designed to combat communist propaganda.

The project has been operating on a limited basis thus far, but there is hope that the films and kinescopes eventually may be channeled into all European TV countries and South America, which already is receiving some output.

Theatre Video

MORE than 50 motion picture theatres are now equipped or are being equipped with RCA theatre TV systems, M. F. Bennett, sales manager of RCA theatre equipment, said last week. During 1951 RCA put its Model PT-100 instantaneous system on a factory production schedule at Camden, while manufacture of the special high-voltage projection kinescope which is the heart of the system was moved from the laboratory to RCA tube plant at Lancaster, Pa.

FILM PAY DISPUTE

SWG Plans to Act

FOLLOWING up complaints that various producers are releasing for theatrical showing films reportedly made for television, Screen Writers Guild last week announced it would take action in securing adjustments in fees of its writers signed by such producers.

Scales paid writers for television films are considerably less than those for theatrical films.

One producer, whose name was withheld, will be called for a hearing before the SWG grievance committee after the first of the year. SWG commented that it has all facts needed for prosecution.

Failure of this producer or any other producer to pay the difference between the television and the theatrical film fee will be considered in violation of SWG's basic contract and will result in such producers being put on the unfair list.

Guild minimum for a half-hour TV film show is \$500; that for writers of theatrical films costing under \$100,000 is \$2,000.

On another front, SWG is still marking time awaiting start of contract negotiations with the Alliance of Television Film Producers.

The guild has accused the producers' group of stalling and hinted a strike might be used against the producers to "persuade" them to meet with the guild [B.T., Dec. 17].

FILM PRODUCERS

Pacts Effective Jan. 1

CASTING aside concessions made earlier to television film producers. Screen Directors Guild last week notified producers that as of Jan. 1 standard motion picture contracts will go into effect. Later contract calls for payment to directors of \$420 minimum per film. Assistant directors would get completion of assignment pay plus vacation pay, not received under present setup.

The guild previously requested that TV producers start negotiations with them within next 30 days on contract designed especially for TV films. Guild also is drawing up separate television contracts for major and independent motion picture producers.

Under concessions made over year ago directors of TV films are permitted to make unlimited number of films at \$420 weekly minimum.

HOW TIME FLIES

It seems like only a matter of months since WHEN television began serving Central New York. But, on December 1st, we celebrated our third birthday.



AMAZING HOW TIME FLIES, ISN'T IT?

And speaking of how time flies, that's exactly what's happening at WHEN.

Choice time periods are flying to progressive time buyers using WHEN television.

WHEN is the only TV station in Central New York with complete studio and remote facilities.

WHEN is now serving Syracuse and Central New York with outstanding programs from morning 'til midnight, seven days a week.

SEE YOUR NEAREST
KATZ AGENCY MAN
and say . . .



CBS • ABC • DUMONT

OWNED BY THE
MEREDITH PUBLISHING CO.

YESTERDAY and TODAY in Central Indiana at WFBM-TV "First in Indiana"

Yesterday

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today there are

192,500

Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6



"First in Indiana"

telestatus



TIMED to coincide with FCC consideration of television channel allocations, the National Assn. of Educational Broadcasters has released results of a study of TV programming in Los Angeles.

The study embraced programming of eight Los Angeles video outlets May 23-29. A similar study was made in New York last January [B•T, Jan. 29].

Advertising of all kinds, including both direct sales and background advertisements, occupied 19.3% of the total air time or almost one minute in five, the study said. This excluded special event reports of a Buena Park kidnapping, it was explained. Including the special event time, total ad time amounted to nearly 18% or one in six minutes, the report stated.

"The different stations varied substantially" as to time devoted to commercials, the report explained, with one station "giving 26% of its time to advertising as compared to approximately 14%" for another.

The study said the "greatest proportion of time given to advertising was in the domestic-hours [sign-on to 5 p.m.], closely followed by the adult-hours [7-11

p.m.]. Both of these periods devoted approximately one-fifth of their time to advertising; the proportion of domestic-hours rises to one-fourth if the Buena Park broadcasts are excluded."

The study disclosed that 26% of the total program time was devoted to adult drama programs. In all, one-third of the time available was devoted to drama, more than 90% of which took the form of motion pictures and other recorded material.

The next largest single portion of the week was devoted to domestic programs (16%). This category included telecasts on cooking, shopping, personal care, variety program for housewives and similar presentations.

News reports accounted for 12% of the program time total, of which an 8% portion was devoted to special telecasts by two Los Angeles stations in connection with the Buena Park kidnapping which shortly preceded the test week.

Children's programs and variety programs for general audiences each accounted for 10%. Music took 6% of the programming.

Entitled Study No. 2, the television monitoring survey was directed by Prof. Dallas W. Smythe,

NAEB Releases Los Angeles Survey (Report 195)

Institute of Communications Research, U. of Illinois, and Prof. Angus Campbell, director, Survey Research Center, U. of Michigan. Prof. Smythe is a former assistant chief accountant and chief of the economics and statistics branch of FCC.

According to George E. Probs chairman, Committee to Supervise Monitoring Studies, "the NAEB making these studies because of interest in serving the entire broadcasting industry, the FCC and the public by increasing its knowledge of current television programming."

Other members of the committee were listed as Richard Hull, director, WOI-AM-FM-TV Ames, Iowa; Harold McCarty, director, WH Madison, Wis.; Parker Wheatle general manager, WGBH (FM) Boston, and NAEB President Seymour N. Siegel.

WTVJ (TV) Issues Rate Card No. 7

WTVJ (TV) Miami last week announced Rate Card No. 7, effective Jan. 1. The new card reflects 9.1% increase in that the hour time charge will be raised from \$500 to \$600, WTVJ added.

Weekly Television Summary—December 24, 1951—TELECASTING SURVEY

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	12,100	Louisville	WAVE-TV, WHAS-TV	116,600
Ames	WOI-TV	73,441	Matamoros (Mexico)	XELD-TV	11,000
Atlanta	WAGA-TV, WSB-TV, WLTV	165,000	Brownsville, Tex.	WKMT	108,000
Baltimore	WABA-TV, WBAL-TV, WMAR-TV	350,304	Memphis	WMTV	93,000
Birmingham	WNBZ-TV	47,200	Miami	WTVJ	280,000
Birmingham	WAFM-TV, WBRC-TV	70,000	Milwaukee	WTM-TV	280,000
Bloomington	WTVM	125,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	242,000
Boston	WBZ-TV, WNAC-TV	832,670	Nashville	WGM-TV	40,000
Buffalo	WREN-TV	241,005	New Haven	WNHC-TV	212,000
Charlotte	WBTV	106,158	New Orleans	WDSU-TV	72,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,027,738	New York	WDR, WCBS-TV, WJZ-TV, WNBC	2,750,000
Cincinnati	WCPO-TV, WKRC-TV, WLWT	310,000	Newark	WATV	91,000
Cleveland	WEWS, WNBK, WXEL	547,790	Norfolk	WTAR-TV	108,000
Columbus	WBNS-TV, WLWC, WTVN	191,000	Oklahoma City	KMYT-TV	108,000
Dallas	KRLD-TV, WFAA-TV, WBAP-TV	145,412	Omaha	KMYT, WOW-TV	97,000
Davenport	WOC-TV	74,014	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	47,000
Dayton	Quadr Cities Include Davenport, Moline, Rock Is., E. Moline	220,000	Phoenix	KPHO-TV	242,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323	Pittsburgh	WDTV	180,000
Erie	WICU	80,379	Providence	WJAR-TV	95,000
Fl. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	145,412	Richmond	WTVR	74,000
Grand Rapids	WOOD-TV	160,413	Rochester	WHAM-TV	312,000
Kalamazoo	WYAT-TV	89,138	Rock Island	WHBF-TV	74,000
Greensboro	KPRC-TV	107,500	Quadr Cities Include Davenport, Moline, Rock Is., E. Moline	KDYL-TV, KSL-TV	64,000
Huntington	WSAZ-TV	63,167	San Antonio	KEVI-TV	119,000
Indianapolis	WFBM-TV	192,500	San Diego	KFMB-TV	267,000
Jacksonville	WMBR-TV	46,000	San Francisco	KGO-TV, KPX, KRON-TV	187,000
Johnstown	WJAC-TV	126,500	Schenectady-Albany-Troy	WRGB	107,000
Kalamazoo	WKZO-TV	160,413	Seattle	KING-TV	348,000
Kansas City	WDAF-TV	170,457	St. Louis	KSD-TV	143,000
Lancaster	WGAL-TV	123,055	Syracuse	WHEN, WSYR-TV	127,000
Lansing	WLIM-TV	70,000	Tulsa	KOTV	89,000
Los Angeles	KECA-TV, KFI-TV, KABC-TV, KNB	1,334,899	Utica-Rome	WKTV	60,000
	KNTX, KTLA, KTTV		Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	372,000
			Wilmington	WDEL-TV	81,000

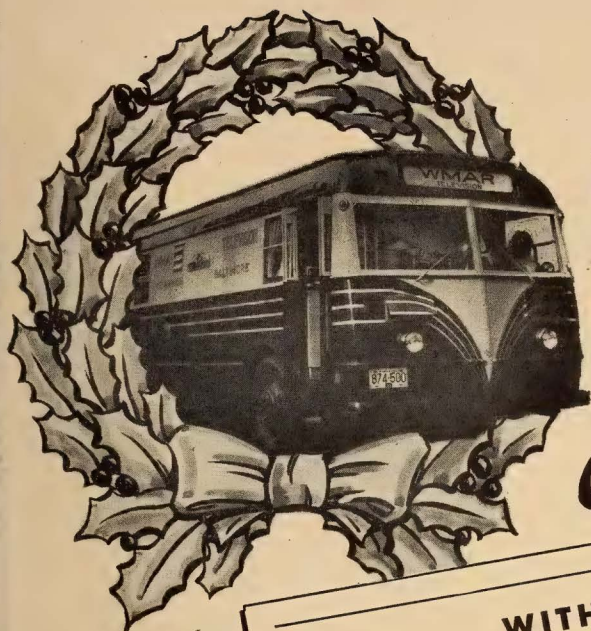
Total Markets on Air 64*

Stations on Air 109*

Estimated Sets in Use 14,872,400

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas necessarily approximate.



WMAR-TV
BALTIMORE
SAYS

*Merry
Christmas*

WITH ITS
1244TH and 1245TH
(BACK TO BACK)
REMOTES

FROM OLD ST. PAUL'S — Baltimore's Christmas tradition in Television has come to include the famous service from Old St. Paul's, in the heart of the city. The magnificent music and colorful worship service are televised from 11 P.M. to Midnight...

FROM THE BALTIMORE CATHEDRAL — At Midnight, the Hour of the Advent, the scene changes to the Baltimore Cathedral—America's Primal Catholic See, known formally as the Basilica of the Assumption and Prince of Peace. The Solemn Pontifical High Mass, with the memorable singing of the St. Mary's Seminarians, runs to its conclusion...



TWO FULLY EQUIPPED MOBILE UNITS!

These back-to-back remotes are possible only through WMAR-TV's twin mobile units. Each is self-contained, and can originate a telecast from almost any point within 25 miles of the city. The equipment includes five field cameras, three micro-wave transmitters and receivers, Zoomar and Reflector lenses, gasoline-driven power supplies, and associated necessary equipment.

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

★ CHANNEL 2 ★

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

FCC OUTLOOK

TV Processing Hinges On Staff—Comr. Walker

By COMR. PAUL A. WALKER
Acting Chairman, FCC

AMERICAN radio has reason to be proud. Today there are 2,401 AM, 653 FM and 108 TV stations authorized to operate in the U. S., not to mention about 1,500 other types of broadcast stations.

It has been estimated that there are more than 100 million AM, FM and TV receivers in the hands of the public, of which almost 15 million are TV receivers.



Comr. Walker

Common carrier microwave telephone and video relay facilities now operate on a coast-to-coast basis. Applications have been authorized or are pending for such facilities on new routes or to supplement existing routes totaling 27,500 channel miles, costing \$32.4 million.

Certainly, no other country can approach these remarkable electronic achievements.

Despite all this, there still are vast areas of the country without any TV or FM reception and where AM service is grossly inadequate. It has been estimated roughly that 22 million of our people are dependent upon nighttime sky wave signals of clear channel stations for their only radio service.

The Commission will continue to be concerned with the problem of achieving maximum utilization of AM and FM facilities to the end that improved service to all the people will be realized. It is particularly important that none of the gains achieved in the FM field be lost and that every effort be made to give impetus to this superior type of broadcasting.

During recent months the Commission and its staff have been devoting a great deal of energy and time to the work of completing the television assignment proceeding. A sizable task force has been and is at present working diligently with the Commission to the end that the job may be soon completed and the television freeze

are more than 100 million AM, FM lifted during the early part of 1952.

Following the lifting of the freeze, there will be a period allowed for the filing of new applications. The speed with which these TV applications are processed and new stations authorized will depend mainly upon the supply of manpower available to the Commission to meet its increasingly heavy work load.

Obviously, additional personnel will be required if the large number of applications are to be handled promptly and a sizable number of new TV stations are to be operating in the near future.

A recent development which holds promise for 1952 is the adoption by the NARTB of the TV programming code. This represents a constructive effort on the part of industry to provide program service that is more responsive to the needs and wishes of the people. It is hoped that other cooperative efforts on the part of the industry and the public will be made in 1952 to raise the quality of broadcast service in the country.

Cites Defense Needs

The primary concern of all in the days immediately ahead is that our defense needs be met promptly and effectively. This will require concerted efforts and sacrifices on the part of the government, the broadcast industry and the general public. Obviously, more defense weapons mean fewer new transmitters and receivers. But in so far as defense needs will permit, we should strive cooperatively to extend and improve broadcasting operations to the end that we achieve "the larger and more effective use of radio in the public interest."

1952 may well be one of the

eventful years in the history of radio and television. Certainly greater demands than ever before will be made upon them. With a rapidly developing defense program, with national elections in the offing and with a reasonable prospect of further development of broadcast facilities, radio and television will be called upon to play an increasingly greater and more crucially important part in the life of the nation.

POW Reports

(Continues from page 30)

out the day. First names were carried by ABC Radio on an 8 p.m. bulletin, shortly after they were released, with subsequent reports carried at 10 and 11 p.m. At midnight, the network gave over its facilities to the listing and, after a prayer by Dr. Charles Trexler of the United Lutheran Church executive board, names were read until they were all listed at 5:36 a.m. Lists, flown by UN planes to Tokyo, were relayed to ABC Radio and TV news departments in New York by wire.

NBC Radio attention was turned to prisoners of war with the regular Ray Sherer broadcast Tuesday afternoon, when release of names was expected to occur shortly. Names from Tokyo were read upon receipt, and were repeated—with additional stations—as soon as verification had been established in Washington. NBC Radio rebroadcast the complete listing at 1 p.m. Wednesday, after full checking had been finished.

Names Unchecked

Decision by Mutual not to broadcast specific names was made on the basis that the names, originating from Communist sources, were unchecked. Prisoners also were listed without reference to state or local community, initially, and, subsequently, in unordered manner that made for poor broadcasting material, it was felt. MBS spokesmen explained the third reason was that errors in names or other misleading information would only raise false hopes for the families involved. MBS newscasters notified listeners of up-to-the-minute progress in the listing and covered all general news points without actually naming prisoners. Affiliated stations were provided with specific information immediately after it was available, however, so operators there could answer questions phoned in locally.

NBC Television contacted 43 affiliates who cleared their schedules and were open for listing from 11 p.m. EST on, giving literally national coverage to prisoner reports until signoff at 5:10 a.m. Newsman Ed Schneider and mobile TV units were stationed in the Pentagon news room to provide immediate announcements once names were officially released.

CBS TV extended signoff time

six hours beyond the usual network schedule. Coverage started at 7 p.m. when John Shafer on the *News With Douglas Edwards* program switched to Walter Cronkite in Washington for reading of film names. A telephone interview with Mrs. William F. Dean, wife of the captive major general, was carried on the same program.

After another program interruption at 7:47 p.m., CBS TV cancelled all regularly scheduled shows and started coast-to-coast telecasting with names shown on screen in large-size type as they were announced. Scenes of the Pentagon where name-checking was done were shown from a special film report prepared by Joe Wershba of the *See It Now* series, and Cronkite in Washington mapped locations of Korean prisoner war camps.

ABC-TV assigned Dorian George and Bill Watson to manage their coverage, which became continuous from 11:30 p.m. until 2 p.m. EST, when the network signoff after telecasting all names available at that point.

The DuMont Network broke in programs throughout the evening to announce all names as they were released. Rather than show names on the screen, however, DuMont telecast filmed reaction shots.

BROKAW MOVES

Returns to Raymer-N.

RETURN of Fred Brokaw to New York office of the Paul Raymer Co. as executive vice president in discharge of all operations was announced last week by Paul Raymer, president of the station representative company.



Mr. Brokaw

Mr. Brokaw had directed the Midwest and West Coast operations of the company for the past 25 years, died in 1927 at his home in Upper Merion.

Vice President Gar Packard remains as general manager of Chicago office.

Mr. Brokaw joined the Raymer organization in 1933 and became a partner a short time later.

James J. Van Dyk

JAMES J. VAN DYK, 56, died in 1927 for the past 25 years, died in 1927 at his home in Upper Merion, N. J. He had been on location earlier in day in Connecticut where he was playing an American consul in *Philco Playhouse* film version of the Robert Vogan imprisonment in Hungary. A veteran of the stage, films, radio, TV, Mr. Van Dyk had made appearances on *Armstrong Circle in Chevrolet Theatres*, the *Red Montgomery* show, and *Studio City* in TV and in such radio dramas as *Gangbusters* and *Mr. District Attorney*.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad Libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

**USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.**

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

TV-RADIO BUILDING *Total Exceeds \$13,000,000*

GOVERNMENT production authorities last week issued a compilation of grants, denials and exemptions covering over \$13 million worth of radio-TV construction or remodeling projects.

Radio-TV broadcasters fared well in total dollar value of projects for which they sought materials for the first quarter of 1952. But the denials far exceed the grants in point of individual applicants, pointing up the government's oft-repeated warning that construction would tighten with the advent of the new year.

Projects valued at \$9,820,000 drew good tidings for three major applicants—Allen B. DuMont Labs, New York; WCAU Inc. (WCAU-AM-FM-TV Philadelphia, Pa.), and CBS Television in Hollywood, Calif.

Rejections amounted to \$3,164,414 for upwards of 15 radio-TV petitioners, while another \$130,500 was recorded for NBC Inc., exempted from construction filing on one of a series of bids.

The list was issued by the National Production Authority on the basis of decisions reached by its Construction Controls Division. They reflect actions taken through Nov. 30 for materials to be allotted during the January-April period of 1952. In some instances, the proj-

ects are a repetition of dollar evaluations reported on 1951 fourth quarter lists, though the new list reflects decisions governing the new quarter.

DuMont was allotted controlled materials (steel, copper and aluminum) for a TV studio project at WABD (TV) (New York) costing \$1,750,000. The company had been rejected in a similar bid for authorization in the present quarter [B• T, Oct. 15].

WCAU Inc. was given permission to make alterations on both radio and television equipment, presumably at point of transmitters. Location was Lower Marion Township and amount of project was placed at \$2,740,000.

CBS was assured of a first-quarter allocation to continue work on its \$5,330,000 Gilmore Stadium TV studios, which also received fourth-quarter materials. Applicant is Vine St. Realty Corp., Los Angeles.

NBC Is Exempted

Exempted from NPA jurisdiction on projects was NBC Inc., which had sought permission to remodel radio and video facilities in New York and Brooklyn, N. Y. Total estimated value was \$130,500 comprising sums of \$92,000, \$30,000 and \$8,500.

NBC was turned down, however, on two other TV projects for the same cities for amounts totaling \$190,000, and for a \$67,000 Hollywood studio project (see adjoining story). NBC-TV had received approval during the fourth quarter for allotments covering TV studio and film projection projects in New York and Chicago. Network had received materials on construction changes evaluated at \$275,000, \$40,000, \$108,000 and \$229,000 [B• T, Sept. 24].

Permission to draw quotas of

CBS FILM SALE

Series for Sao Paulo

CBS TELEVISION Syndicated Sales last week announced its first foreign sale of *Holiday in Paris*, series of 13 half-hour TV musical-variety films starring Dolores Gray. Fred J. Mahlstadt, manager of CBS-TV Syndicated Sales, said the series was sold to Radio-Televisao Paulista whose new TV station in Sao Paulo, Brazil, is slated to stage its official opening on Dec. 24 with the first program in the *Holiday in Paris* series as one of the inaugural features.

CBS distribution operations were commenced approximately a year and a half ago as part of Rádio Sales functions and more recently, since the separation of radio and TV, as part of CBS Radio Spot Sales. It is expected, however, that after the first of the year a completely independent unit will be established within the television division to handle these operations. Exact name to be given the new unit has not been decided.

materials for first-quarter construction also was withheld from ABC, both in New York and San Francisco, for "administrative offices" and "radio-TV studios," respectively. Value of projects was \$600,000 in each case. The network had received materials for San Francisco this past quarter.

List of denials for radio-TV cases, complete with applicant, station, location, project description and estimated value, follows:

- WHEC Inc. (WHEC Rochester, N. Y.), "broadcasting station," \$419,023.
- Clark Associates Inc. (WBNF-TV Binghamton, N. Y.), "office and TV studios," \$300,000.
- Rock City Broadcasters—M. R. & Arthur, Feldman—WLFH, Little Falls, N. Y., "radio station," \$11,000.
- Eastern Radio Corp. (WHUM

NBC TV CENTER

Sees January Start

WITH building permit and materials clearance from National Production Authority in Washington expected by mid-January, NBC will break ground for its proposed new West Coast \$25 million radio-TV center in Burbank, Calif., late next month, according to present plans.

NBC has earmarked around \$2 million for the first unit of the project which will front on Alameda and California Sts., it was said.

Reading, Pa.)—applicant for experimental TV station filed with FCC Aug. 15, 1951 "TV station tower," (to be located near Summit, Pa.), \$125,000. (Eastern had received materials for fourth quarter. Also is applicant for commercial TV station in Reading on Channel 5.)

• Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTV (TV) Charlotte, N. C.), "addition to radio station," \$145,515.

• Review Publishing Co. (WFAH (FM) Alliance, Ohio), "radio towers," \$50,000.

• The Journal Co. (WTMJ-AM-TV Milwaukee, Wis.), TV tower, \$307,936.

• Desert Television Co., Las Vegas, Nev. (applicant for new commercial TV station, filed with FCC April 10, 1951, on Channel 13 in Las Vegas, "TV station," \$173,940.

NPA also denied material allotments for an applicant described as "Rockefeller Center Inc., New York," which was earmarked for "remodeling of TV station." Estimates were \$85,000 and \$90,000.

Theatre TV apparently arose in the form of a bid denied RKO Keith Orpheum Theatres Inc., New York, for steel, copper and aluminum. Firm had applied for materials (\$135,000) for a "TV station" but it was presumed that the project involved installation of equipment for theatre telecasts.

A similar doubt was posed by a request from Anco Enterprises Inc., New York, for a project of costing \$21,000 involving the wiring of certain equipment. Anco was exempted. The project was described as "television broadcasting." FCC's Television License Section reported no record of a commercial or experimental TV applicant or licensee so named.

CUBAN VIDEO

Network Operation Nears

FIRST TV network in Latin America will be inaugurated next month, when Goar Mestre's Circuito CMQ S. A. begins feeding a five-station network in Cuba.

Network will consist of CMQ-TV Havana, and Mestre-owned stations in Matanzas, Santa Clara, Camaguey, Santiago de Cuba. The Matanzas station will rebroadcast Havana originations, but the other stations will be fed via kinescopes. Already completed are the Havana and Camaguey stations. By the end of December the Matanzas and Santa Clara stations will be operative. The Santiago de Cuba station will be in operation by the end of January.

Cost of the stations will be over \$2 million; network operations will add \$1½ million to this sum.

Details of the five stations are as follows:

Havana—Channel 6, 20.5 kw radiated power, 385 ft. antenna height above sea level, RCA transmitter.

Matanzas—Channel 9, 3.4 kw radiated power, 760 ft. antenna height above sea level, DuMont transmitter.

Santa Clara—Channel 7, 19 kw radiated power, 1,020 ft. antenna height above sea level, GE transmitter.

Camaguey—Channel 5, 2.5 kw radiated power, 650 ft. antenna height above sea level, DuMont transmitter. Santiago de Cuba—Channel 2, 16.5 w radiated power, 1,760 ft. antenna eight above sea level, GE transmitter.

What's he looking at?



Frank Coulter, Young & Rubicam, is looking at figures on how much was spent last year by a cigarette manufacturer . . . OR, he is looking at your advertisement in the BROADCASTING Yearbook.

October Gross

(Continued from page 25)

the largest users of radio network time in October, with toiletry advertising second, tobacco products third, drugs fourth and soaps and polishes fifth (Table III). For the 10-month January-through-October period, the top five, in descending order, were foods, toiletries, drugs, smoking materials and soaps and polishes. Same five were also the leaders in October 1950 and for January-October 1950, with foods consistently first and toiletries second and some variation in order of the other three classes.

General Foods Corp., New York, moving its thrice weekly sponsorship of *The Bert Parks Show* from NBC-TV to twice weekly on CBS-Television, 3:30-4 p.m., effective Jan. 14, although the program will be aired Monday, Wednesday and Friday. General Foods for its Jell-O, Swans Down cake mixes and Birdseye Frozen Foods will underwrite the latter two days, Wednesday and Friday. The Monday portion of the show will be available to a new sponsor. Young & Rubicam, New York, is agency for General Foods.

Big Brother Citations

BIG Brothers of America, voluntary agency for prevention and correction of delinquency among boys, last week announced that merit citations would be awarded to eight radio and advertising executives for service on the organization's public relations advisory committee. Those cited are:

Harry A. Batten, board chairman of N. W. Ayer & Son; Thomas D'Arcy Brophy, board chairman of Kenyon & Eckhardt; H. L. McClinton, of Calkins & Holden; Carlock-McClinton & Smith; Donald W. Thornbough, president of WCAU-AM-FM-TV Philadelphia; Jerry Crowley, advertising and promotion manager of Metropolitan Life Insurance Co.; Norman W. Geare, president of Geare-Marston Inc.; Al Paul Lefton, of Al Paul Lefton Co., and Philip Klein of Philip Klein Adv. Agency Inc. Big Brother Week has been set for Jan. 6-13, and its support by advertisers and media has the approval of the Advertising Council.

TABLE III
GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR
OCTOBER AND JANUARY-OCTOBER, 1951 COMPARED TO 1950

Product Group	1951		1950		Product Group	1951		1950	
	October	Jan.-Oct.	October	Jan.-Oct.		October	Jan.-Oct.	October	Jan.-Oct.
Agriculture & Farming	55,267	540,402	\$ 58,278	\$ 840,703	Insurance	289,355	2,677,033	220,231	2,374,932
Apparel, Footwear & Access.	23,405	542,993	197,248	1,178,901	Jewelry, Optical Goods & Cameras	91,422	964,763	201,103	1,236,833
Automotive, Auto. Equip. & Access.	376,507	3,490,103	338,818	4,255,376	Office Equip., Writing Supplies & Stationery	64,608	518,508	70,932	1,122,529
Beer & Wine	202,072	2,838,427	255,710	2,165,174	Political	28,094	297,712	121,752	147,861
Bldg. Materials, Equip. & Fixtures	118,067	1,171,577	109,326	1,103,246	Publishing & Media	212,199	2,356,038	146,662	826,263
Confectionery & Soft Drinks	490,917	5,109,502	423,004	5,363,025	Radios, TV Sets, Phonographs, Musical Instruments & Access.	948	29,234	1,080	29,008
Consumer Services	236,631	2,309,329	190,037	1,580,105	Retail Stores & Services	1,854,811	16,975,255	1,853,026	18,910,591
Drugs & Remedies	1,853,707	18,631,385	2,119,147	20,263,449	Smoking Materials	1,630,888	14,971,029	1,876,550	17,082,250
Entertainment & Amusements	—	5,723	—	5,619	Soaps, Cleaners & Polishes	—	—	—	29,614
Foods & Food Prods.	3,701,193	35,446,392	3,917,790	37,086,543	Sporting Goods & Toys	2,136,255	21,837,619	2,513,483	21,244,101
Gasoline, Lubricants & Other	459,279	4,764,823	504,923	4,400,330	Toiletries & Toilet Goods	118,432	1,032,156	83,001	735,017
Horticulture	8,557	96,451	—	105,696	Transportation, Travel & Resorts	355,715	4,132,531	469,218	4,303,871
Household Equip. & Supplies	361,902	2,473,002	213,526	2,673,511	Miscellaneous	\$14,970,355	\$145,745,097	\$16,153,627	\$151,875,344
Household Furnishings	84,431	805,090	39,286	414,721					
Industrial Materials	215,323	1,728,020	214,133	1,769,477					

Source: Publishers Information Bureau

RTMA

By GLEN McDANIEL
President, Radio-Television Manufacturers Assn.

THE YEAR 1951 was one of peaks and valleys for radio-television manufacturers, but the industry emerged stronger and more stable than at the end of 1950 when a whirlwind of scare buying followed the outbreak of the Korean War.

We can face the new year with more optimism and confidence than we could a year ago because the national rearmament program now appears in sharper focus and removal of the roadblocks to expansion of television into a nationwide service appears imminent.

The year 1952 will be another period of limited civilian production due chiefly to material shortages, but a higher tempo of deliveries of military electronic equipment should step up employment and absorb much of the idle plant capacity that plagued the industry in mid-1951.

Present indications are that about 5.25 million television receivers and more than 12.5 million radios will have been produced in



Mr. McDaniel

'52 Set Production Seen Below '51

1951 by the year's end. These figures represent a decline from the 7.4 million TV sets and 14.6 million radios manufactured in 1950, but meanwhile the industry's output of electronic equipment for the armed services has more than doubled. Radio production this year breaks down roughly into 6.7 million home sets, 4.5 million auto receivers, and 1.3 million portables.

Value-wise, at the manufacturer level, set production in 1951 will approximate \$1.25 billion as compared with about \$1.7 billion in 1950. But military production during the same periods rose from \$500 million to more than \$1 billion, according to recent estimates.

More Shortages Seen

As to probable set production in 1952, all authorities agree that material shortages will hold down the industry's output even below that of 1951. Mr. Edmund T. Morris Jr., director of the NPA Electronics Division, has estimated TV set production in 1952 at between four and five million units. RTMA directors, in an informal poll in November, "guess-estimated" that about 4.4 million television receivers and 10.9 million radios will be turned out next year unless the materials situation worsens.

Barring an all-out war, there is every reason for the radio-television industry to look forward to a productive year in 1952.

The radio-television industry has made vast strides during the past decade and is now one of our foremost industries, both in peace and war, but it has an even greater future. All of us who are a part of this great industry can feel proud of its past achievements and look forward with confidence to the years ahead.

LEE DEATH

Refuse to Reopen Case

POLICE have refused to re-open an investigation into the death of Thomas S. (Tommy) Lee, heir to the late Don Lee broadcasting and automobile distribution fortune, despite evidence offered by Harry Craig, Honolulu automobile distributor and longtime friend, that it may not have been an accident or suicide.

Mr. Lee jumped or fell to his death from the 12th floor of a Los Angeles building on January 13, 1950, leaving a \$12,500,000 estate.

Mr. Craig, reportedly mentioned as one of several heirs in a 1948 "missing will" [B.T., Nov. 19], in mid-December asked that police reopen the case and investigate the death as a possible murder on grounds that Mr. Lee told members of his family that someone was trying to kill him.

ANG-WQXR PACT

Guild Given Jurisdiction

WHAT was described as the first contract between American News paper Guild of New York, Local 3 (CIO), and a radio station has been signed with WQXR New York it was announced Friday.

Signed under constitutional clause which gives ANG jurisdiction in radio station where news is broadcast, pact covers 14 month period from Nov. 1 through next year and assures workers such things as a substantial wage increase now and further increases later, subject to Wage Stabilization Board approval; 35-hour week; two-week vacation increased to three after five years service; no dismissal except for just and sufficient cause. Contract provides a \$120 top minimum for continuity and commercial copy writers. ANG has some members at WMA New York, according to Anthony Stelz who negotiated contract with WQXR, but no contract has been drawn for the former station as yet. The union lost employees vote at CBS last year when organizing drive was held there.

Immediate revenue produced
with regional promotion
campaigns

23 years of
service to the
broadcasting industry

HOWARD J. McCOLLISTER Company

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager



experienced sales
personnel will sell community
programs throughout
your coverage area

TOP VALUES

KSL Salt Lake City, has provided those who are "exploring advertising values in the Mountain-West" with copies of its BROADCASTING YEARBOOK ad, which gives the outlet's coverage, ratings, network, merchandising, and prestige. Mountain-sized call letters are crawling with Alpinists, each roped to another, to illustrate the moral: "You'll find it [KSL] measures up as the biggest value—your best buy—in Intermountain America."

SAFETY DRIVE

WMTR Morristown, N. J., has aired appeals for safe driving for some time, but Program Director Bob Vesel thought they lacked human interest. When a group of school children were touring the studios one day, he decided to try the same traffic messages—to be recorded by children's voices. Accordingly, when children now appear in the studios, he makes his recordings, which are aired two or three times daily during station breaks: "My name is Jimmy Smith. I live in Morristown. Please drive carefully, we love our parents."

STATION REMINDER

WWDC Washington, distributing large cards to radio repair shops and auto radio installers. Cards remind workers "When you're setting push buttons . . . remember these are the big four [stations] in D. C." This is followed with list of stations and frequencies.

RADIO IN DETROIT

WWJ-AM-FM Detroit, sending out colorful promotion booklet to trade and advertisers entitled "What About Radio in Detroit?" Booklet poses prime question, "Is WWJ time worth the price?" with three secondary question, "1. What is the market reached by radio in Detroit today? 2. How far has TV cut into the radio market? Has it hurt the effectiveness of radio advertising? 3. Will radio advertising in Detroit continue to be a good investment?" Then taking into account factors of growth in population, television circulation, listening habits, program policies, booklet proceeds in flashy red and yellow for 24 pages to answer the questions. Booklet concludes that WWJ . . . is the biggest bargain in Detroit broadcasting."

FAVORITE STATION

WOAI San Antonio, Tex., placed first recently in poll asking, "What is your favorite radio station?" Forty-one out of 52 families named WOAI as their favorite in a "reading study conducted for the *San Antonio Herald*, a county seat weekly newspaper located in Hondo, Texas, and released in booklet titled, "What Our Readers Think".

programs promotion premiums



INSIDE DOPE

WEMP Milwaukee, during Freedom Week broadcast interviews with four escaped Russian refugees. The four revealed secrets of life behind the Iron Curtain. Newsman Don O'Connor introduced program and handled narration.

ONE MILLION

WMCA New York prepared last week to interrupt scheduled programs the day that the National Safety Council announced the millionth traffic fatality—expected to have been Friday—for a series of *Operation Accident* broadcasts. Intended to emphasize the need for compulsory high-way compensation to protect accident victims and their families, the broadcasts were prepared on records some weeks ago and feature statements by WMCA President Nathan Straus. Station featured a series of accident programs last spring, titled *The Killers*, in which license numbers of traffic violators were broadcast with on-the-scene interviews of accident victims.

GOLF LESSONS

KGO-TV San Francisco, *Golf Made Easy*, Fri. 8:45-9 p.m., sponsored by Robert S. Atkins (clothing store). New innovation on program is use of phosphorescent paint in darkened studio to illustrate correct body movements in a good golf swing. Phosphorescence outlines golf ball, club and essential body-joints of demonstrator to emphasize important features of swing. Ultra-violet lights are used in darkened studio to bring out necessary lights, special filters are used on cameras. Idea is based on use of black and white striped clothes used by Bobby Jones in making golf instruction movie in 1932.

PUBLIC SERVICE FEATURE

KDYL Salt Lake City, *Meet Your Governor*, 6 to 6:15 p.m., Fri., unrehearsed question and answer commentary featuring Utah Gov. J. Bracken Lee and Arthur Richardson, KDYL news analyst. Each week the governor discussed the latest happenings.

NEW PROMOTION

KCBS San Francisco, used high-listener ratings during recent local elections to plug station in arty cardboard folder to trade. Frontispiece carries reproduction of pre-election ad of station describing arrangements for election coverage, urging listeners to stay tuned to KCBS and the pronouncement: "And they did." Inside copy gives comparative statistics on listeners captured by network and independent stations. Figures show KCBS had twice as many listeners as the average for the three other networks and more than three times as many as the independents.

CHRISTMAS GIFTS

KFI Los Angeles will present Christmas gifts to station's national and local spot accounts in the form of free announcements. Ray Lewis will combine the announcements with recorded Christmas music.

SALES LETTER

WCBS-TV New York, sending advertisers letter giving latest data on TV homes reached by station using new antenna on top of Empire State Building. Piece signed by G. Richard Swift, WCBS-TV general manager, cites figures of Telepulse of New York on homes watching.

RELIGIOUS SHOWS

KRON-TV San Francisco, *The Holy Hour*, Sun. 12-12:30 noon. Station furnishes facilities and production talent for programs to be handled alternately by three major faiths—Catholic, Protestant and Jewish. Programs will feature music by choirs from various churches in area, religious poetry, news, dramatic sketches and discussions. Production arrangements are directed by the Bay Area Council of Churches, the San Francisco Theological Seminary and the Northern California Council of Rabbis.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

TOURIST BUDGET

Radio to Receive 12½%

WASHINGTON State's tourist-luring advertising will put about 12½% of the \$70,000 budget for 1952 into radio, BROADCASTING • TELECASTING learned last week. Agency handling the account of the State Advertising Commission is Mac Wilkins, Cole & Weber, Seattle.

Radio plans call for concentrated spot campaigns on 22 stations in 20 markets in five western states, the agency disclosed. Theme, as in past years, will be "It's Cool, It's Green, It's Great in Washington State."

Schedules will be set for the spring and summer months.

State Advertising Commission recently reported that during 1949 and 1950, the first years the paid advertising program was in effect, there were 4,400,000 visitors to the state, spending a total of \$246,000,000, of which \$9,700,000 represented gasoline, sales and admission taxes.

ORSON WELLES IS BACK!

The Lives of Harry Lime

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York

air-casters



HARRY BUBECK, production manager NBC Radio Hollywood, appointed program director for network's western division. He succeeds **HOMER CANFIELD**, named producer of television version of NBC Radio's *Dragnet*. Mr. Bubeck's post to be filled by **KAREL PEARSON** who will also continue as program operations supervisor.

ALVIN G. FLANAGAN, program manager KECA-TV Los Angeles, named program director KECA-TV. **CECIL BARKER**, ABC's western division TV director of programming and production, continues in same capacity.

DAVE MANN named to announcing staff WAGE Syracuse. He was with WLYN Lynn, Mass.

DON BLAIR, staff announcer WBRE-AM-FM Wilkes-Barre, Pa., to WJLS-AM-FM Beckley, W. Va., in same capacity.

BILL GORDON, disc jockey WHK Cleveland, voted "Cleveland's favorite disc jockey" in *Cleveland Plain Dealer* radio and TV poll.

MARY LILLY named copywriter WTMA Charleston, S. C. **RED MUNRO** named morning man and disc jockey WTMA. He was with WCOG Greensboro, N. C.

DICK SHERBAHN named to announcing staff WLAN Lancaster, Pa. He was with WGAL Lancaster.

TED McKay program director WMON Montgomery, W. Va., named promotion manager WKNA Charleston, W. Va.

TOM GEORGE, emcee NBC Radio's *Talent Search, Country Style*, named chairman of radio division for Franklin Freedom Fair, planned to celebrate patriot's 250th birthdate anniversary in 1956.

DAVE BOGARD, promotion department KGO-AM-TV San Francisco, to Space Patrol, L. A., sales department.

MARK LANGSBURGH Jr., promotion and merchandising manager KLAC-TV Hollywood and Joyce Oldham, married Dec. 15.

JACK OWENS, singing star KNX-Columbia Pacific Network, elected president of Southern California Youth Swimming Association.

JOHN BAIRD, director of public affairs KMPs Los Angeles, to be married Feb. 9 to Norma Sevilla Lee.

MARGARET JANE BACHINGER Lamb & Keen, Phila., named to program staff WIP Philadelphia.

FRANK CASON, producer WSB-TV Atlanta, named TV traffic manager. He will also continue his present duties. **HARL HOCKEBORN**, projection room director, named producer-director. **TAYLOR LUMPKIN**, prop department, named to production staff.

Miss **ARDYCE PFANSTIEL**, promotion and publicity director KSIX Corpus Christi, Tex., named promotion director KEYL (TV) San Antonio. She succeeds Miss **GERRY FISHER**, resigned.

News . . .

LARRY FINLEY, news director WEEK Peoria, Ill., to KCMO Kansas City, Mo.

CHARLES F. HARRISON, news director WHBF-TV Rock Island, Ill., named director of news operations WING Dayton, WIZE Springfield, and WCOL Columbus, Ohio.

LES MAWHINNEY, West Coast director of news Mutual-Don Lee, elected 1952 president of Los Angeles Astronomical Society.

New WLW Transmitter

R. J. ROCKWELL, vice president in charge of engineering, WLW Cincinnati, announced last week that a new-type transmitter for the station is planned for operation in mid-1952. The almost distortion-free signal will result from utilization of four new patented ideas in its design, Mr. Rockwell said. The old transmitter will be rebuilt to the same specifications of the new one and kept as a stand-by, he added.

NARND

By JIM BORMANN

PRESIDENT, NATIONAL ASSN. OF RADIO FARM DIRECTORS

RADIO news in America felt the impact of two major forces during 1951—one was technical; the other political. Both monopolized the attention of radio newsmen at the Chicago convention of the NARND, Nov. 12-14.

First major development was the arrival of television as a seriously competitive medium in the news field during 1951. The second was an awakening on the part of newsmen everywhere to the urgent need to defend radio's right to freedom of information.



Mr. Bormann

Extension of network television from coast to coast during the year and successful coverage by TV of several outstanding news events stimulated video's advance into the field of news. Because of this new competition, radio news coverage was intensified. Evidence of this healthy improvement in news coverage by radio and television came into clear focus at the convention. Over 40 top flight entries (a record number) were submitted in the NARND award competition, and judges declared the competing entries better than ever. At the convention itself, talk of news problems engendered by television dominated the convention sessions. Newsmen already working in TV were no more pre-occupied by these problems than were those who are competing with video.

President Truman's order restricting the release of information by government bureaus focused NARND's attention on the responsibility of newsmen everywhere to safeguard news of government from needless censorship. NARND President Ben Chatfield joined with leaders in other news organizations to protest the closing of news channels—except when national security was genuinely endangered. Press and radio closed ranks in a common cause to guarantee the integrity of news and to safeguard its accessibility to the public.

At year's end, the executive order is still in force, but NARND's fight for repeal has only begun.

WEAM News Policy

INTENSIVE news coverage will be maintained by WEAM Arlington, Va., under a new program policy effective with appointment of Charles Warren, former MBS White House correspondent, as news director of the station. Daily program will be broadcast at 12:45 p.m. direct from Capitol Hill as well as Congressional roundup at 5:45 p.m. Other news features are planned.

Repeal of 'Gag' Order Is Target For '52

MAY SEEKS REFUND On '42-'45 Taxes

MAY Broadcasting Co., which owns and operates KMA Shenandoah, Iowa, petitioned a federal court judge in Des Moines Monday for a refund of almost \$40,000 in tax money from the government.

May contends the amount of income tax was "injust, illegal and collected erroneously." It seeks refunds of \$5,466.70 for 1942, \$7,770.04 for 1943, \$15,819.95 for 1944 and \$10,271.33 for 1945, totalling \$39,328.02.

The first witness for May Broadcasting was its secretary-treasurer H. Sawyer, who discussed the transfer of KMA from the May Feed and Nursery Co. to May Broadcasting Co. in 1939. He estimated the station was worth "at least \$500,000" in 1949.

Ray W. Hamilton, partner in Blackburn-Hamilton Co., radio and television station broker, said in his testimony that May Broadcasting today is worth between \$1 and \$2½ million because of its ownership of KMTV (TV) Omaha as well as KMA. In 1937, he said, the station was evaluated at \$300,000 to \$325,000. He appeared as an expert witness.

Paul A. Loyet, vice president and resident manager of Century Broadcasting Co., licensee of WH Des Moines, outlined how Century Broadcasting bought 25% interest in May Broadcasting in 1939 for \$100,000.

Testimony was concluded last Monday night. The government has until Jan. 26 to file its brief after which May Broadcasting will file an answer before Feb. 1.

KSFO, KPIX (TV) MOVE

Planned Next Month

PHILIP G. LASKY, vice president and general manager of KSFO and KPIX (TV) San Francisco, announced last week that the two stations are prepared to move into their new quarters next month. The radio operation will move January 7 and the television facilities will be moved January 21, he said.

The new headquarters, a modern three-story building constructed at Van Ness Ave. and Greenwich St. at a cost of about three-quarters of a million dollars, took a year to build. Stations presently are in an annex building to the Mark Hopkins Hotel atop Nob Hill in San Francisco.

**THE
MIDWEST
ADDRESS
OF
CBS**

**WNAX
570**

YANKTON — SIOUX CITY

AM Station Outlook

(Continued from page 27)

competing media becomes more apparent each year. Radio set sales in Milwaukee continue at a healthy rate. . . ."

Hale Bondurant, general manager, KFBI Wichita: "All advertising prospects are . . . looking healthy and especially can radio look for increased business in the first quarter of 1952. Retailers and other firms are giving radio greater consideration because they have earned how to use this powerful medium more and more effectively as evidenced by more and larger orders currently running on KFBI."

Joseph L. Brechner, general manager, WDAY Silver Spring, Md.: "Most of the post war local independents have come of age . . . increasing profits have made it possible for these stations to begin matching the longer established station in promotion and programming budgets. This means better local radio for the listener and better local advertising impact for sponsors."

A. M. Cadwell, vice president and general manager, KOAT Albuquerque, N. M.: "This is a gaining market—you can expect this area to continue its present rate of gain over a number of years in the future. An average of 15 new retail outlets per month show that people are anticipating a gaining market."

John T. Carey, sales manager, WIND Chicago: "With apologies to Winston C. 'there'll always be an M.' Set sales, portables, auto sets, analyze listening in TV homes, analyze radio listening hours versus hours spent reading newspapers and magazines. Then to quote familiar radio commercial 'most radio' folks say—Happy Days are Here Again."

Martin Campbell, general manager, WFAA Dallas—"Radio business, that is local business, has held up very well in the face of two Dallas and one Fort Worth television station competition, and even made gains. I foresee a continuance of this trend locally, and am encouraging to believe that

national advertisers, especially spot, are going to increase expenditures in radio in order to reach the tremendous market without as well as within the service range of TV stations."

Murray Carpenter, co-owner and manager, WABI Bangor, Me.: "Business prospects are excellent. Radio, being the most efficient advertising medium in the area, should grow and grow—if sold aggressively by men who have confidence in the power of their medium and who know how to use it skillfully. The real problem is not how to get business, but how to keep Uncle Sam from taking all our money away from us. We need additional capital for expansion, but taxes won't let us keep any."

Henry B. Clay, general manager, KWKH Shreveport, La.: "Advertisers have been and continue to get results from radio in this area. With our hypothesized inflationary economy, dollar volume is bound to increase."

Wilton Cobb, general manager, WMAZ Macon, Ga.: "With TV penetration about 1% daytime and 3% night, we have no cause, as yet, to worry about the business picture. This is by far the best year in our thirty-year history and local clients took a 20% rate increase in December 1951 without a murmur. Local advertising still constitutes about 45% of our gross income and we expect practically all to give us the green light between Christmas and New Years—the week in which we make verbal contracts for the ensuing twelve months."

George D. Coleman, general manager, WGBI Scranton: "Radio is still the best advertising buy and if clients are sold intelligently by broadcasters, they will continue on the air for many years. Sell the right accounts, the right programs or announcements at the right times and they will continue for years. If radio stations are careful in accepting advertising accounts, their losses due to bad debts can be kept exceptionally low. For the second consecutive year, WGBI

will not charge off a nickel. This speaks well for the type of radio advertisers we have in Northeastern Pennsylvania."

E. L. Colbourn, acting manager, KTOK Oklahoma City: ". . . All major Oklahoma City department stores are using KTOK and other radio stations simultaneously for the first time. . . . the outlook for 1952 is very encouraging."

William B. Dolph, co-owner and executive vice president, WMT Cedar Rapids, Iowa: "In spite of the downward trend of the network revenue, increases in national spot, regional and local business will produce an all-time high in overall revenue for 1952."

Helen Duvall, secretary, WKBZ Muskegon, Mich.: "From every indication, financial prospects in the Western Michigan area and the Greater Muskegon metropolitan market for 1952 will continue to improve. 1951 showed a steady improvement which will average out pretty close to 15% over 1950, and the trend is still upwards. . . ."

Robert D. Enoch, general manager, WXLW Indianapolis: ". . . The last quarter of 1951 has been more difficult than expected. However, some of the confusion seems to be subsiding as Indianapolis business becomes accustomed to the pinch and the extent of the pinch . . . the first quarter of 1952 will not be a gold mine, but will be better than 1951."

John Esau, vice president, KTUL Tulsa, Okla.: "Business nationally and locally will be excellent, we're positive. Network business looks good, but unfortunate net rate cuts reduce total income of that bracket. We believe radio is entering a revitalized era."

S. Fantle Jr., president and general manager, KELO Sioux Falls, S. D.: "The general business prospects for 1952 are dependent upon more outside factors than ever previously encountered in our industry. Obviously, the growth of television will be the dominating factor and the lifting of the freeze, if it occurs in early 1952, will have the effect of forcing many advertisers and/or agencies to revise their plans completely concerning their budgets for the year. In our particular area with our farm produce having enjoyed another peak year, we feel very optimistic."

H. E. Fast, general manager, WKRC Cincinnati: "Based on the fact that this is the machine tool center of the country, employment is rapidly reaching an all-time peak. As a result, we think the area will be very prosperous. Most plants are working three shifts and most of the workers have their radio in operation during working hours."

J. B. Fuqua, president and general manager, WJBF Augusta, Ga.: "With a predicted population increase of 171,000 in our metropolitan area in the next three years,

plus the huge payrolls we expect 1952 to be a terrific year in Augusta."

G. David Gentling, general manager, KROC Rochester, Minn.: "I expect business in 1952 to be entirely satisfactory . . . our increase in revenue is accounted for mainly through an increase in local business."

Riley R. Gibson, general manager, KOME Tulsa, Okla.: "The fine work of the Associated Tulsa Broadcasters has improved radio's position in this Magic Empire area, and it will continue to improve."

W. L. Gleeson, president and general manager, KPRO Riverside, Calif.: "Our stations have shown a 9% increase over 1950 and 1952 looks very good. Businessmen are slowly beginning to realize that television is not hurting our radio audience. We have numerous cases of outstanding success in use of radio and they are slowly bringing business back to the medium."

Michael R. Hanna, General manager, WHCU Ithaca, N. Y.: "While there are rumors in some quarters predicting a general recession, I can see nothing but a continued rise in billings for both audio and video. Employment and production are at a peak and there is every reason to believe that this condition will continue throughout 1952."

Tom Harker, vice president and national sales director, Fort Indiana (Continued on page 66)

What a Buy!

N A B C

PROGRAMS

For "Minutes" & Chain Breaks

IN

YOUNGSTOWN, O.

5000

WATTS

Serving America's 34th Market

WFMJ

REPRESENTATIVES

Headley-Reed Co.

SERVICE

Twenty-five years of faithful service to American agriculture makes WIBW the most-listened-to station in Kansas and adjoining states.

WIBW

The Voice of Kansas
in TOPEKA



Mr. Esau Mr. Howard Mr. Enoch Mr. Fast Mr. Milbourne Mr. Strouse Mr. Patt Mr. Carpenter Mr. Thomas Mr. Boice

AM Stations

(Continued from page 65)

try Co.: "... business may be slightly better in 1952 than in 1951. While we are living in an artificial economy based on huge expenditures of money, material and manpower for armament which keeps industry humming, wages and prices high, and business good, and yields a stimulating feeling of boom times, it still makes one fearful of the day of reckoning. . . . It appears that advertising budgets for 1952 may be equal to or slightly better than 1951, unless lower earnings because of the tax situation prove a deterrent."

Joseph H. Higgins, manager, WTHI Terre Haute, Ind.: "We have analyzed all the current contracts in force for the first quarter of 1952 and they show 10% increase over last year in spite of less desirable available time for local sales . . . we are optimistic for 1952 . . ."

Eugene D. Hill, general manager,

WORZ Orlando, Fla.: "... business prospects . . . are better than ever for this winter, barring a general recession, which most folks here feel, is still possible."

Barron Howard, business manager, WRVA Richmond, Va.: "We will get the business, but it is harder work."

W. E. Hutchinson, general manager, WAAF Chicago: "In a large metropolitan market with plenty of television service, our radio station shows a 22% increase in billing for the first ten months of 1951 over the same period in 1950. Assuming consumers disposable income in 1952 will equal or exceed that of 1951, we look for further increases in radio billing in the coming year."

Rogan Jones, president, KVOS Bellingham, Wash.—Radio is not yet selling its local potential by 50% to 100%. It lacks faith, and the right approach but is beginning to realize needs. In another year or two much improvement will be noted.

Ray P. Jordan, manager, WDBJ Roanoke, Va.: "We believe that the principal industries in the Roanoke area will be active in 1952."

J. E. Kauper, station manager, WIKB Iron River, Mich.: "We have every hope that the major networks will not make plans for the invasion of the spot radio field. Such a move on the part of the networks would, I am afraid, seriously affect our national and regional spot business . . . we have every hope for a good year in 1952 . . ."

Jan King, assistant manager, WEAV Plattsburg, N. Y.: "We at WEAV feel that 1952 being a national election year will reflect in business conditions remaining the same or slightly better."

Lester W. Lindow, general manager, WFDF Flint, Mich.: "Business prospects for the Flint area during 1952 are bright. General Motors is concentrating almost half of their plant expansion for defense purposes in the Flint area . . . a good portion of these new facilities should be finished by mid-1952 and with them will come another boom period in their market. Retail business . . . will be somewhat quieter the first few months of next year. However, experience has always shown that a lull in retail selling stimulates the use of radio by the local merchant since such a time causes him to more carefully assess his advertising results and expenditures. This in-

variably results in increased radio buying."

J. R. Livesay president and general manager of WLBH Mattoon, Ill.—"I expect 1952 to be about the same as 1951. There may be a 2% to 3% increase in gross billings due to political business. I can see no serious drop. World tension will keep national income high."

Ben Ludy, general manager, WIBW Topeka, Kan.: "National spot looks bigger than ever for the farm market—farmers have more money than ever. Network is slipping, but I find the large national accounts looking to the farm and small town market more than ever."

Richard H. Mason, vice president and general manager, WPTF Raleigh, N. C.: "The prospects for radio and business in general appear favorable for Raleigh and eastern North Carolina in 1952."

L. Waters Milbourne, president, WCAO Baltimore: "Believe that general business will be a shade off in 1952 unless government spending is increased. The advertising business does not always get worse paralleling general business. Sometimes it gets better when the merchant presses harder for sales."

A. J. Mosby, manager, KGVO Missoula, Mont.: "I was pessimistic last year end as to 1951 business which surprised me with a 12% increase in local sales, a 20% increase in national spot, but with a 10% decrease in network. The outlook for 1952 appears to be a 20% increase in local sales, a 25% increase in national spot and another 10% decrease in network."

Harold H. Meyer, president, WPOR Portland, Me.: "WPOR's present billings highest in station's history. Expect some drop-off after Christmas but it will remain about 20% ahead of last year."

R. J. Myers, administrative assistant, KLRA Little Rock, Ark.: "Prospects in the local and national spot fields look extremely good for the first quarter of 1952. Many factors are responsible; but probably the increasingly attractive features of the market to national advertisers is primarily responsible. Network outlook is not too bright. Rate cuts hurt but loss of business by network has hurt far more. If, by imaginative selling and programming, networks can beat back; '52 could be a record year."

Leonard Nasman, sales manager, WFMJ Youngstown, Ohio: "Radio people have gone to work again. More advertising is available for

those that will throw away their 'basket' and dig for a change."

Vernon A. Nolte, general manager, WHIZ Zanesville, Ohio: "... throughout 1951 WHIZ experienced a growing interest in radio advertising. . . . This interest and faith in radio has resulted in higher billings. . . . we expect this trend to continue and increase during 1952 . . ."

John F. Patt, president, WGA Cleveland: "... the sales slump experienced last summer and the early fall and the rate decrease were the combined result of fright psychology and unwarranted pressure from a minority combination of advertisers. This psychology is slowly giving way, I believe, to a resumption of confidence in radio essential values as a mass selling medium at the lowest cost of any . . . on a cost basis or a coverage basis, radio cannot be equalled."

L. R. Rawlins, general manager, WLA Philadelphia: "We approach the year 1952 with more optimism than we have experienced for some time. The trends unfolded during 1951, plus the institution of new programming, promotion, and merchandising techniques convince us that radio can and will do a bigger and better job."

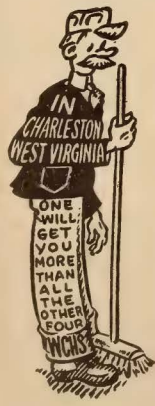
James D. Russell, president and general manager, KVOR Colorado Springs, Colo.: "Radio and general business prospects continue to be excellent in the expanding economy of Colorado Springs. . . ."

J. Maxim Ryder, general and promotion manager, WBRV Waterbury, Conn.: "Anticipate improved radio business in immediate future. Local manufacturing, largely brass factories, operating at 90% capacity and expect to con-

Miss Holly Shively
Ruthvann and Ryan, Inc.
Chicago, Ill.

Dear Holly:

Since tomorrow is Christmas and your name is Holly, hit just struck me that this ad be a good time to wish one an' all a very Merry Christmas! Hit has been bin nice aworkin' with all our friends durin' th' past year, an' thins here at good ole WCHS is really hummin' Business in Charleston, West Virginia, is even better'n hit was last year—an' that means hit's really sumptin'! But business altho is good in Charleston, Holly, and WCHS is altho tops in this market—in fact, WCHS gives you more listeners than all th' other four stations in town put together! Let keep that in mind, hollyday or no hollyday!



Yrs.
Aloy

WCHS
Charleston, W. Va.

MORE LOCAL ADVERTISERS USE KSEL BECAUSE

RESULTS HAVE
PROVEN OVER AND
OVER THAT KSEL
IS RADIO'S BEST
BUY IN THE
LUBBOCK MARKET

KSEL
PROGRAMMING
CLICKS



National Representative: Wm. C. Renshaw Co.
Southwest Representative:
Clyde Melville Co., Dallas, Texas



Mr. Dolph Mr. Nolte Mr. Mason Mr. Coleman Mr. Bondurant Mr. Whiting Mr. Lindow Mr. Hanna Mr. Harker Mr. Rudy

...tinue this rate, at least through 1st quarter 1952."

Ernest C. Sanders, manager, WOC Davenport, Iowa: "With the amount of defense work in this area, productivity should remain high. We look for business to be as good or slightly better than 1951. Radio prospects look good for 1952."

Wayne Sanders, manager, KCNA Tucson, Ariz.: "Tucson is gearing itself for a population of 250,000 by 1955. . . . I am sure that KCNA, through its recent power increase, will enjoy its greatest year in history."

Willard Schroeder, general manager, WOOD Grand Rapids, Mich.: "General business prospects for 1952 continue excellent. Activity of purchasing radio advertising seems to continue the same except on network level."

Mort Silverman, general manager, WMRY New Orleans: ". . . 1952 should be a banner year. We expect cooperative advertising will be off considerably for at least the first six months of 1952 due to shortages of certain materials. . . . National spot business should be at an all time high. . . . we expect that in 1952, the local situation will larify with all stations profiting by taking more realistic attitudes in evaluating their facilities."

F. C. Sowell, general manager, WLAC Nashville: "Responsiveness of listeners to radio advertising has been consistently on the rise or the past two years. At our station this is shown in a substantial increase in mail, and more voluntary reports than ever before from advertisers telling of their suc-

cessful results from using our medium. With radio doing such a swell selling job for its clients, neither TV nor Hooperatings can hinder its continued march."

Weldon Stamps, manager, KFSA Fort Smith, Ark.: "While there is some uncertainty in some specific lines due to shortages, we do not find it much different from 1942. After momentary lulls, business comes back stronger than ever. Some tax dollars, of course, but largely straight selling advertising."

William V. Stewart, president and general manager, WPBC Minneapolis: "Prospects in the Twin Cities area for 1952 look good to me. Although the business may not 'glide' through the door, it is there for developing. . . ."

Ben Strouse, vice president and general manager, WWDC Washington: "We see a continuing of the trend which manifested itself in our operation during the last quarter of 1951—an increase in billings over the previous year."

Lawson Taylor, general manager, KFMJ Tulsa: "Radio is going to stop 'giving it away,' and show it still is and will be for sometime the best advertising buy in America."

O. L. (Ted) Taylor, president, Taylor Radio & Television Corp., Dallas: "Each quarter of '51 has continued to show gains over the preceding quarter and over the preceding year of 1950. I am very optimistic about local and national business on radio throughout 1952."

Hugh B. Terry, general manager, KLZ Denver: "Denver and Colorado market showing every indication of continued prosperity. Steady increase in population, virtual absence of unemployment, peak business activity, all point to maintaining high level of local and spot business. This condition also emphasized by lack of television in this area."

C. L. Thomas, general manager, KKOK St. Louis: "Local business in 1951 is the highest in the station's history. National spot and network billing is off considerably. The overall, therefore, is down versus 1949. We do, however, look forward to a better showing in 1952. Not as good as 1948-49, but better than 1950."

Robert R. Tincher, vice president and general manager, WNAX Yankton, S. D.: "1952 should see a healthy condition in non-TV markets particularly as more and more advertisers become aware of the fact that TV simply does not give any coverage in the tremendous Mid-West market areas. Business in general will maintain high levels in 1952, because of the high levels and stabilities of farm income as the basic economy."

W. Walter Tison, owner and manager, WALT Tampa, Fla.: ". . . A lot of people are contributing towards killing off radio. . . . here we find a lot of people who still like the sound of voices, who like simple programs, who have multiple radio sets in their homes, who enjoy a portable at the beach, and a radio in their car. To these people radio is still exciting, glamorous and friendly. . . ."

Walter E. Wagstaff, vice president and general manager, KIDO Boise, Ida.: "The last year has seen a settling-down process in national buying which puts radio and TV more nearly in proper perspective. I believe that during 1952 there will be more buying of 'radio and TV,' on a logical and co-ordinated basis, and less of the 'radio or TV' buying which, in some quarters, has characterized 1951."

Robert S. Wasdon, vice president, WLOW Norfolk, Va.: "If the sales for the last quarter of 1951 are a barometer for 1952 conditions, Norfolk will have an exceptionally good year in '52."

Lee L. Whiting, general manager, KEYD Minneapolis: "With retailers' inventories in far better

shape than a year ago, and with the novelty impact of television disappearing, we feel that our radio business will be better in 1952."

Beverly T. Whitmire, general manager, WFBC Greenville, S. C.: "Radio is OK. It took television to show just how big it really is."

E. Newton Wray, president and general manager, KTBS Shreveport, La.: "Radio continues to show great inherent strength as an advertising medium. It is within the budget of every advertiser and accordingly will continue to get results and maintain its vigor, with regard to both local and national spot. The networks must increase their radio sales efforts in an endeavor to enlist smaller advertisers, while maintaining their existing billings."

Bess Marsh Wyse, owner, KWBW Hutchinson, Kans.: "We feel the radio business in this area is going to be better than it has been for the past two years."

Our Time
is
Our Own
and we spend
it giving
more people
more reasons
to listen
more often
to

WJPG
THE RADIO SERVICE OF THE
GREEN BAY PRESS-GAZETTE

Our programs are "Made in Green Bay" and merit and have the ears of the whole Green Bay market. . . . one of America's best test markets.
ASK McGILLVRA Chicago or New York

KGW carries the weight
in the Oregon Market
DAY or NIGHT



KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC

TOTAL BMB FAMILIES	
From 1949 BMB Survey	
DAYTIME	
KGW	350,030
Station B	237,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	387,970
Station D	205,440

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

allied arts



ARTHUR B. HOGAN, board chairman Universal Recorders Inc., Hollywood, has also assumed duties of president. He succeeds **WILL H. VOELLER**, who resigned recently to form his own radio and television production firm.

BOB SCHULTZ, Frank Cooper Assoc., N. Y., program packagers, and Gloria Mamber, were to be married Dec. 23.

ED HEWITT, television account executive ABC San Francisco, to Motion Picture Advertising Bureau, S. F., as West Coast manager.

Equipment . . .

GEORGE J. BEIER named merchandising manager Scott Radio Labs, Chicago. He was advertising and sales promotion manager Philco Distributors of Chicago.

GUY W. WALLIN elected vice president in charge of engineering for the Webster-Chicago Corp. He formerly took charge of military engineering Motorola Inc., Chicago.

RICHARD SCOTT, staff salesman Hoffman Radio Corp., L. A., named assistant sales manager. **JAMES**

DALE, project engineer Motorola Inc. and Belmont Radio Corp., Chicago, appointed chief television and radio engineer Hoffman.

CATHODE-RAY TUBE Div., Allen B. DuMont Labs, is offering all TV servicemen a Tele-lead as premium on DuMont Teletrons purchased between Jan. 1 and Feb. 29. Tele-lead serves a two-fold purpose: it can be used as a jumper from the AC power outlet to the TV chassis when the protective back of receiver is opened and safety switch is broken, and also serves as a trouble light of convenient size. Premium is limited item offered in the DuMont replacement campaign, announced at the recent National Electronic Distributors Assn. Show in Cleveland.

SAUL DECKER, assistant chief engineer CBS-Columbia Inc., N. Y., manufacturing subsidiary of CBS, named chief television engineer. Mr. Decker succeeds **SAVA JACOBSON**, who recently resigned, and will be responsible for design and development of all TV and radio chassis, the model shop, quality test laboratory, and prototype sections. He has previously been associated with Garod Radio Corp., Allen B. DuMont Labs, General TV Corp., Weston Products, and Kinetic Electronics Co.

J. GRADY SMITH, factory representative Tele King Corp., to Kaye-Halbert Distributors Inc., L. A., as district sales representative. **H. L. LEESON**, CPA with Fordyce, Keets & Co., L. A., to Kaye-Halbert, as comptroller. **JOHN FISH**, art director Pacific Pathways Magazine, to Kaye-Halbert, as director of art and production.

ANTHONY H. LAMB, vice president, Tagliabue Instrument Div., Weston Electrical Instrument Corp., Newark, N. J., appointed vice president in charge of manufacturing. He succeeds **REGINALD R. LAMBE**, retired. **GEORGE T. DEANEY**, purchasing agent and defense coordinator, named general superintendent of manufacturing. **RAYMOND T. PIERCE**, sales division manager, appointed chief production superintendent.

JAMES SMITH and **ROBERT SONNENBERG** appointed to sales staff Andrea Sales Corp., N. Y.

JOHN H. RIDDEL named manager Market Research Dept., Capehart-Farnsworth Corp. Mr. Riddel was with market research division Admiral Corp.

S. M. LAWSON, salesman, Baton Rouge branch, Graybar Electric Co., appointed manager of branch.

H. A. GUMZ, production manager Webster-Chicago Corp., elected vice president. He will be in charge of all government orders placed with company.

Technical . . .

RUSSELL O. BECKER, engineer XKOK St. Louis, father of boy, Bruce, Dec. 8.

ROLLY COURTAD, engineer WGAR Cleveland, father of daughter, Nancy Jane.

Our Respects To

(Continued from page 42)

a peak in nearby Allison Park. KDKA is still broadcasting from a 718-ft. tower, serving a vast and rugged terrain with its 50 kw signal.

By 1941 Mr. Baudino had become technical manager and assistant to the general manager of Westinghouse Radio Stations. The 1941-43 period must be identified by the Baudino biographer as the Travel Era. The parent Westinghouse company, with its diversified electrical and electronic interests, had developed a process of plating tin by high-frequency radio. Selected to supervise the first major installation, Mr. Baudino spent his time commuting from Philadelphia to Pittsburgh to Weirton, W. Va., to Washington to Philadelphia, and on and on around the circuit.

In May 1943, when James B. Rock entered the service, Mr. Baudino was named to replace him as general manager of KDKA. The transition from engineering to business was negotiated with ease as he quickly became a prominent civic figure in Pittsburgh. He got into charitable movements, bond drives and other local activities. Soon he was a member of the crusty Duquesne Club, Pittsburgh Field Club, Rotary, Ad Club and Radio & Television Club. He has since added a Radio Pioneers button.

Technical Accomplishments

Once an engineer, always an engineer, the saying goes, and it's true in the case of Joseph Baudino. While general manager he was consulted on numerous military and industrial technical problems. His career includes developmental roles in early broadcasts from planes, dirigibles, coal mines, ships and many television projects, including the famed Stratovision technique of linking TV stations and serving a national audience via high-flying planes cruising over fixed courses.

Once he climbed the 718-ft. KDKA tower to change some equipment. Looking around the far-spreading hills he figured he might as well do a broadcast—and did.

Last summer when Walter E. Evans, vice president of the parent Westinghouse corporation and president of the station group, needed a man to replace Walter E. Benoit as head of the stations, the decision was not difficult though the shoes were hard to fill. Mr. Benoit was drafted to direct the new Westinghouse Air-Armament Div. at Baltimore, with title of vice president and general manager, and Mr. Baudino became his successor.

His engineering and managerial careers have brought him many honors. He is a member of Tau Beta Pi, Sigma Tau and Eta Kappa Nu engineering fraternities and Pi Mu Epsilon, mathematics fraternity; holds decoration of Com-

mander of the Order of Phoenix from the Greek government; silver W, certificate of merit, Westinghouse Electric Corp.

He was born in Herrin, Ill., Feb. 2, 1904. In high school he became interested in radio, leading to an engineering course at Illinois U. He lectured at Carnegie Tech on radio in the late '20s. His political views are Republican and his religion Catholic.

NARBA STATIONS

FCC Reports Change

BOTH Canada and Mexico have reported changes in their station facilities, and new stations soon to go on the air, under terms of the 1941 North American Regional Broadcasting Agreement.

The changes and additions are (with probable commencement dates in parenthesis):

CANADA

London, Ontario, new Class II station, 1110 kc 1 kw fulltime DA-1 (Oct. 1, 1952).

Moncton, New Brunswick, new Class II station, 1300 kc 5 kw fulltime DA-1 (Aug. 15, 1952).

Windsor, Ontario, new Class II station, 550 kc 5 kw-D 1 kw-N fulltime DA-1 (Nov. 1, 1952).

St. John's, Newfoundland, new Class II station, 930 kc 5 kw fulltime DA-N (now in operation).

Vancouver, British Columbia, new Class II station, 1070 kc 5 kw-D 1 kw fulltime DA-N (Nov. 15, 1952).

CFDA Victoriaville, Quebec, Class I station, 1380 kc 1 kw-D (temporal operation).

Vancouver, British Columbia, new Class II station, 690 kc 10 kw fulltime DA-1 (Jan. 15, 1952).

CHWK Chilliwack, British Columbia, Class IV station, 1230 kc 250 w fulltime Change to Class III station, 1270 kc kw fulltime DA-1 (now in operation).

CKFI Fort Frances, Ontario, Class IV station, 1340 kc 250 w fulltime Change to Class II station, 800 kc kw-D 1 kw-N fulltime (now in operation).

MEXICO

XEON Tuxtla Gutierrez, Chiapas, Class III station, 920 kc 1 kw fulltime Deleted.

XEFX Poza Rica, Veracruz, 5 kw DA-N fulltime Deleted.

XEBY Tuxpan, Veracruz, Class I station, 1340 kc 250 w fulltime (Feb. 20, 1952).

XEGD H. del Parral, Chihuahua, Class IV station, 1520 kc 1 kw-D 250 w fulltime (April 1, 1952).

WDRC

HARTFORD 4 CONNECTICUT
WDRC-FM

3R's = 1st

The 3 R's . . . Ratings, Rates, Results . . . made 1st choice in the WDRC Market. Write Hartford Market, Commercial Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer



Advertisers frequently

consider shifts

in media. Your
advertising in

Printers' Ink
strengthens your

"consumer franchise"

with the leading

buyers of

advertising and

so keeps them

sold on you.

CBS ELECTIONS

Ordered by NRLB;
3 Unions Involved

A THREE-WAY fight for labor representation of certain CBS Radio and Television employees was shaping up last week at the network's New York and Los Angeles operations.

This was assured following a directive of election handed down by National Labor Relations Board in Washington. Three unions—the IBEW (AFL), NABET (CIO) and motion picture film editors of IATSE Local 776 (AFL)—are involved in the proceedings.

The board charted elections among three groups:

(1) All technicians employed by CBS in its technical operations departments and the engineering research and development department in New York and elsewhere, including cameramen and film editors at CBS Television and WCBS-TV New York.

(2) All film editors and cutters at KNXT (TV) Los Angeles (formerly KTSN (TV) and CBS Hollywood studios.

(3) All employees on the CBS New York general engineering, research and development staffs—if they desire to hold elections. They design equipment and handle research.

Excluded from the elections are film editors in Los Angeles; sound effects men employed at WBBM Chicago (represented by AFRA); turntable operators at WBBM and KMOX St. Louis (represented by AFM); and lighting directors and special visual effect employees in New York and Los Angeles (represented in the former city by IATSE).

The case was divided into two phases. One petition involved CBS Inc. and CBS Inc. of California, described as a wholly-owned subsidiary, and the National Assn. of Broadcast Engineers and Technicians. Hearings were in New York and Chicago.

NABET had sought to establish unit comprising design-construction-maintenance workers for all CBS radio-TV operations, including film editors and motion picture cameramen and engineering, research and development engineers. NABET made no bid to represent the above-mentioned workers now under AFRA, AFM and IATSE.

The International Brotherhood of Electrical Workers, which presently represents some CBS technical employees, took no exception to NABET's position and asked to be included in the election. IATSE held that film editors and cutters and cameramen should be excluded.

CBS Inc. held out for the same inclusion, plus omission of engineering employees, draftsmen and technicians. It asked NRLB to set unit by functions rather than classifications or job titles.

The second case involved CBS Inc. and IATSE (International Assn. of Theatrical Stage Employees and Moving Picture Opera-

tors of the U. S. and Canada). Hearings were held in Los Angeles.

IATSE Local 776 sought to carve out a unit of film editors and certain magnetic tape cutters at KNXT and CBS Hollywood—those who edit and synchronize it with motion picture film. Such a separate unit would be inappropriate, according to NABET and IBEW, which claim them as part of the CBS technicians' unit.

Cameramen and film editors have been represented at CBS New York by IBEW since 1946. In Los Angeles, however, editors were expressly excluded from IBEW contracts signed in June 1950, NRLB said. CBS Inc. opposed inclusion of tape cutters, claiming they were not excluded from the IBEW contract.

Distinction was drawn between tape cutters who work for film purposes and those whose duties involve audio portions of radio programs.

Thus, film editors and tape cutters for film in Los Angeles may vote to determine whether they desire to set up a separate unit.

CBS New York general engineering and research employees will be asked whether, as professional workers, they wish to be bracketed with technical men and whether they desire to choose NABET, IBEW or IATSE. If they vote for inclusion with technical personnel and for a union representative, their ballots will be counted along with those of film editors in the Los Angeles group to determine the union for a CBS-wide unit of the latter.

Should they vote against inclusion with technical personnel, their ballots will be counted to determine "whether and which" labor organization they wish to represent them in a separate professional unit. Elections will be held within 30 days.

Seattle Ad Club

THREE executives closely identified with the radio-TV industry are among newly-elected officers of the Advertising & Sales Club of Seattle. New officers are: Peter Lyman, radio-TV director, Frederick Baker & Assoc., first vice president; John Pindell, account executive of KING-TV Seattle, second vice president, and Hugh M. Feltis, radio-TV consultant and former BMB president, named to board of directors. Mr. Feltis was president of the club in 1941.



To our valued broadcast station friends, we express our warm appreciation for your confidence in us during 1951. We hope to retain that faith by continuing to earn it.

To that end, we pledge our earnest efforts to bring you the finest tubes ever made.

A Merry Christmas and a Prosperous New Year.



RADIO CORPORATION OF AMERICA
ELECTRON TUBES
HARRISON, N. J.

Representatives' Prospects

(Continued from page 30)

Pearson Co., New York, predicts that radio billings of his firm will be about the same for the first quarter compared with last year's first quarter. He sees TV billings going "right to town."

"In spite of the efforts of the major networks to capture every available dollar with an array of rate-chiseling gimmicks unprecedented in the history of radio," Mr. Pearson stated, "national spot business may do an outstanding comeback in 1952."

He continued:

"Clients are fast learning that no matter how attractive the networks may make their sales gimmicks sound, the end result must accomplish sales at a lower cost per thousand. In no instance can any network show prove faster or more direct results than spot radio can. Field men, distributors and dealers alike have gone to bat for spot radio as they are in a position to know what will get the best results in their respective territories."

"Grass roots stations and regional networks should enjoy a big year in 1952 because they have been proved more flexible than split network arrangements and in most cases will not face TV competition for three to five years or more."

"Many of the nation's biggest

advertisers have been making tests with spot radio programs this year and results have amazed them. General Mills, Pillsbury, International Milling, Lucky Strikes, Standard Oil, Esso, Phillips '66' and many other have learned through experience that spot radio delivers the greatest wallop of any type of radio today. They know from experience that radio today is reaching new heights of effectiveness, even in TV markets, and they are going to take full advantage of it."

"Television is bound to make a terrific impact in new markets and more competition undoubtedly will change the picture in certain major markets. However, it doesn't look as though very many new TV stations, if any, will be able to go on the air in 1952, unless the freeze is lifted before spring. Even then the FCC will have its hands full processing applications and making final grants."

Mr. Pearson continued:

"A political year is always a good year for radio and 1952 should prove the best in recent history for stations throughout the country. Another very encouraging factor is the increased interest on the part of large advertisers in racial and foreign language programming. We look for 1952 to be a

banner year for stations specializing in such programming."

"Finally, local radio stations have awakened to the fact that riding the coat-tails of a network doesn't pay off any more and they have set to work in earnest to recapture audience through good local programming. Proof that this can and will get the job done is contained in the fact that some of the highest-rated stations in the nation today are independents and those who have rejected network programming at certain times in favor of local programs that have more interest to the listeners in their areas."

"The coming year will see network affiliates battling even more with the networks over encroachments into station option time and attempting to change option hours. As a result of these hassles, we look for quite a few stations in major to small markets to go entirely independent."

"All in all, we feel very optimistic over spot radio's chances of hanging up a banner year in 1952. And, even if TV should get on the air in some of the grass roots or major markets in 1952, the added competition for the advertiser's dollars should not prevent spot radio from more than holding its own, if properly sold," Mr. Pearson concluded.

Headley Cites Evaluation

Frank M. Headley, president of H-R Representatives Inc., New York, stated one of the "most favorable" signs for radio and TV in 1952 "is the fact that many national advertisers and agencies are beginning to examine more critically the comparative values of radio-TV versus newspapers and magazines. Constantly rising costs of print media coupled with falling attention to space advertising are being more widely noted."

"Heretofore," Mr. Headley said, "attention was focused on television versus radio. Now it embraces other media, too, and in comparative analysis, the lower costs and better values of radio-TV advertising cannot help but keep these budgets healthy, while other media may suffer. Therefore, we expect spot radio-television to continue very strong into 1952, barring economic upheavals."

Comparing the first quarter estimate for 1952 with that of 1951, Mr. Headley predicted radio billings will be down 10% while TV will be "way up."

Expecting the over-all picture in broadcasting in 1952 to be comparable to 1951, Adam J. Young Jr., head of the New York firm bearing his name, observed that "so far as our own stations are concerned, I suspect that business will be approximately 20% over 1951 for the first quarter. This is based upon substantial sales increases during the year 1951 and even if we maintain our present

volume, we will be 20% ahead for the first quarter of 1952."

Lloyd George Venard, vice president, O. L. Taylor Co., New York, stated "Both media will have greater total billing, but local national spot will provide this radio. This is particularly true in TV cities. In TV cities the increase will go to well-managed AM stations and to TV. There will be higher percentage of both radio and TV in TV cities, but radio will show the greater percentage increase."

Mr. Venard predicts radio billings in the first quarter will be 15% above those for last year's first quarter.

"1952 looks like another good year for radio as well as for those television stations on the air, despite much the same problems as in 1951," according to Robert Meeker, head of Robert Meeker Assoc., New York. He predicted radio billings for the first quarter compared to the same period last year (a "good first quarter," he noted), will remain the same. He expects television to increase 25%.

"Defense spending should certainly keep our entire economy in high gear in 1952 with shortages in certain lines not too damaging to advertising," he said.

"At the national spot radio level," Mr. Meeker continued, "we look forward to as good a year as 1951 though we and our stations stand to lose considerable revenue to the networks' newly found 'flexibility.' Regardless, both radio and TV spot should have an excellent year with election campaigns as an additional boost."

"The end of the TV freeze will cause considerable activity and excitement but will have little effect on 1952 advertising budgets. However, we do believe that with the imminent prospect of TV becoming a national medium, a fairly satisfactory and workable solution to radio and TV rate problems will be accomplished in 1952."

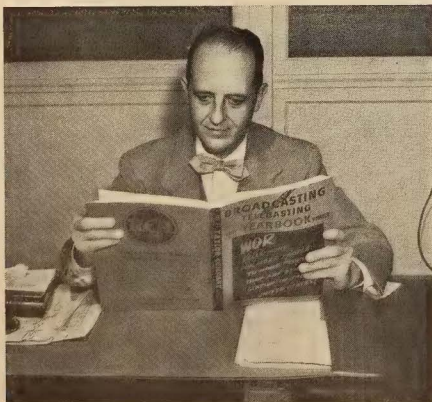
Diversified Small Accounts

"Volume will be up on the Bolling stations in 1951," George V. Bolling, head of The Bolling Co., New York, predicted. "We look forward to the new year as a wonderful opportunity for our well-managed stations to capture a greater share of new business because of the vast improvement in audience ratings, which so many of them are enjoying during the current season."

Mr. Bolling estimated that 1952 new business "will emanate from a much more diversified list of smaller accounts, which we believe will more than offset the roads made on the old line national spot accounts by network sales and television sales."

Wythe Walker, head of T. Walker Co., New York, observed that "since national spot is the very best kind of advertising, there will be more of it next year than ever before. But that doesn't mean

What's he looking at?



Stanley Pulver, Lever Brothers, is looking at the personnel lists of radio stations
... OR, at your advertisement in the
BROADCASTING Yearbook.

It will be a better quarter for radio stations. What with the inability of the networks to sell programs, the origin of their creation and the only excuse for their existence, they will keep on trying to sell spot time on their controlled hours and bid their affiliates for whatever they can get from advertisers.

"Most affiliates will knuckle down and, like a galley slave, love their chains. I once was told about a shepherd who tried to make more money by teaching his sheep to eat. They died before they learned how."

"The representative in 1952 will keep on creating and selling national spots; the networks will keep being 'mistakee'," Mr. Walker concluded.

"All indications in New England point toward 1952 being a stronger year than 1951 for both radio and television," according to Elmer Stettin, partner, Kettell-Carter, Boston. Noting '51 was the biggest New England so far, he predicted radio and TV billings each would be up 10% over last year.

"I think radio is in a stronger position today in New England than ever before," he said, "with longer acceptance among advertisers. Rising newspaper costs tend to put some business in radio as newspapers before were dried."

"Noting TV 'is stronger too,' Mr. Stettin observed 'its rising costs tend to keep many advertisers out of the medium, or use it sparingly.'"

"Criticism of P. I. account broadcasting was lodged by Bertha Nathan, head of her own Boston firm, who predicted increases in radio and TV billings."

"I deplore the fact that radio stations are acting more and more like merchants," she said. "The final function of radio selling is to move merchandise from the advertiser's shelf to the consumer. With P. I. and other direct response deals, radio stations are acting like the local merchant who, in all, has been their bread and butter since their inception."

Harry H. Wise Jr., West Coast manager of George P. Hollingsberry Los Angeles, said, "I can't



Mr. Holman Mr. Kettle Mr. Melville Mr. Bolling Mr. Vance

help but believe television billing will increase during 1952, but at the same time I look to see radio billing in 1952 at least equal the 1951 radio figure and possibly exceed it."

Lee F. O'Connell, owner of firm bearing his name, Beverly Hills, Calif., predicts radio billings will be up 10% in first quarter compared to last year's period. "All indications," he said, "point to a very good sales picture in radio for 1952. Naturally, there will be some ups and downs but the overall average should be up 15% in spot billing."

"Radio, like other major media, has to be sold," is reminder of George Dietrich, Los Angeles manager, Keenan & Eickelberg.

"Having begun to sell itself again with renewed vigor, the results are obvious," he noted. "Business prospects for 1952 are brighter than at any time during the past 12 months. The medium is far from standing at the post in spite of the tremendous impact of television. Radio listening is up and the entire industry should enjoy a continued upsurge of new billing throughout 1952."

Mr. Dietrich estimated radio billings would be up 30% for the first quarter of 1952 over the first quarter of 1951.

First Quarter Predicted

The new year "will definitely be a bigger radio year than 1951," in the estimation of Lawrence B. Krasner, manager of the Los Angeles office of Forjoe & Co. and W. S. Grant Co. He predicted a 40% increase in first quarter radio billings over the comparable 1951 period.

"Many advertisers found radio values in major markets better than TV values," he noted, "and went back to radio. The secondary markets are really coming into their own, since most big city power stations no longer do an effective job in outside communities. All in all, after the TV scare, radio, both in primary and secondary markets, made a terrific comeback in 1951 and will continue in 1952."

William L. Wallace, West Coast manager of Adam J. Young Jr. Inc., commented, "I feel confident that 1952 will show at a minimum a 10% greater increase in billing. Medium budget advertisers, after venturing into television, have found that radio is still the medium of the masses and in 1952 are again allocating larger budgets to radio than they did in 1950-51."

"Other advertisers capable of maintaining television schedules

have found that the loss of fringe markets and non-television areas have made noticeable changes in sales patterns. Both national and regional advertisers know that all markets are still LOCAL and each radio station with its programming geared to its individual community is still the way to tell them and sell them at the local level."

Radio billings will increase 10% and TV will remain about the same in the first quarter, according to prediction of John D. Gale, Los Angeles manager of Paul H. Raymond Co.

"The only problem with TV," he said, "is to find sufficient time to sell. Radio billing continues to increase because of this condition and for two other reasons: (1) many small advertisers who cannot afford to buy TV are finding that radio will do a very effective job for them and (2) advertisers using spot and network TV are supplementing these campaigns with heavy spot radio schedules—programs as well as announcements—in non-TV areas."

Slow Start Seen

Richard Hasbrook, manager of Los Angeles office, Avery-Model, observed, "1951 was an exceptionally good year for spot schedule placements from the Los Angeles area. We hit a peak in July, a tapering off in August, September and October and a slump in November and December. As far as 1952 prospects are concerned, we look for a slow start, an acceleration in April and a year-end total of approximately the same as 1951."

Stanley J. Reulman, Pacific Coast manager of The Katz Agency, said, "According to present indications, radio and TV volume during 1952 will remain approximately the same as 1951 unless there is an important change in the international situation."

He continued, "During 1951 several Southern California accounts who, in the past confined their distribution to primarily the western states, opened distribution in a number of eastern markets. If this expansion program continues, on the part of Southern California accounts, it seems apparent there will be a noticeable increase in the volume of business emanating from Southern California."

Cautious approach was taken by Jess M. Laughlin, Los Angeles manager of The Bolling Co., although he predicted radio billings would increase 5% and TV 15%.

"Any predictions I might make are based solely on the steady gains made by these two media in 1951

and are contingent on many intangibles," he said, listing, "our unpredictable administration, strikes, continued inflation, threat of wars, etc."

"However, if our manufacturers and retailers are to stay in business," he said, "they must advertise. Radio and television have long since proved that they can move merchandise."

Increase of 10% in radio and 25% in TV billings is expected by Norman E. Noyes, Los Angeles manager of The Branham Co.

"Drawing on all sources of authoritative information," he commented, "1952 should be the greatest period for production and volume of business ever realized. Applying this to our radio and television interest, I believe we may look forward to a mighty big year."

Harlan G. Oakes, head of Harlan G. Oakes & Assoc., Los Angeles, specializing in Spanish-language stations representation, predicted billings in that field would be up as much as 50%. Terming the Spanish language prospects "excellent," he noted that "is not a true picture for radio in general" however.

A 5% increase in radio and 20% boost in TV billings are expected by Clark Barnes, Los Angeles manager of Headley-Reed Co.

"In 1952, daytime selective radio (Continued on page 72)

IN MONTREAL

it's

CFCF

Ask the man who knows best—the local advertiser on CFCF.

Best proof that he gets prompt action at the cash register is the fact that

Over a 3-year period
local advertising on CFCF
has increased 260%.

National advertisers, too, can bank on CFCF. For Canada's FIRST station has the coverage, the listenership, to do a real selling job in the rich Montreal market area.



U.S. Representative—Weed & Co.

NEWS

from Binghamton, N. Y.



L. RADIO REPRESENTATIVES, INC.

Representatives' Prospects

(Continued from page 71)

buying should more than offset the decline in Class A sales, if any," he said. "I also believe that TV billing will continue to rise steadily as this new medium continues to enlarge its audience."

Radio billings for the first quarter will be up 5% over last year's initial period, and TV will run about the same, in the view of Lincoln P. Simonds, Pacific Coast manager of Weed & Co. "It seems likely," he said, "that advertisers will spend more media money in '52 in an effort to hypo sales volume; higher grosses being a 'must' for higher taxes and sustained profits."

"Radio and TV should benefit most from increased expenditures, as competitively, both media are getting increasingly stronger as our industry sells itself and gets its 'light out from under the bushel.'"

Radio billings in 1952's first quarter are expected to be up 10% over that period in 1951, according to Ray Rhodes, Pacific Coast manager of Paul H. Raymer Co., San Francisco. TV boost prediction is 20%.

"Television can be held back by just one thing—lack of time to sell," he said, continuing, "More and more advertisers will buy radio on a selected market basis, in spite of network package deals and rate cutting. Two factors will contribute to radio's increase—growing Pacific Coast population and radio's new found faith in its own sales ability."

A 20% billing boost in radio is expected by W. S. Grant, president and general manager, W. S. Grant Co., San Francisco, who said, "We believe that radio and television will both show gains in '52 provided political and economic conditions remain approximately as is. Secondary market stations stand to show the largest gains in spot while AM stations in the major markets where there are TV stations will be hard pressed to show gains in our opinion."

"The trend of the NBC and CBS

networks to enter the secondary markets through affiliates will have an important bearing on the strong increase in spot business which we predict in the outside markets."

Carlin French, vice president, H-R Representatives, Chicago, noted billings in 1951 were substantially larger than in the previous year. As one indication 1952 will be even better he said, "I was in the office one entire morning just taking orders over the telephone! One Chicago agency told me, for example, that it will buy 20% more spot next year."

"Some advertisers are realizing that television is not the answer to all prayers," he said "and are going back to radio spot. Reasons for this are the lack of spots and the higher cost of TV. One of our TV stations has four customers for almost every spot available."

"The tax situation also will have a strong effect on next year's business, as a lot of advertisers have discovered they can't keep excess money and will get a direct benefit from it by spending it on advertising."

Industry's Selling Job

"One of the main reasons that radio made more money this year, in my opinion, is the selling job the industry did on its own medium after the NARTB convention in Chicago last spring. They started to fight and a lot of advertisers were re-sold on radio and came back in."

Gerald N. Gunst, manager, The Katz Agency, Chicago, noted:

"Although 1950 was a peak year for AM spot, overall billings for 1951 also have been extremely good. There was a general and distinct pickup in spot starting late spring and early summer, with a lot of buying. We expect this volume to continue in 1952."

"Television, of course, is going like a house on fire, with no end in sight. Next year will be even

better than this," he stated.

Hal Holman, Hal Holman Co., Chicago, observed:

"It is a known fact that since the early days of publishing and advertising, no new advertising medium... has ever displaced another existing medium and each medium has taken its particular niche in the national economic scene. It seems now that television will fall into the same classification."

"Based on 1951 experience, radio broadcasters who fear serious inroads by television, can feel that AM is not only here to stay but has increased in many instances over 1950. This has been virtually true of every year since radio was founded. Many stations this year showed an increase in both local and national business."

"The outlook for 1952 is more of the same, depending of course on the efficiency of station operation by management and good programming."

Southwest Outlook

In the Southwest, Clyde B. Melville, owner of firm bearing his name, said, "Overall prospects for '52... are for increased business in the radio field. As between radio and TV, there has developed a more balanced viewpoint, rather than a former tendency to throw all dollars into TV."

"Markets of so-called secondary consideration are receiving more study and more volume of business in AM radio."

Mr. Melville noted many AM dollars "are coming back that were in TV." He saw "definitely an up trend in AM as far as money to be spent next year compared with this last year."

He predicted radio billings would be up 10-15% for the first quarter with TV up an undetermined amount.

"There isn't any question but what advertisers are reaffirming their faith in radio by continuing their schedules and in many cases increasing them, both in TV markets and non-TV markets where cuts had been made to permit bigger budgets in TV," according to Fred L. Vance, manager of the Dallas office of O. L. Taylor Co. "Also," he noted, "radio advertisers are beginning to appreciate more and more the advantages they can receive by using radio in secondary markets, like Abilene, Tex., and Austin, Tex., instead of depending on powerhouse stations in big cities."

He predicted a 10% increase in radio billings.

Radio billings will continue the same but TV will be up about 50%, according to David Rutledge, manager of the Dallas office of The Katz Agency.

"TV looks awfully good," he said, and "radio doesn't look quite so good, primarily because of TV. Indications are network business will drop in radio and spot will increase. In the Southwest, with the regional and small advertisers,

radio looks good because of the high cost of TV."

Radio billings will be up 10% and TV up 33% in view of Geo. T. Harding, manager, radio division, Branham Co., Dallas, said:

"Unless some unfortunate condition arises, it is believed that radio and TV billings will continue good through 1952. This, particularly true in the Southwest where many new firms have been established and many new branches of national concerns, with increased sales staffs, should be good insurance of better radio and TV billings in 1952."

Previewing the Canadian market, Ralph Judge, sales manager, H. N. Stovin & Co., Toronto, predicts first quarter radio billings will be above those of 1951's comparable period.

"All the usual indications," he said, point "to a most successful year for national sale of radio in 1952. Our future bookings in relation to first quarter of 1952 are comfortably in excess of same period of 1951. The fact that a considerable number of clients new to radio have been sold on medium within the past year is a highly satisfactory result is contributing to the optimistic outlook for 1952. In almost every instance renewals of these original contracts have been secured."

"Tangible evidence of extended schedules embracing additional more heavily concentrated programs give assurance of continuance of the trend. National advertisers are placing increased reliance and confidence in local produced shows. They have realized the logic of the suggestion and tailored productions based on tested and proven acceptance gained through consideration of the listeners, choice in each specific region."

Steady Contracts

"Many of the locally produced programs on Stovin-representations have been airing continuously for years and are sponsored by the original sponsors. This procedure certainly contributes to steady bookings for stations."

"There are very few signs of immediate deterring effect for radio by TV in Canada. It is of interest of the public is now keen in TV, but a great part of this still in the curiosity stage. It appears to be no burning desire for this new medium which even now approaches the fever of listening throughout most of existence. It is improbable that TV in Canada will become a serious threat to commercial radio within the next few years at any rate."

Radio billings for the first quarter are expected to be up over the initial period of last year according to A. A. McDermott, manager of Radio & Television Sales, Toronto.

"Metropolitan radio business should be up at least 20% in 1952."

GATES

QUINCY,
ILLINOIS

Your ONE SOURCE Supply for
ALL Broadcasting Equipment NEEDS

THESE OFFICES
TO SERVE YOU

QUINCY, ILL.

HOUSTON, TEXAS

WASHINGTON, D. C.

MONTREAL, QUE.

NEW YORK CITY

TEL. 5202

TEL. ATWOOD 8536

TEL. METROPOLITAN 0522

TEL. ATLANTIC 9441

TEL. MURRAY HILL 9-0200

he said, "based on increase in 1951. There are many big radio budgets now being discussed because firms are beginning to realize they have to go out and sell today. British firms moving into Canada are also convinced that radio is the way to break into the Canadian market and this accounts for some new business in 1952.

"With CBC planning to drop some daytime commercial network shows, there is more inquiry for regional daytime networks and spot business. The largest food and soap advertisers are buying more time and looking for new local shows."

"There is a terrific swing to selective radio," according to John Regale, manager, station time division, All-Canada Radio Facilities Ltd., Toronto, "with agencies beginning to realize they can do a better job for their clients through selective placement of programs and announcements. It will not be long till the SRO sign is out in Canadian major market stations."

There is more attention to better programming for the listener benefit. There has been an increase in the past year in use of selective programs over spot announcements by Canadian advertisers.

According to Jack Slater, manager of Radio Representatives Ltd., Toronto, "1951 has been the boom year and everything points to 1952 continuing as good. There is a tendency for advertisers to use more local live local talent shows, catering to local demand which the station operators know best, rather than depending on shows picked by city agency executives. Smaller stations have come into their own because more and more national sponsors are looking for programs which pin-point to local tastes. There is a shortage of time on larger market stations. In spot announcements, dramatized spots are so popular and there is more thriftright selling in announcements today."

A 25% boost in radio billings for first quarter over that of last year's period was estimated by L. Alexander, owner of Toronto representative bearing his name. Predictions are that business next year will be over 1951," he said, according to existing commitments. Small market stations are being used in greater numbers because of community distribution.

Idea that major market stations cover the province is now out, advertisers are noting a drop in sales when they do not use local stations. The small market stations, which I represent 12 throughout eastern Canada, are about 80% out locally and nationally."



DAYTON (Ohio) Advertising Club heard a local boy who made good when Frank Stanton (seated), CBS president, spoke before the club earlier this month. Mr. Stanton was introduced by J. Leonard Reinsch, managing director, James M. Cox stations, which include WHIO-AM-FM-TV Dayton.

Advertisers

(Continued from page 28)

not give any figures, it is understood in trade circles the company spent well over \$1 million for advertising in 1951, with radio getting an overwhelming share.

R. J. Piggott, advertising manager of Groove Labs, said prospects for 1952 are excellent but radio-TV plans aren't available because the fiscal year ends in April.

Dr. Pepper Co. looks for a good year and "use of radio will be up sharply," according to A. H. Caperton, advertising manager. The company has renewed Ted Husing on CBS and starting Dec. 28 will be on the air Fridays at 8 p.m. Dr. Pepper is limiting use of TV to spots and special local shows in selected markets.

Look and Quick magazines plan identical circulation budgets with those of 1951 but no advertising figures are available.

F. A. English, vice president of Planters Nut & Chocolate Co., proposes to spend \$1,300,000 on advertising in 1952, same as in 1951. The bulk will go to national magazines, with four-color copy, with "some portion going to radio and television."

Greyhound's plans for radio and TV in 1952 are not fully completed, according to its agency, Beaumont & Hohman.

Kirk L. Billings, advertising director of Emerson Drug Co., said the sponsor will increase spot radio and TV expenditures in the first 70 markets. No network radio or TV will be used, however.

Admiral Corp. sent \$2 million for television advertising in 1951 and 1952 expenditure will be about the same, with \$2,500,000 going to national magazines and \$3 million to newspapers. Richard A. Braver, vice president-electronics, said 1952 TV output should match 1950, with about 5 million units to be produced barring all-out war or further restrictions on supplies of raw materials. In that event, the

firm's military business would take up any slack, he explained.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., sees a ready market for all TV and radio sets produced in 1952. Greatly increased demand for TV is expected when the freeze ends along with steady improvement in the art. Mr. Abrams expects 1952 to be a better year than 1951.

Lambert Pharmacal Co. looks for an excellent year in 1952, said John Shiell, sales manager. A fourth of the national advertising budget will go to TV and 75% to magazines. Lambert sponsors *So You Want to Lead a Band* for Listerine toothpaste. Total advertising budget runs about \$3 million.

Ford Plans Increase

Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co., indicated the company will increase overall advertising budget to provide for extra coverage needed in introducing three completely new lines of automobiles. In addition it has started an institutional campaign, "The American Road," supplementing regular product advertising.

W. A. Sheaffer Pen Co. looks for increased sales in 1952 but has no radio or TV plans at the moment, said Karl F. Dinnauer, advertising manager.

D. M. Purpus, advertising manager of Western Auto Supply Co.,

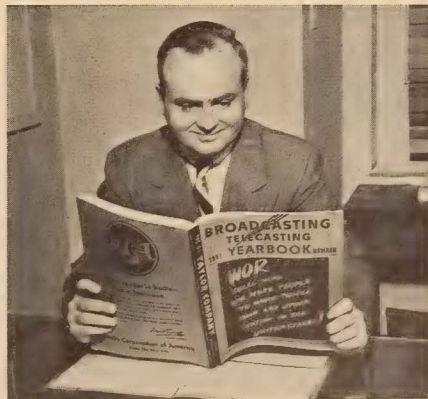
said the company is using radio and TV only "on a very selected basis" with \$10,000 covering the 1951 expenditure. Plans for 1952 will follow the same formula.

Harold L. Schafer, president of Gold Seal Co., said the company spent about \$75,000 for radio and TV in 1951 but has no commitments for the media in 1952. He described business prospects as steady.

Paul S. Willis, president of Grocery Mfrs. of America, declared the war situation, inflation, tax trends and price controls are uncertainties having a very definite bearing on the food industry next year. On the whole, 1951 was a good year in the food and grocery industry from the standpoint of the farmer, manufacturer and consumer, he said.

Gwilym A. Price, president of Westinghouse Electric Corp., anticipates deeper cutbacks on civilian goods output in the first six months of 1952, with the situation starting to improve by fall as scarce materials become more readily available or substitutes are developed, barring all-out war. Westinghouse has been expanding its plant rapidly. Output of consumer products was down only 10% from the record year of 1950, he said, despite the fact that 40% of unfilled orders are for direct defense needs.

What's he looking at?



Charles Wilds, N. W. Ayer, is looking at a list of radio advertisers . . . OR, your advertisement in the BROADCASTING Yearbook.

KLIX
IS KLICKIN'

TRANSIT RADIO

SCOTUS to Hear in March

ARGUMENT on the legality of transit radio will be heard by the Supreme Court the week of March 3.

Briefs by the interested parties must be filed the week of Feb. 11, with answers required the week of Feb. 18.

Parties in the case are Washington Transit Radio Inc. (WWDCT-FM), Capital Transit Co. and the District of Columbia Public Utilities Commission. Opposing them are Washington attorneys Franklin S. Pollak and Guy Martin.

On appeal is last June's ruling by the U. S. Court of Appeals that transitcast commercials and announcements are illegal [B • T, June 18, 11]. Also at issue is the broadcasting of music and non-commercial announcements to transportation vehicles. The Supreme Court included those issues when it granted writ of *certiorari* last October [B • T, Oct. 22].

Decision is expected near the end of the Supreme Court session early next summer.

Fortnight ago SCOTUS denied a petition to enter the case *amici curiae* presented by WKRC-FM Cincinnati, KCMO-FM Kansas City and KXOK-FM St. Louis. Attorney Robert W. Patterson, ex-Secretary of War, represented the unsuccessful petitioners.

FCC actions

DECEMBER 14 THROUGH DECEMBER 20

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp-synchronous amplifier
STA-special temporary authorization

ant-antenna
D-day
N-night
aur-aural
vis-visual
CG-conditional grant

cond-conditional
LS-local sunset
mod-modification
trans-transmitter
unl-unlimited hours

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 14 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KDSX Denison, Tex.—Mod. CP authorizing frequency change, change in hours of operation, DA, etc.
KSTRT Beverly Hills, Calif.—Mod. CP, as mod., new FM station, for extension of completion date.

AM-1150 kc

KNED McAlester, Okla.—CP to change from daytime to fulltime with 1 kw D, 500 w N, DA-N.

Renewal of License

Following stations request renewal of license:

KMJ-FM Fresno, Calif., WAAT-FM Newark, N. J., and WRFL(FM) Winchester, Va.

Application Returned

KRAI Craig, Col.—RETURNED application for transfer of control North-western Colorado Bestg. Co. to George O. Cory through sale of 16,000 shares of common stock (50%).

December 17 Decisions . . .

BY THE SECRETARY

Granted CP for CP

KOKH Oklahoma City, Okla.—Granted CP to replace CP new noncommercial educational FM station which expired Nov. 13.

Granted Modifications

WCBS-FM New York—Granted mod. CP for changes in FM station to change ant. gain and trans. output to 2.45 kw.

WOUI Athens, Ohio—Granted mod. CP to change frequency of noncommercial

educational FM station from 88.1 mc. to 91.5 mc. (Ch. 218).

KLIX Twin Falls, Idaho—Granted mod. CP for extension of completion date to 12-15-51, cond.

WDMJ Marquette, Mich.—Granted mod. CP for extension of completion date to 12-31-51, cond.

Granted STA

WCBS-TV New York—Granted STA for commercial operation at Empire State Bldg. in accordance with current CP, except vis. trans. output of 3 kw and aur. of 2.5 kw; with nominal carrier frequencies to be 10.5 kc's above normal carrier frequencies for channel period ending no later than June 14; subject to final action taken by Commission in television proceedings.

Also, granted mod. CP to install new trans. and extend comment and completion dates to 2-12-52 and 8-12-52, respectively.

Granted Modifications

KE2HY (Edwin H. Armstrong), Alpine, N. J.—Granted mod. CP for extension of completion date to 8-19-52.

WKIN Kingsport, Tenn.—Granted license new AM station; 1320 kc, 1 kw, daytime.

Granted CP

WMGR Bainbridge, Ga.—Granted CP to change trans. and main studio location; cond.

Put in Pending File

Radio Norwich Inc., Norwich, N. Y.—Placed in pending file application for new AM station on 1010 kc, 500 w, daytime, pending ratification of new NABCA.

Granted License

WOOD-TV Grand Rapids, Mich.—Granted license TV station and to indicate designation of trans. location.

KOB-TV Albuquerque, N. M.—Granted license TV station and to designate studio and trans. locations.

WLAV-FM Grand Rapids, Mich.—Granted license new FM station; 96.9 mc., 1.75 kw, ant. 210 ft.

KOZY Rapid City, S. D.—Granted license for changes in FM station; 94.7 mc. (Ch. 234), 25 kw, ant. 390 ft.

KFUO-FM Clayton, Mo.—Granted license new FM station; 99.1 mc. (Ch. 256), 6.7 kw, ant. 260 ft.

KNCM Moberly, Mo.—Granted license for CP which replaced expired CP for frequency change and hours of operation; 1230 kc, 250 w fulltime; cond.

WIRO Ironton, Ohio—Granted license new AM station; 1230 kc, 250 w, fulltime.

WFMW-FM Madisonville, Ky.—Granted license for changes in FM station; 93.9 mc. (Ch. 230), ERP 2.5 kw, ant. 375 ft.

WEWO-FM Laurinburg, N. C.—Granted license for CP authorizing reinstatement

ment of CP for FM station; 96.5 mc. (Ch. 243), 9.2 kw, 215 ft.

December 17 Applications . . .

ACCEPTED FOR FILING

License for CP

WCMP Cumberland, Ky.—License for CP, as mod., new AM station.

WAKU Latrobe, Pa.—License for CP, as mod., new AM station.

AM-960 kc

WATS Sayre, Pa.—CP to change frequency from 1470 kc to 960 kc.

December 18 Decisions . . .

COMMISSION EN BANC

Annual Financial Report

FCC authorized filing with Commission only one copy of annual financial report Form 324 for 1951. Form is required to be filed for each station and, in addition, licensees having more than one station must file combined report.

Action taken does not change present requirements as to persons who are required to file or as to information to be filed. Form will carry instructive reading "Only one copy to be filed instead of the previous instruction for attention at KERN-FM station in duplicate." Copies of form for filing with Commission and for retention respondent, will be mailed to licensees within a few days.

Granted Authority

KERN-FM Bakersfield, Calif.—Granted special experimental authority to operate station by remote control in trans. of KERN without licensed operator in attendance at KERN-FM station for period ending March 1, cond.

KFFA (FM) Berkeley, Calif.—Granted special temporary authority for period ending March 12 to provide program of music using former KS facilities, as follows: 94.1 mc. (Ch. 2) ERP 15.8 kw, ant. 1,330 ft.

KYBBS (FM) Dallas, Texas—Granted extension of authority to remain in additional period of 30 days from 1-26 pending reorganization. Station to resume broadcasting without FCC authorization if reorganization results in transfer of control.

WEXI (FM) St. Charles, Ill.—Granted extension of authority to remain in 90 days from Dec. 17, pending reorganization and formulation of future plan for station. Station not to resume broadcasting without FCC authority reorganization results in transfer of control.

Granted Changes

Following stations were granted changes in existing facilities as shown:

KXEL-FM Waterloo, Iowa—Ch. ERP from 17.5 kw to 10.5 kw; ant. 160 ft. to 490 ft.

WMCF (FM) Memphis, Tenn.—Ch. ERP from 260 kw to 320 kw; ant. 150 ft. to 520 ft.

Granted CP's

Following were granted reinstatement of expired CP's for FM stations channels formerly assigned and each bear expiration dates of six months from date of grant:

WGNR-FM New Rochelle, N. Y., WRGM New Orleans, La., and WY Yancey County, N. C.

WOKY Milwaukee, Wis.—Granted to increase power from 1 kw-D to 3 kw-D and 120 w-N, engineering conditions including permit accept full responsibility for installation and adjustment of such filter systems or other equipment necessary WOKY and/or WISN, Milwaukee, eliminate adverse effects on either station caused by cross modulation and/or re-radiation problems due to proximity of trans. sites, and permit agree to make field measurements of other signals on operation of W both prior to commencement and completion of construction as are

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Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

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Units can be combined for studio operation of portable equipment.

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JOIN ZIV SALES

Four Are Appointed

FOUR new sales representatives have been appointed by Frederic W. Ziv Co., producer of transcribed-syndicated radio programs for local and regional sponsorship.

Frank L. Sheehan, Seattle, has been named to the Oregon and Washington territory. Mr. Sheehan at one time was executive with the Seattle Baseball Club and account executive with Totem Broadcasters Inc.

William R. Dothard, assistant sales director for WFBR Baltimore, has been named for the Baltimore-Washington, D. C. area.

Morton G. Brandes, assistant to the publisher of the Philadelphia *Daily News*, will handle the eastern Pennsylvania region. Previously he was a salesman with R. H. Donnelley Corp. for 10 years.

Harold Winther, sales manager of KEYD Minneapolis, will handle southeastern Minnesota. Mr. Winther has been salesman for WDGY Minneapolis, sales manager for KVCV Redding, Calif., and general manager of KWNO Winona, Minn.

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essary to show operation of ant. system has been unaffected, or if affected, has been satisfactorily adjusted.

KLIF Oak Cliff, Tex.—Granted application to change location from Oak Cliff to Dallas, Tex.

KTOE Mankato, Minn.—Granted CP to increase power from 1 kw-D to 5 w-D on 1420 kc with 1 kw-N, and install new trans., subject to applicant agreeing to satisfy all legitimate complaints of blanket interference occurring within 250 mV in contour.

Brightmoor Pentacostal Tabernacle, Detroit, Mich.—Granted authority to transmit programs to station CKLW Windsor, Ontario, Canada, each Sun. from 7:30 to 8:00 p.m., EST.

KGIE Bremerton, Wash.—Granted extension of authority to remain silent 9 days from Dec. 7 pending sale of station. Station not to resume broadcasting without prior FCC authorization

if reorganization results in transfer of control.

December 18 Applications . . .

ACCEPTED FOR FILING

Modification of CP
WRSW Wauwa, Ind.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

KTBI Tacoma, Wash.—Mod. CP, as mod., authorizing frequency change, power change, DA-N, etc., for extension of completion date.

Modification of License

KTBS Shreveport, La.—Mod. license to change name from Radio Station KTBS Inc. to KTBS Inc.

Extension of SSA

KOB Albuquerque, N. M.—Extension of special service authorization to operate on 710 kc with 50 kw-D, 25 kw-N, fulltime, using trans. authorized under CP, beginning Mar. 1.

AM—550 kc

WELL Battle Creek, Mich.—CP to change frequency from 1400 kc to 550 kc and increase power from 250 w to 1 kw, install DA, etc.

License Renewal

Following stations request renewal of license:
WSB-FM Atlanta, Ga., KSWI-FM

Council Bluffs, Iowa, and WIS-FM Columbia, S. C.

Application Returned

Merchants & Farmers Station, Raleigh, N. C.—RETURNED application for new AM station requesting 1440 kc, 500 w-D.

December 19 Decisions . . .

BY COMMISSION EN BANC

KWEM West Memphis, Ark.—Granted renewal of license.

WASH (FM) Washington, D. C.—Granted renewal of license.

By Comm. Frieda B. Henneck
Western Bestg. Assoc., Modesto, Calif.—Granted petition requesting dismissal without prejudice application.

Southland Bestg. Co., Frequency Bestg. System Inc., Shreveport, La.—Granted petition insofar as it requests dismissal of application for assignment of CP of KCIJ and denied insofar as it requests dismissal to be without prejudice.

Resort Bestg. Co., Hot Springs, Ark.—Granted petition requesting Commission accept late appearance in proceeding upon its application and that of Springhill Bestg. Co., Springhill, La.

Radio Reading, Reading, Pa.—Granted petition for extension of time from Dec. 14 to Feb. 1 in which to file ex-

ceptions to initial decision released in proceeding upon its application.

WBBB Burlington, N. C.—Corrected order of Dec. 7 to show application was removed from hearing docket.

By Hearing Examiner Elizabeth Smith

KJAY Topeka, Kan.—Granted petition of Nov. 27, as supplemented on Dec. 7, to reopen hearing record in proceeding re its application for CP, stipulation as to engineering facts attached to supplemental petition made part of record and record again closed.

WVOP Vidalia, Ga.—Granted petition to amend application to show changes in construction costs, programming and staffing plans for operation proposed.

By Hearing Examiner Basil P. Cooper

WFTC Kinston, N. C.—Ordered further hearing in application of WFTC for CP be held on Dec. 20 in Washington.

By Hearing Examiner James D. Cunningham

WKOW Madison, Wis.—Granted petition to accept notice of appearance in proceeding re application filed Nov. 30 four days after expiration of time provided in Commission's rules; petitioner's notice of appearance accepted.

(Continued on page 79)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Suitations Wanted 20¢ per word—\$2.00 minimum • Help Wanted 25¢ per word—\$2.00 minimum
All other classifications 30¢ per word—\$4.00 minimum • Display ads. \$15.00 per inch

No charge for blind box number. Send box replies to
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If transcriptions or bulk packages submitted, \$1.00 extra charge for mailing. All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Wanted: General manager for mid-western radio station, 35,000 town. One who wants to locate and rear his family in a small community. Salary and share in profits. Education and experience necessary. Answers strictly confidential. Box 721L, BROADCASTING.

Wanted: Station manager with successful record. Send picture, references, biography to H. R. Winsor, WBYS, Canton, Illinois.

Salesman

Salesman-commercial manager, single station southern market, 1000 watt daytime. Commission on gross income. Box 707L, BROADCASTING.

Outstanding opportunity for a successful, imaginative and aggressive salesman whose record qualified him to become sales manager of this 5000 watt basic network affiliate in a major northeastern market. The man we want will not only help and direct a sales staff but will himself, become top producer. Personal interview necessary. Write full details to Box 725L, BROADCASTING.

Excellent opportunity for salesman who knows radio and value of account servicing. Good draw against 15%. Send complete details, air mail, P. O. Box 112, Gloversville, New York.

Salesman, for southern California independent. Excellent spot for conscientious, cooperative man. Unlimited opportunity. KCSE, Box 269, San Bernardino, California.

Salesman—Opening in rich Fox River Valley area. Prefer man state Wisconsin, near midwest. Salary plus commission. Send complete letter. Commercial Manager, WBHY, Appleton, Wisconsin.

Announcers

Wanted—announcer with good hard punching commercial voice. Large mid-western market. Send audition disc and all details in first letter. Box 367L, BROADCASTING.

Sports-caster, experienced recreation, baseball, football, also news, staff for employment next spring. Hawaii. Write full details, references, Box 564L, BROADCASTING.

Upper midwest 1 kw CBS affiliate needs staff announcer. Prefer 1-2 years experience. Send letter, photo, audition recording. Immediate opening. Box 712L, BROADCASTING.

Morning man needed for 5000 watt mid-western network affiliate. Need man who can take off where present morning man leaves and build still further. One who has personality, selling ability on the air, complete knowledge of music, control board operation. One who can cooperate with management. Write giving complete background, photo and disc or tape sample of work, all replies confidential. Write Box 752L, BROADCASTING.

You'll learn more good radio than you thought possible and receive good pay if you're a good disc jockey or can be developed into one. One opening only in important market and audience leader station. Send disc, photo, tape to Box 755L, BROADCASTING.

Announcer, experienced, good staff and disc, \$60.00 weekly. When replying, give experience and educational resume, phone number. Box 767L, BROADCASTING.

Experienced announcer for 1000 watt southern station. Send disc and details. Box 771L, BROADCASTING.

Help Wanted (Cont'd)

Immediate opening, two combination men, strong on announcing, salary \$80.00 weekly to start, \$90.00 in 60 days, 50 hour week. 1 kw fulltime Mutual outlet, call or wire Cleve Griffin, Manager, KIOX, Bay City, Texas.

Long pay—short hours! One of nation's most prosperous small market daytime independent stations located in booming west Texas city eight thousand population will have opening after January 15 for announcer with first ticket. Six day work week requiring fifteen to twenty-five hours assisting announcing. We maintain three tickets for twelve hour daily operating schedule and six qualified microphone men. Preference given applicants now employed southwest. Salary scale minimum three hundred monthly and up depending application on job. This is five station connection where opportunity exists for those who are ingenious wish to apply themselves, stay permanently and grow with us. All letters of inquiry answered. If acceptable traveling expenses paid. Send details and audition disc, wire or tape to Manager, KTFY, Brownfield, Texas.

Wanted: Two combo men by January 22. Forty hour week. Salary \$45.00 to \$55.00, commensurate with ability. WACA, Camden, South Carolina.

Announcer-engineer for Mutual outlet, 40 miles Atlanta. Send disc and details. WBHF, Cartersville, Ga.

Announcer wanted, interested in announcer for regular staff work, prefer residence of N. C., S. C. or Virginia. Contact Allan Wamnamaker, Radio Station WGTM, Wilson, N. C.

Need experienced announcer. Start \$60.00 per week with advancement. Good place for right man. No drifter, capable, clear, sober, good fish'n hunting, contact immediately WMGR, phone 777, Bainbridge, Ga.

Announcer-engineer, first phone. State experience and salary requirements first letter. WMLT, Dublin, Georgia.

Dual network station, TV application, has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Miss.

Wanted: Announcer with 1st class phone ticket to open with new station at Aberdeen, Mississippi. Available approximately 15th of January. Contact Joe Phillips, Starkville, Mississippi.

Wanted: Combination announcer-engineer. New 1000 watt modern station going on air about January 1st. \$70.00 per week. Immediate opening. Contact Keith Moyer, WITM, Taylorville, Illinois.

Wanted: Announcer with 1st class phone ticket. Opportunity to attend Mississippi State College on off hours. Needed at once. WSSO, Starkville, Mississippi.

Technical

Combination announcer-engineer wanted for chief engineer's job by station in Hawaii. Good, permanent position for the right man. Experience in maintenance of speech and RF gear essential. Preference given to experienced small station chiefs. Send full details plus audition tape to Box 765L, BROADCASTING.

Engineers, 1st class ticket. Call Cloverdale 7-0172 Brooklyn.

First class engineer, immediate opening, \$65.00 for 40 hour week. Permanent position. Contact Paul C. Kelley, WCSI, Columbus, Indiana.

Wanted—engineer with first class license. Contact WDAR, Savannah, Georgia.

Help Wanted (Cont'd)

Have immediate opening for transmitter operator. Experience not necessary. Prefer single man. Call 3252, WEPM, Martinsburg, W. Va.

Engineer-announcer with first class license. Good pay and working conditions. Accent on announcing. If you're top announcer, you are our man. Write full details, experience, salary, etc. John Garrison, WFUN, Huntsville, Ala.

Immediate opening for engineer with first class license. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Have immediate opening for first class operator, studio and transmitter work. Experience not necessary. Write WHDL, Ocean, New York, for further information.

Will train inexperienced licensed engineer for 8 a.m. to noon announcing shift. Good future, guaranteed housing, 250 Mutual near seashore, good hunting, fishing. Immediate opening. Air mail details WHIT, New Bern, N. C.

Wanted engineer, AM and FM NBC affiliate WKPT, \$1.50 per hour, Kingsport, Tennessee.

Modern progressive station in heart of Lake Erie vacation land has permanent position for engineer. Excellent salary and generous vacation plan. Contact Chief Engineer, WLCE, Sandusky, Ohio, immediately.

Wanted: Engineer with first phone; plus toponath radio salesman. Contact John Struckell, Radio Station WOND at Pleasantville 3971 in Pleasantville, New Jersey.

First phone transmitter operator. WSYB, Rutland, Vermont.

Engineer or announcer-engineer, immediate opening, WVOS, Liberty, N. Y. Radio test technicians and radio test equipment, for alignment, test and trouble-shooting of complicated radio equipment. These jobs require thorough theoretical knowledge and extensive experience in practical radio. Pay is excellent (many technicians earn up to \$120.00 a week), working conditions are of the finest, opportunities for advancement are good and you'll like the employee benefits. All this plus the opportunity to work in the finest city in the midwest. Write for an interview or send resume of qualifications to B. V. Mayhauer, The Tudor City, 999 17th St., N. E., Cedar Rapids, Iowa.

Production-Programming, Others

Seasoned newsmen. Assist news editor. Rewrite, gather, edit, broadcast. Permanent, good future right man, 5000 watts. CBS affiliate, northern New England. Box 738L, BROADCASTING.

Have immediate opening for good sound continuity writer male or female. Want person who will stay put. Salary in line with ability. This job in Iowa. Answer Box 762L, BROADCASTING.

Wanted by Wisconsin network station: Young man or woman capable of writing news and continuity. Some experience preferred. Air work not necessary. Heavy on continuity. Box 764L, BROADCASTING.

Program director for 1000 watt southern daytime station. Send disc and details. Box 772L, BROADCASTING.

Woman copywriter, experienced, attractive and capable of calling on clients. Excellent working conditions and continuous chance for promotion. Wire or write WDYK, Cumberland, Maryland.

Help Wanted (Cont'd)

5000 watt ABC affiliate needs traf manager, experienced in network schedules. Deal with program and production training. Also will have opening for secretary with merchandising experience in national sales department. Both positions available January First. Address applications Robert R. Feagin, WPDQ, Jacksonville, Florida.

Wanted: Experienced news man, m. write. Excellent opportunity for m. with writing ability and news judgment. Air work not essential. See letter of qualifications including experience, background and salary expected to Station WFDE, Flint, Michigan.

Experienced commercial copywriter. Also do traffic work. In reply include sample commercials, photo, details of experience. WVSC, Somerset, Pa.

Television

Technical

Wanted—TV chief engineer. Man must be able to take over operating station. Send picture, references. BROADCASTING • TELECASTING.

First class operator for television. Must have first class license. Wonderful opportunity. Contact D. T. Layton, Chi Engineer, WKTV, Utica.

Production-Programming, Others

Wanted—TV production chief. No li. Man who can handle all phases of slide scheduling, etc. Must be will dig in, work hard. Right man call. BROADCASTING • TELECASTING.

Situations Wanted

Managerial

General-commercial manager with 5 years experience. Interested in 250-1000 watt south, southwest, or low midwest. Must be able to invest. N. employed. Box 753L, BROADCASTING

Announcers

Basketball play-by-play man available immediately. One of nation's best. Seven years experience in metropolitan area. Excel in basketball, baseball and football. Excellent voice. Fine references. Desires AM or TV station strong on sports. Veteran, 30, college grad. Confident. All my checks will convince you. All offers considered. Box 657L, BROADCASTING.

Korean combat correspondent was western morning job. 25, married. Booming voice sells news, records. 15 years experience. Best references. Box 754L, BROADCASTING.

Announcer, 24, veteran, draft exempt, three years experience. College graduate. Experienced all phases. Current references. Desires AM or TV station after January 1. Box 756L, BROADCASTING.

Disaster-announcer, experience available now. Showmanly, eastern station affiliate preferred. Box 757L, BROADCASTING.

Fully experienced announcer desires advancement. Now employed north state Wisconsin. Have major market personality and voice. Have ticks. References. Box 761L, BROADCASTING.

Announcer. First phone license. Strong on sports, news. Presently employed KLAC, Hollywood as writer, parttime announcer. Desires more air time, C anywhere for good deal. Box 763L, BROADCASTING.

Metropolitan areas. Versatile, first rate announcer. Long list of commercial successes. Excellent background, experience, references. Doing well, seek large station break. Friendly personality. Desires more air time, C. Worth top salary. Excellent experience. Write Box 766L, BROADCASTING.

Baseball play-by-play announcer for radio or TV 10 years experience minor and major league ball. They are three things that I can promise you. The first is experience. The listeners will be satisfied with my play-by-play accounts of the games. The second will be satisfied with the manner in which I will merchandise the ball club will be satisfied with the way I sell baseball to the public. Triple the money, less than one year. For full information and disc write Box 768L, BROADCASTING.

Situations Wanted (Cont'd)

nnouncer-engineer, first phone. Voice strong and pleasant. Good on DJ, ad, news and commercials. Tape available. Box 769L, BROADCASTING.

nnouncer, draft exempt, 3 1/2 years experience, with third class license. Can operate console. Here's your personal-morning man, news, commercial id play-by-play baseball and football. Also direct program schedule. Available on trial period. Box 776L, BROADCASTING.

elp! Young announcer desires position. Proficient in sports, DJ work, jvcasting and straight announcing. Also handle control board. Good education. Veteran. Draft exempt. Box 777L, BROADCASTING.

nnouncer. License. Experienced. Live all only. Transportation must be provided. D. Kent, care Malagon, 4 Amsterdam Avenue, New York City.

nnouncer - single, 28, attended M.S.R.A. Hollywood and RCA Institute, New York. Disc available. Seds Scofield, 33-40 81st Street, Jackson Heights 73, New York.

Technical

rst class phone: Desires experience M-FM station. Age 25, draft exempt. Huey Epstein, 111 Tudor Place, Bronx, New York.

ention progressive midwest stations: rst class engineer, chief engineer. After fifteen years experience desires responsible position. Box 760L, BROADCASTING.

Production-Programming, Others

rogram director, 8 years experience including announcing, production, promotion, sales and training. Will change for better salary. Box 768L, BROADCASTING.

currently employed in 5 station city, up Hooper. Same city 3 years. 5 years announcing program experience. Draft exempt. Interested in joining ad sales or production team. Box 3L, BROADCASTING.

creative copywriter, scriptwriter, producer and promoter, open for east coast position. Box 774L, BROADCASTING.

For Sale

Stations

wait with signal equivalent to 1000. Northwestern state. New equipment. 2,500. Should pay for itself in 3 years. Box 750L, BROADCASTING.

cal fulltime network station heavy in contracts, good will in growing exclusive market. Comfortable in black with excellent future. Moderately priced for immediate sale. Box 751L, BROADCASTING.

Equipment etc.

le kilowatt Western Electric AM transmitter model 443-A-1, final tubes changed from Western Electric to RCA 6B 833-A. A Western Electric limiter model 125-C includes 125-C limiter amplifier, 250-A model and 20-rectifier. A Wincharger tower type triangular, height 260', complete with type 300 M.M. beam assembly, hitting wire, conduits and 375 feet of wire transmission line and tuning eye components. Box 665L, BROADCASTING.

for sale: Twin-trax magnetape recorder Amplifier Corporation of America, del 710-B. Good as new. \$298.00. Box 750L, BROADCASTING.

o Fairchild turntables complete less bins. \$275. Chief Engineer, KCOH, Houston, Texas.

ced to sell: 300 foot Andrews guide wire, lighting, ground system, 48,000 Cooper wire, 22 E. bid. for BT1A FM transmitter, BMIA type rotor, parmetal transmitter cabinet; for 30 by 20; console; KGKE, Erie, Texas.

sale or trade: 250 watt FM Gates transmitter in excellent condition. Will sell for a fraction of its value. Need a recorder, distortion meter and an oscillator capable of AM and FM measurements, or what have you? Write or call collect WCNT, Centralia, Mo.

sale: 500 W composite BC transmitter complete. Contact C. Chamber. WOHF, Bellefontaine, Ohio.

plete equipment for 850 250 watts-RCA selling RCA's bid. for Herald radio, North Adams, Massachusetts.

Wanted to Buy

Equipment etc.

Wanted: 1 kw amplitude modulated transmitter. State price, condition, age. Also need CA-A2 beeper and flasher. Box 733L, BROADCASTING.

Wanted: 1 kw or 3 kw FM transmitter, state price, condition, age. Lee Hodges, Radio Station WCPS, Tarboro, N. C.

Wanted: 3 kw FM transmitter, antenna, monitors, transmission line, other equipment for complete FM installation. Must be real bargain for cash. Dixie Broadcasting Co., Jackson, Tennessee.

Will pay cash for good one kw transmitter, modulation and frequency monitor, two turntables and record library. What do you have? Write C. L. Graham, 1145 Walnut Street, Gadsden, Alabama.

Help Wanted

Announcers

DJ PERSONALITY WANTED

by Cleveland's only 24-hour news and music station. Here is an outstanding opportunity for personable DJ who can pitch on air, develop program, make personal appearances, promote himself and station. Salary plus talent. Applicants must be in by January 15. Man we want is undoubtedly employed but wants greater opportunities. Full information to:

Sam Sague, President
Radio Station WSRB
Cleveland, Ohio

For Sale

Equipment etc.

FOR SALE
Completely refinished 16 inch transcription filing cabinets \$30 each
crated F.O.B. Hollywood
16 inch transcription cabinets workable condition \$10 each uncrated
F.O.B. Hollywood

Standard Radio Transcription Services, Inc.
140 N. La Brea
Hollywood 36, Calif.

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

School

JOBS IN RADIO!

Become an announcer, writer, producer or sales manager.
Nearly fifty jobs now available for trained personnel. Write for information about professional accelerated and correspondence courses.

National Academy of Broadcasting, Inc.
3338 16th St., N.W., Wash., D. C.

301st ABC Affiliate

KMHL Marshall, Minn., has become the 301st ABC radio affiliate. It joined the network Dec. 15. Owned by the KMHL Broadcasting Co., the station operates fulltime on 1400 kc with 250 w. Gil Frayseth is station manager.

Film in '52

(Continued from page 48)

of filmed programs and reports the trend is strong enough to invite participation. He's optimistic about the future because of the things going on and the people getting into the field—television is getting geared for high powered advances, he feels. Patheoscope Productions, in light of this, is expanding a little, but nevertheless wonders about one possible pitfall in filmed TV programs: What will happen if writers ask duplication of their fees for repeats of a program?

Morris Behrend, general manager of Sarra Inc., reports 1952 production as up 10%, to estimate it conservatively, and the year is going to be "as good if not better than 1951."

Trend in commercials, as he sees it, is toward simplification and greater dignity—omitting the variety that makes some commercials confusing. "This business of using all types of photography in one commercial is on its way out," he said, "You just cannot do it in 20 seconds."

Although emphasis on greater dignity may not be forthcoming so soon, it is a matter of concern to some producers, he said, and they hope to see it develop as quickly as possible. "The point remains," he observed, "that the best commercial is still the commercial that sells."

Sees New Techniques

James Gray, vice president of Gray-O'Reilly Studio, reports that production of TV commercials for 1952 promises to increase between 15% and 20%. Observing the trend toward greater use of film, Mr. Gray anticipates new techniques and technical inventions to facilitate that trend.

William Goodheart, president of Official Films, sees more production during 1952. Describing Official Films as "a new business under a new policy and a new management," Mr. Goodheart reports he is "very optimistic about the future—completely optimistic." His company is going ahead on the

basis of complete volume, as a result.

Gene Autry, vice president of Flying A Pictures, Hollywood, said he has almost \$2 million invested in the future of TV in the form of two 52 half-hour western series and another \$500,000 in a new building. Mr. Autry said:

"Yes, I believe in TV, and I think that when the FCC lifts its freeze the growth . . . will be one never equalled before by any entertainment form. However, I don't concede radio to be dead. It will still be a strong factor next year as it was this. . . ."

Hollywood turned out over \$4.5 million worth of TV film commercials this year and should produce about \$10 million in 1952, Harry W. McMahan, executive producer, Five Star Productions, Hollywood, said.

"More commercials will be produced on film, higher budgets will be allocated. . . . Quality of commercials will continue to improve as agencies better understand the potential of the audio-visual medium and producers better understand advertising's needs," he said.

The film industry could use more advertising men in attaining this millenium and at least 10 more "advertising-wise" commercial film production firms are needed to handle increasing business, he believes.

Sol Lesser, board chairman of Peerless Television Productions, Hollywood, believes that "1952 will see many important motion picture people joining the television ranks and their contribution will add much to the rapidly developing economic importance of the new medium."

That talent will soon be an integral part of TV film production, he predicts.

Price and quality are the two factors which will serve to accelerate increased use of film on TV, in the estimation of Peter M. Robeck, national sales manager, Consolidated Television Sales (division of Consolidated Television Productions). Film producers are largely past the pioneering stage,

(Continued on page 78)

LIBERAL FINANCING

Arranged for

Eastern Network

Midwest Independent

\$25,000.00 Down

\$15,000.00 Down

A well established network operation, located in one of the very good radio markets in the east. This situation is profitable but it is definitely under-developed and offers a remarkable opportunity to an active owner-manager.

The only station in an attractive midwest city well removed from television. The market is basically agricultural and dairying—county retail sales are in excess of \$20,000,000.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

James W. Blackburn
Washington Bldg.
Sterling 4341-2

Ray V. Hamilton
Tribune Tower
Delaware 7-2753-6

Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Film in '52

(Continued from page 77)

he points out, continuing:

"From an advertiser's standpoint, TV film offers these advantages: Programs that can be beamed at 'wanted' markets and [those] that can provide top talent and production at costs that are reasonably stabilized while live program costs are on the increase."

Growth of the film TV industry in Seattle hinges heavily on the current FCC television station freeze, limiting the number of clients who can use it on the city's only video outlet, KING-TV. But Vernon G. Witt, manager of Criterion Films Inc., Seattle, reports larger '52 TV budgets in any event.

"When additional channels open in Seattle and adjacent centers, commercial film production activity will probably reflect" more advertising opportunities, Mr. Witt pointed out. Meanwhile, considerable interest in commercial films of a public relations and sales promotion nature has been shown.

"Everything points to 1952 as the biggest year yet for Hollywood's television film producers," Don McNamara, executive vice president of Dudley Television Corp., said. He cited a current rush of TV business and filming of 34 network TV shows in Hollywood now. As a result, key agency personnel are shifting to the West Coast and there is more production of filmed commercials as well.

"Tremendous steps forward" in manufacture of film for TV were predicted also by Lee Savin, executive producer, Interstate Television Corp. (subsidiary of Monogram Pictures Corp.). On advantages for sponsors, Mr. Savin said:

"Advantageous time buying is simplified by giving the sponsor the choice of telecasting his show when and where it is most desirable. Live shows and the unsuccessful kinescope can never offer the sponsor this flexibility, nor can the temporary lower costs of live shows overcome the residual rights of the producer and the sponsor in filmed shows."

Reports Film Spot Gains

Norman Lindquist, vice president and television director, Atlas Film Co., Chicago, reported "exceptional gains" in TV film spot business this year for his firm. Trend is to shorter spots and chainbreaks because of more frequent availabilities of shorter time slots, he said.

Straight-selling commercials rather than those using gimmicks are more in favor. Additionally, agencies are becoming more aware of film's advantages, writing better scripts and are collaborating more extensively with film firms, Mr. Lindquist stated, adding, "The potential will be unlimited if the freeze goes off."

Jerry Campbell, partner in Campbell-Cahill Studio, Chicago, re-



SOUTH CAROLINA Gov. James F. Byrnes (c), former U. S. Secretary of State and U. S. Supreme Court justice, switches on the transmitter at **WORD Spartanburg, S. C.** Looking on are Walter J. Brown (l), **WORD** president-general manager, and Federal Judge C. C. Wyche. Station now operates on new 910 kc with 1 kw [B•T, Dec. 17]. It formerly used 1400 kc, 250 w.

ported increased TV budgets, simple selling messages requested by clients and heavier demand for film spots.

"Costs are about the same as last year, although there was a large jump between 1949 and 1950. We have seen no pressure from our clients to put out cheaper work. Most of them and their agencies seem to want quality commercials, even if they are not the cheapest."

Capsuled comments from statements by other film producers follow:

Paul Thompson, Thompson Film Services, Seattle — "I'd venture there will be increased production in shorts for television. . . . The advertising agencies are just beginning to wake up to the astounding results that can be obtained by visual advertising. . . ."

Adrian Weiss, Adrian Weiss Productions, Los Angeles — "A product identified with poor entertainment 'unsells' the public. . . . Sponsors are learning, too late, that bad shows and commercials are hurting their merchandise. Sponsors and advertising agencies must realize that good entertainment can't be produced at prices they are willing to pay. . . . TV needs top-notch entertainment for 1952 and the future. This is a 'must.'"

Guy V. Thayer Jr., Roland Reed Productions, Beverly Hills, Calif. — "Television-on-film production in 1952 will increase over that of 1951. . . . Eventually 65% to 70% of all television programming will be on film. . . . Only quality films will have a lasting place in television and . . . producers who ignore this fact will not survive."

Gil Ralston, Screen Televideo Productions, Hollywood — ". . . Television film production will expand materially in 1952. . . . (Yet) I do not believe that any of us should accept the locally fashionable depreciation of live television programming. Some of the great-

est showmen in America are engaged successfully in live television. . . ."

Rene Williams, Williams Productions, Hollywood — ". . . I personally feel that the trend toward film will become more and more perceptible. . . . Encouraged by the dynamic payoff in the television field, I look for a tendency on the part of TV producers to raise their production budgets considerably. Generally. . . there will be a definite trend toward concentrating more production in Hollywood."

William F. Broidy, Wm. F. Broidy Productions, Hollywood — ". . . We believe that 1952 will see a definite trend to more morning and early afternoon programming. . . . a constructive and far-reaching trend that will satisfy the audience and advertiser alike. . . ."

More Dominant Factor

Earl R. Collins, Hollywood Television Service Inc. (subsidiary of Republic Pictures Corp.) — ". . . It is the consensus (of many leading telecasters) that film will more and more become the dominant factor. Television and movies in 1952 should gain the respect of the entire world—what a medium for public relations!"

Hugh Jamieson Sr., Jamieson Film Co., Dallas — "We expect a substantial increase in TV film business. . . . The business outlook is favorable. . . ."

L. R. Shaw, Alexander Film Co., Dallas — ". . . The outlook is healthy and business prospects most favorable. There is every indication of a bright sales picture."

Joseph Dephure, Dephure Studios, Boston — ". . . Our business will hold the same level for the first quarter of '52 as it has in the past six months with an expected rise thereafter. . . ."

Maurice Master, Master Motion Picture Co., Boston — ". . . Locally we expect more film programs as against live or network shows. The

situation with respect to TV commercials calls for a local cost film service whereby 'spots' for the week' or showings limited to two or three times may be used. . . . The value of TV is being run by the same commercial long. . . ."

S. W. Caldwell, S. W. Caldwell, Toronto, Canada — "There is no TV business in Canada as yet, but we are doing a certain amount of commercial film strips for Canadian advertisers to be used on U. S. stations to reach the Canadian market. . . . We are doing an increasing amount of commercials. When Canadian TV stations are equipped to handle kinescope shows. . . ."

Joseph DeFrenes, DeFrenes Philadelphia — "We expect our business to be up 25 percent for the first quarter of 1952. Based on demand of the past few months we aim and expect to better 1952 our percentage increase compared to 1951. We expect television film advertising will continue to increase in 1952."

Quality Improved

Louis W. Kellman, News Film Lab, Philadelphia — "We expect business to be up 15% for the first quarter of 1952. I believe it will be very good for our film business. The quality of our motion picture production for television greatly improved and we feel that a greater number of advertising agencies will be using more prepared films. Live shows are expensive and complicated. A package film shows are simpler, more economical and agencies will be using more all the time. . . ."

Marc Frederic, Tee-Vee, Beverly Hills, Calif. — "Considering the fact that quality, cost and it have been given thorough thought from all facets, producers will find that their product will be sold more readily in 1952 than any previous year. . . . Because of rising cost, sponsor position must be taken into greater consideration this coming year. If production can keep proper ratio between cost and quality, more film will be sold than ever before."

WM. RICHARDSON

Dies in Auto Accident

WILLIAM RICHARDSON, general manager of WBYS-FM Canton, Ill., was fatally injured in a head-on automobile collision near Canton Dec. 11, the time of the accident, Richardson was en route to home near Lewistown. Funeral services were held in Salem, Ky.

Mr. Richardson, native of Graham, Tex., was a World War veteran. Surviving are his wife, the former Jean Murphy, a sister, John W., a brother and a sister. The same accident, a 15-year-old girl riding in the other car was killed and two of her companions seriously injured.

fcc and up

New Grants, Transfers, Changes, Applications

Box score

SUMMARY THROUGH DECEMBER 20

Class	On Air	Licensed	CPs	Con'd Grants	Appls. Pending	In Hearing
M Stations	2,321	2,289	117		310	107
M Stations	647	557	90	1	11	2
V Stations	108	93	15		470	171

% On the air.

Non-Docket Actions

AM GRANTS
Ft. Myers, Fla.—Robert Hecksher, granted 1410 kc, 1 kw, daytime; estimated construction cost \$15,960. Mr. Hecksher is employed by Navy Department of Ships, Electronics Div., Washington, D. C. Granted Dec. 18.
Iuka, Miss.—R. W. Towery, granted 90 kc, 1 kw, daytime; estimated construction cost \$19,700. Estimated first year operating cost \$30,000, estimated first year revenue \$36,000. Mr. Towery is owner of weekly newspaper Vidette, Iuka, Belmont Tri-City News, Iuka, and Times-Promoter, Herrando, Miss. Granted Dec. 18.

FM GRANTS
Augusta, Ga.—Garden City Bestg. Co. granted 105.7 mc (Ch. 289), ERP 9.2 kw, at 100 ft.; estimated construction cost \$9,722 (certain WAUG equipment, etc., will be used), estimated first year operating cost \$25,000, estimated first year revenue \$28,000. License is permanent. Station is owned and has interest in WOLS Florence, C. Granted Dec. 18.

TRANSFER GRANTS
WJNO West Palm Beach, Fla.—Grant-1 transfer of control from John H. Hemingway, Jr. and a 11 Hemingway, Stephen Willis and William Hyman, to Stanley O'Neill, George H. Buck and Adrian C. Leiby for \$102,667 for 51.5% stock. Mr. O'Neill is former owner of KMC McAlester, Okla., Mr. Buck president of Hackensack Water Co., Hackensack, N. J., and Mr. Leiby is secretary of Hightstown Rug Co. Joms. Hyde and Jones dissented and filed for a hearing. Granted Dec. 17.
KFVN Bonham, Tex.—Granted assignment of license from Fannin County Bestg. Co. to Bonham Publishing Co., Bonham, Tex., and John R. Rhineland, president of WOPT Rhineland, Wis. Mr. Lemke is vice president, director and stockholder in Unwood Vaneer Co., Wausau. Granted Dec. 19.

WSAU Wausau, Wis.—Granted assignment of license from The Journal Co. of the Milwaukee Journal to John R. Rhineland, Wis. Mr. Lemke is vice president, director and stockholder in Unwood Vaneer Co., Wausau. Granted Dec. 19.

KFMV (FM) Hollywood, Calif.—Granted transfer of control Union-Sig. Corp. of Los Angeles, licensee, from Frederick C. Umbreit, Jr. to Harry Marters and International Ladies' Garment Workers Union to Harry Matzlish (5%) and David C. Baird (45%) for 6,000 (amount remaining to be paid for sale of KFMV Sunset Blvd., 50% of stock from Matzlish Island, Calif. [Bt, Nov. 19, 12]. Transferee

is licensee of KFWE Los Angeles. Granted Dec. 19.
WSFC Somerset, Ky.—Granted transfer of control Southeastern Bestg. Co., licensee, from W. Howes Meade to Meyer Layman, through sale of 70% of stock for \$31,000. Mr. Layman is manager of WSFC. Granted Dec. 19.

New Applications

TV APPLICATIONS
Fargo, N. D.—Red River Valley Television Corp., Ch. 6 (32.8 mc), ERP 29 kw visual, 19.5 kw aural, antenna height above average terrain 288 ft. Estimated construction cost \$19,000. Applicant corporation is jointly owned by KVOX Moorhead, Minn., and KFGO Fargo. Filed Dec. 17.

Logan, Utah—Cache Valley Bestg. Co., Ch. 2 (54-60 mc), ERP and antenna height to be determined. Estimated construction and other costs not given. Applicant is licensee of KVVU Logan, Lincoln, Nebraska—Cornbelt Bestg. Corp., Ch. 10 (192-198 mc), ERP 32.8 kw visual, 16.4 kw aural, antenna height above average terrain 248 ft. Estimated construction cost \$104,760, estimated first year operating cost \$104,760, estimated first year revenue \$60,000. Applicant is licensee of KFOV AM-FM Lincoln, KOLB Omaha and WQGY Minneapolis. Filed Dec. 20.

Columbus, Ohio—Ohio State University. Noncommercial educational station. Ch. 12 (204-210 mc), ERP 25.9 kw visual, 13 kw aural, antenna height above average terrain 500 ft. Estimated construction cost \$247,630, estimated first year operating cost \$100,000, to be supported by University funds. Applicant is licensee of WOSU AM-FM Columbus. (Ch. 12, although not allocated to Columbus, appears to be most suitable since it is not allocated for operation in Charleston, W. Va., 134 miles distant, and Indianapolis, Ind., 167 miles distant, according to Robert C. Higley, director of WOSU AM-FM.) Filed Dec. 20.

TRANSFER REQUESTS

KVOB Alexandria, La.—Assignment of license from Central Louisiana Bestg. Corp. to KSYL Inc. for \$56,000 cash. Assignee is licensee of KSYL Alexandria, La., which is owned (49.5%) by Harold M. Wheelahan, vice president of WSMB New Orleans, and Milton Fox (49.5%), former operator of soft drink bottling company, now with no interests except in KSYL Central Louisiana Bestg. Corp. is owned by Louisiana Baptist Convention. Filed Dec. 17.

WBAL-AM-TV Baltimore and WISN-AM-FM Milwaukee—Assignment of license from Hearst Radio Inc. to The Hearst Corp. to simplify corporate structure of Hearst institution as whole and facilitate financial and operating controls. No monetary consideration. Filed Dec. 17.

WDLB-AM-FM Marshfield, Wis.—Acquisition of control Dairyville Dairy Service Inc. by Lloyd L. Felker and Corinne A. Kraus through purchase of 50% of stock from Dairyville Dairy, Alden Copps, deceased, and Karl H.

FCC Actions

(Continued from page 75)

December 20 Applications

ACCEPTED FOR FILING

Modification of CP
WCEN Mt. Pleasant, Mich.—Mod. CP, as mod. and reinstated authorizing power increase, DA-N, change in operating hours, etc., for extension of completion date.

KE2XDR (Allen B. DuMont Labs) New York—Mod. CP, as mod. for change in facilities, for extension of completion date.

WBEN-FM Buffalo—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

WMRC-FM Greenville, S. C.—Mod. CP, authorizing changes in FM station, for extension of completion date.

KALE Richland, Wash.—Mod. CP, as mod., authorizing frequency change, operating hours, DA-N etc., for extension of completion date.

Change FM Station
WTOP-FM Washington—CP to change trans. location, ant. height, etc.

Amend CP
Friendly Bestg. Co., Woonsocket, R. I.—CP new AM station on 820 kc, 1 kw, daytime, AMENDED to change frequency to 1380 kc, trans. location from Woonsocket to North Smithfield, R. I., and change ant. (contingent on WPAW Pawtucket, R. I., relinquishment of 1380 kc).

AM-1320 kc
KCRA Sacramento, Calif.—CP to increase power from 1 kw-N to 5 kw-N and change DA-N.

Applications Dismissed
Inyo Bestg. Co., Bishop, Calif.—CP new AM station, 1230 kc, 250 w, full-time, DISMISSED.

Carmel Bestg. Co., Carmel, Calif.—CP new AM station, 1150 kc, 500 w, daytime, DISMISSED.

Applications Returned
WIGM Medford, Wis.—RETURNED application for assignment of license from George F. Meyer to Radio Station WIGM Inc.

Red River Valley Television Corp., Fargo, N. D.—RETURNED application new TV station because notarial seal omitted.

Doege for \$45,000. Mr. Felker and Miss Kraus now each own 25% of WDLB-AM-FM and after transfer will each own 50%. Filed Dec. 17.

KRTT Baytown, Tex.—Transfer of control Bay Bestg. Co., licensee, from C. O. Alexander (38%), O. J. Howell (35%) and Sylvia McKinstry (2%) to W. B. Bates (55%), E. C. Aldredge (5%), Roscoe Cavitt (5%), Neuman Dudley Jr. (5%), Arthur R. Reese (5%) and Clausius W. R. Bates (5%). Per share or \$16,000 for 80 shares (80% of stock (20 shares of stock, owned by H. R. Grobe, is not being sold). Mr. Bates is partner of law firm of Fulbright, Crooker, Freeman & Bates, Houston, and the other buyers are all Houston businessmen.

KONO-AM-FM San Antonio, Tex.—Assignment of license from Eugene J. Roth, Jr./as Mission Bestg. Co., to Mission Bestg. Co., a corporation having 100% of its stock owned by Mr. Roth. No monetary consideration.

Deletions...
TOTAL deletions to date since Jan. 1: AM 28, FM 65, T 1. New deletion: KRAO Red Oak, Iowa—Red Oak Radio Corp., CP, Dec. 18.

NARBA PACT

Cuba First to Ratify

FIRST country to ratify the new North American Regional Broadcast Agreement (NARBA) is Cuba. On Dec. 17, the Cuban Senate ratified the terms of the North American radio convention which was signed Nov. 15, 1950 [B•T, Nov. 20, 13, 6 Oct. 30].

NARBA treaty is awaiting ratification in the U. S. and Canada, as well as the Dominican Republic, Bahamas-Jamaica. Mexico and Haiti did not participate in the NARBA deliberations. Treaty is before a subcommittee of the Senate Foreign Relations Committee [B•T, Sept. 24], comprising Sen. Theodore Green (D-R. I.), chairman, and Sens. Bourke Hickeloper (R-Iowa) and John Sparkman (D-Ala.).

According to the NARBA treaty, Cuba would be permitted to operate on the following U. S. Class 1-A frequencies, provided it protected U. S. dominants:

640 kc (KFI Los Angeles), 660 kc (WNBC New York), 670 kc (WMAQ Chicago), 760 kc (WJR Detroit), 780 kc (WBBM Chicago), 830 kc (WCCO Minneapolis).

Cubans would be granted future "special protection" by the U. S. on the following wavelengths: 550, 570, 590, 630, 640, 690, 730, 740, 860, 920 and 980 kc.

NARBA treaty was the object of scathing objection by Clear Channel Broadcasting Service, which claimed that the U. S. delegation had prejudged the clear channel proceedings begun in 1945 by "concessions" granted to Cuba.

NARBA treaty comes into force when ratified by three out of the following four major countries: Canada, Cuba, Mexico and the U. S.

Uruguayan Visits

HECTOR M. LABORDE, general manager of the Uruguayan government radio network (SODRE), Montevideo, is on a four-month tour of radio-TV installations in the U. S. under the exchange-of-persons program. Uruguay has developed special feature broadcasts for workmen, farmers, students and children, he said.

November Box Score

STATUS of broadcast station authorizations and applications at the FCC on Nov. 30 follows:

	AM	FM	TV
total authorized	2406	647	108
total on the air	2321	635	108
licensed (all on air)	2289	557	91
construction permits	117	90	17
conditional grants	1	1*	
total applications pending	984	178	617
requests for new stations	302	10	463
requests to change existing facilities	290	16	43
deletion of authorized stations in November	3	4	0
deletion of construction permits	0	3	0

On the air.

BROADCASTING • Telecasting

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Wemar-Savoy

THE BOY
On Records: Tommy Tucker — MCM 11067; Little Sylvia — Savoy 816; Evelyn Knight—Dec. 27842; Martha Tilton — Coral 60585.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

'CORRELATIONS'

Roslow Answers Chappell

CHARGE that Dr. Matthew Chappell resorted to a "cute statistical trick" to discover low correlation between Pulse and Hooper ratings in individual cities in contrast to high correlation between U. S. Hooperatings and Nielsen Radio Index ratings was hurled last week by Dr. Sydney Roslow, director of The Pulse Inc.

In an answer to the summary of the Chappell report on the various types of audience rating surveys released the previous week by C. E. Hooper Inc. [B* T, Dec. 17], Dr. Roslow declares that the differences between Pulse and Hooper ratings are due in considerable part to the unreliability of the telephone coincidental system employed by Hooper. He flatly denies Dr. Chappell's charge that Pulse uses the quota system of sampling and counter-charges the head of Hofstra College's department of psychology with not troubling to read the explanation of the Pulse method printed in its reports.

Refutes Hooper

Further, he quotes Dr. Kenneth Baker, chairman of the Test Survey Committee, to refute Mr. Hooper's statement that Dr. Chappell was added to the committee at Dr. Roslow's suggestion. Dr. Baker, as quoted by Dr. Roslow, recalled that several names were suggested from the roster of the New York Radio Research Council and as Mr. Hooper and Dr. Roslow agreed on a name "I stepped to the 'phone and called the individual and invited him to work with the committee. Both Larry Deckinger and Matt Chappell were selected in this way."

Declaring that "half research is worse than no research," Dr. Roslow states that "the national U. S. Hooperatings used in the correlation [with NRI] are not the same kind of ratings now issued locally by our competitor [Hooper]. The U. S. Hooperatings were based on about 50% diary returns and 50% telephone coincidentals. The present system employed by our competitor is over 50% unaided telephone recall—a system long ago abandoned by the broadcasting industry with our competitor helping to make this decision. The data employed in these correlations are the ratings of national network programs. They are not based on the ratings of all stations, large

and small, in a local market.

"It will doubtless surprise our competitor that Pulse Multi-Market radio ratings of network programs also correlate high with NRI," Dr. Roslow notes. He reports that for the period March-April, 1951, the correlation between Pulse and NRI was .82 for daytime programs, compared with an .87 correlation between Hooper and NRI, with a Pulse-NRI correlation of .83 for evening programs, against a .95 Hooper-NRI and adds: "Remember that the Pulse Multi Market Radio is not national in the sense that the NRI is and should not be expected to correlate so well."

Denying any admission that Nielsen ratings should be "accepted as the gospel," Dr. Roslow states that correlation here "means only that there is agreement in the rank order of programs ratings." He asks if the failure of the Chappell report to cite actual U. S. Hooperatings and NRI ratings is that "there is a wide gulf in actual size between them" and notes the Chappell comment that "total audience sizes vary from 25% greater than the average audience for high rating programs to 70% greater for low rating programs as Audimeter data seem to indicate."

In contrast, Dr. Roslow lists the following comparison between Pulse Multi Market ratings and NRI for March-April:

AVERAGE OF ALL PROGRAMS

	PULSE	NRI
Monday night	7.8	9.7
Tuesday night	7.2	9.5
Wednesday night	7.5	9.8
Thursday night	7.2	8.3
Friday night	6.2	7.5
Saturday night	6.5	8.4
Sunday night	7.3	9.4
Saturday daytime	4.3	5.3
Sunday daytime	3.5	4.1
Mon.-Fri. multiweekly daytime	5.5	5.9
Mon.-Fri. multiweekly nighttime	4.9	5.1

Dr. Roslow quotes from the Chappell report the following correlations obtained between "Pulse ratings and the so-called coincidentals for three markets":

Coefficient of Correlation Between Roster and Telephone Coincidental Ratings

	New York	Chicago	San Francisco-Oakland
Daytime coincidental rating:			
0.0-0.9	0.41	0.51	0.57
1.0-1.9	0.28	0.41	0.42
2.0 and over	0.82	0.84	0.63
Evening coincidental rating:			
0.0-0.9	0.36	0.24	0.21
1.0-1.9	0.51	0.45	0.36
2.0 and over	0.84	0.76	0.86

"The low correlations," Dr. Roslow declares, "are obtained by a cute psychological trick. Note that instead of computing one coefficient to cover the complete range of ratings from 0.0 up to the highest, the range has been divided into three categories and the correlation coefficients computed within each range. Every elementary statistical student knows

that within a partial range minimum correlation will be found compared to maximum correlation when the complete range was employed.

"Why," he asks, "was not such an analysis made comparing U. S. Hooperatings with NRI? Would the .95 and .87 correlations be considerably reduced? Why is the correlation high between Pulse and the so-called telephone coincidentals for programs whose ratings go from 2.0 up to the maximum and low for the low rated programs 0.0 to 0.9 and 1.0 to 1.9?"

"If Pulse ratings and telephone coincidentals for the same programs were correlated," Dr. Roslow states, "the degree of agreement between the two measures could be very high if all programs were included in the analysis." But he notes that with low-rated programs no correlation can be demonstrated because the difference between such low ratings is not reliable.

Cites One Answer

One answer to that unreliability is the fore-shortened range, Dr. Roslow points out. The other is the "unreliability of these low ratings obtained by the so-called telephone coincidental system," he charges, stating that "these telephone coincidental ratings are so unreliable—based on insufficient samples and inadequate samples—that they could hardly be expected to correlate with anything at all."

"For example," he avers, "in San Francisco the base for daytime mid-week Hooperatings per quarter-hour is 750 and nighttime quarter-hours about 250, as compared respectively with 1,000 and 400 for Pulse. Now you see again why I say 'half research is worse than no research.'"

Stating that "the Chappell report tries to create the impression that Pulse employs quota system sampling and that the so-called telephone coincidental system employs probability sampling," Dr. Roslow declares: "Had Dr. Chappell bothered to read the explanation of the Pulse sampling method in the Pulse reports 'borrowed' for his study, he would know that Pulse is using probability sampling."

Derby Signs Chertok

DERBY FOODS Inc., Chicago, announced last week it had signed Jack Chertok Productions Hollywood to produce a series of 26 half-hour video films entitled, *Sky King*. Transaction is reported to involve about \$500,000. Series will be based on the MBS radio series entitled, *Sky King*, which also is sponsored by Derby Foods. The food company will promote its Peter Pan Peanut Butter on TV shows. Filming is slated to get underway early in February. Agency for Derby Foods is Needham, Louis & Brorby, Chicago.

cluster design. But apparently this was too much trouble."

Noting that a true probability sample for telephone surveys requires "that every telephone number has an equal chance of being interviewed," Dr. Roslow says it does not apply when there are unlisted numbers, busy signals at party lines, when interviewers call from their homes "because they are allowed unlimited calls over a restricted number of exchange within the single toll zone," when a prescribed number of rings is employed for all calls, regardless of type of house or of respondent or of activity of respondent at the time of the call. "Once more he concludes, 'may I remind you that 'half research is worse than no research.'"

WLWT FILM BUY

Gets New Run Feature

NEW FILM purchase has been made by WLWT (TV) Cincinnati of 18 feature films being released by Snader Productions. Ben Barth, assistant to the vice president in charge of TV for Crosland Broadcasting Corp., station licensee, pointed out the purchase will enable WLWT viewers to see current films within a few weeks of their release to first run theatres. Films will be shown on *Famous Theatre*.

The group of 1950-51 films either have been or will be released within the next few months to first run theatres around the country at the same time are being made available to TV stations, it was stated.

Those films already released have been issued within the past 18 months, Mr. Barth said. The films, which include 13 Alexander Korda pictures, two J. Arthur Rank films and an all-star RKO release, could possibly be playing at a neighborhood theatre at the same time they are shown on WLW television, he explained.

CBS PUBLICISTS

Guild Asks Wage Boost

WEEKLY wage increase of \$77 was asked by Publicists Guild for CBS Hollywood Radio and TV publicists during opening negotiations last week in attempt to bring salaries in line with those of motion picture publicists. The guild on behalf of the network's 13 publicists, who average \$89 per week with \$77 as minimum, asks \$140 plus \$14 (10% cost of living (latter to fluctuate with changes). Proposed sum is median of salaries paid out by motion picture publicists for junior and senior scale wages.

CBS' contract with the guild expires Dec. 31, as does that of ABC Networks have approached the guild on subject of joint negotiations, but guild reaction, at the point, is not favorable.



RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

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horizontal monopoly extending from newspapers to high power radio stations to the older networks to the only available television channels and to their networks. In one community I can mention, there are three powerful daily newspapers which possess the only three clear-channel 50 kw stations, the three most famous networks, the three most desirable FM channels and are operating the only three VHF television stations that community will ever have. It is hardly necessary to point out the difficulty of the competition against such horizontal monopolies. It is important that we realize that this newspaper-TV combination is ever prebidding and that within the foreseeable future the major power of all communications in America will be in the hands of 300 men. However fine are these men, such an unchangeable concentration of power violates the principles of competitive free enterprise.

Return to Radio

"I further predict that 1952 will see an increasing number of advertisers priced back from TV. The trend has already begun. An honest appraisal of costs per thousand will in 1952 show any more advertisers the economy of AM radio particularly for mass consumption products needing repetitive mention. I predict that in 1952 TV network costs will be so staggering figures at Phonovision, Skiatron and similar home payment, non-advertising devices will be seen as an avoidable necessity for TV. TV here to stay and, in one network form or another, to expand, but 1952 will see more national advertisers weary of its effective but so expensive novelty.

"I predict that 1952 will produce major changes in the relationship between radio and sports. Sports rights fees, blackouts, sports restrictions upon the freedom of radio, discrimination as between radio and radio as well as violations of the statute law will in 1952 bring the first strong reaction from angry and awakening radio industry.

"I predict that in 1952 America will for the first time realize that there is a new giant in the land—the Liberty Broadcasting System. After a year of quiet preparation, this huge newcomer within the last 30 days has closed its last major market, with the signing of 50 kw stations WGMG, WCFL and WPC in New York, Chicago and Los Angeles respectively. Liberty already America's second largest network. A new giant is in the land."

G. (Jack) FERNHEAD, general manager of KYA San Francisco, presented KYA staffers with 15-pound keys for Christmas.

HEARINGS

NEW YORK State Bar Assn.'s Committee on Civil Rights went on record last week—and asked the association to follow suit—condemning the broadcasting and telecasting of Congressional or executive hearings while any witness is testifying, "except at public hearings on pending legislation."

The Committee also held that no such hearings should be commercially sponsored. It asked the association to urge that all Congressional and executive hearings be governed by a "code" embodying its recommendations. The association will vote on the proposals at its annual meeting Jan. 24-26 in New York.

The bans proposed by the 30-man committee extended to still photographs and moving pictures (newsreels) as well as radio and TV. The "code" which the group advocated to govern coverage which it felt may properly be allowed—in hearings on pending legislation—would include a provision to make sure that "the necessary apparatus for photographs, moving pictures, television, and radio broadcasting should be as inconspicuous as possible."

The proposed prohibitions were attributed to a desire to protect individual rights and to assist committees in performing their tasks as efficiently as possible. Report said:

It is often asserted that Congress has the job of enlightening and educating the public so as to create an intelligent public opinion. This may be an incidental and often valuable by-product of the legislative process, but it is questionable whether education is a Constitution function of the legislature sufficient to sustain procedures of doubtful value in effecting legislation, especially when weighed against the danger to individual rights.

Nor do we find any sound Constitutional basis for the assertion sometimes made that television, newsreels, radio or the camera have rights guaranteed by the First Amendment to record proceedings which are a part of official governmental investigations. Equally doubtful is the existence of any right in the public to hear the legislative or executive proceedings while they are in progress.

Schedule Problem

The "precise" schedules of radio and TV make it difficult to give full coverage, the committee said, and in addition "the danger that legislators [or witnesses] may use the tremendous national audience for personal advantage at the cost of a dignified and fair proceeding cannot be ignored." The report continued:

Moreover, where the accuracy of the testimony suffers, there is increased danger that men's reputations and careers will be blasted. And unfortunately it is this very process involving reputations, particularly when they are under attack, which furnishes the best popular entertainment and creates the loudest clamor for further broadcasting.

The committee noted that legislative hearings generally fall into one of four categories: (1) on pending legislation; (2) on the administration of governmental affairs, dealing with such questions as the honesty or ability of administrative officials; (3) on particular problems, attempting to elicit facts and recommend legislation, and (4) hearings to inform the public, etc.

In the first type—hearings on

Coverage Is Opposed By N. Y. State Bar

pending legislation—the "danger that a witness' rights will be invaded is relatively slight," the committee concluded. But it felt "the danger of abuse exists," and that a coverage code should be devised "to minimize as far as possible the disturbing influence of cameras, flash bulbs, and microphones." Further, the committee held:

In addition the code should insure a witness whose reputation may be injured by testimony before the committee a chance to rehabilitate himself. And if the witness in the unusual case should desire to express his views to the committee without the added publicity of television, radio, and newsreel, his wishes should be respected and the cameras and microphones should be shut off.

Special Instances

In the case of hearings on administrative investigation, the committee felt the question of radio, TV and other coverage hinges on the type of hearing involved: "Insofar as [the hearings] are judicial or quasi-judicial in nature we believe they should be conducted without television, newsreel, camera or radio." But "where the hearings are not quasi-judicial in character . . . there will undoubtedly be instances where full coverage is desirable." Even in the latter instances, the committee thought "there should be adequate rules of procedure for their conduct, procedures that will protect the rights of individuals involved and prevent our government from being held up to ridicule and contempt."

In the case of hearings to find facts and recommend legislation, to inform the public, etc., the committee held that "mike" fright or "stage" fright impair a witness' ability to answer clearly, and that, additionally, "widespread public coverage of such a hearing through television, radio, and newsreel may violate the most basic rights of a witness being questioned about intimate details of his personal and business life." Further, it was said, such hearings must necessarily be "selective," and are not primarily designed to determine innocence or guilt. The report asserted:

Anything which makes it still harder for a witness to defend himself while increasing the damage to him due to his inadequate opportunities for self-defense only multiplies the unfairness. Television and radio coverage have just such a tendency because of the pressure of precise time schedules and the necessity of satisfying the public curiosity and interest.

We also think there is no real defense for allowing these hearings to be broadcast or telecast under commercial sponsorship. Such sponsorship cannot help but impair the dignity of a sovereign proceeding. It may force a witness, at a crucial point in his life, to testify under compulsion for the financial benefit of a purely private business concern.

A serious constitutional question arises when a witness appearing under subpoena refuses to testify on the grounds that television, radio and newsreel subject him to severe mental and physical strain and he is unable to

(Continued from page 26)

that we are evolving sound procedures to assure a healthy future for radio.

"Our television activities this year have, we feel, more firmly entrenched NBC as the leading network of the medium. We have increased the number of program hours and will continue to do so. We have added great talents to our entertainment roster, and this policy, too, will endure. We have proven the worth of sales methods once viewed as radical departures from tradition. In conjunction with other members of the broadcasting industry, we have helped realize cost-to-coast television.

"Two words—faith and confidence—best sum up our attitude at NBC. We have unbounded faith in both radio and television and their future existence as complementary media, existing side by side, each serving the American public best in its particular manner. And we have confidence in our own ability to bring this concept to complete realization."

AAAA

(Continued from page 29)

ing pace with the needs of the times.

Agencies and media will need to work closely together. They must work creatively, to make advertising more effective and to bolster advertisers' confidence in their advertising expenditures. We must strengthen our business relationship—in such fundamentals as rate cards and contracts, to facilitate time-buying—in improving billing practices, in speeding up collections and in warding off credit losses. And we must work with a high sense of public responsibility, to allay program criticism.

Individually and through our organizations, we have a full docket. To have a full pocket too, it will be a busy year.

think clearly—that the lights, cameras, microphones and recording devices, the thought of millions of watchers and listeners, and the heat and confusion, make a hearing as to him a "third degree." The "third degree" method of eliciting information has been roundly and universally condemned by Bar and Bench as inimical to the interest of justice and violative of due process.

The Committee, headed by Louis Waldman of New York City, said its report dealt "primarily" with Congressional hearings, but also applies "to executive proceedings of an analogous nature, and on a state as well as a federal level."

Why buy 2 or more...
do 1 big sales job

on "RADIO BALTIMORE"

Contact
EDWARD
PETER CO.
WBA



at deadline

'MAMA' FAVORITE PROGRAM IN 'PLAIN DEALER' POLL

THIRD annual TV program popularity poll conducted by *Cleveland Plain Dealer* shows *Mama* (CBS) in first place as favorite program. Poll conducted by George E. Condon, radio editor of newspaper which has conducted radio popularity contest for 23 years. Results of the TV poll follow:

Favorite Programs:
1. *Mama* (CBS) WEWS
2. *Godfrey* (CBS) WEWS
3. *Show of Shows* (NBC) WNEK

Favorite Entertainer:
1. *Godfrey* (CBS) WEWS
2. *Red Skelton* (NBC) WNEK
3. *Martin & Lewis* (NBC) WNEK

Network News Program:
1. *John Cameron Swazey* (NBC) WNEK
2. *Doug Edwards* (CBS) WEWS

Local News Program:
1. *Dorothy Fuldheim* WEWS
2. *Warren Guthrie* WXEL

Best Variety Show:
1. *Toast of the Town* (CBS) WEWS
2. *Show of Shows* (NBC) WNEK
3. *Godfrey* (CBS) WEWS

Favorite Mystery Program:
1. *Suspense* (CBS) WEWS
2. *Lights Out* (NBC) WNEK
3. *The Web* (CBS) WEWS

Favorite Musical Show:
1. *Fred Waring* (CBS) WEWS
2. *Hit Parade* (NBC) WNEK
3. *Paul Whiteman* (ABC) WEWS

Best Dramatic Show:
1. *Studio One* (CBS) WEWS
2. *Mama* (CBS) WEWS
3. *Kraft Theatre* (NBC) WNEK

Favorite Cleveland Program:
1. *Gene Carroll* WEWS
2. *Bob Dale* WEWS
3. *Soupy Hines* WXEL

Favorite Sports Program:
1. *Baseball* (Cleveland Indians) WXEL
2. *Program by Bob Neal* WEWS
(news and interview)
3. *Wrestling* (no station specified)

Favorite Children's Program:
1. *Uncle Jake's House* WEWS
2. *Kukla, Fran & Ollie* (NBC) WNEK
3. *Hewdy Doody* (NBC) WNEK

BROWN BUYS KBIS

CONTROL of KBIS Bakersfield, Calif., is being bought for \$38,250 by veteran broadcaster Harold Brown from Guy, Fred and Reno Marchetti, according to application filed with FCC Friday. Mr. Brown, at present KBIS commercial manager, was formerly with KMJ Fresno and KERN Bakersfield. After FCC approves Mr. Brown's 51% ownership, he will become general manager of station. Associated with KBIS is KMAR (FM).

EDWARDS SHOW SHIFT

Ralph Edwards Show to start on NBC-TV Monday, Jan. 14, instead of Jan. 7, as previously announced. Program will be aired thereafter Mon., Wed., and Fri. from 3:30-4 p.m. EST rather than 12:30-1 p.m. EST, Mon.-Fri. Latter time slot will be filled, starting Jan. 7, by NBC-TV's *Luncheon Date*, musical-variety program emanating from Chicago.

DIETRICH ON SUNDAY

ABC RADIO'S *Cafe Istanbul* starring Marlene Dietrich will go on air every Sunday night from 9:15-9:45 p.m. beginning Jan. 6. Preview of show with highlights of Miss Dietrich's career will be broadcast Dec. 30.

WINTER HAVEN PAYS

ENTIRE cost of originating MBS *Ladies Fair* in Winter Haven, Fla., for 13-week period underwritten by local businessmen and city commission though Florida state advertising officials had authorized \$14,300 in state funds to aid in paying \$28,600 cost of moving show. Broadcasts originate in Florida Citrus Bldg. In past years program had been originated one week in Winter Haven during annual Florida Citrus Exposition.

BARTON YARBOROUGH

FUNERAL services held Dec. 24 in Glendale, Calif., for Barton YARBOROUGH, 50, radio-TV actor who died Dec. 19 of blood clot on brain. He had been known since 1932 as Cliff Barbour on NBC-Radio's *One Man's Family*. He made TV debut on NBC-TV *Dragnet* Dec. 16, recreating role in NBC-Radio version. Surviving are his widow, former Janet Warren, and daughter Joan.

PICTORIAL MOVING

PICTORIAL FILMS INC., motion picture producer and distributor, moves general offices from 105 East 106th St., New York, to Paramount Bldg., 1501 Broadway, suite 1506. New telephone numbers: Pennsylvania 6-3756-7-8. Effective Friday, its shipping and warehouse moving to Candler Bldg., 220 West 42nd St., suite 816.

WOR-TV USING NEW SITE

WOR-TV New York is originating most of its studio programs from its new building at 101 W. 67th St. and Theodore C. Streibert, president of General Teleraid, operator of WOR-AM-FM-TV, is making his headquarters there for two or three weeks while finishing touches are being put on property. Formal opening planned for early in 1952, with Jan. 10 tentatively selected as date.

FIFTH TV APPLICATION

FIFTH television application in week filed with FCC late Friday. It raises number of applications filed this month to 18 (see story page 50). Latest request for TV outlet from KWWL Waterloo, Iowa, which asks for channel 7. FCC already has one application for Waterloo from KXEL, also requesting channel 7.

'FORBIDDEN WORD'

WITH word "spot" being kicked around for many years, local sales staff of WTAD Quincy, Ill., decided to eliminate it. On Dec. 1, 1951, a 10¢ fine was enacted every time salesmen heard another mention word "spot". First week to 10 days dimes were exchanging hands frequently as forbidden word was uttered. Now it is rare occasion to hear word "spot" used in sales offices or in sales presentations. "Spots" are no longer "For Sale" on WTAD; however, "announcements, good times, terrific adjacencies, etc." are selling good.

PEOPLE...

THOMAS P. HOIER, 74, radio and TV, stage and vaudeville actor, died Thursday in Polyclinic Hospital, New York. In recent years he had played character roles in several afternoon radio serials, including *Young Wild Brown*. He is survived by his widow, Mrs. Esther Boggs Hoier.

SAMUEL RUBENSTEIN, a founder and vice president of Arthur Rosenberg Co., which was dissolved last week (see story, page 54), has resigned to join Miller Adv. Agency, N. Y. as vice president and account executive.

DICK WINTERS named director of promotion and publicity, WINS New York, to succeed Joseph G. Besch, recently appointed assistant general manager.

BEN SCHANZER voted executive vice president by board of directors for Air Music Inc. New York, last week in series of promotions which included naming William E. Huston Jerome K. Levy, Ford Harp and Leslie W. Neville as vice presidents.

WILLIAM B. RYAN, president of Broadcast Advertising Bureau, will speak at first luncheon of Radio Executives Club of New York, to be held Jan. 10 at Waldorf-Astoria.

JACK I. STRAUS, president of R. H. Macy Co. and board chairman of WOR-AM-FM-TV New York, made knight in Legion of Honor French government Thursday in New York for work in fostering close economic relations between France and United States.

EARLE K. ANGSTADT Jr., buyer at Macy's N. Y., and Oscar B. Lubow, assistant merchandising director of William H. Weintraub Co., N. Y., to Young & Rubicam as merchandising executives.

SIDNEY A. WELLS, vice president of McCann Erickson, Chicago, succeeds Homer Havermaas as Chicago manager Jan. 1. Mr. Havermaas, who is retiring, continues as adviser and consultant. Mr. Wells joined McCann-Erickson in 1926, going to Chicago office in 1938. He was named vice president in 1945.

ALAN SWEETOW resigns as vice president of Sander-Rodkin Agency, Chicago, to open own package company, Television Feature Inc. Firm, located at 159 E. Chicago Ave. specializes in television shows, production of commercials, motion pictures and radio production. Telephone Mohawk 4-7050.

RAY F. MCCARTHY, formerly of Berry Mot. Co., St. Louis, and Blue Cross, named director of public affairs and publications of KMO, CBS-owned station in St. Louis. At one time he was head of Community Chest in Washington.

GEORGE H. SANDEFER, controller of NBC's radio-TV interests in Washington, appointed to staff of U. S. Chamber of Commerce to direct chamber's radio-TV activities. Arthur Hamilton, of NBC New York O&O division named by WRC-WNBW (TV) Manager Eugene Juster as successor to Mr. Sandefer.

HOLLIS D. BRADBURY, formerly eastern manager and later sales engineering supervisor of RCA Engineering Products Dept. film recording sales, named national manager film section. He has been with RCA 24 years.

JOE GANS, vice president in charge of radio and television, Thwing & Altman, N. Y., father of girl, Laurie.



YEAR 1900

In 1900, a very familiar sign among hundreds of others was this one pictured above. Yes, the metal sign tacked to the tree and the ad painted on a barn were a major part of America's advertising effort in 1900. And in those years it was successful advertising—it reached people!

From this form of advertising, many companies grew to be today's largest manufacturers.

Twenty-five years ago, radio had its beginning and soon had its place next to newspapers and magazines.

Radio itself built great companies and made them even greater because it gave the advertisers a new method of reaching more people more frequently and more efficiently.

Today, television has been added and with its added impetus of sight and motion, together with the spoken word, has already taken its place in the American "scheme of advertising." The basis of today's successful advertising is the more modern media . . . and television is the most modern of them all. Its full potency has not yet been determined.

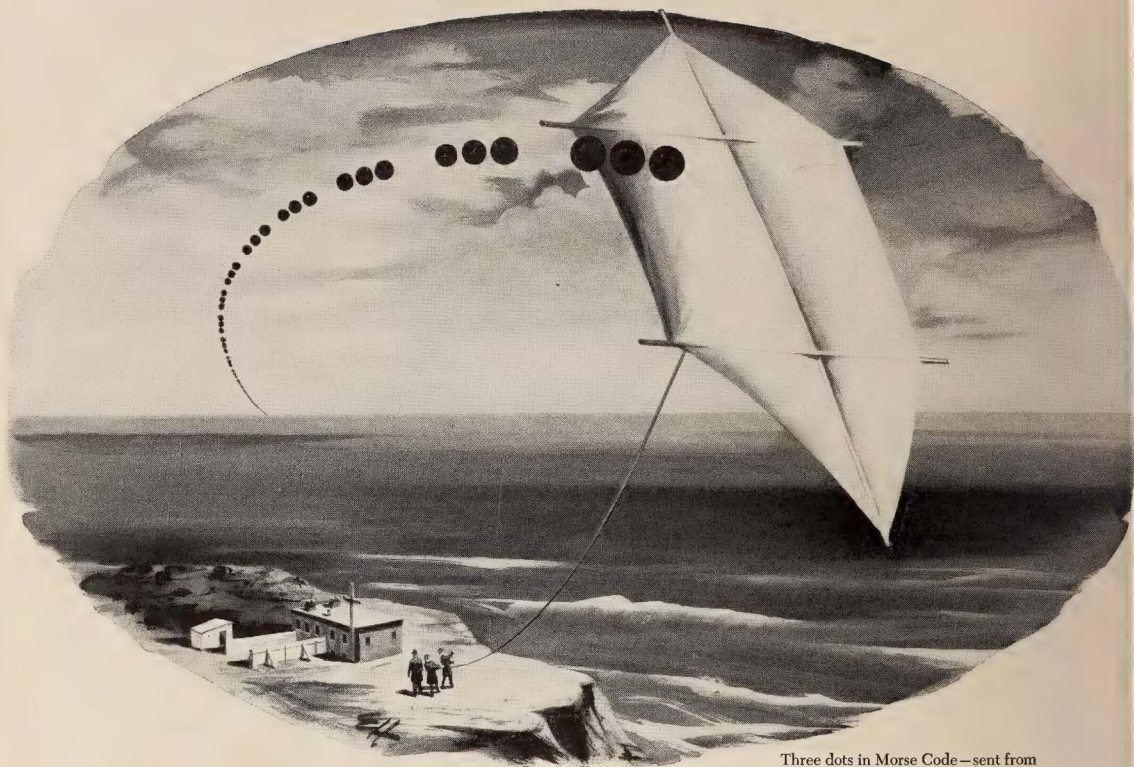
In WLW-Land we have found, however, that the combination of television and radio reaches more people more often and more economically than any other combination of media. The technique is as new and modern as television itself.

WLW

WLW

TELEVISION

THE NATION'S STATION AND ITS TV SERVICE



Three dots in Morse Code—sent from England and received by Marconi in Newfoundland—proved that wireless signals could span the Atlantic.

Three dots that opened a new era!

When Marconi, on December 12, 1901, heard a "3-dot" radio signal—the letter "S" in Morse Code—from across 1,800 miles of sea, it was an experimental triumph that opened a new era in the art of communications.

Before this historic event, wireless telegraphy had been limited primarily to communications between the shore and ships at sea. Marconi's success, however, was the forerunner of many other important developments which led eventually to RCA world-wide radiotelegraph service that now operates more than 80 direct circuits to 67 countries.

As radio progressed, its usefulness was expanded by invention and development of the electron tube, the

harnessing of short waves which made world-wide transmission a reality, and the automatic transmission and reception of messages at high speed.

Radio, with its magic of spoken words and music broadcast over the world . . . television, the miracle of pictures in motion transmitted through the air . . . these mediums of modern communication have added notable links in the chain of electronic advances first forged in 1901 from the mere sound of three dots.

See the latest wonders in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., New York. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, N. Y.



Today RCA Communications send and receives about 81 million words each year across the Atlantic; the messages are automatically recorded on tape, for error-free transmission.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television